



# PLATFORM-LED DIGITAL CX AND EX TRANSFORMATION FOR A GLOBAL NETWORKING OEM



## About the Client

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The client is a global leader known for its technology solutions in the networking, communications, and cloud domains. With a presence in over 50 countries, it is a trusted technology advisor and partner to more than a million customers worldwide.

## The Client Challenge

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The company has several industry-leading enterprise products and solutions to meet customers' technology needs. These solutions are often essential to their customer's success, and thus the bar for performance is set high. Every issue needs to be dealt with highest efficiency and effectiveness. As their customer base grew, so did the complexity of their support ecosystem.

Their manual, disjointed support processes could no longer keep pace with the digital disruption their products were promising. It was time to reimagine not just their support but their entire customer experience ecosystem to deliver the world-class performance their customers had come to expect.



## Movate solution

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Movate onboarded the client on its flagship, award-winning platforms - Movate Edison and Movate Contelli. Edison is a comprehensive digitally powered support ecosystem that combines three core areas responsible for customer support, customer engagement, intelligence insights, and agent productivity. Support is provided across L1-L4 tiers from three global delivery locations and five international languages. Movate Edison powers digital operations such as front office automation, cognitive knowledge management, cognitive RPA, QA process automation, advanced analytics, predictive maintenance, and sales acceleration for the client. Starting off with operational support for voice and data systems and a welcome center in 2002, the partnership has resulted in Movate being the single tech support vendor for the client handling more than 80% of their support volumes.

Movate brought in its AI-powered platform Contelli to provide managed services support that included hybrid cloud and data center management and security services for the client's cloud-based products. Movate also provides validation and testing services using its digital engineering and insights arm for the client.

Using Edison, the team built a digitally enabled enterprise support ecosystem around five pillars:

- 1. Global support and governance**
- 2. Support operating model**
- 3. KCS (Knowledge centric support)**
- 4. Cognitive RPA & log analyzer**
- 5. QA process automation & advanced analytics**

## Global support and governance

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- Created an adaptive global delivery model to lower operational costs, mitigate risks, and offer business continuity and visibility across stakeholders
- Designed end-to-end multilingual, L1-L4 technical support for 25 products across three countries
- Consolidated multiple cross-functional support activities under one roof - front office and welcome center, RMA logistics, asset mapping, invoicing and credits, asset recovery
- Started professional and implementation services across four international languages for SMB and enterprise customers of the client's enterprise cloud-based PBX software from 2021

## Support operating model

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- Customer support services, including entitlement verification, RMA creation, and processing, spares and logistics management, order processing and management, out-of-warranty handling, contract management, and CRM administration
- 24x7 L1-L4 multi-lingual technical support services with dedicated SPOCs for premium customers, including multi-channel support, presales support, bug, and RFE support for NBD and CCBD LOBs and enterprise customers of the client's enterprise cloud-based PBX software from 2021
- Professional services, including service desk, patch management, configuration back-up, development and testing, implementation, customer onboarding training, and field support



## Knowledge centric support

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- Contribution to the Knowledge Base (KB) repository to support engineers through the issue resolution process
- Implemented KB features such as cognitive search that was integrated with the client's search engine tool to quickly search and filter relevant information

## Cognitive RPA & log analyzer–powered by Movate Edison

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- RPA-based email-to-case automation creates cases on the CRM by scanning keywords across emails, reducing average case handling time, and creating faster efficiencies for agents
- RPA-based email-to-chat automation accelerates chats by pre-populating the agent's chat with all required information, reducing lead time. Intelligent bots also populate self-help questions and SOPs from the integrated knowledge base
- Automated log analysis reduced MTTD, increased first call resolution and CSAT
- The analyzer's eight-step AI/ML engine suggests the relevant case articles reducing time spent from 45 mins to < 20 mins
- Simplified UI, CRM, and KB integration helped agents become faster and more efficient

## QA process automation & advanced analytics – powered by Movate Edison

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- Automated performance management and quality assurance audits supported by real-time dashboards show various key metrics to monitor the score, enhancements for immediate feedback, and a plan of action
- AI/ML-based models evaluate 120 cases a week, completing each case in under 4 seconds with 100% evaluation
- Live dashboards with multiple drill-down widgets for metrics
- 85% positive quality adherence between manual and BOT results

Movate leveraged Contelli, - its flagship AI platform for managed infrastructure services, to provide the following services for the client. With Contelli, clients can manage their infrastructure landscape through an advanced, digitally powered AI-enabled system that works across industry platforms is ITIL V4 compliant and based on a microservices architecture. Movate provides the following services to the client:

## Preventive maintenance – powered by Contelli

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1. Rolled out an AIOps-enabled intelligent service desk comprising L0-L3 covering event correlation with robust infrastructure support for various network stacks like network management, switches, network access, firewalls
2. AI/ML prediction model for incident prediction from historic alert data
3. Automated solution recommendation based on machine learning algorithms

Movate also provides validation and testing services to the client for one of their enterprise cloud-based platforms from 2020. Movate was chosen due to competitive pricing and consistent performance in meeting delivery standards. The services provided are as follows:

1. QA testers test the application in a heterogeneous environment across functional, regression, and compatibility testing
2. Accelerated QA lets the client make faster and more confident decisions on go-to-market and new product launches/releases
3. Delivered a highly satisfied 4.50 CSAT and an NPS of 10 during 2020 with positive client feedback

## Business benefits

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1. A sharp reduction in AHT of cases by 38% with automation
2. Realized end-to-end automation efficiencies of 94% for 20% of volumes with human-less interventions
3. >85% automated processing of events and alerts
4. 80% reduction in effort of quality team members
5. RPA helped with 96% faster turnaround time, 84% automated FCR
6. Cognitive automation helped with 100% QA coverage, 5X faster competency evaluation
7. 55% higher training and certification of agents

## 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).