MSID helps an American Contact Center Automation Solution Provider Reduce Labour Costs by up to 3% and Improve Customer Satisfaction

About the Customer

The customer is an American software company that provides an AI-powered technology solution to customer service teams and helps them maximize productivity, engagement, and customer experience through data-based insights. They capture large volumes of data generated by the customer service center in real-time and analyse it using their proprietary technology based on AI to help their customers improve overall productivity, employee engagement and achieve a better return on their investment through better deliverance of customer service. With more than 26 years of experience in the industry, they have helped their customers save more than $100 million cumulatively in annualized savings.
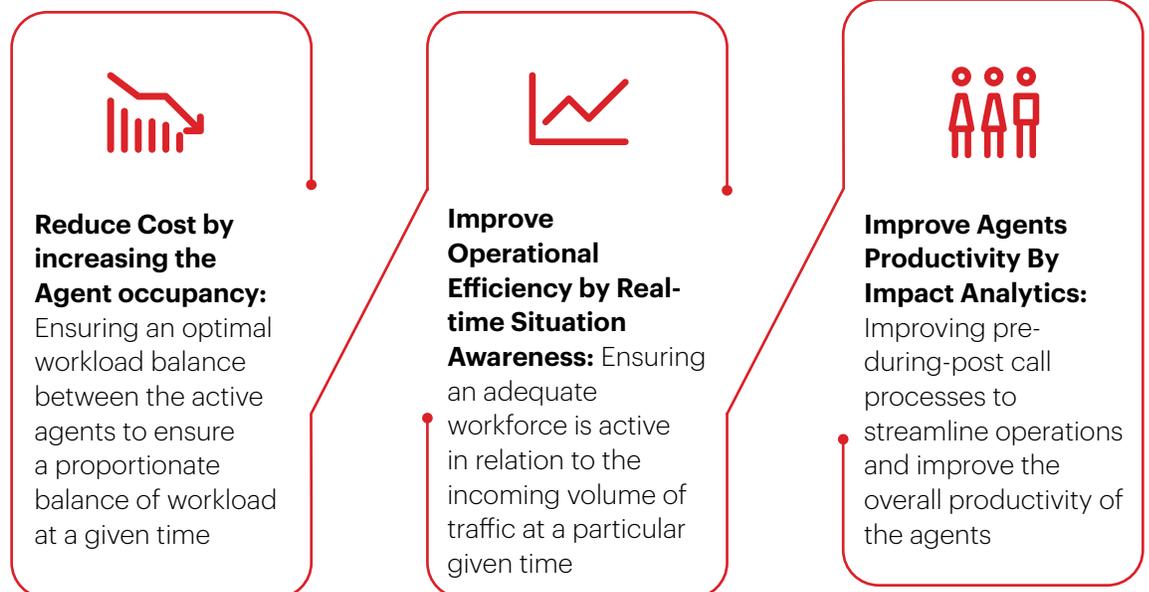
This case study describes how Motherson Sumi Infotech & Designs (MSID) helped our customer leverage data-based insights to take better operational decisions, improve customer experience and optimize labour costs and employee productivity using real-time analytics delivered by our Big Data & Analytics service offerings.

Business
Challenges

As competition increases, the deliverance of good customer service / post-purchase support has become essential to both success and ensuring the buyer delight quotient continues to stay high. Call centers continue to face a multitude of operational and resource-centric problems like :Use of Legacy Enterprise Resource Planning (ERP) System AS400

- Inefficiency in managing agent occupancy, activities and actions
- Persistent handling time-issues impacting customer service
- High labour and training cost
- Inability to make real-time decisions and track agent schedules
- Cost implication due to misuse of after call work leading to revenue losses

The call centers thus look for technology-based insights to help them meet the below objectives and overcome the listed challenges:

Reduce Cost by increasing the Agent occupancy: Ensuring an optimal workload balance between the active agents to ensure a proportionate balance of workload at a given time

Improve Operational Efficiency by Real-time Situation Awareness: Ensuring an adequate workforce is active in relation to the incoming volume of traffic at a particular given time

Improve Agents Productivity By Impact Analytics: Improving pre-during-post call processes to streamline operations and improve the overall productivity of the agents

Our
Solution

The customer partnered with MSID for implementation of a Big Data and Analytics solution that would be able to analyse agent activity and operation in realtime to improve agent efficiency and customer experience delivered. As part of the engagement, MSID implemented a solution using Hadoop echo system and Real-time Data Ingestion Pipelines for Data Lake.

The solution was able to

| **Monitor** all ongoing calls and Agents activities and actions in Real-time | **Track** of Agent schedule | **Reduce** Average Handle Time of Agent | **Improve** time utilization of workforce by monitoring the call volume in real-time | **Display** insights in an easy to use dashboard for faster decision making using realtime analytics |

The solution was able to process

100 TB
13 MONTHS DATA
Data Volume

MAX 20
MILLION RECORDS/ HOURS
Data Velocity

15+
AUTOMATIC CALL DISTRIBUTER
Data Variety

70+
CONTACT CENTERS
Big Data Implementation

300K
Contact Center Agents

15K
Contact Center Agents

Tools and Technologies used

Benefits

With its Big Data and Analytics services MSID helped the customer leverage data-based insights to take better operational decisions, improve customer experience and optimize labour costs and employee productivity using real-time analytics with the below business benefits

Reduce labour costs by 1-3%

Reduce average after call work time by the agent

Improve agent competency

Faster operational decision capability using data-based insights

Deliver better customer experience

About MSID

Motherson Sumi Infotech & Designs (MSID) is a global technology company that offers a consulting-led approach with an integrated portfolio of industry-leading solutions that encompass the entire enterprise value chain. Our technology- driven products and services are built on two decades of innovation, with a future focussed management philosophy, a strong culture of invention and co-innovation, and a relentless focus on customer-centricity. An SEI CMMI Level 5 company, MSID has delivered best-in-class services to over 200 customers in 47+ global locations across all continents. MSID is a division of Motherson Group, one of the largest manufacturers of components for the automotive and transport industries worldwide with 135,000 employees across the globe. Our name itself signifies a relationship of deep trust that of a mother and child. Trust is sacrosanct in all relationships at Motherson while working towards our vision of being a globally preferred solutions provider. To know more visit www.msidus.com