REFlexions

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Process Mining Based Solution for
FRICTIONLESS CONTACT CENTER TRANSFORMATION

Tech Mahindra
BUSINESS PROCESS SERVICES

TechM brings another industry first unique proposition enabled by Process Mining & Deep Analytics. It is driven by Predictive Analytics and Machine Learning to completely change the way friction was identified and handled in Contact Centers.

Factors Creating friction in Contact Center

- Agent Misconducts and compliance issues
- Low first call resolution times
- Incorrect tagging in CRM
- Limited insights on Self-Service & Automation potential
- High number of IVR hang ups
- High recall time
- High number of escalations

Embrace the FUTURE of Contact Center

TechM along with Celonis have introduced this Next-Gen platform for Contact Center Transformation. This unique model reflects a contextualized approach for driving KPIs improvement along with Agent Utilization and Productivity Enhancements.

It serves as a great platform to easily detect opportunities for Automation, Omni-Channel support, Revenue Optimization and enabling Business leaders to take data driven decisions to enhance CX.

Connected World.
Connected Experiences.

Single Platform to Drive Business Outcomes in Contact Centers

Build a Competitive Advantage to increase efficiency & Optimize Costs by reducing Friction

Reach Optimal Productivity

- Optimize occupancy through demand prediction and resource planning
- Steer Contact Center from our Performance Cockpit with smart benchmarking
- Increase First Call Resolution by identifying reason of repetition

95%
Occupancy

Reduce Effort & Costs

- Reduce unnecessary and costly escalations directly in
- Celonis with Action Engine Identify avoidable short calls that could be better handled by the IVR or an online solution
- Identify lengthy and costly process inefficiencies with the Conformance Checker

30%
Lower hold/handling times

Ensure Highest Quality

- Identify and address root causes behind IVR hang-ups to boost customer satisfaction
- Strive to eliminate agent misconduct by zeroing in on unfair practices and habits
- Streamline processes to drive customer satisfaction measures like CSAT or NPS

100%
Compliance

Positive Impact on All **Relevant Contact Center KPIs with our** Contact Center Transformation Solution

80% Calls Answered Within 20 Sec

80% Calls Answered Within 20 Sec

85% Occupancy

85% Occupancy

+75% Quality Assurance

+70% First Call Resolution

0% Unnecessary Escalations

>5% call abandonment

Contact Center Capabilities Views

Enables faster insights, informed decisions, and includes:

Friction points impacting KPIs across front office journey Identified

→
Unveil common process variants

Understand **complexity** to identify friction points

Detailed Analysis to identify root causes, and immediate resolution of friction using the Celonis Action Engine

→
Identify root causes of the friction (e.g. for escalations)

Take **direct action** from within Celonis in the Action **Engine**

Performance Cockpit and Resource Planning to optimally steer Contact Center Operations

→
Optimize performance **by benchmarking** each part of the organization against each other

Dynamically assign resources based on changing demand predicted with our ML model

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To learn more, please write to:
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