

Enhanced Customer Request Handling Power BI



Brief

Industry: Transport

Location: United States of America

Technology: Power BI

Case Study: Enhanced Customer Request Handling Power BI

Client Overview


- Our client is a leading cab service provider in a busy city. They are one of the most popular vendors in this area, which contributes to a large number of incoming requests and complex management procedures. The client has reached AIMDek to manage complicated procedures and seamlessly handle incoming passenger demand.

Goals


- To prepare high-value visualizations from operational data, such as customer requests, on-route traffic, weather data, and cab-sharing requests. The goal is to collect this data and feed it to the Power BI tool for better management of customer requests.




Challenges


 Lack of data analysis leading to poor real-time decision-making.


 Absence of proactive planning in the business.

 Improper request management due to low visibility in external factors.

Solutions

 **Power BI implementation**
Power BI implementation to predict data and offer visualizations to employees in a manner which is interactive and understandable.

 **Proactive Planning**
Power BI improves future forecasting, hence, improves the ability to plan proactively for the high influx and unknown situations.

 **Efficient Decision-Making**
High availability of data insights for efficient and quick decision-making without using guesswork at any instance for any solution.

Results

- Improved customer service
- Better proactive abilities
- Seamless cab request management
- Smooth handling of a sudden influx
- Dynamic decision-making
- Reduced customer disruptions



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