CASE STUDY

Streamlining Operations and Elevating Customer Experience

with Smart Intelligent Automation for New Zealand's Premier Satellite TV Provider

Overview

The client, a leading media and entertainment company, faced operational inefficiencies, revenue leakages, and cost overshoots. These challenges stemmed from poor ad revenue reconciliation, lack of customer churn visibility, delayed payments affecting cash flow, and continued payments to deactivated customer connections. To address these challenges, the client collaborated with Tech Mahindra to embark on a transformative journey to improve operations. We implemented a two-phased approach focusing on capacity improvement and root cause elimination to drive sustainable impact. Consequently, the client optimized workflows and mitigated revenue leakages, modernizing customer experiences.

Client Background and Challenge

The client is New Zealand's premier satellite TV provider, operating in a fast-evolving media landscape. As a key player in the media industry, they depend on seamless customer experiences and efficient billing processes for retention and profitability. However, the company faced intricate challenges across customer support, billing, and collections, where inefficiencies in one area often impacted another. Additionally, the seasonal nature of content consumption and subscriptions heightened the need for agility in responding to customer demands. This led to several challenges, such as:

▶ High Call Volumes
Customer inquiries, billing disputes, and content requests surged 2–3x the normal levels, overwhelming support teams.

▶ Inefficient Operations
Manual, error-prone processes led to customer dissatisfaction and reduced operational efficiency.

▶ Outdated Technology
The existing CRM system lacked the required flexibility, resulting in data inconsistencies and impacting service quality.

▶ Poor Customer Experience
Outdated web journeys, hampering interactions, and failing to accommodate subscription changes on the mobile app.

Furthermore, their operating margins were negatively affected by time-consuming processes, limited and manual process controls, human errors, accuracy issues, and poor customer experience. Recognizing the urgent need for transformation, the client aimed to modernize customer support, enhance technology systems, and revitalize online customer journeys.

Our Approach and Solution

Tech Mahindra designed and implemented a holistic solution combining automation, process optimization, and advanced analytics to address key challenges:

Customer Journey Mapping
Tech Mahindra initiated the project by conducting a meticulous customer journey mapping exercise across all five products. We comprehensively analysed various products offered by the client, identifying pain points and friction in the existing customer interactions.

Business Process Optimization
We conducted an in-depth analysis and mapping of over 50 processes to gain a granular understanding of operational workflows and allow for targeted optimizations and improvements. This identified Non-Value-Adding (NVA) elements and inefficiencies within the processes, ensuring that the transformation addressed the root causes and surface-level issues.

Advanced Analytics for Performance
Tech Mahindra implemented advanced analytics to showcase performance across various KPIs after optimization. This data-driven approach gave the client valuable insights to refine their operations continually.

Intelligent Automation

Leveraging intelligent automation and advanced AI-based technologies, Tech Mahindra streamlined critical financial operations and significantly reduced manual efforts by implementing over 21 bots across various customer support processes, which improved accuracy, efficiency, and compliance while enhancing the visibility of key performance indicators.

Automated Billing, Payments, and Document Processing

We used RPA to automate customer alerts in the billing and payment processes. Using RPA reduced errors and enhanced transparency, keeping customers informed about their financial transactions. We also employed intelligent document processing for vendor invoices and debt reconciliations.

Business and Community Impact

Tech Mahindra's intelligent automation solutions delivered tangible improvements across key operational metrics:

> After implementation, customer satisfaction (CSAT) improved from 75% to 90%.

> Response time was reduced from 48 hours to just 4 hours following implementation.

> Operational efficiency increased from 60% before implementation to 85% after implementation.

> Financial compliance improved from 80% to 98% after implementation.

> By deploying 21 bots, the initiative targeted a reduction of over 40,000 hours of manual effort per year.

> Data-driven insights utilization doubled, increasing from 40% before implementation to 80% after implementation.
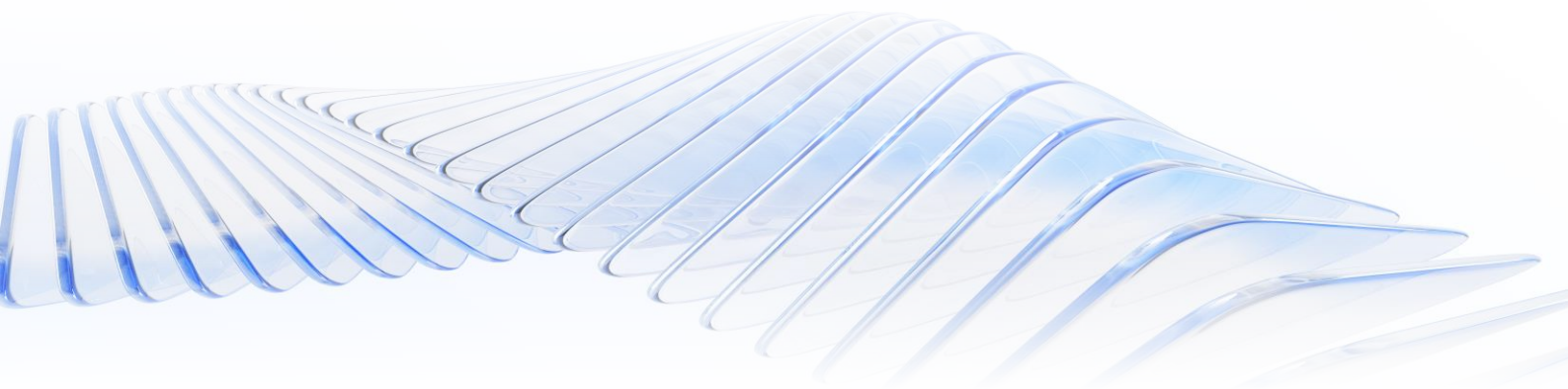
About Tech Mahindra

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, TechM 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, in recognition of 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/.

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