

Automate your L1 support through an intelligent and intuitive contact center solution

Earlier, customers would 'scream' responses at the IVR, hoping for a human agent at the end of the line. With the rapid evolution in digital interaction technologies, it is now reasonably acceptable to be serviced by voice assistants and automated bots that are smarter and more intuitive than their predecessors. The use of artificial intelligence (AI) and machine learning enables these virtual agents to deliver highly personalized and more empathetic service. Virtusa helps clients offer next-gen contact center experience along a digital continuum and enhance customer loyalty through hassle-free, efficient, and intuitive digital interactions.

Why Clients are choosing Virtusa



Engineering and automation mindset

We believe in delivering a zero-touch, intuitive customer experience by building a cloud contact center using natural language processing (NLP).



Tangible outcomes

Demonstrable outcomes in the range of **20-30%** cost reduction along with productivity gains of 35%



Customer satisfaction guarantee

With an average CSAT of **4.9/5**, Virtusa ensures optimal delivery and value to its customers



Delivering hyper-personalization

Our client-centric design thinking combined with our digital-first capabilities help us deliver cost-effective, personalized solutions at speed and scale.

Approach

Virtusa adopts a structured 4-step approach to contact center transformation outlined below:

1

Assessment

The transformation journey starts with identifying the transformation drivers and defining the criteria for success.

2

Minimal viable product (MVP)

The next step is defining the scope of MVP that will deliver tangible value and well-architected, comprehensive solution to migrate the legacy contact center to the next-gen contact center.

3

Production launch

In this stage, we ensure change management and organizational alignment as we deliver the NLP experience through the next-gen contact center.

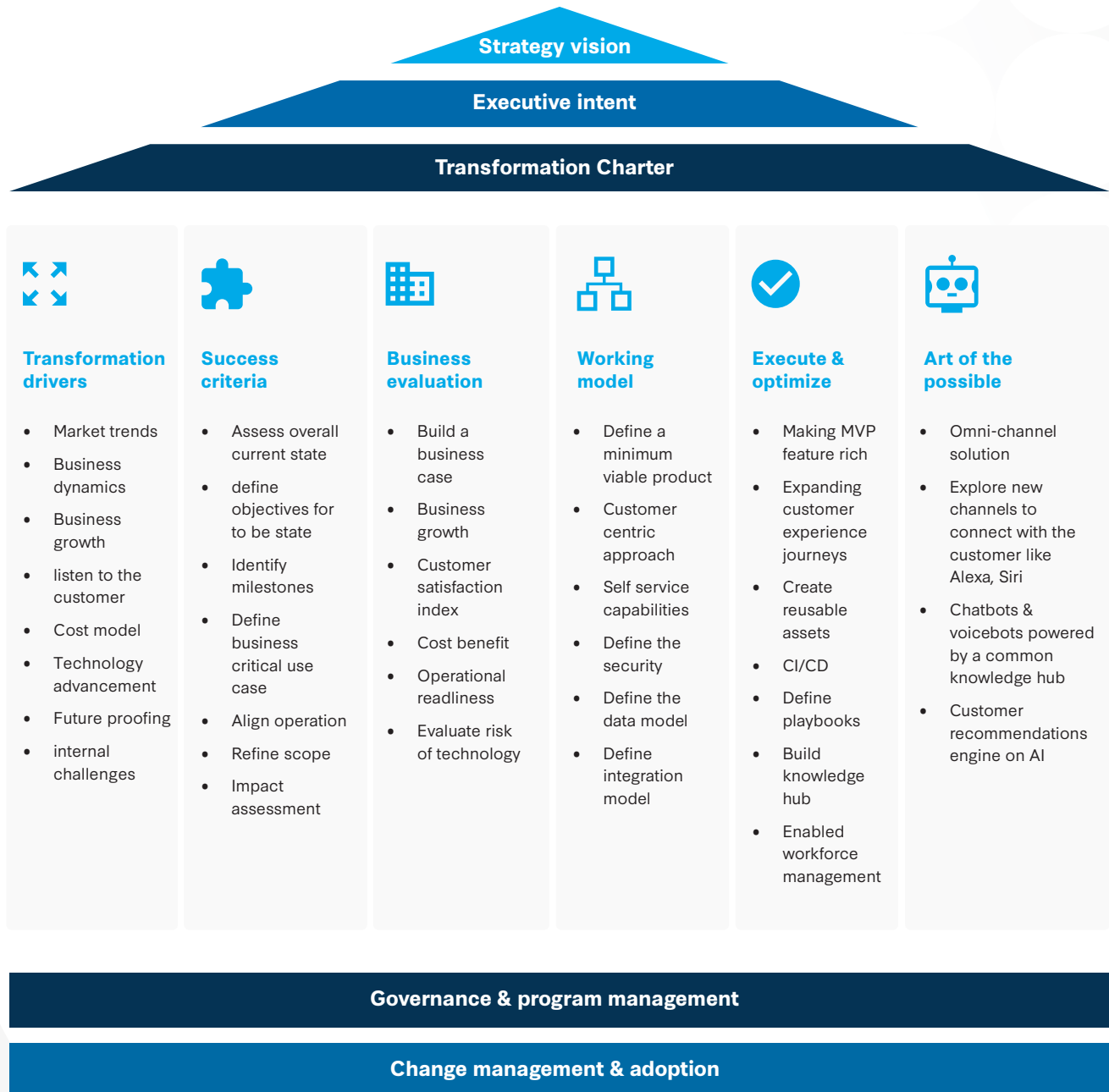
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Next-gen optimization

Once the next-gen contact center is in place, we strive to make it more effective through pre-emptive experience, channel optimization, and recommendation engine.

continued >

Approach



Success stories

Reduced average handle time up to 75% for a leading telecom company by consolidation of multiple contact centers

Virtusa built a unified contact center application with a single customer view designed on a lean and scalable architecture with minimal data persistence on Salesforce.

Increased user productivity by 25% by delivering customer 360 for the retail bank and cards division of a leading multinational financial services company

Virtusa implemented Financial Services Cloud with Lightning components to deliver Customer 360 and migrated over 50 million records of customer data including customer demographics, household, and financial accounts data spread across multiple systems.

Saved on annual training cost of \$1.2 million for 758 agents of an American financial services organization

Virtusa leveraged an integrated IVR and CRM solution with microservices integration with legacy customer applications and delivered a comprehensive zero-touch solution.

