Simplify360: Pioneering An Era Of Customer Experience

"There are not too many product companies that have come out of India. We are trying to make a real difference."

- Rohit Gupta, Co-founder and CEO of Simplify360[1]

Bangalore, February 2018

Rohit Gupta was catching up with the daily news as he sipped his morning coffee. One headline in particular caught his attention. As he read the article in question and noted the specific comment that had prompted the headline, he put the cup down on his desk. In an interview at a business conclave, Steve Wozniak, co-founder of Apple, had made the following comment about India and its culture of creativity[2]:

"The culture here is one of success based upon academic excellence, studying, learning, practising and having a good job and a great life…. study, study, work hard and you get an MBA, you will have a Mercedes but where is the creativity? The creativity gets left out when your behaviour is too predictable and structured, everyone is similar."

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[1] http://simplify360.com/about-us

[2] https://economictimes.indiatimes.com/opinion/interviews/success-in-india-is-based-on-studying-having-a-job-wheres-the-creativity/articleshow/63065361.cms

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Prof. Indranil Bose at the Indian Institute of Management Calcutta, and Saikat Lahiri developed this case study as the basis for class discussion rather than to illustrate the effective or ineffective running of an organization.

Gupta considered this and reflected upon his own experience with Simplify360, and how, in the last nine years, they had been pathbreakers in the 'Social CRM'[3] space, through creativity and breakthrough thinking. There were many features in social media analytics and customer management that Simplify360 had developed which were later adopted by the global social media platforms such as Facebook and Twitter themselves.

Staying at the innovative edge of social media trends had been their biggest success factor in the past. Now artificial intelligence (AI) was rapidly becoming the major driving force behind social media development. Social CRM was coming as much into the focus of the C-suite as of the agents in the trenches. Gupta knew they would have to once again stay at the forefront of innovation to chart a new phase of growth.

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[3] Social Customer Relationship Management (Social CRM or SCRM) refers to the use by organizations of social media technologies and services to engage with their customers. It is generally applied to marketing and customer service. https://www.socialmediatoday.com/content/social-crm-what-it-and-why-it-important-business.