ZIF

Revolutionizing IT Service Desk with ZIF
for a Global Entertainment Leader

Customer Overview

The customer, a Tokyo-based global entertainment company, delivers captivating content worldwide through an optimized network infrastructure. Their dedicated IT team and strategic partnerships ensure operational efficiency and customer satisfaction. They have a strong focus on customer satisfaction and have always tried to redefine the entertainment landscape through their high-quality content.

The Business Situation

The customer faced unique challenges in delivering exceptional user support due to the dynamic nature of their operations. The customer operates across various locations, including studios, production sites, and corporate offices, with a diverse workforce. In this fast-paced industry, where time is of the essence, the customer needed a robust user support solution. Their existing service desk had difficulties in ticket management and resolution, impacting productivity.

The Solution

Proprietary AIOps Platform ZIF was implemented to power a new age service desk. ZIF delivered the following capabilities:

- Real-time UX monitoring with advanced analytics and interactive dashboard
- AI-driven virtual assistants and automated workflows
- Intelligent root cause analysis for seamless content processes
- Automation of L1 workflows with industry-specific virtual assistants
- Predictive analytics for peak ticket volumes and resource allocation
- AI-driven insights for SLA compliance and customer satisfaction

Challenges

- Issues in ensuring seamless connectivity and support for remote locations
- Inability to manage a vast and complex IT infrastructure supporting diverse operations
- Limited access to traditional service desks for employees on the move, hindering timely support and assistance
- Suboptimal user experience due to delays in ticket resolution

Solution Highlights

- User friendly self-help portal for quick access to resources
- Multi-channel ticket creation for seamless communication
- Centralized dashboard for efficient ticket management
- Heatmap analysis to identify recurring issues and areas for improvement
- Workflow automation for streamlined processes
- AI-powered analytics, predictions, and self-remediation for proactive support

Solution Outcomes

- 50% reduction in time through streamlined ticket triage
- Automation of over 90% ticket triage by virtual supervisor
- 30% efficiency boost due to improved response and resolution
- Over 30% IT cost reduction
- Perfect 5/5 CSAT score, no DSAT reported
- 30% increase in team productivity through automation
- Impressive 96% First Call Resolution (FCR) rate, minimized escalations