

Operational Intelligence Platform

Background and Challenges

The client is a global tech services company, with 300,000 employees across 400 contact centers in 80 countries and serves over 170 markets.

The client wanted to build a solution to track the performance of 2 contact centers in South Asia for one of their main client's customer support processes.

Solution Delivered

Design & implementation of the entire Operational Intelligence Platform on Azure Cloud -

- Azure file storage system for auto sync of data from various sources
- Azure Data Factory for staging the data
- Azure Blob for data storage
- ETL for loading data to the production server
- PowerBI for Management Decision Dashboards
- Predictive Modeling capabilities
- Inbuilt Data Security & Compliance

Business Impact

2% Increase in CSAT due to improved operational insights

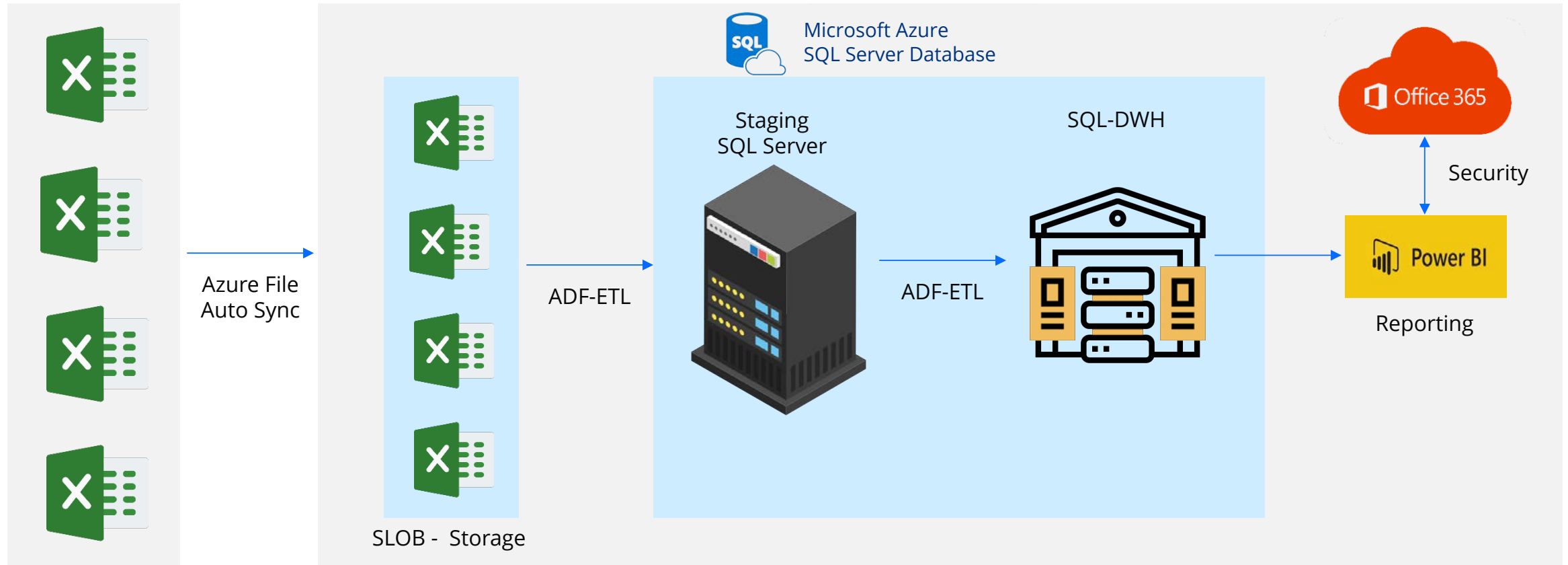
5% Increase in Productivity

KPIs tracked -

- | | | |
|--------------------------|----------------------|-------------------------|
| • Emp ID | • Staff Time Target | • QA% |
| • Name | • Net Staff time | • Opening HC |
| • Voice Bilable Aux | • Staff Time Leakage | • Closing HC |
| • Voice Non Bilable Aux | • Login Time Target | • Chat Bilable Aux |
| • Total Voice Aux | • Net Login Hrs | • Chat Non Bilable Aux |
| • No of CALLS | • Net Login Leakage | • Total Chat Aux |
| • Contact Handled (Chat) | • Survey Count | • Average of Occupancy% |
| • AHT | • CSAT score | • Scheduled |
| • CPD | • C-SAT % | • Count of P |
| • Target AHT | • QA count | • Count of HD |
| • Count of UPL | • Count of PL | • UPL Shrinkage % |
| • Overall Shrinkage % | • PL Shrinkage % | |

Architecture

On Premise Excel Files –
Windows Server 2012



ADF – Azure Data Factory, DWH – Data Warehouse, ETL – Extract, Transform, Loading