

Customer Service, with a Digital OneOffice Framework

Infosys BPM plays a transformational role in the design and implementation of Cisco's World Class Customer Service (WCCS) program, helping deliver a superlative customer experience



Challenges

- **Increasing customer expectations:** complex legacy applications and interaction models leading to suboptimal customer experience
- **Industry disruption:** high pressure created by the ever-evolving technology landscape
- **Consolidation and standardization:** multiple outsourcing partnerships and shared services hubs across the globe

The Digital OneOffice framework aims at delivering enhanced customer experience through:

- Digitization of manual processes
- Creating intelligent digital enterprise support functions such as IT, Finance, HR, Procurement, and Supply Chain
- Gleaning real-time actionable insights for greater personalization
- Applying cognitive and artificial intelligence along with Design Thinking for unified outcomes



Solution

A customer-first digital organization

- Intelligent single office enabling accelerated responses to customer needs
- Engaging and immersive omni-channel experience including voice, chat box, text, messaging apps, email, and virtual agent
- Innovative cognitive routing minimizes touchpoints through determining customer intent and connecting with the best equipped live or virtual agent
- Unified analytical insights for real-time predictive capabilities

Multi-generation, multi-dimensional program

- Tangible, incremental changes in three phases (elimination, automation, optimization) to gather momentum for process transformation
- In-depth involvement of all internal stakeholders and delivery partners to break down barriers and siloes

Workforce pyramid inversion

- Elimination of rules-based, labor-intensive processes through automation making high interaction cases the new normal
- Agents transitioned from "transaction-orientation" to "experience-orientation"



\$3M

Hours of customer effort eliminated



40%

Reduction in cost