Deliver superior CX and higher automation with Service Transformation

There are a few levers in many industries we serve to drive differentiation. Optimizing business processes to lower operating costs can lead to more attractive pricing for differentiation. Experience-driven business processes can enhance customer and employee experiences to drive differentiation, leading to enhanced revenues, loyalty, and stability.

What's more: The delivery of the processes is just as important as the process itself. We've organized our service transformation approach around the channel-less delivery of customer-centric business processes. At Virtusa, we understand the challenges in addressing this transformation and have organized our Service Transformation offering around the channel-less delivery of customer-centric business processes.

We offer:

- A single pane of glass through which relevant data from underlying sources of truth is spring-loaded to guide interactions

- Accelerated and transparent service resolution by persisting channel-less interactions from the front office to the back office with case management continuity and automation

- Deflection Channel Enablement that reduces operational costs and improves the customer and agent experience

- Proactive/Pre-emptive customer service enabled by third-party data and artificial intelligence, detects, engages, and delivers service events before the customer initiates outreach.

Why clients choose Virtusa

Amazing Pega competency

- Among the oldest and largest Pega competencies in the world
- Deep intimacy with the technology we helped to build
- Recipient of dozens of awards from Pega; high-ranking analyst recognition

Deep, relevant experience

- Successfully aided clients in service transformation across industries
- Experience in every functional bifurcation of customer service
- Skilled in leveraging Pega Customer Service, CDH, CTI, and all other components of the platform
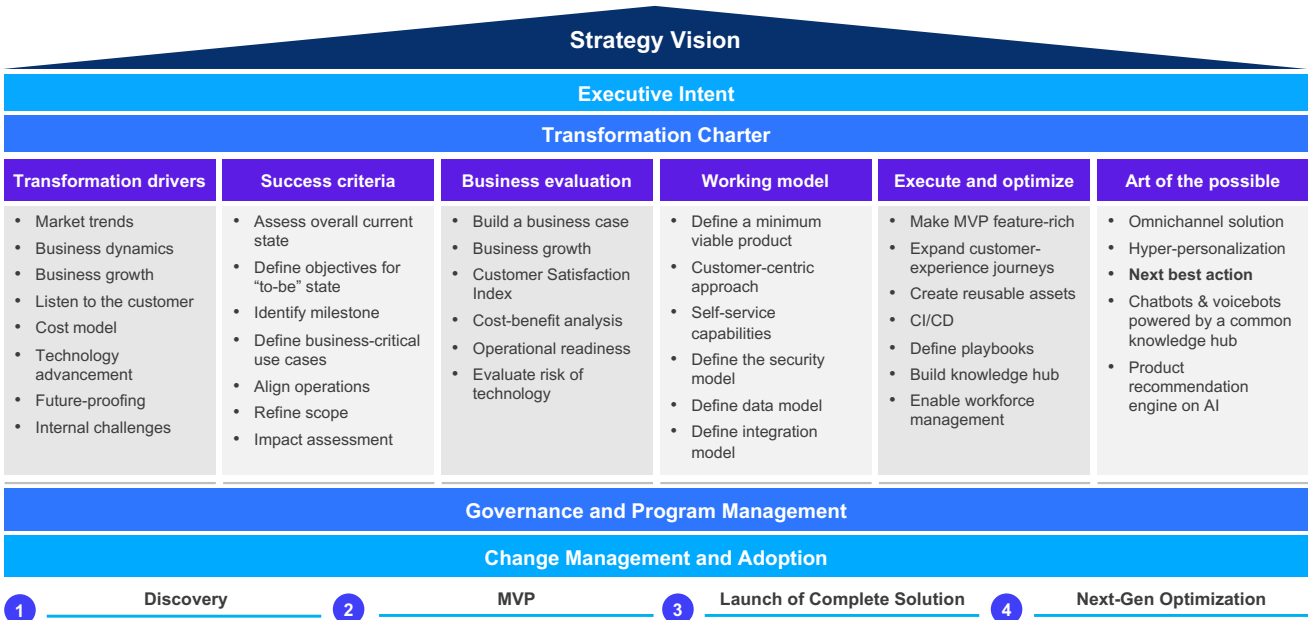
Prefabricated assets

- Several verticalized, outcome-focused IT assets (available on Pega Marketplace)
- Libraries of templates and knowledge assets

Differentiating discipline

- Refined consulting framework: OPTIMA is flexible and dexterous; "meets clients where they're at"
- Advanced business architecture techniques to maintain focus and consensus through the course of long transformations

Our approach

Strategy Vision					
Executive Intent					
Transformation Charter					
Transformation drivers	Success criteria	Business evaluation	Working model	Execute and optimize	Art of the possible
• Market trends • Business dynamics • Business growth • Listen to the customer • Cost model • Technology advancement • Future-proofing • Internal challenges	• Assess overall current state • Define objectives for "to-be" state • Identify milestone • Define business-critical use cases • Align operations • Refine scope • Impact assessment	• Build a business case • Business growth • Customer Satisfaction Index • Cost-benefit analysis • Operational readiness • Evaluate risk of technology	• Define a minimum viable product • Customer-centric approach • Self-service capabilities • Define the security model • Define data model • Define integration model	• Make MVP feature-rich • Expand customer-experience journeys • Create reusable assets • CI/CD • Define playbooks • Build knowledge hub • Enable workforce management	• Omnichannel solution • Hyper-personalization • **Next best action** • Chatbots & voicebots powered by a common knowledge hub • Product recommendation engine on AI
Governance and Program Management					
Change Management and Adoption					

1 Discovery   2 MVP   3 Launch of Complete Solution   4 Next-Gen Optimization

Success story

A leading credit union optimized in-call transfers by 30%, with improved first-call resolution rates.

A fortune 500 insurance company reduced ACW (After-Call Work) by 30%; significant increase in first-call resolution rate; automated calculations that eliminated human errors and delays.

Contact us at **technologymarketing@virtusa.com**