

Omni-channel Customer Service

Real-time service offering across the entire customer service lifecycle, from product registration and real-time inquiries handling to repair service request and progress monitoring.

Improved Online Customer Service



Service Offered

Customer service along the entire customer journey

Provide online customer experience along the entire journey; product register > inquiry > repair > survey

- Effective measuring of customer experience and satisfaction via mobile/email surveys

Efficient online service response

Link offline call services with online inquiries from web purchase product screens (chat, email, support request) to increase self-service rate

- Services tailored to situations of members and non-members

Monitoring & Analysis

Analyze customer behavior patterns and measure online business performance via Google Analytics and Adobe Analytics tagging

Benefit

- **Provide seamless service along the entire customer journey**
Real-time provision of purchase inquiries, professional assistance, repair request, and direct payment services
- **Digital marketing driven by customer behavior analysis**
Customer behavior analysis using GA, TA, and campaign and commerce activities using registered product information