



Case Study

CXT

Building World-Class Digital Experience for a US-Based Global Medical Technology Company

Customer Experience has become the most important differentiator between successful and struggling companies. Seamless delivery of intuitive, on-demand and engaging experiences is essential to capture the imagination of today's connected customers. How does a fast-growing global business with diverse product lines achieve that?

About the client

Our client is one of the world's leading medical device companies with over \$4 billion in revenue. The client, a pioneer in women's health and wellness, and a global leader in breast and skeletal health, catered to the needs of large hospitals and healthcare centers.

Business Challenges

1. Regular product and technology upgrades resulted in increasing customer support demands
2. The hospitals and diagnostic centers could hardly afford equipment downtime due to pressing patient needs
3. Our client didn't want their customers or patients to suffer while also ensuring device compliance and deliver improved equipment life cycle savings to hospitals

Critical issues the client was facing

The company was growing, but it had not yet modernized its customer service capabilities. Below were some of the traditional methods that needed to be transformed at the earliest.

- Primary service channel was telephone, which was not scalable whereas emails accounted for only 5% off the total service requests
- Prolonged waiting time in queues posed major hurdle to effective service delivery with more than 10% of callers abandoning calls mid-way
- Service agents inundated with more than 16,000 calls every month, handling around 8000 support cases on a monthly basis
- Lack of personalized customer interactions
- As employees had to spend majority of their time on phone calls, this led to bandwidth constraints for training and professional development of employees and low job diversity resulting in poor employee experience



What was the client looking for?

The client wanted to enable anytime, anywhere self-service that would seamlessly meet the needs of its customers and partners. They also wanted digital experience that is scalable and flexible as the business expands, factoring in the growing needs of people, process and technology. The multinational powerhouse wanted to transform to a next-generation, customer-centric company.

Major client demands

- Build a new digital self service channel that helps customers get access to anytime, anywhere support without the need to make a phone call
- Deliver personalized services based on customer profile and history
- Improve responsiveness to service requests
- Improve employee experience by reducing time spent on phone calls resulting in increased job diversity and bandwidth for professional development of employees

Solution

Hexaware partnered with the medical technology giant to do what we do best - help create superior experiences for customers' customers.

We are a Salesforce GOLD Consulting Partner. We leveraged the AI-powered Salesforce Community Cloud to connect all the dots for integrating customer data, personalizing customer interactions and transforming digital experiences.

We built a self-service enabled, omnichannel Community with customer branding using Salesforce Lightning, and customer Live Chat.

The Community portal was specially tailored to meet the demands of users that included *physicians, surgeons, radiologists, biomedical professionals, dealers and employees*.

The cloud-based portal offered:

- Omni-channel customer engagement and self-service
- My Customer 360 (including products, assets and contracts entitlements)
- Knowledge base including service manuals, software downloads and FAQs
- Access to product literature and product servicing
- Enabled Case Deflection Techniques (Enforce Knowledge Search, New Case Deflection Component)
- Support to preventative and ad hoc maintenance
- User registrations, live agents and discussion forums

Some additional features of the new Community portal that enabled proactive customer service included:

- Personalization options for Knowledge, News and Products
- Submit cases (multiple record types) and different case types with case deflection enabled for certain record types
- Integration with Box for automating and securing documents
- Auto case assignment, Callback, Interaction management, Status transition and Email notifications enabled for all case updates
- Provided Downloads functionality from Customer Community utilizing tokens
- Helped dealers view and track Return Merchandise Authorization, Preventive Maintenance, Service history, Work Orders and Assets
- View existing knowledge articles, FAQs
- Provided user level, site level and company level access for set of users with specific roles
- View Assets by Location

The client was able to monitor and drive customer engagement through the robust portal by:

- Implementing Customer Discussions using Topics
- Establishing trending Topics and Articles to improve engagement
- Implementing gamification using recognition badges and scoring to improve customer engagement, increasing anticipation and excitement
- Implementing of Live Agent, with pre-chat form, agent configuration



Benefits

The new portal drastically transformed experiences for our client's customers, making it easy, quick and convenient to get information and interact with the company, thus engaging users in meaningful conversations.

20% decrease in costs
to serve a customer



Key Tangible Benefits Delivered



30% decrease in the
number of service
requests due to effective
self-service capabilities

Conclusion

Hexaware, a pioneer in the customer experience transformation space helped the client scale up their business growth while increasing customer satisfaction and improving loyalty. With 60+ engagements and 35+ active customers, we can help your business deliver.



About Hexaware

Hexaware is the fastest growing next-generation provider of IT, BPO and Consulting services. Our focus lies on taking a leadership position in helping our clients attain customer intimacy as their competitive advantage. Our digital offerings have helped our clients achieve operational excellence and customer delight. We are now on a journey of metamorphosing the experiences of our customer's customers by leveraging our industry-leading delivery and execution model, built around the strategy – 'AUTOMATE EVERYTHING[®]', 'CLOUDIFY EVERYTHING[®]', 'TRANSFORM CUSTOMER EXPERIENCES[®]'. Hexaware services customers in over two dozen languages, from every major time zone and every major regulatory zone. Our goal is to be the first IT services company in the world to have a 50% digital workforce.

Learn more about Hexaware at <http://www.hexaware.com>

NA Headquarters

Metro 101, Suite 600,101
Wood Avenue South, Iselin,
New Jersey - 08830
Tel: +001-609-409-6950
Fax: +001-609-409-6910

India Headquarters

152, Sector - 3
Millennium Business Park
'A' Block, TTC Industrial Area
Mahape, Navi Mumbai - 400 710
Tel : +91-22-67919595
Fax : +91-22-67919500

EU Headquarters

Level 19, 40 Bank Street,
Canary Wharf,
London - E14 5NR
Tel: +44-020-77154100
Fax: +44-020-77154101

APAC Headquarters

180 Cecil Street,
#11-02, Bangkok Bank
Building, Singapore - 069546
Tel : +65-63253020
Fax : +65-6222728

Australia Headquarters

Level 26, #44, Market
Street Sydney,
NSW 2000, Australia
Tel : +61 2 9089 8959
Fax : +61 2 9089 8989



Safe Harbor Statement

Certain statements in this press release concerning our future growth prospects are forward-looking statements, which involve a number of risks, and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, intense competition in IT services including those factors which may affect our cost advantage, wage increases in India, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed-price, fixed-time frame contracts, client concentration, restrictions on immigration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, the success of the companies in which Hexaware has made strategic investments, withdrawal of governmental fiscal incentives, political instability, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property and general economic conditions affecting our industry.

