**VZ – Enhanced Customer Onboarding Experience by transforming IoT Enterprise Architecture for $175B Technology Firm**

**Business Challenge:**

* Our client – **a fortune 100 $175B technology firm** wanted to solve the following business challenge associated with their IoT Enterprise Application System
  + The IoT Enterprise application system is used by the sales and engineering teams of our customers to onboard new IoT customers
  + This client observed a significant drop in quarterly customer satisfaction scores
    - * This drop was a direct result of customer onboarding times for these IoT devices and services that **ranged from 2-3 weeks**
  + These delays in onboarding new customers resulted in severe impact on customer dissatisfaction, retention & subsequently on, business revenue

**Business Requirements:**

* Our client was looking for a consulting team that could address the following requirements
  + Devise methods to reduce the customer onboarding times from 2-3 weeks to 3 days
  + Accelerate customer retention and minimize customer dissatisfaction

**Our Approach & Solution:**

* Creospan provided a team of 1 Consultant (1 Sr. Architect)
* We adopted the following approach for this client
  + **Conduct consultative sessions** 
    - We interviewed business and technology stakeholders to dive deeper into the user needs and challenges
  + **Problem**
    - After analyzing our client’s architecture and code base we learned that the root cause of this problem (extended delays in onboarding new customers) was associated with
      * Significant architectural gaps
      * Inefficient customer onboarding flows associated with the IoT Enterprise System
  + **Solution** 
    - **We streamlined the software architecture**
      * Identified gaps in the existing architecture that negatively impacted customer onboarding sessions
      * Analyzed the gaps, dependencies and the corresponding delay associated with each customer onboarding flow
      * Devised an architectural pattern to address these gaps
      * Presented this architectural pattern to engineering and product management teams
      * Presented the quantified benefits to the business teams

**Business Benefits**

* **Enhanced Customer Onboarding Experience**
  + The newly refined architectural pattern reduced the customer onboarding times from **2-3 weeks to 2 days over a period of 8 months**
* **Accelerated Customer Engagement**
  + Our client started to see a significant rise in customer engagement of their IoT services post the deployment of this new architecture
* **Time & Cost Savings**
  + The newly designed architecture **minimized the manual intervention** needed by the sales and engineering team to **onboard new customers by 70%**

**Technology Stack:**

* Architectural Analysis

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**\*\* Note: The numbers listed in this case study are estimates as the original numbers are not publicly disclosed**