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A Hitachi Group Company

Transforming CX for a leading telecom provider with AI/ML-driven intelligence

A leading U.S. telecommunications provider sought to enhance customer experience by leveraging AI/ML-powered analytics. Facing inefficiencies in call handling, high customer support volumes, and limited predictive insights, they partnered with GlobalLogic to develop an advanced AI-driven analytics platform

30%

reduction in customer care calls through AI-powered self-service

20%

decrease in call duration with predictive AI and automation



Challenge

The client, a top U.S. telecom provider, needed to optimize customer service operations by shifting **from reactive support to proactive, AI-driven engagement**.

Their existing system struggled with high call volumes, lengthy resolution times, and a lack of real-time insights for personalized customer interactions.

They aimed to enhance customer satisfaction, reduce operational costs, and streamline call handling processes with predictive and self-service capabilities by integrating advanced analytics and AI automation.

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Value Created

- Developed and implemented an **AI/ML-driven analytics platform** to enhance customer experience.
- Integrated diverse datasets into **Delta Lake architecture** for real-time insights and decision-making.
- Enabled **predictive customer engagement** with AI-powered self-service tools and proactive notifications.

Impact

- **30% reduction in customer care calls** through automation and AI-driven self-service.
- **20% decrease in call duration** by streamlining interactions with AI-powered automation.
- **Higher customer satisfaction** driven by personalized, proactive communication.
- **Lower operational costs** by automating routine inquiries and improving agent productivity.