

Sep 2026 5 min Read

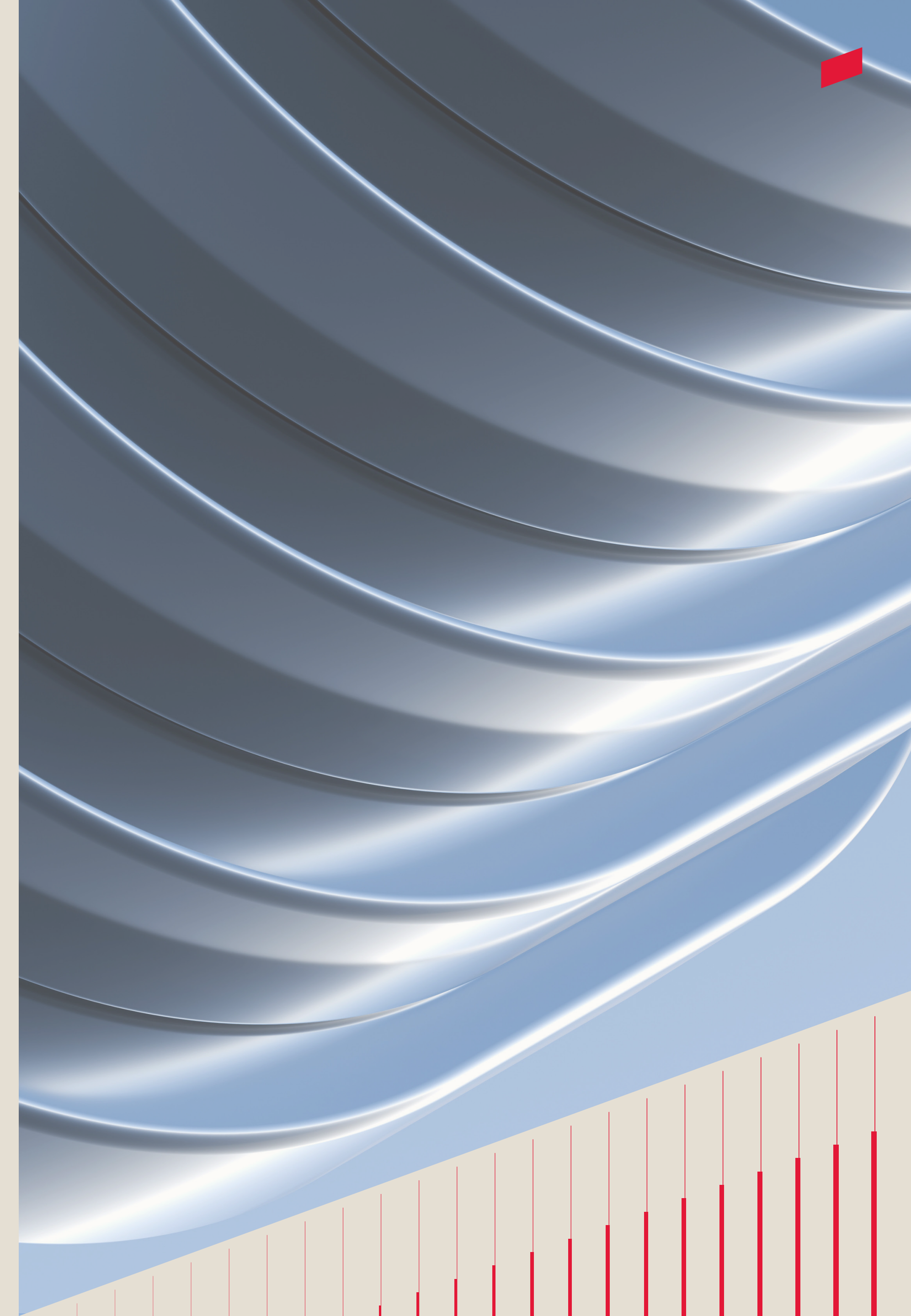


Case Study

Global Snacking Company Boosts IT Support Productivity by 25% with AI Tech Desk

Overview

A global enterprise with a geographically diverse workforce faced challenges in delivering consistent IT support due to language barriers and manual tech desk processes. Employees experienced delays in issue resolution, while supporting multiple languages increased operational complexity and costs. Tech Mahindra addressed these challenges by deploying a multilingual AI-powered tech desk and automation bot, enabling seamless user interactions, automating routine service requests, and integrating with existing enterprise systems. The solution accelerated support delivery, improved user satisfaction, and enhanced operational efficiency.



Client Background and Challenges

This global snacking and confectionery company is one of the world's largest manufacturers of snack products, with operations spanning multiple continents and a diverse, distributed workforce. Behind its portfolio of beloved brands lies a complex IT environment supporting thousands of employees across different regions, time zones, and languages. The company's tech desk teams were responsible for handling IT support requests from employees worldwide, but language barriers and manual processes were creating significant friction. Employees often struggled to communicate their issues effectively, while support teams spent valuable time on routine tasks that could have been automated.



Global Workforce Support

The client operates across multiple regions with diverse language requirements, creating challenges in delivering a uniform and efficient IT support experience.



Language Barriers

Employees faced communication challenges while interacting with tech desk and support teams, affecting support effectiveness and user experience.



Manual Tech Desk Processes

Routine activities such as ticket creation, password resets, software requests, and approval workflows relied on manual intervention, resulting in longer resolution times.



Operational Complexity

Supporting users in multiple languages required additional language-specific resources, increasing operational complexity and associated costs.

Our Approach and Solution

Tech Mahindra implemented a multilingual AI-powered tech desk and automation solution built on the Yellow.ai platform and deployed as an enterprise virtual assistant.

The solution was integrated with Microsoft Teams to provide employees with a familiar and accessible support channel, ensuring high adoption rates. Employees could simply type or speak their request in their preferred language and receive immediate assistance. It was also connected with ServiceNow and SolarWinds, enabling seamless interaction with existing IT service management and monitoring systems without requiring disruptive changes to established workflows.

Using conversational AI, the virtual assistant automated common tech desk functions including ticket creation, password resets, software requests, and approval-related workflows. The solution could understand and respond in multiple languages, eliminating the communication barriers that had previously hindered support effectiveness.

By reducing manual intervention and delivering multilingual support capabilities, the solution streamlined user interactions and improved support efficiency across the organisation. Support teams were freed from routine tasks and could focus on more complex, high-value issues that required human expertise.



Business and Community Impact

The AI-powered multilingual tech desk delivered measurable business benefits through improved automation and operational efficiency.

The organization achieved productivity gains of approximately 20-25% across support teams, meaning that the same number of support agents could handle a significantly higher volume of requests while maintaining or improving service quality. This had a direct impact on the company's ability to scale IT support without adding headcount.

By automating routine support processes and enabling multilingual self-service capabilities, the solution helped accelerate issue resolution and improve user satisfaction. Employees could now get help in their preferred language, at any time, without waiting for a human agent to become available. The streamlined support model also reduced operational complexity associated with serving a multilingual workforce, lowering costs and improving efficiency.

Key Result



20-25% increase
in team productivity



Faster issue resolution
through automation



Improved user
satisfaction and
support experience



Reduced operational
complexity through
multilingual self-service
capabilities

About Tech Mahindra

Tech Mahindra (NSE: TECHM, BSE: 532755) offers technology consulting and digital solutions to global enterprises across industries, enabling transformative scale at unparalleled speed. With 146,000+ professionals across 90 countries, 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/>.



www.techmahindra.com
www.linkedin.com/company/tech-mahindra
www.twitter.com/tech__mahindra

Copyright © Tech Mahindra Ltd 2026 All Rights Reserved.

Disclaimer: Brand names, logos, taglines, service marks, tradenames and trademarks used herein remain the property of their respective owners. Any unauthorized use or distribution of this content is strictly prohibited. The information in this document is provided on "as is" basis and Tech Mahindra Ltd. makes no representations or warranties, express or implied, as to the accuracy, completeness or reliability of the information provided in this document. This document is for general informational purposes only and is not intended to be a substitute for detailed research or professional advice and does not constitute an offer, solicitation, or recommendation to buy or sell any product, service or solution. Tech Mahindra Ltd. shall not be responsible for any loss whatsoever sustained by any person or entity by reason of access to, use of or reliance on, this material. Information in this document is subject to change without notice.