StarQuik
A TATA Enterprise

Quickly Experienced Delightful CX with
StarQuik — A TATA Enterprise
◉ Kapture

StarQuik is an online grocery store which is owned by TATA entity. With more than 10000 products listed on their catalogue it offers a wide range of options in every category to provide customers with the best quality products at the lowest prices.

Customers can buy grocery, personal care, household essential products through StarQuik website mobile App and have them home delivered in 3 hours. Currently StarQuik operates in Mumbai and Bangalore.

Fifty thousand orders in a month with an average of 14 items in an order delivered by StarQuik. With these many products being ordered online the number of queries is more. To support these queries raised by customers, StarQuik uses the Kapture ticketing module to serve their customers.

Milind, Head – Customer Care said, "Kapture's unified dashboard brings all queries on a single dashboard. Integration of Cloud telephony, Email, Social Media, Chat and Play Store to Kapture made this possible. Our agents can handle these queries efficiently and improve customer satisfaction."

Orders Received /Month
50,000 Orders

Chat Tickets / Day
650

Agent Productivity Increased By
17%

StarQuik evaluated many other customer support software and implemented Kapture CRM's ticketing module into their workflow. They used a ticketing module to convert all incoming emails, calls, chat, social media posts into tickets. This helped them to categorize, prioritize and assign tickets to the right agents.
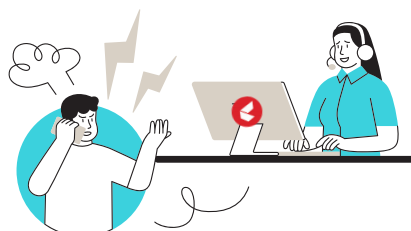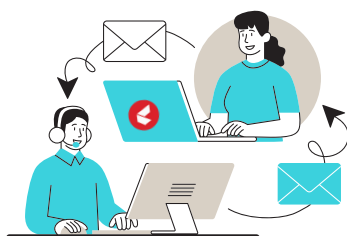
Milind, Head – Customer Care also said, "Our customers prefer chat over call or email", and "The volume of mail and call tickets were less compared to chat tickets. We get around 650+ chat tickets from our website and our mobile app per day. With Kapture Chat, our agents were able to handle several customers at the same time and were still able to offer personalized customer support experience. In app support helped us in pre defining customer enquiries, set context and offer dynamic support"

Kapture's in app support helps the customers to browse through various topics related to delivery, cancellation, refunds, cashback and find solutions themselves along with an option to connect to a live chat agent. This helped in reducing the load on agents.

Inderjeet, Team Lead of Operations said, "The features like chat triggers, chat templates, and chat queue helped us to serve our customers efficiently."

Chat queue feature helps them to auto assign chats to agents when available based on rules such as one at a time, round robin, etc. They can also set a maximum number of chats an agent can handle at any given point in time.