assist**edge** | Engage

Delight your customers
with the best-in-class experience

How the world's top communications company
transformed operations to reduce AHT by 40%

Our client is the oldest communications company and a leader in communication services. Headquartered in London, the multinational organization operates in nearly 180 countries across five continents, providing fixed-line, broadband, mobile, pay-TV, and enterprise IT services.

The company's focus on innovation has been the cornerstone of its 170-year history. The organization sees exceptional customer experience as the key to its transformation to a modern network provider and was looking to increase efficiency in a bid to scale its business operations.

Challenge:

The client had a large workforce across multiple locations catering to its global customer base across services and products. The team provided solutions like installation, service fulfilment, support, maintenance, and communication channel upgrades. Although effective, service delivery across the board was inefficient and hindered the organization's evolution into a modern network provider as it sought to scale operations on the back of legacy architecture. From accessing multiple thick and thin applications and switching between several browser windows to manually reviewing, service planning, extracting, and identifying information, several leakages were resulting in a tardy operation.

Furthermore, searching for information on multiple apps during a customer conversation over chat or the phone meant that executive often had to multitask at speed resulting in inaccuracy and consequently a poor customer experience. The issues with the existing processes also led to an increased dependence on experience agents, affecting productivity and quality.

Solution:

It was evident that Automation would add considerable value but only if deployed with a focus on creating the highest impact. EdgeVerve implemented AssistEdge Engage and the benefits were evident and immediate. A single sign-on, automated launch and login for over 200 applications combined with customized and intuitive dashboards injected speed, intelligence, and accuracy into the service process. One-click search for repetitive transactions that previously required cascade searches in multiple applications meant that agents could retrieve accurate information faster, reducing AHT and improving customer service.

By integrating logic into the tool, AssistEdge Engage reduced agent dependency on subject matter experts, all but eliminating process bottlenecks that were taking a toll on productivity. Now, bolstered by AssistEdge Engage and the resources freed up by its implementation, the client can accelerate their plans for scale and build on a stellar legacy of customer success and innovation.

Outcome

40%	**200+**	**95%**
Reduction in AHT	Applications accessible through single sign-on and automated launch	Increase in system log-on speed

About EdgeVerve:

EdgeVerve Systems Limited, a wholly owned subsidiary of Infosys Limited, defines, develops and licenses innovative software products and cloud hosted business platforms. We focus on driving revenue growth, cost effectiveness and profitability for global corporations and their business ecosystems across the world. Visit www.edgeverve.com to know more about our innovations in financials services, insurance, retail, CPG, life sciences, manufacturing and telecom.

About AssistEdge Engage:

AssistEdge Engage harnesses the power of Intelligent Automation, to create delightful customer experiences. Reimagine your customer service with AssistEdge Engage, making every customer interaction, at every touchpoint intuitive, engaging and delightful.

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www.edgeverve.com