

Oil and Gas major unlocks productivity, innovation and business value through Digital Workplace transformation

CUSTOMER BACKGROUND

The customer is a multinational Oil and Gas corporation with businesses in the upstream, midstream and downstream functions. It is among the world's largest publicly traded & integrated oil & gas companies. The company engages in exploration, development, and distribution of oil, gas, petroleum and high-quality chemical products. The customer has a large and heterogenous workplace environment with 100,000+ users spread globally.

CUSTOMER PAIN POINTS

The customer's business was under stress due to ever-changing energy norms and dwindling oil prices. Apart from the external factors, the client was under tremendous pressure managing their heterogeneous end-user landscape comprising of more than 100K users, which made them focus to embrace digital workplace transformation.

The client's IT support team was dealing with a large volume of routine incident tickets which arised due to multiple applications used for IT support that had complex processes. Absence of centralized knowledge management and self-service portal resulted in drained productivity and reduced efficiency. Lack of monitoring and tracking of the ticket status led to poor service levels and bad end-user experience.

One of the other challenges the client was facing was about how to address the root cause of customer dissatisfaction. While the client implemented an automation and quality support model to improve customer experience and CSAT but was unable to find some critical data such as –

- How to quickly detect customer dissatisfaction?
- How to proactively capture errors?

Some of the other challenges that the customer faced that pushed them to go for a complete workplace transformation were:

- Absence of automation and processes that could elevate the end-user experience
- Complexity with handling tickets from multiple channels (email, phone and chat)
- Absence of centralized self-service portal and knowledge management enabling end-users to solve routine tasks and resolve IT issues
- Difficulty supporting increasing ticket volume
- Lack of monitoring errors and proactive reporting

SOLUTION

As part of the digital transformation strategy, the customer was keen to transform and transition to a modern digital workplace to solve their unique service desk challenges, fully empower the end-users, optimize business processes and improve the way the end-users connect, collaborate and communicate.

The following were the three primary focus areas to transform the entire workplace:

- 1. **Experience:** Provide an omnichannel experience to end-users to connect to IT seamlessly and improve their end-user experience. Also, meet the customer satisfaction expectations and reduce AHT (Average Handle Time) for the agents
- 2. **Efficacy:** Get accurate resolution in real-time for their IT support needs for saving time and improving efficiency
- 3. **Economy:** Minimize cost by automating mundane repetitive tasks

To mitigate the challenges and provide better user-experience, HCL implemented a full-stack of Digital Workplace Transformation tools including -DRYiCE OptiBot (Live Station, Healing Station and Reset Station), HCL Lucy, and Distress Bot.

DRYICE OptiBot: DRYICE OptiBot is an employee enablement and workplace optimization suite that focuses on enhancing UX, optimizing employee's work-life while reducing the burden on IT. Sense Heal, a unique feature of DRYICE OptiBot preemptively solves some of the common system and application issues through an unassisted automation thereby minimizing the call volume to IT support; Live Station module of the application is a real-time chat solution that allows end-users to connect to the service desk agents leveraging their existing Skype for Business Instant Messaging solution; whereas, the Reset Module of the Optibot solution allows end-users to unlock their account and securely reset passwords on their own with no administrator or help-desk involvement.

HCL Distress Bot (DBot) is an in-house bot, integrated with HCL Optibot Live Station (chat solution). Distress Bot is configured with common distress words identified by the quality team based on audits. DBOT monitors the live chats and quickly flags a distress signal to a Service desk lead for intervention during an end-user & agent interaction, thereby reducing the overall end-user dissatisfaction rates.

DRYICE Lucy: DRYICE LUCY is an AI-powered cognitive virtual assistant. It leverages Natural Language Processing (NLP) and Machine Learning (ML) technologies to provide a quick resolution to the IT issues. A user can interact and communicate with LUCY through voice or chat-based application to get quick resolution to their IT & business problems. DRYICE Lucy streamlines business processes, automates repetitive tasks and guides users to the right solution, thereby saving time, improving efficiency and elevating the end-user experience.



KEY HIGHLIGHTS

Some of the key highlights of the workplace transformation solution that HCL implemented are:

- HCL implemented DRYiCE OptiBot Healing Station (OHS), Live Station (on MS Skype for Business) with BMC remedy for auto ticket creation and Reset Station for a self-service password reset
- Developed & published 60+ custom automation content in the phases mapped to top call & pain areas
- Implemented BCMF (Behavior Change Management Framework) - Aggregated Multiple Self-Service End User Support links, Integrated Live Station, Published Marketing Material to improve chat adoption and bring out standardization
- To standardize and remove human errors, HCL enabled value-plus team with a dedicated focus on CTI deployment, skill-based routing, critical incident management processes, service improvement processes, and service readiness processes
- HCL Implemented DRYiCE Lucy and trained it on 70+ use cases with enterprise integration such as Azure AD, BMC Remedy ITSM platform and Optibot Live station. A unique User Interface was built for Lucy with a sleek, modern and minimalist design.
- Lucy is a self-evolving and improving bot. It's Built-in such a way that the feedback from users goes back into refining its existing use cases and also helps in identifying new use cases.
- HCL developed an in-house Distress Bot (DBot) which was integrated with the client's existing chat solution for monitoring any flags during an end-user and agent interaction that could lead to a DSAT
- The Distress Bot sends a real-time distress signal to a service desk lead for extended support / taking over the interaction.

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IMPACT

Since the workplace transformation was executed, the solution implemented by HCL, there has been clear business benefits which have been realized:

- Achieved 90% assistance rate in the last 6 months indicating end-users are satisfied with the solution offered by **DRYICE Lucy**
- Achieved over 40000+ hours of improved productivity through DRYiCE Optibot Healing Station
- Migration to OptiBot Live Station have increased chat adoption rate from 18% to 65%
- First contact resolution increased to more than 80%
- Reduced MTTR from 45 hrs. to 20 hrs.
- 23% reduction in number of incidents through continuous improvement initiatives
- Enhanced customer experience score by approximately 10% which clearly demonstrates that the workplace transformation strategy has led to improved customer satisfaction
- Average effectiveness of Windows desktop OS automation stood around 98%
- Lucy is always available 24 X 7, 365 days a year. It functions with the same accuracy and efficiency every time it is called into action





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