

Operational Efficiency Raised via VOC Self-service (a global electronics manufacturer's case)

Self-serviced VOCs Maximizing Operational Efficiency

Operation system innovated through extensive industry knowhow contributes to minimizing customer's VOCs and cutting down on operation expenses.

Issues with VOC handling

✔ VOC Challenge

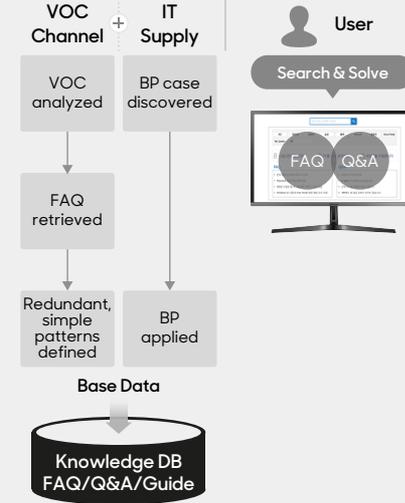
- Waiting time taking up 13% of customer calls
- Average call time: 12 min 30 sec

Customers complaining about long waiting time

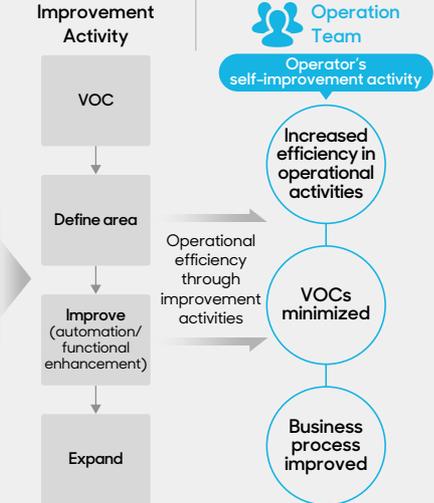
- ✔ **55% of customers in favor of self-service**
(Source : Convergys)

Efficient new way of supporting customer required

Self-service set up for frequent requests



Requirements analysis result used for improvement activities



Minimize VOCs and reduce operating cost through self-service and improvement activities