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Leading Global Communications Equipment Company

Driving CSAT through efficient
ticket management and analytics

Accenture helped this leading global communications company drive more than 40 percent improvement in CSAT scores by implementing a proprietary incident management tool for end-to-end ticket management.



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Leading Global Communications Equipment Company: Driving CSAT through efficient ticket management and analytics

Opportunity

The company was witnessing lack of visibility into the work status of problem tickets raised by its third-party vendors and had an uncontrollably high average resolution time per ticket. While the vendors seemed to meet their SLAs, the company was still receiving numerous escalations, resulting in low customer satisfaction (CSAT) scores. The company wanted to improve customer satisfaction by streamlining its ticket management system and reducing average resolution time.

Solution

Accenture analyzed the client's existing IT service management (ITSM) tool and identified its key limitations as—lack of visibility into engineer-to-engineer processes and lack of analytical capabilities. The team built a proprietary incident management tool—Operations Management Tool—to reduce the turnaround time, improve productivity and provide analytics capabilities for better reporting and visibility. Using the analytics capabilities of the new tool, the team performed root-cause analysis to eliminate 73,000 incidents, improving operational efficiency.

Results

Using the new tool, the company drastically improved responsiveness to customer complaints, reducing the average end-to-end resolution time of tickets from 16 days to 7 days. As a result, it was able to improve the average CSAT scores by more than 40 percent—from 6.5 to 9.3. Moreover, the company was able to avoid license costs associated with the earlier tool and improve productivity using the new tool's analytics capabilities, resulting in cumulative cost savings of US \$2,35,000

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