Maximizing Customer Engagement with ZIF Dx Platform
for a Leading Communications Company

Customer Overview

An American Fortune 500 integrated communications company, the customer offers marketing, business communications, commercial printing, and related services to a global customer base of over 50,000. Operating across 34 countries, their vast capabilities and experience empower organizations worldwide to execute multichannel communication strategies effectively, yielding exceptional results.

The Business Situation

In a dynamic and highly competitive landscape, the customer, a global communications powerhouse with a rich legacy dating back to 1864, faced formidable challenges in delivering seamless digital experiences and personalized interactions, impacting customer engagement. Monitoring regulated endpoints and managing dispersed global operations added another layer of complexity. However, the customer's resolve to conquer these hurdles led them to deploy the groundbreaking ZIF Digital Experience (Dx) platform. ZIF Dx enhanced the digital experiences offered by the solutions and enabled comprehensive endpoint monitoring, helping the customer gain a significant competitive advantage.

The Solution

The implementation of ZIF Dx - a powerful digital transformation platform helped the customer overcome critical challenges in digital experience, endpoint monitoring, and infra monitoring, resulting in elevated operational efficiency and customer experience. Key features and capabilities of the solution include:

- Monitoringa ~7500 endpoint devices (APAC region) and various applications

- AI-driven event correlation and noise reduction

- Prediction of performance degradation of end user devices

- Integration of ZIF with the ITSM tool ServiceNow

- Automation of five Remedial Actions

- Proactive detection of resource, temperature, battery, and process issues

- Detection of compliance deviations and unauthorized software/ devices

- Identification of vulnerabilities through endpoint communication analysis

- Troubleshooting and resolution without user involvement using interactive remote console

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www.zif.ai

Challenges

- Lack of effective detection mechanisms for issues

- Inability to identify resource utilization bottlenecks

- Insufficient monitoring of temperature levels, storage capacity, etc.

- Inadequate awareness of battery health and performance

- Limited visibility into network connectivity issues

- Inability to identify and patch security vulnerabilities and compliance deviations

- Lack of robust backup and disaster recovery systems

- Software and hardware compatibility conflicts

Solution Highlights

- Incident remediation by automation bots

- Dynamic thresholding

- Prediction of performance degradation of end user devices

- Monitoring of disk space, CPU usage, and alerts when it exceeds 70%

- Monitoring of hard disk usage and alerts when it exceeds 60%

- Reporting of application-wise usage data with version information

- Self-help bots for endpoint devices based on RCA

- Silent resolutions applied on endpoint devices, without requiring user interaction

Solution Outcomes

- Prediction of high impact incidents with an accuracy of more than 80%

- 40% incident reduction in ITSM tickets

- MTTR reduction by 60%, improving FCR

- Reduction in noise and false positive alerts

- 95% increase in service reliability

- Enhanced end user experience