

CASE STUDY

Tech Mahindra drives contact center transformation for global shipping leader

Overview

A global logistics solutions provider sought to improve its contact center operations by reducing agent ramp time, improving the quality of customer engagements, and enhancing overall customer satisfaction. To achieve these goals, the company partnered with Tech Mahindra, a Google Cloud Premier Partner, and Google Cloud to implement Google's Customer Engagement Suite (CCaaS). The shipping company invested in cloud infrastructure, AI services, and other technologies to deliver better customer experiences and sharpen its competitive edge.

Client Background and Challenges

A global logistics and shipping company faced several challenges with customer responsiveness in its contact center operations. Agents were expending significant effort to understand customer conversations. They spent considerable time on manual tasks, such as identifying and entering data and searching for and retrieving knowledgebase articles. These challenges resulted in high average handle time, difficulty with conversation summaries, and low first-call resolution and customer satisfaction.

The company wanted to improve contact center operations by:

- ▶ Reducing average support call handling time by 35 seconds.
- ▶ Reducing agent effort on knowledge retrieval by 50%.
- ▶ Improving first-call resolution by 30%.
- ▶ Automating call summarization for all calls with 80% accuracy.

Overall, the company targeted a boost in customer satisfaction by at least 10%.

Our Approach and Solution

To address these challenges and achieve its objectives, this logistics and shipping provider leveraged Tech Mahindra's Google Cloud expertise to implement the Google Contact Center AI. This allowed the company to integrate advanced AI into its existing contact center technologies without replacing applications or re-platforming its agent workforce.

Tech Mahindra helped the company design an Agent Assist solution that integrated with its Avaya telephony and Salesforce CRM systems. This solution was made available to a subset of contact center agents in a production proof of concept. In a multi-party collaboration, Google and the shipping company established Session Initiation Protocol (SIP) recording and telephony integration. Tech Mahindra enabled CES Insights, Agent Assist, Generative Knowledge, and Quality AI, and embedded intelligent assistant technology in the company's specialized Salesforce agent desktop.

The Google Cloud AI tools and technologies implemented with the support of Tech Mahindra included Conversational Insights (CES Conversation Insights), Cloud Speech-to-Text transcription, CES Quality AI, Google Cloud Agent Assist (CES Agent Assist), CES Generative Knowledge Assist, Cloud Data Loss Prevention (now part of Sensitive Data Protection), Cloud Run, and Cloud Storage.

Business and Community Impact

The implementation of Google CES and related technologies yielded several key benefits for this global enterprise, including:

- ▶ Reduced ramp time for agents via intelligent assistants.
- ▶ Improved monitoring of conversation quality using automation and AI.
- ▶ Integration of advanced AI into the existing technology portfolio without needing to replace applications or re-platform the agent workforce.
- ▶ More-flexible integration into the shipping company's heterogeneous technology environment because Google's CES solutions are agnostic to telephony and CRM products.

By integrating advanced AI into its existing systems, this global logistics and shipping enterprise was able to improve agent efficiency, call quality, and customer satisfaction. The partnership with Tech Mahindra and Google Cloud enabled the shipper to implement a comprehensive solution that positioned the company for continued customer success in its global logistics operations.



About Tech Mahindra

Tech Mahindra (NSE: TECHM) offers technology consulting and digital solutions to global enterprises across industries, enabling transformative scale at unparalleled speed. With 150,000+ professionals across 90+ countries helping 1100+ clients, Tech Mahindra provides a full spectrum of services including consulting, information technology, enterprise applications, business process services, engineering services, network services, customer experience & design, AI & analytics, and cloud & infrastructure services. It is the first Indian company in the world to have been awarded the Sustainable Markets Initiative's Terra Carta Seal, which recognises global companies that are actively leading the charge to create a climate and nature-positive future. Tech Mahindra is part of the Mahindra Group, founded in 1945, one of the largest and most admired multinational federation of companies. For more information on how TechM can partner with you to meet your Scale at Speed™ imperatives, please visit .

About Google Cloud

Google Cloud accelerates every organization's ability to digitally transform its business. We deliver enterprise-grade solutions that leverage Google's cutting-edge technology — all on the cleanest cloud in the industry. Customers in more than 200 countries and territories turn to Google Cloud as their trusted partner to enable growth and solve their most critical business problems.

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