

# PR Firm Leverages AIOps Platform ZIF for Enhanced User Support

## Client Overview

The client is a Public Relations (PR) firm, with 6500+ employees, and operating across 6 continents, with a global client base. The firm offers a wide variety of marketing & communication services and research across different industries & sectors.

## The Business Situation

The client's employees travel frequently across the globe, connecting from disparate locations like airports & field offices, often without access to IP phones to connect with traditional service desks. Being a PR firm, they rely heavily on timely communication and information sharing. With 75% of the total workforce requiring seamless and trouble-free connectivity, their requirements were unique, and different from industry best practices for IT service desk. The existing traditional service desk comprising of 30+ agents, was overwhelmed with 8000-10000 tickets per month, debilitating their productivity, leading to delays in ticket triage & resolution times, and poor user experience.

## The Solution

GAVS leveraged its AIOps Platform Zero Incident Framework™ (ZIF), to power a new-age service desk, integrated with social media channels like Facebook@Workplace, for hassle-free ticket creation.

ZIF monitors UX in real time, and provides deep analytic insights through a unified dashboard. Precision in root cause identification enables phenomenal improvements in First Call Resolution (FCR), and Mean Time to Resolve (MTTR). Automation of L1 workflows, auto-remediation of recurring incidents, and auto-triaging by the Virtual Supervisor using Natural Language Processing (NLP) drastically reduce manual effort, ticket volume & user wait time. ZIF also predicts ticket volumes, and estimated time for resolution for each ticket. This powerful combination of AI-led analytics, predictions and automation drives consistent SLA compliance, rich UX, increasing uptime, and a high degree of customer satisfaction.

## Challenges

- Highly mobile workforce requiring rapid ticket resolution
- Inability of mobile workforce to connect to traditional service desks
- Traditional service desk model impacting productivity and driving up costs
- Poor user experience due to delays in ticket resolution

## Solution Highlights

- User self-help portal for quick, anytime anywhere access
- Omni-channel for ease of ticket creation
- Real-time UX monitoring through User Experience Index (UEI)
- Integrated view of ticket queue on a single dashboard
- Heatmaps to highlight problem areas, recurring incident categories
- Workflow automation
- AI-led analytics, predictions, auto-triaging, self-remediation

## Solution Outcomes

- 40% reduction in tickets – 6000 from 10000+ (2400 automated)
- 50% reduction in ticket triage time
- 90%+ tickets auto-triaged by virtual supervisor
- 30% improvement in response and resolution times
- 96% FCR - an increase of 38%
- 30% productivity improvement through automation
  - 4200 hours of manual effort saved in first 11 months
- Service Desk team size reduced from 33 to 24
- 30%+ reduction in IT costs
- 4.52 on 5 User Experience Index (UEI) score
- Perfect CSAT score of 5 on 5; No DSAT