

Motherson Technology Services helps a US-based Contact Center Solution Provider Deliver Exceptional Customer Experience and Optimize Labour Costs



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 Technology Services Limited 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

- **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:



Our Solution

The customer partnered with us for implementation of a Big Data and Analytics solution that would be able to analyse agent activity and operation in real-time to improve agent efficiency and customer experience delivered. As part of the engagement, we implemented a solution using Hadoop ecosystem 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 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 real-time 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

ACD: Queues handle

Tools and Technologies used



Benefits

With its Big Data and Analytics services we 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



Deliver better customer experience



Improve agent competency



Faster operational decision capability using data-based insights

About

Motherson Technology Services Limited is the American entity of technology and industrial solutions business division of Motherson Group, one of the largest manufacturers of components for the automotive and transport industries worldwide with 150,000 employees across the globe. We are a global technology company that offers a consulting-led approach with an integrated portfolio of industry-leading solutions encompassing the entire enterprise value chain. Our technology-driven products and services are built on two decades of innovation, with a future-focused management philosophy, a strong culture of invention and co-innovation, and a relentless focus on customer-centricity.

Providing solutions that cater to more than 430+ customers across Automotive, Manufacturing, Hi-Tech, Financial services and Lifesciences & Healthcare domain since 2006, we deliver the best-of-the-breed and out-of-the-box software solutions, specifically tailored and customized to meet your business needs. We provide smart manufacturing, digital and core engineering solutions leveraging Industry 4.0 to help enterprises enable their digital transformation journey.

Motherson Technology Services believes in supporting companies to utilize data, analytics, IoT, and other cloud-based applications to transform their operations. We start by understanding your business needs and defining how to leverage the most suitable technologies to achieve the desired business outcomes. Our technology-agnostic approach puts us in a unique position to help you thrive in today's fast-changing and highly competitive world.