



## HOWDY CUSTOMER!

Automating Customer Service and Enabling High-end Business Value for Texas Instruments

### Abstract

With efficiency and experience getting impacted due to legacy processes, transformation became a priority for Riley Jones, a Customer Service Operations Manager with Texas Instruments. That's when she reached out to Infosys BPM, who — with an impactful, award-winning modernisation program — delivered enhanced efficiency, rising customer satisfaction scores, as well as over \$600,000 in cost savings.



## When transformation becomes imperative

Riley Jones is an Operations Manager at the Global Customer Support Center of Texas Instruments Incorporated – a US-based designing and manufacturing giant of semiconductors and various integrated circuits. Texas Instruments' focus is on developing analog chips and embedded processors, which account for more than 80% of their revenues. They also produce digital light processing technology and education technology products including calculators, microcontrollers, and multi-core processors.

Every day, Riley's customer support agents received a plethora of customer requests on orders through the company's online customer service platform. The agents needed to check each request manually in SAP whether it was already shipped and then update the status in the workflow page. However, the processes being manual and repetitive, involved a great deal of redundant work, that not only consumed a lot of time and effort, but was also prone to errors. The legacy processes caused delays, contributing to a backlog

in the customer service workflows, and the errors posed risks of negative financial impact to Texas Instruments. These factors combined, led to loss of more than 10% of the overall efficiency.

Considering this, transformation became a priority for Riley, as she also wanted to improve her customer service outcomes by delivering better consistency with greater speed to the users. And so, she reached out to Calvin Hughes, an account manager with Infosys BPM with whom Texas Instruments had a partnership since 2019.

## Modernising with a passion

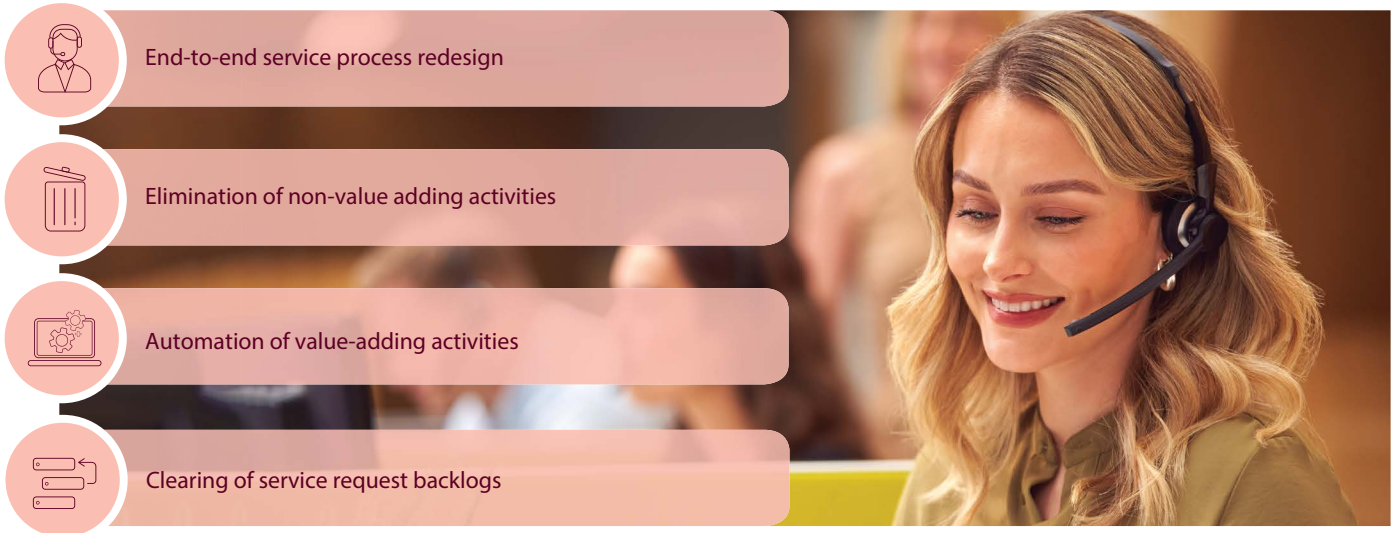
Calvin carried out an end-to-end assessment to understand Riley's challenges in her customer service processes. Realising that there were multiple opportunities for automation, he worked on and presented a solution to Riley. Calvin's plan envisioned transforming the legacy systems and consolidating

processes prior to automating them, in a way helping Riley to redefine the project's objectives.

Once Riley signed off on the plan, Calvin and his team worked on a project roadmap towards constructing an entirely new customer service platform. This meant

an end-to-end redesigning of the service processes and eliminating all non-value adding activities. Then, after studying the data to identify the top drivers of calls from customers to the customer service agents, the team automated all the value adding activities.

## Approach summary



Using smart automation, Calvin and his team introduced digital bots to process and follow-up on the customer orders. Also, 20% of the volume of customer service requests pertained to the software export compliance of the orders. Here too, Calvin's team automated the various

processes for compliance validation, thereby eliminating many repetitive tasks and reducing the time spent on them. Calvin also introduced automation across other workflows such as the repeated extraction and consolidation of purchase order sheets, the input and changing of

orders in the enterprise systems, workforce management, and reporting.

Prior to the deployment of the automation, Calvin's team also helped Riley's teams clear their backlog of service requests, allowing them to start afresh with a faster, more streamlined process.



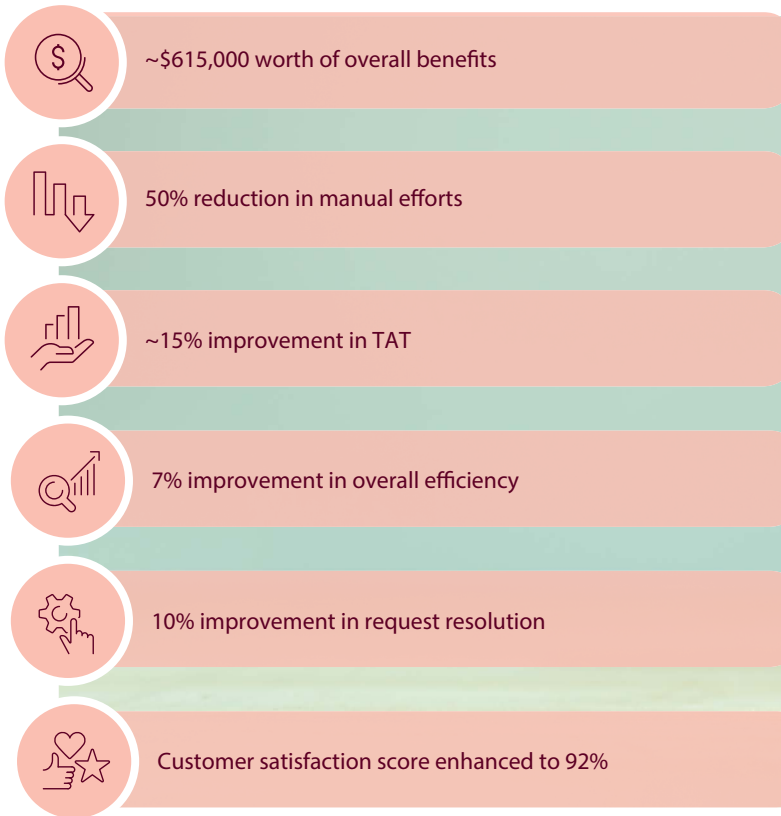
## Conquering new heights...

The streamlined and automated processes, courtesy of Riley and Calvin's strong collaboration, reduced the manual efforts spent by Riley's teams by as much as 50%,

while also improving the average handling time by ~15% for processing new and follow-up customer orders. Importantly, the accuracy of order processing by the

digital bots also helped to avoid any price discrepancies and thus the need for changes and further follow-ups.

## Key benefits



Riley soon began noticing significantly better customer service metrics. Between August 2022 to January 2023, her customer service operations delivered a high 78% resolution rate of customer requests as against the earlier 68%, with customer satisfaction scores shooting up from an earlier low 85% to 92%. This further enabled Texas Instruments to gain substantial enhancement in the net promoter score (NPS), while also

saving ~\$490,000 thanks to the ability to smoothly handle a higher volume with the same team. The automation solution also improved the overall efficiency of operations by 7%, saving efforts equivalent to 14 FTEs, equivalent to cost savings to the tune of ~\$125k.

No wonder, with the project delivering ~\$615,000 in cost savings for Texas Instruments in FY'23, besides providing multiple other benefits, it received a digital

'standout' award from a leading global technology research and advisory firm. The award win, from among a record number of more than 300 submissions, was a great recognition for the outstanding modernisation program delivered by Calvin and his team. It not only enhanced customer and user experience for Texas Instruments, but also played a significant role in driving revenue growth.

*\*Names have been altered to preserve the identities of the people involved.*

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