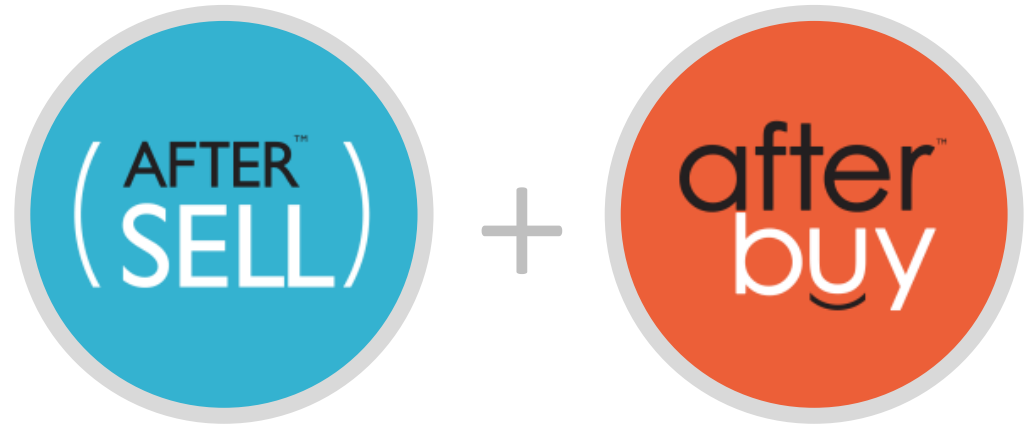


GLADMINDS  
Simplify Life

GladDesk | Service your customer with a smile



# GLADMINDS **CONNECT** PLATFORM



SaaS based platform developed by GladMinds™ to connect Brands and Consumers. It has two products.

Brands use

**AfterSell™**  
to connect with the consumers for brand marketing and offer brand services

Consumers use

**AfterBuy™**  
to stay connected with brands to avail brand services and interact with user communities

# AFTERBUY | CAPTURE EXPECTATIONS

Available at all customer touch points

Assurance to the customer ' I care'

Customer feels is connected to the brand to provide

- (a) Feedback
- (b) Query
- (c) Suggestion
- (d) Complaint.

Organization structure , Role assignment and Workflow.

Quicker and effective resolution is enabled by taking care of  
Root case, Impact, Sentiment, and Knowledge Base.



# AFTERSSELL | MEETING EXPECTATIONS



- a) **Listen** to the Issue, Suggestion, Query, Complaint
- b) **Respond** their inputs or Complaints
- c) **Resolve** the Issue or complaint
- d) Loyal customer expect the brand to **Eliminate** the root cause
- e) **Sense**, Innovate and grow

# GLADDESK | FEATURES



- ## Features
- IDENTIFY
  - SELF SERVICE
  - HIERARCHY
  - ASSIGNMENT
  - ESTIMATION
  - STATUS UPDATE
  - KNOWLEDGE
  - BASE
  - SENTIMENT
  - IMPACT
  - ROOT CAUSE
  - CHAT
  - REPORTING



# GLADDESK | ADVANCE FEATURES

## Multi Org, channel and language

Supports ticketing system via Phone, email, website and social media for channel partners and customers on same platform. Powerful tool with local and global language support

## Schedule Management & Voice Integration

Schedule management for Brand, channel and customer for meetings and events with intimations on SMS. Host of search options including Voice search

## Knowledge and productivity

Increase productivity by encouraging staff to create training materials and reward them with gamifications. Community forums for customers to share knowledge and experiences

## Progress status

What does issue status "In Progress" mean to your customer? Option to customize internal and external status for customer experience

## Reporting & Dashboards

Advanced and real-time reporting. Manage performance and productivity with – C sat scores, NPS, summary reports, load analysis, comparison, feedback surveys and root cause analysis

# GLADDESK | MAKING RESOLUTIONS RELEVANT



Customer Speak

I will get response in 24 hours. Thank God !

Auto escalation based on SLA if issue is not closed .  
Brands shall keep their promise.

I am extremely disappointed in your service

Recognize customer sentiment & inform management for relevant action

I think I want to look for another supplier

GladDesk recognizes Impact based on the urgent failures , frequency or any other pattern

I have reported similar issue last month as well !

Glad Desk gives option to Tag issues/complaints. This enables RCA to eliminate root cause

# GLADDESK | BENEFITS

## Optimization

- Quick assignment and relevant allocation of tasks
- Location or organization driven balancing
- Resource optimization based on capacity and load

## Engagement

- Customer is heard and responded
- Easy response to customer along-with channels
- Quicker resolution and lower likely queues

## Customer Retention

- Respond to customer expectation based on SLA
- Empowered customer with easy access to brand
- Involve and take customer feedback for innvoation

GLADDESK |

SIGN UP



# LET'S CONNECT, AND SIMPLIFY LIFE.

**GladMinds Technologies Pvt Ltd** is a Bangalore based company founded by industry professionals with a cumulative experience of over 120 man-years. The GladMinds team is a vibrant combination of extensive industry experience combined with technology. This enables us to provide solutions that elevate Consumer experience across all verticals and brands. GladMinds has started commercial engagements in India and it seeks to establish the presence in US and South East Asia Markets.

Let's Work together

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