Computer Telephony Integration Solution for a Catering firm

About the Client

- The largest Inflight Catering, Onboard Retail, and Logistics company in the UK
- ~£290 million firm with an employee count of 3,500+ worldwide

Business Challenges

The client's existing system was running on Amazon Connect and a separate CRM system (ServiceNow) that provided very limited flexibility for answering the call and looking up a caller profile. The user adoption was poor due to higher call abandon rates and waiting time. The customer experience was also very poor with respect to holding time, number of calls per day, and single call resolution. The system was unable to trace caller information, and agents were regularly engaged in the meticulous task of tapping the buttons each time to place a call.

Hexaware Solution

We leveraged our experienced contact center consultants, standardized processes, and a state-of-the-art in-house tool called CTI connector to handle this complexity and delivered a services optimization strategy for solving this business challenge without any impact on day-to-day business. The journey was as under:

- Hexaware helped in creating a common platform using Amazon Connect and ServiceNow (CRM platform) with expedited onboarding of agents

- Hexaware deployed the agent assist tool that automatically looked up KB articles and helped in increasing the first-call resolution rate to a staggering 96%

- Our solution provided advanced phone controls, intelligent call routing (skill-based routing technologies such as automatic call distributor (ACD) and interactive voice response (IVR)), caller authentication, automated screen pop-up (showing detailed caller information), caller data records, call monitoring

- Achievements registered reduced operational costs, 40% fewer call abandons, 24/7 global support, higher business flexibility

Hexaware Business Benefits

- Inhouse-developed CTI connector consuming ServiceNow and Amazon Connect with custom workflows for agents
- Improve employee performance, better customer experience, and personalized, smarter conversations using CRM-driven screen
- Increase customer satisfaction by as much as 40%

Hexaware-AWS Joint Business Benefits

- Boost engagement using single sign-on
- Amazon Connect Tasks automates, tracks, and manages tasks for contact center agents, improving agent productivity by up to 30%

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

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