

Apollo goes mobile for excellence in Customer Service Management

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Understanding the limitations of its existing customer feedback system, Apollo recently partnered with American Megatrends India to go paperless and make efficient use of its manpower. American Megatrends India's FMS comes with a simple and appealing iPhone/Android application. Megatrends India has customised the FMS solution for Apollo and integrated it with its AIMS (American Megatrends Infrastructure Suite) solutions that allow the feedback to get escalated to respective departments.

Mr. Arvind Sivaramakrishnan, Chief Information Officer, Apollo Hospitals, commented, "The opinion and feedback of customers are invaluable to us. We needed a solution that could capture and strategically analyze the collected feedback. We are glad to have partnered with American Megatrends India. The company's Feedback Management System has provided a smart and user-friendly solution which has not only helped us in capturing customers' feedback, but also in effectively engaging with them."

On the successful deployment of this project, Mr. Sridharan Mani, Director and CEO, American Megatrends India, expressed, "It is a huge honour to get this project from Apollo. This project bears testimony to Apollo's endeavors to continually better its customer management. This project has set a new benchmark for the customer service excellence in hospitals, in India. We look forward to extending this solution to other sectors as well."

