

Transforming CX operations: The Power of efficiency and customer satisfaction

Industry
Technology

Services
Customer Experiences Services

Our client is a market leader specializing in advanced Wi-Fi and connectivity solutions. With an impressive 35% market share in north America and nearly 1 million service subscribers, the company produces top-tier networking hardware for consumers, businesses, and service providers. Their products are available in approximately 24,000 retail locations, distributed through around 19,000 value-added resellers, and serve major cable, mobile, and wireline service providers across the globe.



Business Challenge

Demand Forecasting Accuracy

Lack of a structured forecasting system, which was a key requirement for the fast-growing business.

Volume Projection & Staffing Plans

Client lacked visibility into multi-channel volume arrival patterns, hindering accurate staffing planning.

Task Prioritization & Ticketing System

Without an integrated ticketing system, longer turnaround times occurred for case handling compounded by managing multiple mailboxes without proper service level monitoring.



Integration of Systems & Records

Customer data scattered across mailboxes was consolidated in Salesforce but with lack of integration & configuration expertise, resulted in limited visibility and poor service levels.

Insights from Comprehensive Data Reporting

The backlog of unprocessed data reached an all-time high of +8000, hindering the extraction of valuable insights.

Manual Efforts in Email Management

Extracting insights from email data was labour intensive, hindering comprehensive analysis of customer behaviour trends.



To address these challenges, iOPEX implemented several transformation projects, including implementation of iOPEX's AI tools.

Advanced Demand Forecasting

- Using modern data analytics and machine learning, we developed a proprietary demand forecasting model for hiring.
- This model adapts to real-time changes, for accurate predictions in a dynamic business landscapes, resulting in near accuracy.

Automated Ticketing System

- Our solution (SupportFirst) introduced an automated ticketing system for incoming emails.
- Prioritization and case handling became streamlined, significantly reducing turnaround times.

Efficient Data Extraction

- By automating data extraction through OpexWise platform, we freed up valuable human resources.
- Insights from customer behaviour trends now inform strategic decisions.

Unified Email Management System

- We implemented an integrated email management tool that consolidates all customer communication channels.
- The system provides real-time visibility into email volumes, allowing efficient resource allocation and timely responses.

Volume Projections & Staffing Optimization

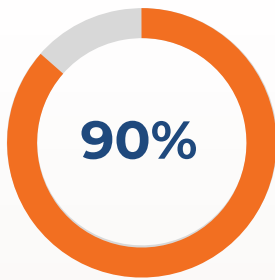
- Our team developed a volume projection model based on historical data and seasonality patterns for staffing.
- The client now has a clear understanding of staffing needs, ensuring optimal resource allocation.

Comprehensive Reporting Dashboard

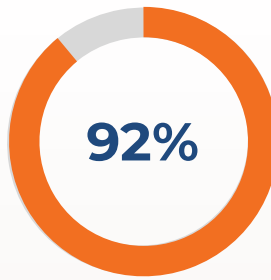
- We designed a user-friendly reporting dashboard through SupportFirst that visualizes critical metrics.
- The backlog of unprocessed data is systematically addressed, leading to actionable insights.



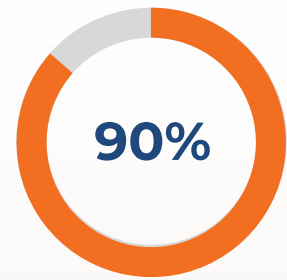
Business Benefits



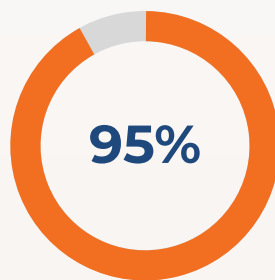
Reduced Turnaround Times from 38 days to 3.5 days



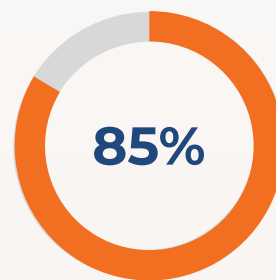
Improved Resource Allocation from 70%



Saved License Costs YoY



Enhanced Customer Experience from 68%



Backlog Reduction within 30 days of launch from +8000 to single digits

100K savings per year replaced Live Person with CRM support First Migration of 3rd Party Email Tool to iOPEX System

Improved Data Driven Decision Making with insights from comprehensive reporting drive strategic choices

About iOPEX Technologies

iOPEX is a new-generation Digital services provider offering AI Engineering and AI Operations services. We are process innovators focused on extracting the best out of the investments you have already made and enable **"Byte-size" Agile Transformation** to continuously innovate and optimize **"Cost to Book" & "Cost to Serve"**. At iOPEX, we help you realize that golden ratio where your technology and business are in complete synergy, making your company greater than the sum of its parts. Founded in 2009, the demand for our specialized optimization services has helped us grow 60% YoY.

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