

ONEDIRECT

&



CREATING AN AWARD-WINNING
CUSTOMER SERVICE BRAND



“

Other firms around the country called us to ask how we did this transformation.

Well, we used **OneDirect**”

- Chandan Chabara

(Director – Customer Experience at OLX India)



ABOUT OLX

Top Online Classifieds Platform for buying / selling used products



ECommerce
Industry



B2C
Business



260 M +
Monthly Active Users



1000+
Employees



Operating in
40+ Countries



WHAT WAS OFF-TRACK?

As OLX started getting popular as the top online classifieds platform, the number of **customers interacting** with the company on social media and third party platforms **increased exponentially**.

Within a year, OLX India and Pakistan saw an **increase of over 100%** in the volume of actionable posts. With over 1000 actionable items a month, **OLX's manual system for tracking and responding** to social media pages and third party platforms had already **begun to struggle**.

WHAT NEEDED DIRECTION?

Errors caused by
manual reporting

Lack of integrated
systems

**Broken
Accountability**

**No Central
Data
Repository**

**Low Agent
Efficiency**

**High FRT
and ART**

**Low Social
Reach,
Missed
Mentions**

Time wasted in segregating
actionable items

Inefficient
process

Human errors
while tracking

OLX NEEDED THE RIGHT DIRECTION. SO THEY GOT IN TOUCH WITH ONEDIRECT!

ONEDIRECT

CHARTING THE RIGHT ROUTE

With help of **OneDirect** OLX was able to **automatically ticket all actionable items from Twitter, Facebook and 200+ third party platforms in real-time.**

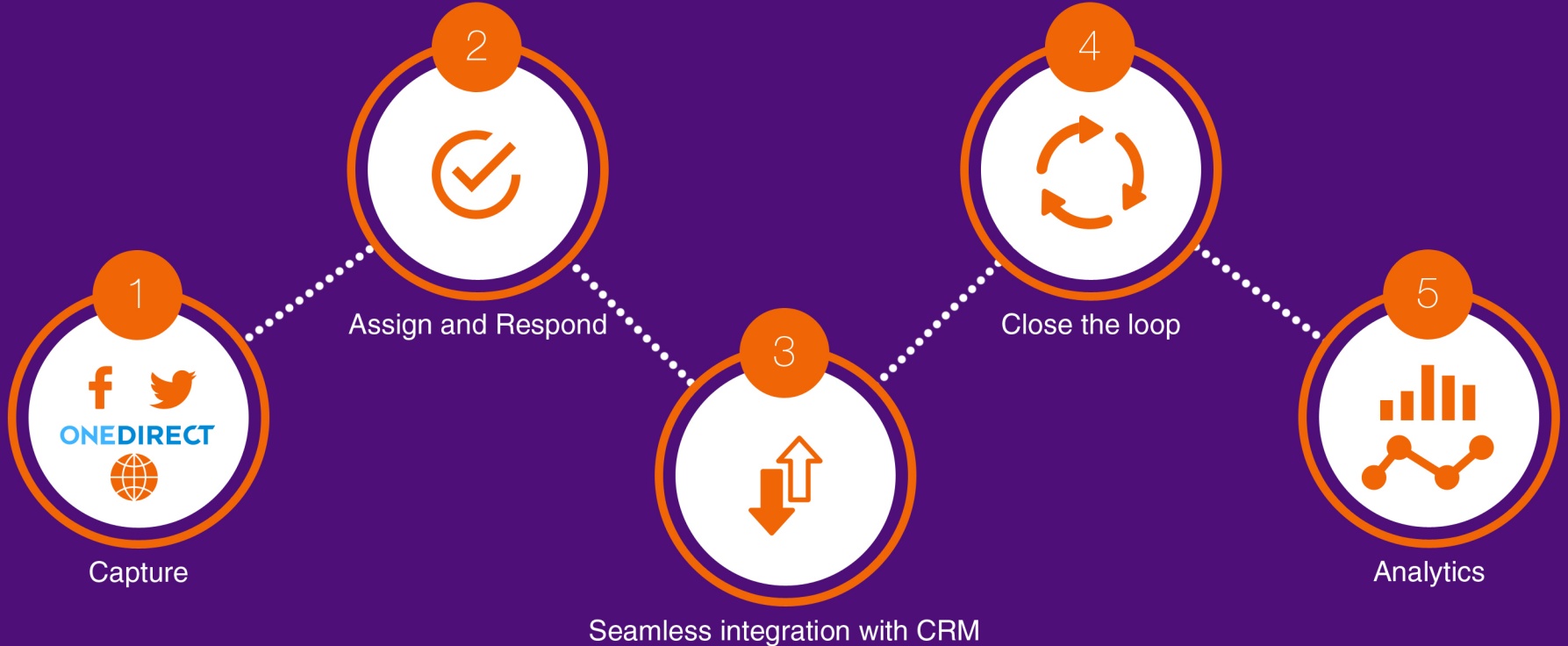
The complex business rule for assignment **increased the process efficiency** and helped closed loop all actionable items which were then automatically pushing to CRM maintaining a central data repository.

OneDirect reporting **helped OLX identify loopholes**, further optimize the system and add accountability.



ONEDIRECT

CHARTING THE RIGHT ROUTE





DRIVING THE RESULTS HOME

3X Decrease
in **FRT**

2X Decrease
in **ART**

30% Increase in
Social Media Reach



**BEST IN CUSTOMER
SERVICE EXCELLENCE
AWARD - ECOMMERCE**

By Kamikaze



**BEST CUSTOMER
EXPERIENCE PROFESSIONAL OF
THE YEAR - CHANDAN CHABARA**
(Director - Customer Experience
at OLX India)

By Kamikaze



“

OneDirect organized all our touch points in one space for better tracking, resolution and closure and helped us being the best in the industry

”



Chandan Chabara
(Director – Customer Experience, OLX India)

“

OneDirect reporting helped us identify loop-holes in the system and thus optimizing our response time and resolution rate

”



Ashutosh Shukla
(Customer Service & Content Quality Manager, OLX India)

ONEDIRECT

LET'S TALK

DUBAI

Unit No. 3210, HDS
Tower,
Plot No. PH1-F2,
Jumeirah Lakes Towers

NEW DELHI

First floor,
F - 26/4,
Okhla phase-2
110020

MUMBAI

No. 1C, 1st floor,
Evergreen
CHSL 5a, Perry road,
Bandra West - 400050

BANGALORE

5th floor, Tower D,
IBC Knowledge Park
Bannerghatta Road
560029