

# ONEDIRECT

## Friction points along within the product and provide solutions for the same

### Introduction

OneDirect was launched in 2013 with the purpose to serve startups, SMBs & large enterprises transform their Customer's Experience. OneDirect suite of products contains

1. OneDirect Service cloud
2. OneDirect Messaging Cloud
3. OneDirect Feedback Cloud
4. OneDirect Command Center

According to Grand View Research Inc, the global customer experience management market size is expected to reach USD 23.6 billion by 2027, registering a CAGR of 17.7% from 2020 to 2027. Consumers need a better way to interact and Onedirect is aiming to be the world's most recognized customer experience company by providing their omnichannel experience to provide better customer service.

### Goals

Identify friction points along within the product and provide solutions for the same

### Who is it for?

The Customers who will be using OneDirect SAAS are startups, SMBs & large enterprises who want to improve their interaction with customers. The users of Onedirect are

1. Customer support agents using OneDirect Service cloud to assign/solve all the tickets created from different platforms.
2. Chat support team/agents using OneDirect Messaging cloud who would be helping the consumers of different brands to resolve and redirect their queries.
3. Consumers of brands using OneDirect as a platform for managing customers.
4. Marketing,Product, Customer Success teams of the brands using OneDirect Feedback cloud for customer insights and market research to get feedback from customers on the brand/service provided.

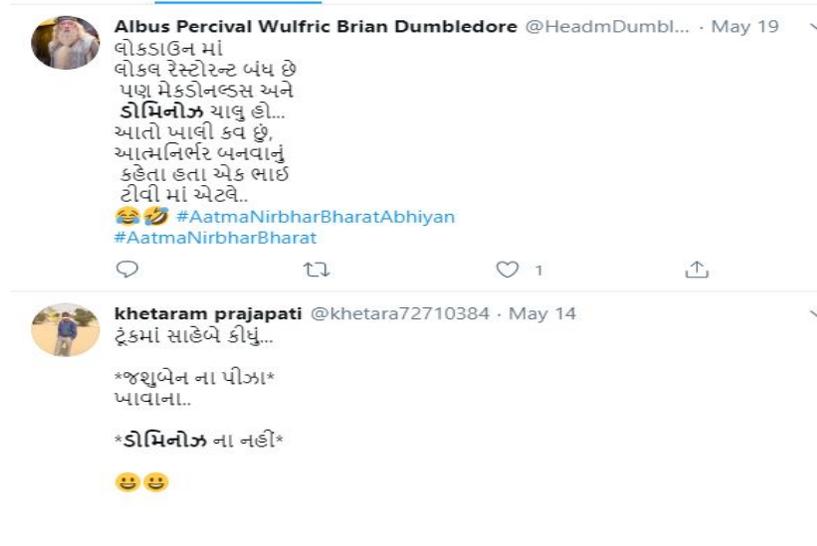
## Friction points within the product

1. Product demo videos not available for users across channels.
2. Indic Crawler, tracks online mentions in the Hinglish language only, limiting the tracking to English and Hindi language only.
3. Only Text based social listening
4. Current AI based chatbot provided as a part of OneDirect messaging cloud is fluent in english only.

## Solutions

1. Product demo videos not available for users across channels. According to HubSpot, 73% more visitors will purchase after watching a great product video. **Create a series of Demo videos for OneDirect Product suite** which explains how a OneDirect product suite works. This will help to build brand familiarity.
2. Indic Crawler, tracks online mentions in the Hinglish language, with the ability to capture certain Hindi words .But that limits the tracking to English and Hindi language only. According to the Google KPMG report, 70% Indians find local language digital content more reliable. Furthermore, 88% Indian language internet users are more likely to respond in their local language as compared to English. We can improve that by **collecting data in vernacular**

**languages** with the ability to get reliable sentiment analysis. For example, if our client is Domino's then tracking in vernacular languages (here gujarati) should be available.



3. Social Listening of what is being said online about a brand or a product is done by text analytics only. Over 350 million new images are uploaded on Facebook and 85 Million images uploaded on Instagram every day. Along with text analytics **offering Image Analytics for social listening** as a feature as a part of Onedirect Suite to understand sentiment and brand perception can help to improve the Customer Experience.
4. For resolving customer queries currently we are using AI based Chatbots to converse but to serve a larger niche we need to enhance them. According to the report by KPMG the number of Indian language Internet users will be 536 million by 2021. We can improve customer experience and engagements by making Multilingual chatbots to converse with people based on the language of their choice.