



Overview

Client is the world's largest Public Relations firm, operating across 6 continents with a global client base. It offers a wide variety of marketing & communication services and research across different industries and sectors.

The Results

- 100% SLAs achieved
- 30% productivity improvement through automation
- 25% increase in First Call Resolution (FCR) to 87%
- Real time user experience monitoring through patented User Experience Index (UEI)
- 32% improvement in User Experience
- Consistent CSAT of 4.8 / 5



World's Largest PR firm Leverages GAVS' Artificial Intelligence Operations Platform for Enhanced User Support

GAVS' Zero Incident Framework™ enhances efficiency by over 30%

Business Situation

The client's staff, from 4 continents across the globe travel frequently, often connecting from disparate locations such as airports, field offices, and hotels, at different times, often without access to IP phones to connect with traditional service desks. Being a public relations firm, they rely heavily on timely communication and information sharing. With almost 75% of its total workforce comprising of professionals requiring seamless and trouble free connectivity – their requirements were very unique and different from the industry best practices of IT support and service desk. A typical service desk model, therefore, could, in fact debilitate their productivity and cause customer-related issues. They needed IT solutions that were as nimble and dynamic as the company themselves.

- Mobile and highly experienced workforce with unique expectations
- Unique needs - Roaming profiles – users travel and work across the globe
- Resource wastage in triaging and roaming profile management
- Need for quick resolution, higher than industry averages

Solution

GAVS leveraged its Zero Incident Framework™ (ZIF) to provide a state of the art solution to measure real-time user experience, enabling them to raise and resolve issues quickly and equipped the IT staff with technologies that meet the pace of the organization.

The solution included:

- New age Service Desk operation model, designed for fast-paced mobile, global users with faster SLAs and integration with Facebook @ Work, self-help portal for iOS users for quick resolution times with consistent CSAT of 4.8 / 5
- Automation of recurring tasks and tickets through zMan for quick and error-free resolution
- Unified dashboard to identify and clear lags immediately through GAVel
- Prediction of ticket volumes and root causes through GAVel
- Automated triaging to best-fit engineers through Virtual Supervisor that meet the pace of the organization

New Age Service Desk

Firstly, GAVS made our service desk available on Facebook by creating groups on Facebook @ Work, which employees frequently used during the course of their work day. They could get their incidents solved or requests honored without waiting on calls or writing lengthy emails.

Customer Success Team

Simultaneously, the GAVS delivery team, along with SMEs and product managers analyzed the IT infrastructure and the ticket trends. The team designed an efficient solution based on analytic insights, automating most processes, and combining all IT info under a single unified dashboard. To provide the best IT operations management to enhance end user productivity, GAVel, the IT operations platform was used, armed with the power of Artificial Intelligence and Analytics. To enhance productivity and throughput, zMan, the automation engine of ZIF was implemented.

ZIF with AI and Automation

zMan: L1 workflows and recurring incidents were automated using zMan, leading to saving more than 4200 hours of manual effort in 11 months alone. This directly contributed to a 30% increase in workforce productivity and resolution times (MTTR), from a few days to a few hours.

GAVel alerts service desk when there are tickets that are close to their SLAs, bringing the SLA achievement level to a full 100%. GAVel's heatmap feature brought out the frequent ticket categories, enabling teams to weed out causes of incidents and improving First Call Resolutions (FCR) by 25%. Finally, thanks to the GAVel's predictions, the client was able to prevent incidents from happening altogether bringing down the incidents by 12%.

Virtual supervisor, a component of GAVel, automatically assigns each ticket to the best engineer to resolve it, every time a new ticket is logged. This enabled the staff to spend that time on resolving tickets rather than reassigning them, thus improving the resolution time and hence the end user productivity.

GAVS has recorded a phenomenal improvement of over 32% in customer satisfaction levels in the quarters following these implementations, achieving quick and hassle-free ways to raise incidents and requests and even quicker resolutions*.