



Implementing an Auto Call Deflection Bot for a Telecommunications and Mass Media Company

Client

The Client is one of America's fastest-growing TV, internet and voice company that works at the intersection of technology and entertainment, facilitating essential communication that connects more than 28 million residential and business customers in 41 states.

Challenges

The Client relies heavily on fast transmission of information to consumers and businesses. During a power outage in case of storms, cable breaks, accidents, etc., an alarm is triggered on the Field Operations web application, notifying a Field Operations specialist.


The Field Operation specialist is authorized to set up a call deflection for the outage that would enable the Client to re-route a customer's call to receive an automated response. The response would state that the Client is aware of the outage and are working towards its resolution.

A specialist would require around 5 minutes to set up a call deflection for an outage manually. The problem arose when there were multiple outages of a similar nature, where each request had to be manually set up, taking more time.

Solution

Opteamix deployed a team of Robotic Process Automation (RPA) experts, including a Senior Technical RPA Architect to understand the process and develop a solution that would enable the client to deflect calls within minutes of an alert. The team conducted a 2-week discovery to understand and map the process while implementing a Proof of Concept to showcase how RPA can automate call deflection.

Our team analyzed the business process and based on the learnings from the Proof of Concept, implemented a customized RPA solution. It was designed in a manner that, if there are multiple outages, the Bot sets up call deflection for all of them at the same time. The solution was implemented successfully on a pilot basis for one of the regions and was extended to 12 regions.



The solution was initially designed to set up call deflection for all outages in all regions within 5 minutes to meet the $\geq 95\%$ goal across two Bots.

Value Delivered



The pilot proved that the automation of call deflection process could be handled virtually in majority of the cases, with 100% accuracy and with a significant increase in efficiency and speed. It takes the Bot about 10-20 seconds per outage to set up call deflection. Additionally, if multiple outages that are similar occur, the Bot sets up auto call deflection for all of them at the same time; therefore, **handling multiple outages in 10-20 seconds**.

The current pilot has **helped the client save millions of dollars** and will result in more savings once the automated solution is implemented 24/7 across all regions.

About Opteamix

Opteamix is a digital automation technology consulting firm with deep expertise in Application Development, Robotic Process Automation, Artificial Intelligence, DevOps, Enterprise Mobility, and Test Automation Services. We are headquartered in Denver, Colorado with a wholly-owned delivery center in Bangalore, India.