



our award winning
360-degree customer
engagement solution
bundle advisory &
fulfillment that
complement & enable each
other to deliver optimized
on ground performance for
bringing about qualitative
changes in policies,
practices and approach

outsourced services



- » **virtual account** management (VAM)
 - » customer life cycle management for large customer base
 - » backed by proprietary IT platform
 - » visibility to customer issues ahead of time
 - » process correction opportunities
 - » increased customer engagement leading to continued usage and eventually wallet share gains

- » **virtual partner** management (vpm)
 - » proactive partner management solution for ensuring policy communication, issue resolution, training and process compliance
 - » responsive IT application
 - » backend support of experienced accounting professionals

- » warranty & **amc management**
 - » ongoing service for customer engagement during the warranty period
 - » support for migration to AMC or renewals
 - » issue resolution

- » **campaign** management
 - » attract, retain and increase customer base with a suite of services that cover everything from setting campaign objectives to measuring customer satisfaction



think customer
think culture

advisory services

lays the groundwork for an effective customer relationship management services

- » customer life cycle definition
- » revenue wallet sizing
- » product / service mapping for wallet share enhancement
- » process & system enhancement and automation requirements
- » phased revenue enhancement & customer engagement plan
- » VAM group sizing
- » skill definition

IT platform

CRM software enables complete customer profiling and account management. The application also has a Field Management feature to manage tickets, customer development and retention. These modules can be fully integrated with our thinkcustomer solution

execution support

a recurring service, this includes

- » setting up the VAM call center
- » developing specific scripts, skill mapping, training need identification
- » defining KPIs and success factors in revenue and CSAT terms
- » running the VAM center to deliver outcomes
- » running Analytics to course correct processes, campaigns

outsourced
services



virtual account management (VAM)

the virtual account management offering ensures high level of service penetration, customer satisfaction, solution provisioning for both SME clientele and high value large accounts. This cost effective and complete solution includes advisory & outsourcing services backed by thinksynq's CRM IT platform



advisory services

designing Virtual Partner Management (VPM) process, profiling roles and defining KPIs. Our scope can include redesigning core processes and policies in Order to Cash (O2C) and Purchase to Pay (P2P) to enable VPM process.

IT platform

we customise our proprietary finance software tool to help set up and run VPM. The application can be integrated to client FAS or CRM

execution support

we offer on-going backend accounting & admin services to facilitate VPM

- » invoicing, vendor bill passing
- » issuing debit & credit notes
- » administration of schemes
- » vendor & distributor reconciliations
- » vendor & distributor balance confirmation
- » distributor business development

outsourced
services



virtual partner management (vpm)

deepen and strengthen relationships with vendors, distributors, business associates and other partners, with our proactive and efficient Virtual Partner Management (VPM) service. Virtual Partner managers are backed by technology and professional accounting teams.

the service includes account reconciliation, partner interaction for clarifications, transaction modifications, issuance of debit/credit notes, account balance certification, conducting satisfaction surveys





advisory services

move customers from warranty to AMC mode and increase revenues. Our services include process & systems study, cost & profitability analysis and recommendation of methods to improve migration from warranty to AMC. We also assist in Warranty & AMC cost accounting & reporting system design and analyse warranty cost trends & inputs to aid in better product design

IT platform

thinkcustomer has a comprehensive warranty & AMC management software that is easily integrated with legacy systems

execution support

We offer a high end and managed solution that encompasses:

- » inbound call center services to manage complaint & request calls
- » trouble ticketing management
- » spares issues and accounting
- » upsell to AMC post warranty period
- » AMC renewal management
- » product up-sell
- » product cross sell post assessment of customer acceptance

outsourced
services

warranty & amc management

we have an enviable record in providing various facets of voice based and non-voice based support in CRM. Our services are customizable and workable across industries.

manage the warranty process, migrate customers to AMC and increase ROI with our widely scoped service offering that covers the entire warranty/AMC span.



advisory services

effective campaign planning, management & evaluation with service scope that spans campaign objective, product mapping, customer profiling, revenue opportunities, product/service proposal, customer delivery process and analytics

IT platform

thinkcustomer has a robust campaign management tool that is also integrated with the Complaint Management and Warranty & Service Management Software

execution support

we provide all the execution support to run and manage successful campaigns:

- » setting up and running a call center for campaign management
- » developing script & training
- » analytics to measure outcome & undertake course correction
- » coordination with field for face to face interactions
- » campaign design

outsourced
services



campaign management

attract, retain and increase customer base with a suite of services that cover everything from setting campaign objectives to measuring customer satisfaction