EMPOWERING ANZ BASED TELCO TO DELIVER UNPARALLED CX WITH THE HELP OF A DIGITAL WORKFORCE

CASE STUDY

A leading ANZ based telco had strategically acquired many small internet service providers (ISPs) in its search for business and capability expansion. While these mergers were creating synergies, the incoming legacy systems were weighing down the client's overall CX. Tech Mahindra offered a consultative approach and delivered the desired outcome with robotic process automation (RPA), artificial intelligence (AI), machine learning (ML) and more.

CLIENT BACKGROUND

The client is one of the leading telecom operators providing mobile, broadband, TV and 5G services to its customers in New Zealand.

CHALLENGE

Client acquired many small Internet Service Providers (ISPs) in the last decade

The ISPs came with their unique CRMs, databases and applications

Resulting in:
- Multiple business support systems required for client servicing
- Unintegrated old legacy systems
- No flexibility, speed and simplicity

- No integration of the multiple CRMs and bespoke broken processes
- High volumes of manual, error prone and mundane tasks with long cycle times
- Low first contact resolution resulting in negative net promoter score (NPS)
- Impact on new customer acquisition and ability to cross sell
- Low chat penetration and limited self-serve options for the customers
- No proactive measures resulting in high call volumes
- Bespoke and Undocumented processes

OUR APPROACH AND SOLUTION

Three niche teams from Tech Mahindra were onboarded and each took a consultative approach towards a proposed solution to overcome the above challenges and deliver the desired outcome with our six key transformation levers:
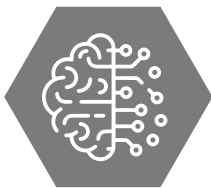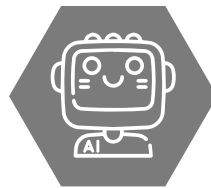

CONSULTING

ADVANCED ANALYTICS

AGILE PROJECT DELIVERY

ARTIFICIAL INTELLIGENCE & MACHINE LEARNING

ROBOTICS PROCESS AUTOMATION (RPA)
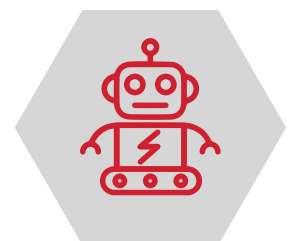

PROCESS REENGINEERING AND SIX SIGMA

End-to-end migration management and support to a simpler platform with RPA

We established an RPA team to drive the transformational journey of migrating 400K customers from the legacy CRM's to the newer Simplex platform. We also implemented Dataverse to provide us insights on the migration journey & fallouts (if any).

Process automation with RPA offering 24x7 break fix support and maintenance

A Robotic Process Automation team was set up to create a virtual workforce (BOTs) across applications, systems & processes to increase productivity, accuracy & Compliance with reduced time cycles. A 24x7 RPA Support team was to ensure these BOTs are running as per schedule and frequency and are fixed for any changes in systems or applications.

Continuous improvement and change management

A team was established to enhance the operating model cutting-edge technologies and drive process re-engineering through cognitive intelligence and analytics. Aside driving improvements, they executed the Universal Agent concepts across various services to ensure one stop for the customer for all the needs.
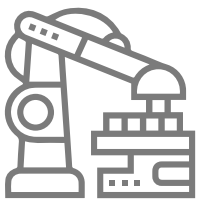
BUSINESS AND COMMUNITY IMPACT

Migration

- Over 200K migrations completed
- 20+ automated process
- 70% processes are automated for Migration
- >85% reduction in migration cycle time (from 19 to 2 days)
- Minimal impact to billing ensuring no double billing and migration of existing credits to migrated accounts

Automation

- 100+ automations
- 1.5 million annualised automated transaction processing
- 60% reduction in order cycle time
- 15% reduction in operating cost
- Proactive customer communications for increased NPS
- Multiple self-service use cases for reduced cost to service

Continuous Improvement

- 100+ SOPs and process docs created
- 19 basis points increase in NPS
- >75% reduction in executive complaints for sales
- 100% increase in telesales

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