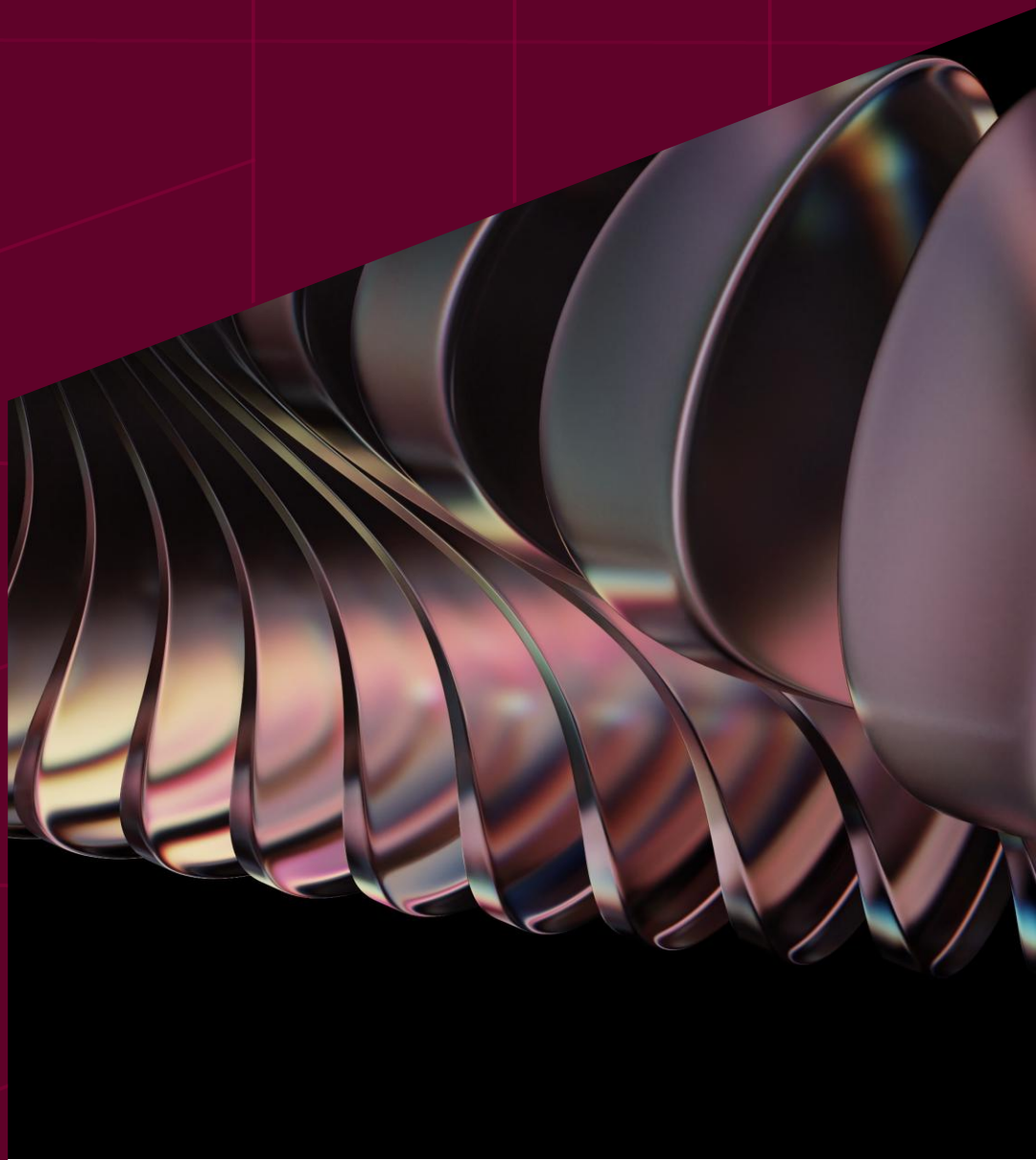
TECH mahindra

Case study

A Multinational Automotive OEM Motors Transforms Customer Support with a Modern, AI-Powered Solution



Overview

A multinational automotive OEM North America (MMNA), the US subsidiary responsible for all sales, marketing, R&D, and manufacturing operations, faced significant customer support challenges. They sought to modernize their customer support by implementing Salesforce Service Cloud with Einstein GenAI to enable intelligent, AI-driven customer engagement. By co-creating the solution with Tech Mahindra, MMNA transformed its contact centers.

Client Background and Challenges

The client, an automobile manufacturer operating across 311 dealerships, faced increasing complexity in customer support. Key challenges included:

- Limited, legacy channels for customers to interact with MMNA's customer support team
- High call volume of approximately 1,500 calls per month, straining call center operations
- Increasing case wrap-up time due to manual case summarization

Our Approach and Solution

Tech Mahindra co-created an intelligent solution that:

- Implemented Salesforce Service Cloud with Einstein GenAI for AI-driven customer support
- Introduced chat as an additional digital channel to improve customer engagement and reduce call volume
- Enabled Einstein-enhanced bots for self-service, case summarization, and knowledge recommendations
- Integrated AI-powered agent assists with faster responses and improved first-contact resolution
- Automated case wrap-up and service workflows to augment agent productivity and operational efficiency

Business and Community Impact

The strategic engagement resulted in:

- **Improved Customer Experience:** Unified omnichannel support with faster, AI-driven responses across chat and self-service channels.
- **Revenue Growth Enablement:** AI-powered insights supported approximately $605K in revenue growth and $320K in annual contract value.
- **Operational Efficiency and Cost Savings:** Reduced case handling and wrap-up time through Einstein GenAI automation, enabling agents to handle more interactions.
- **Scalable AI-Driven Support Model:** Chat, knowledge suggestions, and wrap-up automation reduced inbound call volume and improved scalability.



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 147,000+ 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 recognizes 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 https://www.techmahindra.com/.

*Figures as per Q4, FY 26.

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