



# MOVATE HELPS A FORTUNE 500 TELECOMMUNICATIONS COMPANY MAINTAIN BUSINESS CONTINUITY DURING THE PANDEMIC AND SCALE 3.5X



## About the Client

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The client is a Fortune 500 global technology company offering communications, network services, security, cloud solutions, voice, and managed services. It has a global presence in North America, LATAM, Asia Pacific, and EMEA.

## The Client Challenge

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The client provides technical services to customers through a network of service providers. They found it challenging to ensure low operational costs and manage customer experiences. Their focus was to increase customer experience by reducing AHT. They were looking for the right partner to help them reduce costs, consolidate their vendor network, and increase customer satisfaction in the long run.



# Engagement background

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Movate had been the client's preferred vendor for over 18 months handling 50,000 calls across six business divisions providing 24X7X365 L1 technical support and customer service. It was the only vendor who could provide support from day one for their recently launched CRM referred to internally by the client as "Smart Desktop." By sensing headwinds early on, Movate could minimize service disruptions by ensuring a continuous and consistent support framework through its proprietary RESILIENCE framework.

# Engagement summary

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The engagement talks about how Movate helped a Fortune 500 company maintain a business-as-usual momentum throughout the pandemic. Movate provided diverse L1 technical support, repair LOB support, and CRM support for smart desktops across multiple channels and geographies. The engagement highlights the need for business resilience that can withstand adversities with prompt speed and agility, and at scale.

# Movate solution

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## **Unprecedented headwinds: Delivering resilient support despite the odds**

The recent pandemic has been a crisis and has affected everyone, including our client. Call center volumes surged as the global workforce could not provide support operations due to lockdowns. Despite prevailing conditions, Movate was able to successfully establish a 100% Work from Home (WFH) model within 48 hours and provide support, while other reputed service providers for the client were unable even to achieve 5% WFH in this timeframe. Our WFH model reaffirmed our client's trust and helped us replace a large vendor. In doing so, the client offloaded a significant amount of support volumes to us, which we could absorb without any dip in quality or SLAs scaling up 3.5X in a quarter. We also leveraged automation to reduce call wait times and meet volume surges.

The heart behind our response to the pandemic-related lockdowns was our proprietary RESILIENCE framework that aligned and motivated employees to see opportunities and innovate to achieve goals. It is a shining example of the tight integration between people, process, and technology – the core mantra that drives our commitment to clients. The engagement has seen an increase in agents, and we are onboarding more virtually.

### Movate's RESILIENCE Framework

<b>R</b>	Real estate & facilities management	<ul style="list-style-type: none"> <li>Orchestrated 24X7 admin helpdesk to facilitate transition</li> <li>Secured critical passes from the police for skeleton staff</li> <li>Material movement to agents accomplished within 48 hours per center</li> </ul>
<b>E</b>	Employee enablement	<ul style="list-style-type: none"> <li>Project employee home environment preparedness assessment</li> <li>Rapid internet installation - hardware/software allocation</li> <li>Localized home network testing</li> </ul>
<b>S</b>	Support functions alignment	<ul style="list-style-type: none"> <li>Balanced capex/opex strategy to based on geographical/client considerations</li> <li>Digital HR for virtual onboarding and employee engagement</li> <li>Back office business continuity activation for supply chain management</li> </ul>
<b>I</b>	IT connectivity & collaboration	<ul style="list-style-type: none"> <li>Work from home approval acquired from clients (ODC, PCI-DSS dilution)</li> <li>Laptops, associated accessories like dongles/headsets procured</li> <li>Internet installation accomplished, move to softphones, collaborations tools</li> </ul>
<b>L</b>	Legal & compliance monitoring	<ul style="list-style-type: none"> <li>Monitored local government guidelines and communication</li> <li>Activated procedure adjustment based on regulatory changes</li> <li>Signed off on compliance requirements for client &amp; country specific needs</li> </ul>
<b>I</b>	Information & physical security	<ul style="list-style-type: none"> <li>Published new cyber security guidelines with daily communication nuggets based on zero trust approach</li> <li>Employee machine security strengthened through EUCS, frequent scans for vulnerabilities and automated interventions for violations</li> <li>Employee emergency helpline for Covid'19 guidance and help</li> </ul>
<b>E</b>	Emotional well-being	<ul style="list-style-type: none"> <li>CHEER* framework to engage employees</li> <li>24X7 employee assistance &amp; counselling support available for each employee</li> <li>Employee webinars on Covid'19 awareness, do's and donts</li> </ul>
<b>N</b>	Numbers & dashboards	<ul style="list-style-type: none"> <li>Virtual command &amp; control center set up to monitor each project performance</li> <li>Daily health check &amp; status shared with crisis management team including CEO</li> <li>Corrective action &amp; interventions taken incrementally to boost quality and SLA deviations</li> </ul>
<b>C</b>	Communication & customer engagement	<ul style="list-style-type: none"> <li>Customer discussions, expectation setting and buy-in for WFH</li> <li>Site-wise personalized and early communication to employees on transition</li> <li>Weekly CEO communication to the entire organization about WFH/BCP update</li> </ul>
<b>E</b>	Emergency response & SLA monitoring	<ul style="list-style-type: none"> <li>Crisis management core team (including CEO) set up</li> <li>Site-wise crisis management teams to handle local emergencies and resolutions</li> <li>WFH related SLA impact analyzed for ongoing improvements</li> </ul>

\*CHEER - **C**ommunicate with employees, **H**ighlight their accomplishments, **E**nergize teams, **E**ngage employees, **R**ecognize achievements

The overall services portfolio for the client is as follows, which is being provided at 3.5X scale, before the pandemic.

## Welcome center

Movate assembled a team of agents and started to provide L1 technical support and customer service, which included a welcome desk. Automatic routing with escalation management enabled the client to handle more than 50,000 cases monthly across multiple channels like voice, email, and chat, and geographies.

## Smart desktop

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The client was launching their latest CRM - smart desktop across all global locations and did not want to have any dip or break around support. Movate provided comprehensive support for smart desktop from day one of the launch.

## Repair LOB support

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Movate launched the handling of status calls and added support for Ensemble Voice and CRIS. Earlier, customers had difficulty in knowing the location and availability of repair trucks (CRIS and HSI), or when they would be attending to cases. The system ensured that customers have real-time information on case resolution and scope. We extended this service assurance across other LOBs.

## Business benefits

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The resilience demonstrated by Movate enabled the client to quickly return to its normal operations and maintain business continuity through the pandemic. The client came out of a sticky situation as its broader network of service providers failed to provide seamless support as Movate did. Movate was able to scale to take on massive pending volumes very quickly.

1. Zero business disruption, SLA breaches, and security incidents during the crisis
2. Rapid scaling of omnichannel operations by >3.5X
3. Consistently achieving >97% CSAT scores
4. Best-in-class first call resolution at 87%
5. Lowest non-productive dispatch rate at 11%

## About Movate

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Movate, formerly CSS Corp, is a digital technology and customer experience services company committed to disrupting the industry with boundless agility, human-centered innovation, and a relentless focus on driving client outcomes. Recognized as one of the most awarded and analyst-accredited companies in its revenue range, Movate helps ambitious, growth-oriented companies across industries stay ahead of the curve by leveraging its world-class talent of over 11,700+ full-time Movators across 20 global locations and a gig network of thousands of technology experts across 60 countries, speaking over 100 languages.

For more information, please send a mail to [info@movate.com](mailto:info@movate.com) or visit [www.movate.com](http://www.movate.com).

