



brother®

Brother elevates the
customer experience by leveraging
**HoduSoft's omnichannel contact
center features**

Organization Overview

Founded in Japan in 1908, Brother is a century-old brand renowned for product innovation and customer satisfaction. Powered by 17 production sites and 52 sales companies in 44 countries, Brother is now a leading provider of quality, innovative products for the printing, labeling, and sewing markets. Brother International (India) Pvt. Ltd., established in 2006, offers a fully integrated sales, marketing, and service setup with its headquarters in Mumbai and 6 showrooms in major cities (Chennai, Delhi, Bangalore, Pune, Kolkata, Lucknow). It caters to customers through 15 national warehouses and authorized dealers across India.

Key products include laser printers, multi-function centers, fax machines, label printers, and sewing machines for both home and industrial use. In keeping with the "Customer First" approach, Brother relentlessly meets the needs of customers with its stack of quality-driven solutions.



Challenges



Complex Workflow

- Brother employs agents in 4 different offices across India and they are all connected via a VPN/MPLS. However, the workflow lacked the capacity to unify information and resolve multiple customer issues simultaneously.
- The company faced difficulties with tracking customer engagements, leading to poor agent productivity and customer experience.



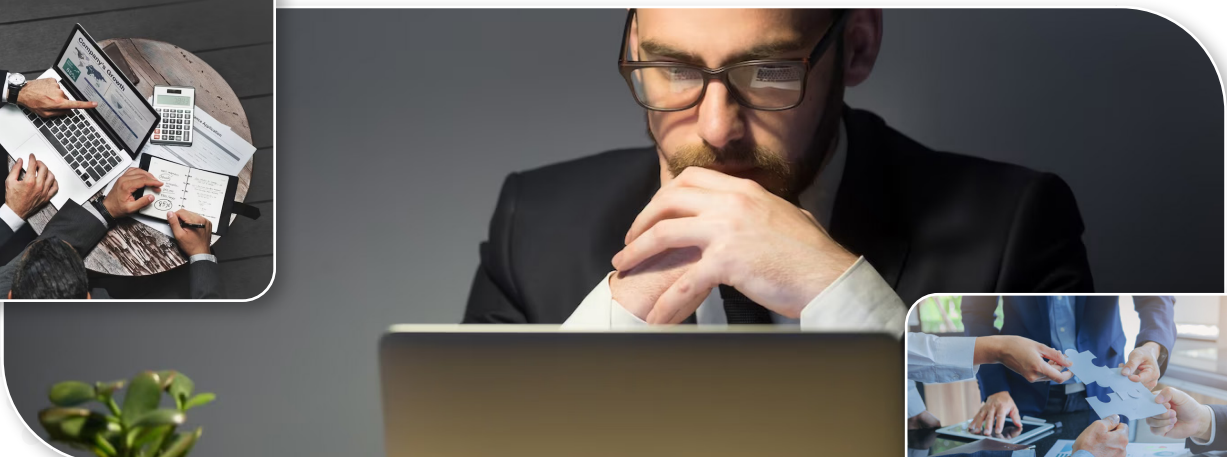
A limited call-handling system

- Brother struggled to connect with customers across different channels, which had a negative impact on customer interaction and engagement.
- The company was unable to handle large call volumes due to limited contact center features.



Lack of customized support

- Employees and agents at Brother were unable to perform several vital customer support functions without the assistance of well-integrated contact center software.
- As a result of this, the company's agents couldn't deliver quality customer service.



Solutions

Brother chose HoduSoft as its partner following a rigorous evaluation process for custom contact center software. The firm leveraged HoduSoft's diverse offerings to attain its desired outcomes.



Simplified workflow

- Brother employed the HoduCC API, through which, their internal CRM team is able to gather customer information like previous orders, unresolved complaints, and other transactional interactions.
- With HoduCC's real-time analytics and reports, the company was able to assess and benchmark the quality of the agents. This motivated agents to deliver a superior customer experience with every interaction.



Omnichannel Call Handling

- Thanks to HoduSoft's efficient call distribution option, call agents at Brother were able to automatically sort and manage heavy call volumes. HoduCC helped the company distribute calls evenly among contact center agents.
- With HoduCC, agents, and employees at Brother were able to launch a web chat plugin on their website to assist with customer queries. In addition, HoduCC helped them recreate a response template for chat and social media interaction. After every call, an automated response was sent to their customers via their preferred channels of communication such as Whatsapp.
- The company leveraged HoduCC for its unique ticketing platform to log customer complaints and utilized the survey module to take feedback from customers.



Personalized product

- HoduSoft equipped Brother with a comprehensive contact center software packed with crucial features like IVR, call recording, and both agent and IVR survey modules. This enabled the company to customize the software to their unique needs and deliver more individualized and improved customer service.
- HoduCC's smart multi-level IVR functions enabled agents to provide an array of self-service options to their customers for improved CX.
- Customization- Trigger Whatsapp Notification when the Customer waits in the queue for a defined Queue notification time using interakt Provider which is provided as a separate customization

Advantages of Partnering with HoduSoft

Here are some of the primary areas wherein HoduSoft has made a significant contribution to the company:



Empowering Call Agents

The team at Brother was primarily focused on empowering their call agents with tools and processes that will help them improve call handling and customer engagement. By providing built-in CRM software and real-time analytics with the use of HoduCC, the team was able to track customer interactions in a streamlined manner.



Connecting With Customers On Preferred Channels

One of the purposes of partnering with HoduCC was to enable Brother call center team to seamlessly communicate with their customers on multiple channels. After assessing the needs of the customers, Brother India, in collaboration with HoduSoft was able to connect with their customers easily across different channels including voice, video, email, social media, chat, and Whatsapp.



Leveraging A Customizable Product

Finally, the collaboration between Brother and Hodusoft emphasized providing personalized customer support to the company's patrons. Through the use of HoduSoft's unique automation tools, the company managed to strengthen customer experience with multi-level IVR, live chat, skill-based call routing, an online ticketing system, survey modules, and self-service options.



Conclusion

Brother overcame the limitations faced in its customer service and communication systems with the help of HoduSoft's products. The company was able to simplify agent workflow, connect with customers on multiple channels, and offer personalized support to meet the unique needs of each and every customer. The integration of HoduSoft's contact center software has elevated Brother customer experience and expanded its reach on a larger scale. Thanks to HoduSoft's support, Brother has realized its goals and boosted overall business performance.



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