

Automation CoE with outcome-based pricing **improves NPS, employee satisfaction, and telesales**

**Leading Telecom
Provider in ANZ**

**TECH
mahindra**

Digital Case Study Awards 2022

Communications

Australia and New Zealand



Opportunity

A leading telecommunications company in Australia and New Zealand wanted an RPA solution to improve their customer service operations. They were running multiple CRM systems and processes that resulted in highly error-prone manual interventions.

These processes also consumed significant time and effort of their customer support teams, while also increasing related costs. Overall, this was a drag on key operational metrics related to new customer acquisition, customer satisfaction, or cross-selling effectiveness.

Tech Mahindra, a long-time and highly regarded partner, proposed a strategic center-of-excellence (CoE) with an outcome-based pricing model.

Imagining IT Differently

Ahead of setting up an RPA CoE, Tech Mahindra used a multi-step framework to identify, execute, then validate the opportunities for RPA.

Target the automation to areas like billing and order entry directly helped improve customer experience. Tech Mahindra and the client also identified other areas for RPA deployment in HR, enterprise, finance, wholesale, and infrastructure.

In all, they deployed more than 100 robots across the business units to manage more than 1.5 million transactions, annually.

Future Made Possible

As validated by the client to ISG, the RPA CoE significantly improved their productivity, accuracy, consistency, reliability, compliance, and employee satisfaction. Tangible improvements were noted in areas like order cycle time, operating costs, net promoter scores and telesales.

The solution saved an estimated 200,000 hours of work per year. Further, a survey of internal stakeholders showed a high approval rating for RPA CoE, as it helped them to focus on human interactions and on more meaningful tasks.