

“ With over 400 emails a day, Kapture’s  
template saves the day for Plum! ”

**kapture**

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for

**plum**







# Problem Statement



They were in dire need of the presentation of queries in a consolidated manner



Presenting queries in a consolidated manner was required for easy resolutions and more agent productivity that ultimately led to customer satisfaction.



Paying attention to every customer and their associated complaint/feedback, on the e-commerce platform via social media, emails was tedious



Maintaining a single smart database was of utmost importance, for a better vision and powerful decision making



It was quite challenging to coordinate with customers during the remote work setup owing to the discreet work stations of the agents.





Kapture's integrated platform is what keeps them going! Be it real-time query resolutions, future communications, complaint escalation, easy returns



The holistic and integrated view of incoming data and information on a centralized dashboard eases the agents' tasks.



Every activity is effectively hosted on the software's single sign-in platform, which makes it absolutely convenient for help desk agents to evaluate and provide a solution.

# Kapture's Solutions !

## Pre Kapture

Agents answering calls were not able to see email oriented queries and vice-versa.

There was minimal clarity on the customer details, to start with

The customer support team at Plum used to be quite frustrated with this discrepancy

Data was not unanimously seen by everyone, at the same time.

## Post- Kapture

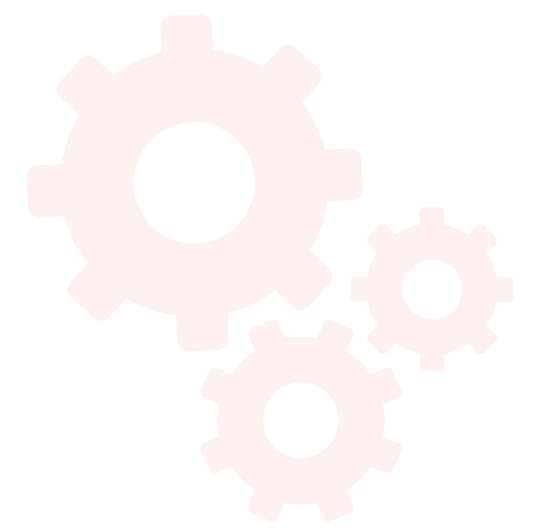
Every agent has a unified dashboard, common to all.

Every query from every source gets intelligently logged onto the system, post which it gets allotted to the right agent available at that particular moment





# Exceptional Result with kapture®



Customer details along with the order number accurately mapped



Kapture made the basic procedure of collecting queries from multiple sources along with the customer details streamlined and more productive. Customers are now correctly known to the system. Tickets are now resolved on time.



In a pressured situation, Plum gets around 400 emails per day and Kapture's email template is of utmost importance, in appropriately responding to customer issues.



Thanks to Plum's Instagram DM integration with Kapture, Users were significantly more active on social media during the lockdown phase and had raised queries on the IG page, which the team collected, examined and resolved



Plum plans to open 50 exclusive branded outlets by 2023 and looks forward to an even bigger CSAT score in the near future based on happy and loyal customers

