INTELLIGENT CUSTOMER OPERATIONS FOR TECH PRODUCT SUPPORT

Drive frictionless customer experiences across product and technical support operations

GET THE FUTURE
YOU WANT

40%	**15 - 20%**	**20%**	**35%**	**25%**
reduction in cost-to-serve	increase customer satisfaction	reduction in customer churn	improvement in alert management efficiency	increase in first contact resolution

Consumer behaviors are driving adoption of innovative support solutions

Much of life has moved online. Increasingly, work, play, and commerce depend on an integrated network of devices, services, and platforms to succeed. As anyone who's experienced internet failure before an online meeting knows – keeping products and services up and running is more important than ever.

The stakes are high. A challenging issue resolution process creates customer dissatisfaction that reverberates beyond a single buyer. Perpetuated through social media – a frustrating support experience can be repeatedly shared across the globe.

To be successful, high-tech organizations must respond with innovative support solutions that remove friction from the customer experience without increasing cost-to-serve and support complexity. Technical and product support must include accessible, self-service solutions that encourage adoption and drive volume from higher-cost live-agent channels.

Customers want answers now. Innovative support gives customers the help they need, when they need it. When advanced support is required – the escalation path from a self-led to assisted channel must be smooth and effective.

Deploy technical and product support transformation at speed and scale

Capgemini's **Intelligent Customer Operations for Tech Product Support** solution orchestrates and streamlines the transformation of your customer experience across digital product and technical support operations to protect your most valuable asset – your customers.

We deliver a frictionless customer experience – connected through a seamless, scalable, and digitally-augmented delivery platform. This drives enhanced business outcomes, including:

- **40% reduction in cost-to-serve**
- **15–20% increase customer satisfaction**
- **20% reduction in customer churn**
- **35% improvement in alert management efficiency**
- **25% increase in first contact resolution.**
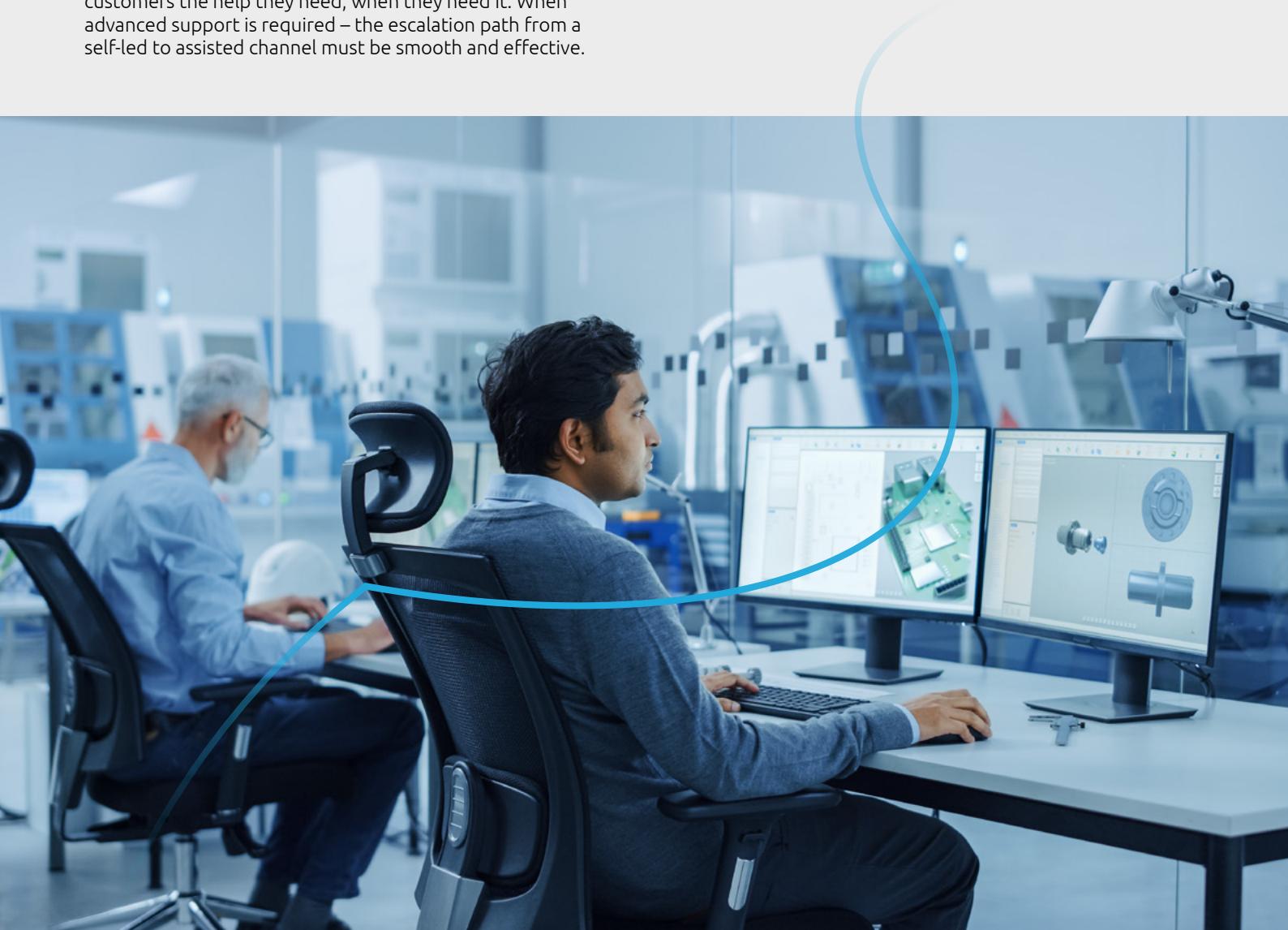
Our solution provides increased value:

For your customers:

- **Personalized, connected customer support** – implement an aligned contact experience strategy with a timely, accurate, consistent, and professional response across channels and agents – both human and digital

- **Frictionless, omnichannel customer journey** – leverage digital-first customer interactions across a range of connected channels, including phone, email, chatbots, apps, self-service member portals, and social media

- **Accelerated issue resolution** – through on-demand, self-service solutions that enable your customers to quickly, easily, and conveniently resolve problems and answer queries.

For your organization:

- **Flexible digital customer operations** – quickly penetrate and support new markets, services, and devices through a scalable global delivery platform

- **Integrated hybrid support services** – drive efficiency through a combination of digital and live-agent support for hardware/software troubleshooting, service activation, device configuration, and access management

- **Increased service performance** – implement a joint "automation and shift-left" strategy to resolve more contacts in lower-cost channels and reduce your total cost of operations

- **Maximum sales value capture** – adopt rapidly-implemented front-end technologies to achieve increased lead conversion, enhanced cart management, and increased renewals for subscription-based services

- **Harmonized customer experience** – provide a single, virtual, integrated technical support center to manage all business and IT requests, and deliver a best-in-class connected customer experience.

- **Enhanced employee satisfaction** – free up your customer service agents to handle more high-value, complex, and rewarding transactions, to drive increased employee engagement and loyalty.

Capgemini's **Intelligent Customer Operations for Tech Product Support** drives synergies across your upstream and downstream process value chain, helping you transition to – what we call – the Frictionless Enterprise.

The Frictionless Enterprise

The Frictionless Enterprise seamlessly connects processes and people, intelligently, as and when needed. It dynamically adapts to your organization's circumstances to address each and every point of friction across your customer operations.

At Capgemini, we have applied the Frictionless Enterprise to enhance cohesion across our entire suite of products and services. This enables us to respond rapidly to your changing requirements and deliver your specific business outcomes in a value-focused way.

We implement ways to detect, prevent, and overcome friction – leveraging our latest thinking, organizational design, and intelligent solutions to achieve our goal of effortless operations.
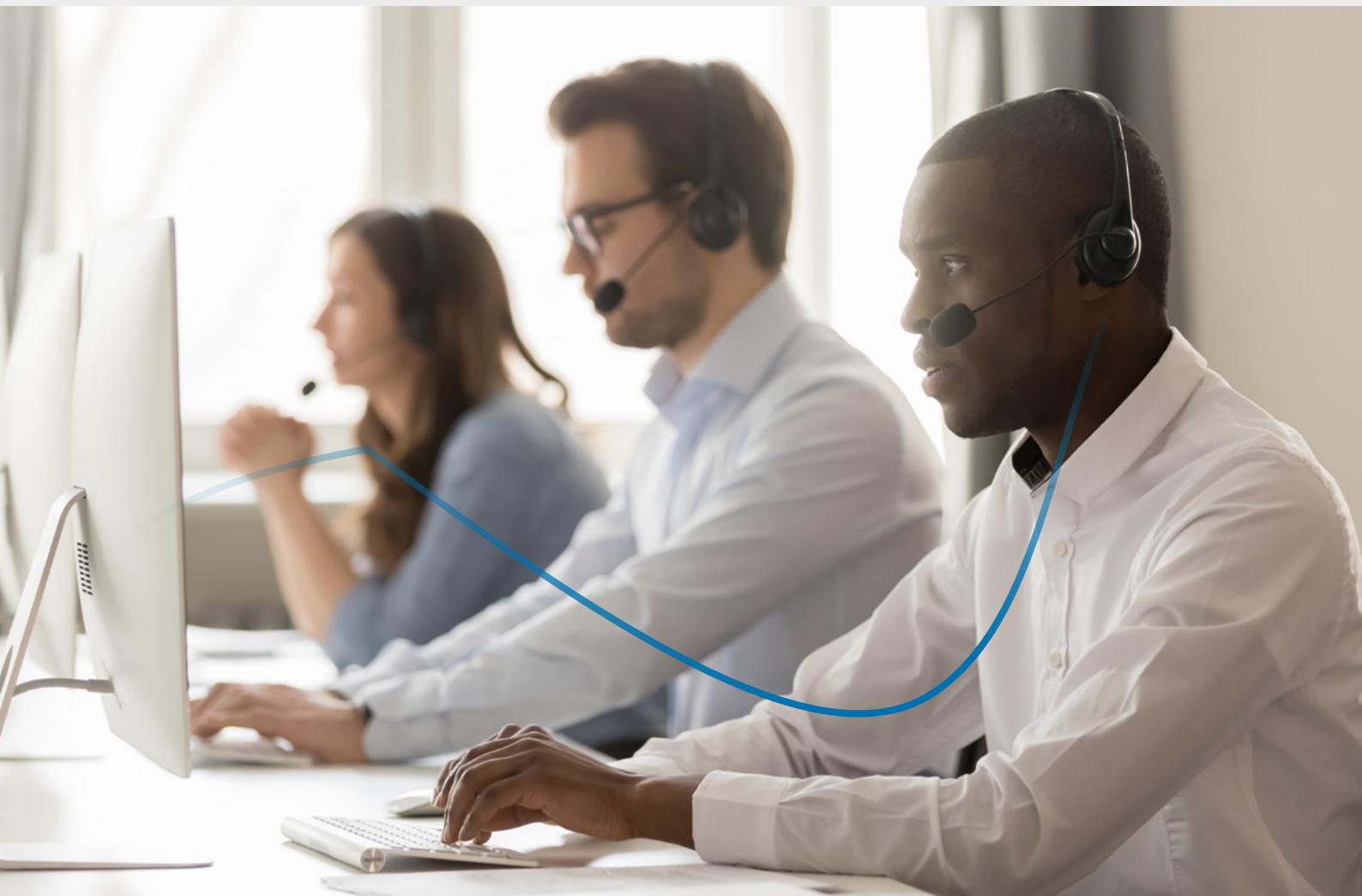
Leverage a proven transformation methodology to deliver product and technical support excellence

Capgemini's experience in managing large, complex outsourcing projects has shown that common problems such as implementation delays, business disruption, and service degradation often result from a poorly executed transition and transformation.

Our approach evaluates your requirements against proven tools and processes. We treat your business and technical elements with equal importance – transforming operations to a frictionless business and technical operating environment through:

- **An integrated technology/human-centric approach** – implement a comprehensive, scalable suite of AI-enabled tools that digitally power your interactions and seamlessly connect with live-agent support
- **Strategic and insight-led service design** – move from being reactive to proactive through automated, insight-based reporting dashboards
- **Process re-engineering and transformation** – identify work to be eliminated, standardized, optimized, automated, and/or robotized
- **A mature and proven transition practice** – benefit from a "safe pair of hands" to orchestrates the actual migration of transaction volumes and program ownership to Capgemini.

With the significant rise of the hybrid or flexible workforce, our integrated service management and Command Center solutions offer best-in-class capabilities in intelligent workforce management, holistic forecasting, load-balancing, and skill optimization between your onsite and remote teams.

Intelligent Customer Operations for Tech Product Support drives enhanced value through:

- Automated front and back-office solutions for more efficient transaction processing
- Integrated digital and live-agent omnichannel services that promote self-service and a connected, contextual customer experience
- Process discipline that resolves more incidents in lower-cost support tiers, while reducing support expense in other areas
- Optimal contact management solutions that allocate volumes between digital self-service channels and live agents
- Consumption-based, modular, and scalable support models
- Domain-specific solutions to improve device support, manage system access, and troubleshoot hardware/software issues
- Enterprise visibility into KPIs, incidents, and problems.

Transforming technical support for a global high-tech imaging organization

A leading enterprise imaging solutions company needed to increase the efficiency of its front-office support. More specifically, it was hampered by:

- Repetitive/false alerts and artificially high alert volumes that increased contact-to-resolve and employee costs
- Low process automation characterized by a manual "high-touch" hand-off and escalation process between resolving groups
- Inability to provide consistent 24/7 support that scaled with transaction volumes.

Capgemini developed and implemented a flexible, next-generation delivery model that optimized prime and after-hour coverage. This included implementation of a "shift left" approach that reduced escalations and resolved more tickets in lower-cost support tiers.

On top of this, Capgemini deployed automated scripts that:

- Reduced manual effort
- Provided real-time application and infrastructure monitoring and support
- Eliminated repetitive and false alerts
- Moved application/platform upgrades and patch installation to non-production hours.

Ultimately, the solution provided "highly available" operations focused on continuous improvement, which delivered a range of tangible business outcomes:

- 36% reduction in alert case count
- 82% reduction in average resolution time from 92 to 17 minutes

- Significant improvement in efficiency by reducing overall employee work time, improving efficiency and delivering operational savings
- Enhanced cost optimization through reducing the overall staffing demand requirement and time to perform a platform upgrade/patch
- Increased level of service and minimized disruption by moving upgrades/patches from prime production to non-production hours.

Supporting the end-customer experience across high-tech sub-sectors

- **Hardware/OEMS** – reduce program costs and improve customer experience through alert monitoring, account maintenance, installation support, and managed & technical support.

- **Semi-conductors/chipset manufacturers** – reduce program costs and improve customer experience through sales support, post-purchase services, warranty support, and technical support.

- **Platform/Internet** – orchestrate and streamline onboarding across platforms through account creation and management, ad support, and technical support.

- **Software** – reduce costs and simplify support for product enhancements, bug fixes, production support, and application maintenance.
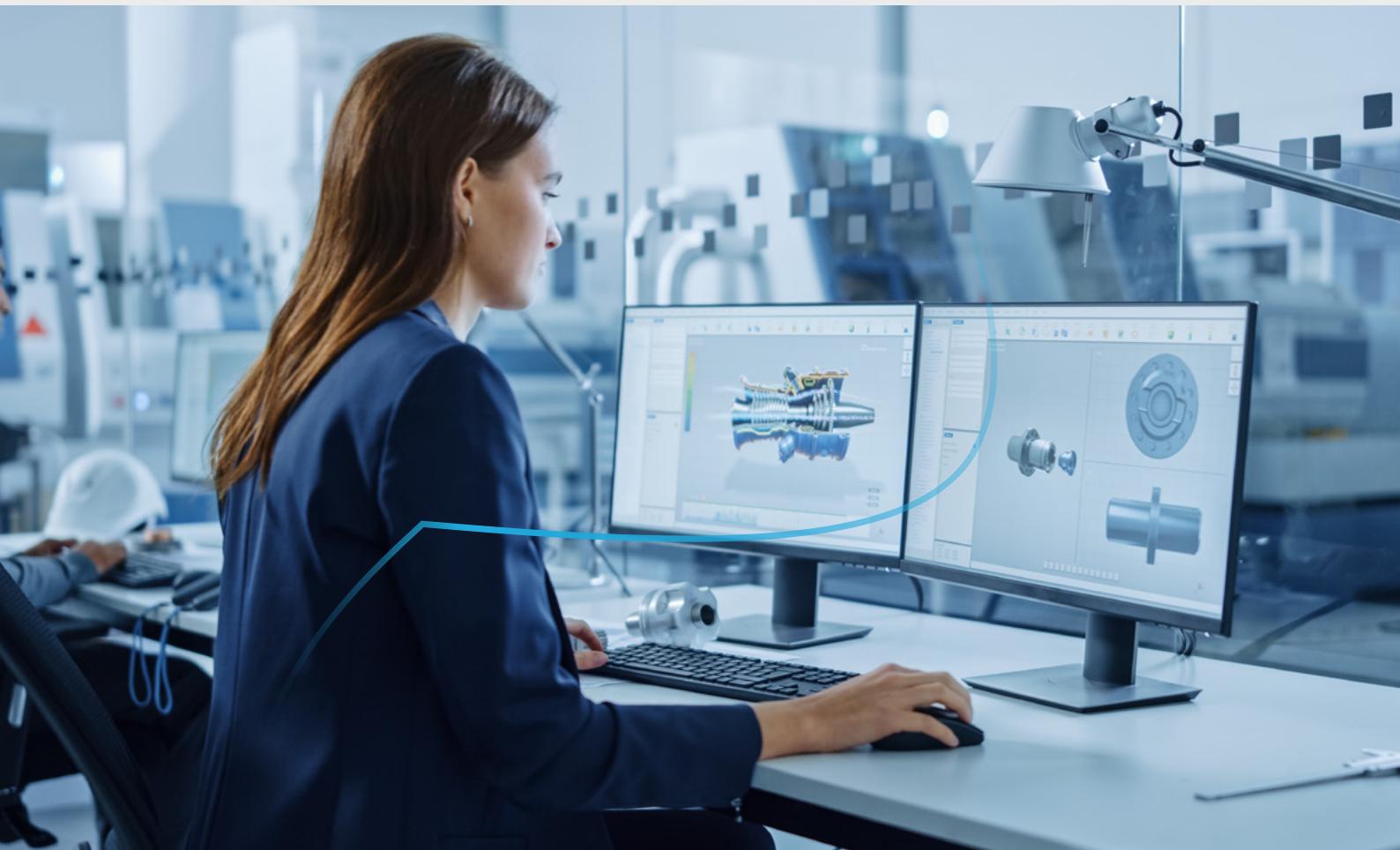
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Why Capgemini?

Capgemini's long history and strong reputation of delivering consulting, technology, and operational expertise in the customer operations space has already made a significant and positive impact on many of our client's bottom line and profitability. Our clients come from a range of industry segments, all with their own unique market requirements that require innovative and expert solutions.

Through 7,000 voice agents serving over 160 countries in 38 languages from 17 regional delivery centers we work collaboratively with clients and technology partners to transform product and technical support operations. Trust us to deliver a meaningful, connected, cloud-enabled and digitally-optimized customer experience.

TECHNOLOGY

CONSULTING

OPERATIONS

TECHNOLOGY EXPERTISE
• Case management
• Omichannel
• Intelligent automation
• Transformation
• Data analytics and insights
• Technology partner integration

CONSULTING EXPERTISE
• Domain expertise
• Channel strategy
• Digital shift
• Process consulting
• Global Process Model
• Workforce optimization
• Secure transition
• Data analytics and insights

OPERATIONAL CAPABILITIES
• Global Delivery Network
• 36 languages support
• Workforce management and QA
• Recruiting and learning
• Command Center

To learn more about how Capgemini's **Intelligent Customer Operations for Tech Product Support** solution drives a frictionless customer experience across your product and technical support operations, contact: businessservices.global@capgemini.com

About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 325,000 team members in more than 50 countries. With its strong 55-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fuelled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2021 global revenues of €18 billion.

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