

Kotak



About Kotak

Kotak Mahindra Bank is an Indian private sector bank headquartered in Mumbai, Maharashtra, India. In February 2003, the Reserve Bank of India (RBI) issued the license to Kotak Mahindra Finance Ltd., the group's flagship company, to carry on a banking business. It offers banking products and financial services for corporate and retail customers through a variety of delivery channels and specialized subsidiaries in the areas of personal finance, investment banking, general insurance, life insurance, and wealth management. As of April 2019, it is the second-largest Indian private sector bank in terms of market capitalization.

The Need of the Client

Kotak required an able customer care specialist to handle the queries, complaints and grievances of its large customer base. Due to the instantly-delivered nature of banking services, time of handling and resolution of tickets raised was of essence.

Solution for the Client

A well-thought-out and deeply researched solution/package of services was developed for addressing the specific requirements of Kotak. This included a variety of complementary services, built around the core solution consisting of lead generation for financial products.

Results from the Solution

The services that we delivered included resources, timelines, and overseeing the entire execution process of the solution from implementation to feedback integration.

Kotak gained the utmost in terms of client satisfaction, as the number of grievances addressed grew to eclipse previous performance.

The positive impact of our services on the business of the client was there for all to see, and the client acknowledging the high quality of the services we delivered added another feather to our already burgeoning hat.

Go4customer incorporated the learnings from our solution deployment for Kotak into our existing processes so as to evolve our services for the tech-driven future!