

**INCREASING
EFFICIENCY
BY~20%
ACROSS MAJOR
LINES OF
BUSINESSES
FOR A LEADING
AUSTRALIAN
TELCO**

A telecom major, in order to maintain its market leadership in Australia wanted to modernize its entire CX eco-system but faced major issues such as inefficient legacy systems, lack of integration, costly truck-roll management. Tech Mahindra leveraged its flagship approach of utilizing automation, analytics, alliance and consulting capabilities and resolved client challenges, thus enabling them to offer next gen CX to their end users.

CLIENT BACKGROUND



The client is among the top 3 Australian telecoms operating telecommunications networks and marketing voice, mobile, internet access, pay television and other products and services.

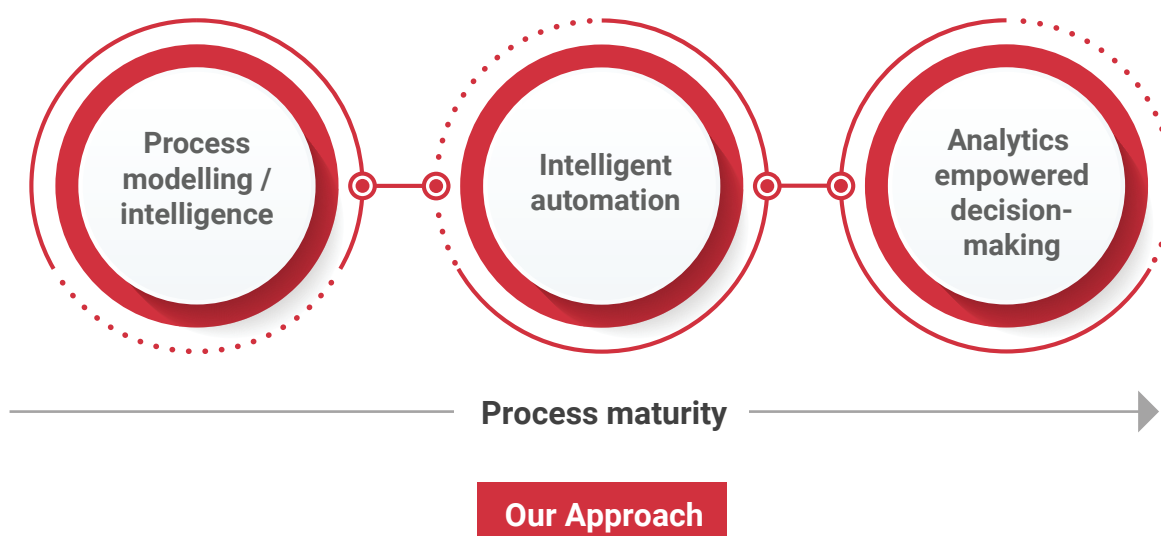
CHALLENGE

Some of the major issues for the client across multiple areas such as assurance, field services, and order to activate (O2A) are below:

- Inconsistent service experience leading to low NPS (-30pts)
- Multiple handoffs leading to low FCR (~60%)
- High cost of operations due to traditional commercial models
- Limited transformation outlook with no significant focus on automation
- Poor digital deflection and no business continuity plan in place
- Complex and inefficient field service processes
- Higher process wait time and loss of production efficiency in field operations

OUR APPROACH

Using automation, analytics, alliance and consulting capabilities as major levers, we have empowered our client teams to move from reactive to proactive and preventive care by enabling more mature digital journey. Our approach to mature digital journey is below:





Effort Reduction

Our specialized teams are supported by intelligent automation, smart agent dashboard and real-time analytics capabilities. This multi-dimensional approach helped us to reduce efforts by ~50%. We have achieved significant savings for field services where efforts worth 65 FTEs have been delivered.

Ask Only Once

100-day learning plan, super-agent (cross-skilling model) and right skilled agent development model have helped us to minimize the transfer by 50%. These levers also helped us to achieve 5-point increase in FCR for an assurance process (move from 68% FCR to 73% FCR). We could also achieve 10% reduction in multi-agent event (MAE) for a major assurance process.



Every Moment Matters



We leverage our technical capabilities and advanced solutions like SMART notes, UNO, intelligent RPA and control tower etc. Our strong focus on innovation and learn-grow-lead model play vital role in delivering rich customer experience. We also utilize our process intelligence and design capabilities and deliver next-gen process by utilizing our strong expertise. We could achieve increase of 33% in the services held thanks to adoption of such advanced solutions.

BUSINESS IMPACT



Process Innovation

- 300+ process workflows mapped on multiple process modelling tools
- Workflow design and Data analytics with Signavio expertise
- Process re-engineering for the top faults / drivers leading to 50% reduction in modem replacement
- Value stream mapping across work streams – 100% processes covered across business units
- Digital dashboards on CRM with cognitive trouble shooting and network line tests
- Partnered with client design team to workflow redesign



Intelligent Automation

- 100+ bots put into play to drive efficiency, reduced cycle time and cost benefits
- Increasing the operational efficiency by ~20% across major LOBs
- Improve outcome of the day. 10-15% reduction in tech reschedule
- Migration of RPA platform to new instance
- Setting up new RPA COE for client on PUMA environment. Currently 50 + BOTS deployed in the new instance



Improving Hero Metrics

- 45 points increase in NPS for major assurance product
- Cycle time reduced from ~5 to ~3.52 days through process re-engineering
- 10% reduction in truck rolls for fixed wireline assurance
- Transfers reduction from 23.5% to 15.4% for small and medium business assurance process



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