# How Titan Overcame CX Challenges During the Lockdown by Utilizing Locobuzz

# Client Objectives

Leverage texting as a CX medium to respond better and faster than rest of the market during pandemic and lockdown

Optimize WhatsApp, which has 15 million monthly India users, to completely utilize power of omnichannel communications

Take full advantage of the rise in conversational commerce during the lockdown as 78% customers contact brands over WhatsApp

Contain customer crises beforehand using WhatsApp ORM and Locobuzz's real-time updates and auto-response feature

*WhatsApp Business Solution is devised with the strategy of leveraging omnichannel communications, supporting the rise of conversational commerce, and bringing personalization to customer conversations – and customers love it!*

**Rich Content Shared By Users**
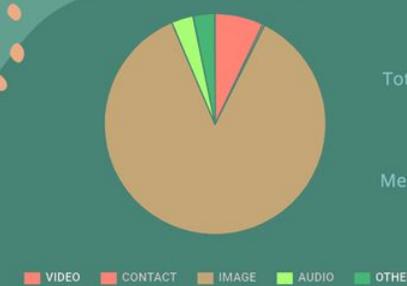
29,505
Total Media Shared

12,953
Media types shared
by unique users

VIDEO   CONTACT   IMAGE   AUDIO   OTHER

# Solution

Integrated WhatsApp Business using Locobuzz and improve ORM functionality while integrating CRM team's work onto the tool

With stores closed during lockdown, Titan focused on increasing customer engagement to resolve queries, complaints, and questions

Thoroughly track customer sentiments and latest trends; timely ticket responses; and converting unhappy customers happy
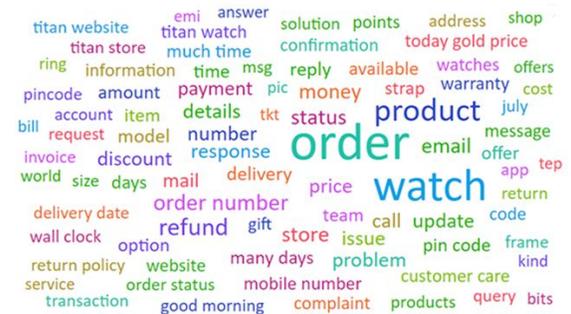
Create a safe space over WhatsApp for customers to share personal information which they don't on other digital channels



OCT 2019 – APR 2020



MAY 2020 – SEPT 2020

# Outcome

WhatsApp helped generate over 97,000 tickets and 3,70,000 messages from customers in a period of one year starting October 2019

Over 64,000 unique users reached out in this period with WhatsApp generating 150+ leads

Extremely high customer engagement rate across social media; especially on WhatsApp with customers sharing pictures, videos etc.

Improved overall CX as Locobuzz made entire digital realm available on single-view dashboard

Meticulously tracked customer sentiment using Locobuzz's powerful mechanism and converted negative mentions into positive

Messages

Day Wise User Activity

*"We were able to keep a track on all customer sentiments, while the tool helped display trends, on-time capture of tickets, and maintain the TAT level of 90 and above. It's what a brand would expect of an ORM SaaS service in critical times."*