



DELIGHTING CUSTOMERS WITH AUTOMATION

Abstract

Robin Marlow, Global Customer Support Manager at an American electronics company, recognised the urgent need for automation to address high inefficiencies and operational costs. Partnering with Infosys BPM, the company successfully implemented automation across key customer service areas. This strategic move yielded impressive results: streamlined operations, significantly reduced lead times, and a substantial \$133K in savings, benefiting both customers and stakeholders.



When automation becomes a pressing need

Robin Marlow, Global Customer Support Manager at a leading American electronics company headquartered in Dallas, oversees worldwide customer service operations. The company is renowned for its innovative products, including digital light processing technology, microcontrollers, calculators, and multi-core processors.

In his role, Robin collaborates closely with business partners to monitor service performance, analyse data, and drive continuous improvement through

automation. While reviewing service reports, he identified critical processes—order management, device lifecycle support, and technical troubleshooting—that were plagued by inefficiency, excessive manual effort, and high operational costs. These issues directly impacted customer experience and, consequently, the business.

To address these challenges, Robin sought a service provider capable of not only reducing costs but also adding value through automation. A global RFP was

issued to identify potential partners. After careful evaluation, the company entered into a process management agreement with Infosys BPM in 2019, recognising its proven track record of elevating customer service to benchmark levels for numerous Fortune 500 companies.

To execute this transformative initiative, Infosys BPM assigned Natasha Madikeri, a seasoned transformation specialist, to collaborate with Robin on streamlining and optimising customer service operations.

A steady hand and a stepwise approach

During their initial discussions, Robin and Natasha meticulously defined the project scope, encompassing end-to-end ownership of order management, device lifecycle support, and technical support processes. Robin also emphasised the

importance of automation to enhance efficiency and reduce operational costs.

Leveraging Infosys BPM's robust transition frameworks and expertise, Natasha swiftly established operation floors in Infosys BPM's global delivery centres. Staffed by over

160 skilled customer service specialists, Natasha's team efficiently supported the company's customers in multiple languages, processing a substantial volume of 140,000 tickets annually.

Approach summary



With the outsourced operations stabilised, Natasha shifted her focus to the next phase: automation. Her automation experts meticulously analysed existing process flows to identify key areas within the SAP, Web, and Microsoft Office domains that could benefit most from automation.

However, data security was a paramount concern for Robin and other stakeholders. Natasha addressed their concerns with meticulous attention, implementing robust safeguards to ensure the security of sensitive data. With their trust secured, the project gained significant momentum.

Natasha's team developed custom automation scripts and tools using

Python, AutoIT, Selenium, and VBA, ensuring seamless integration with the company's existing systems. Automation was initially implemented on the Web layer of the ServiceNow platform, automating tasks such as case creation, updates, status changes, ticket allocation, and email notifications. Subsequently, the team turned their attention to the company's SAP systems, automating data extraction, order creation, updates, and validation using SAP scripting. Finally, they automated Excel and other Office document tasks using VBA, streamlining report generation, formatting, and data manipulation.

Following rigorous testing to ensure seamless performance and minimal disruption, the automation solutions were fully deployed. Natasha's team continued to monitor and optimise the automation, addressing issues promptly and making necessary adjustments to enhance efficiency.

Throughout the project, Natasha's team maintained close collaboration with Robin's teams, gathering and implementing feedback to refine the solutions and ensure they met the specific needs and expectations of all stakeholders.

Delighting stakeholders and customers

Natasha's strategic approach to streamlining Robin's customer service operations yielded significant benefits, including reduced costs, enhanced efficiency, and improved customer experiences. By automating critical processes across Web, SAP, and Office domains, Natasha's team saved over 23,000

hours of manual effort, enabling Robin to reduce staff headcount by 13 and realise \$133K in savings.

Web automation ensured efficient and consistent case management, while SAP automation improved task efficiency and accuracy. Automated manipulation of Office

files saved time, minimised human error, and delivered polished reports. Robin was delighted with the smoother processes, faster resolution times, and improved overall customer service efficiency. Reduced lead times for order requests also delighted the company's customers.

Key benefits



Saved 23,000 hours of manual efforts



Reduced staff headcount by 13



\$133k in cost savings



Improved efficiency and resolution time



Enhanced customer experience



Ultimately, Natasha and her team's automation drive played a pivotal role in enabling the company to thrive in

a competitive business environment. Robin was widely recognised within the

organisation for initiating a successful partnership with Infosys BPM.

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

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