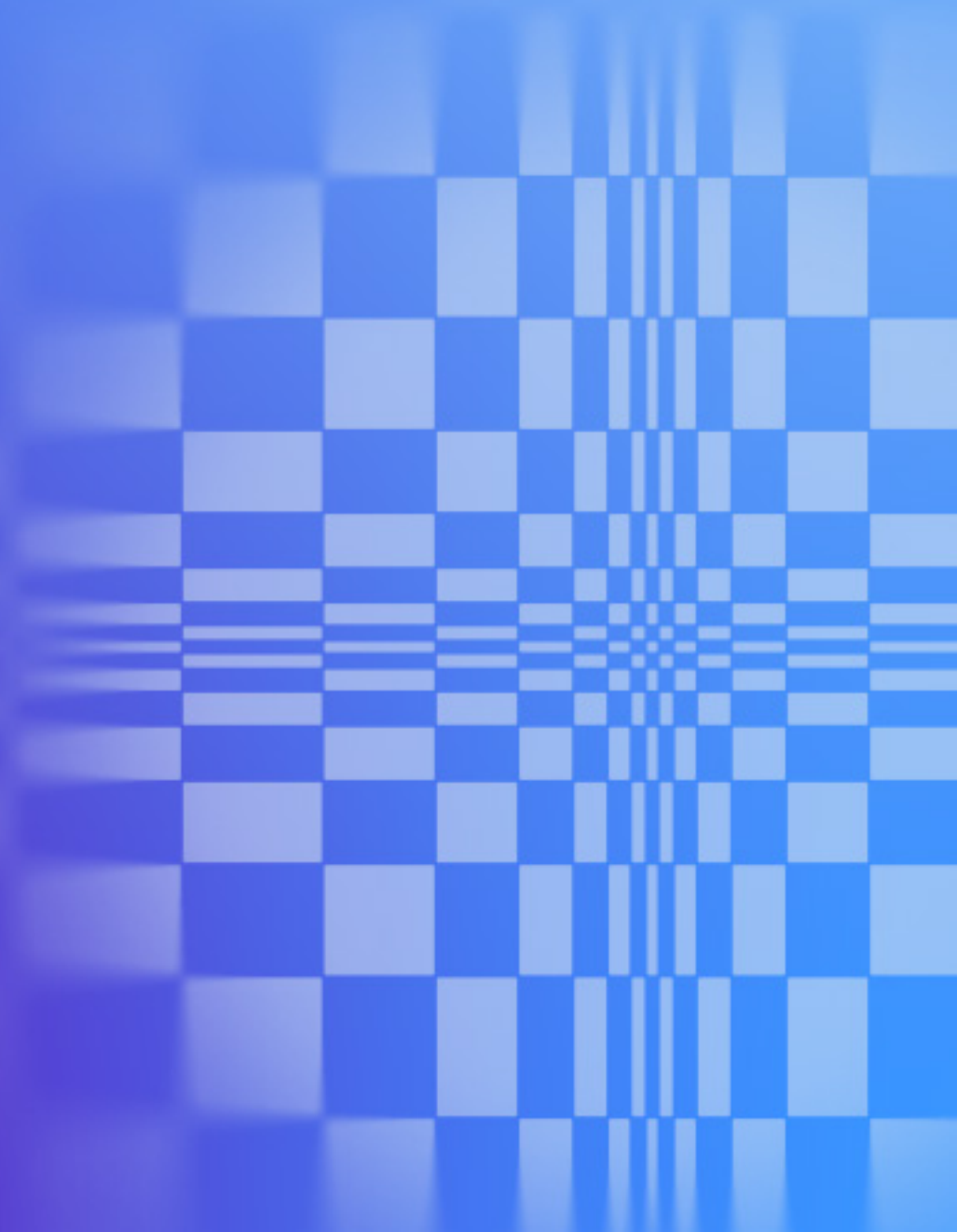


Elevating service experience for a major energy company

HCLTech transformed
the energy company's contact center with
cloud, AI and omnichannel capabilities



A global oil and gas giant wanted to transform its service desk experience to provide a superior experience for its client's users. They were looking for a partner who could help design and execute the ambitious project from end-to-end. With a rich experience of designing and implementing cloud contact centers, HCLTech embarked on the transformation project including discovery, implementation and managed services.

The Challenge:

Complex and expensive contact center architecture

The existing contact center solution was outdated and did not live up to the expectation of the modern employee experience. The client's service desk experience was sub-optimal, with long wait times, frequent call drops, multiple call transfers and broken journeys in voice and chat, leading to unsatisfactory employee experience.

Agents, on the other hand, were overwhelmed due to the high call volumes, lack of tools to personalize the service experience and no context to serve the employees. They required a solution that could improve employee satisfaction and reduce cost of operations at the same time.

The Objective:

Migrate the platform to a flexible architecture

The client wanted to ensure a platform that would empower the employees with best-in-class technology to deliver exceptional value. They wanted a system that could help them monitor calls, track sentiments and assist

the agents. The objective also included a dynamic architecture that was flexible to scale up to meet increase in demand for agents and call volumes.

The Solution:

Leveraging 360-degree partnership to deliver an AI, analytics and automation-based system

HCLTech embarked on the transformation journey with the client and collaborated to identify best-fit use cases for employee experience. This led to the building of a minimum viable product on Amazon Connect, the leading CPaaS solution. Amazon Connect met the business requirements for the future with its advanced AI/ML capabilities and justified the business case due to its optimized pay-per-use consumption-based pricing model.

The entire platform migration was delivered in a phased agile manner, partnering with business and IT leaders in each geography, considering the local operating models, user experience, language needs and integrations. HCLTech is also engaged in post-implementation support and enhancement of employee experience by enabling the latest features of Amazon Connect for the client.



The Impact:

Improved employee satisfaction and reduced cost of operations

The platform resulted in zero downtime engagements following the go-live date, due to the high availability of AWS. A web-based desktop enabled seamless work from home during the pandemic, while the auto population of user details for different cases helped cut down after work calls by one-third. Human-like self-service helped mitigate basic employee

service issues, and the improved self-service and routing of interactions resulted in 18% reduction in Average Handling Time (AHT). The First Call Resolution (FCR) also saw an increase of 20% due to the smart assist knowledge feature. With a smooth transition to Amazon Connect, the customer has been able to improve service efficiency and generate faster ROI.

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For more information, please write to us at Contact.FluidCC@hcl.com