Streamlining Service Disruption Management: A Telecommunications RPA Success Story

The Client

The Client is a leading telecommunications provider and one of America's fastest-growing TV, internet, and voice service providers. Operating at the dynamic intersection of technology and entertainment, they facilitate essential communication services that connect more than 28 million residential and business customers across 41 states. Their extensive service network spans most of the continental United States, making them one of the country's most substantial communications infrastructure providers.

With a comprehensive portfolio of services, including high-speed internet, cable television, and voice solutions, the company continues to expand its technological capabilities while maintaining its commitment to connecting communities and businesses across the nation.

The Challenge

As a telecommunications provider, the Client faced critical challenges in their outage response system that impacted both operational efficiency and customer experience. When service disruptions occurred due to power outages, storms, cable breaks, or other incidents, alarms would trigger on their Field Operations web application, alerting specialists to the problem. These specialists were responsible for implementing call deflection protocols, a crucial system that automatically reroutes customer calls to receive status updates about known outages.

However, the existing process had significant limitations:

- Each call deflection required approximately 5 minutes of manual setup time by a Field Operations Specialist
- During multiple simultaneous outages of a similar nature, specialists needed to configure each deflection request individually
- This time-intensive manual process created operational bottlenecks during precisely the moments when response time was most critical
- The cumulative time spent on repetitive setup tasks reduced the specialists' availability for addressing more complex aspects of outage management

The inefficiency was particularly problematic during widespread service disruptions when customer call volumes would spike dramatically. The manual nature of the process not only delayed important customer communications but also diverted valuable technical resources away from actual resolution efforts.

The Client needed a solution that could streamline this process, reduce specialist intervention time, and maintain consistent customer communication during service disruptions.

The Solution

Opteamix deployed a specialized Robotic Process Automation (RPA) team, including a Senior Technical RPA Architect, to develop a comprehensive solution for streamlining the Client's call deflection process. The implementation followed a strategic approach

- **Discovery & Analysis**
  - Conducted an intensive 2-week discovery phase to map the existing processes thoroughly
  - Developed a proof of concept to demonstrate RPA's capability to automate call deflections
  - Analyzed the current business workflow to identify optimization opportunities
- **Technical Implementation**
  - Created a customized RPA solution based on insights gained from the proof of concept
  - Engineered the system to handle multiple simultaneous outages by setting up call deflections concurrently
  - Designed the solution to process all regional outages within a 5-minute window
  - Implemented a dual-bot architecture to ensure ≥95% reliability in call deflection setup
- **Deployment Strategy**
  - Successfully launched an initial pilot in one region to validate the solution's effectiveness
  - Following successful validation, expanded implementation across 12 regions
  - Established performance benchmarks to monitor system efficiency

The solution represented a significant advancement over the previous manual process. By automating the call deflection setup, the system could now respond to service disruptions almost immediately, allowing for proactive customer communication during outages while freeing technical specialists to focus on resolution activities rather than administrative tasks.

The parallel processing capability enabled by the RPA solution eliminated the previous bottleneck where multiple outages required sequential manual setup, dramatically improving response times during large-scale service disruptions.

Value Delivered

The implementation of the RPA solution for call deflection automation delivered substantial, measurable benefits to the Client across multiple dimensions:

- **Operational Efficiency**
  - Reduced processing time from 5 minutes to 10-20 seconds per outage—a 93-97% improvement
  - Enabled concurrent processing of multiple similar outages within the same 10-20 second timeframe
  - Achieved 100% accuracy in call deflection setup, eliminating human error
  - Successfully automated the majority of call deflection cases, requiring minimal manual intervention
- **Financial Impact**
  - Generated immediate cost savings in the thousands of dollars during the initial implementation phase
  - Projected to deliver multi-million-dollar savings once fully deployed 24/7 across all service regions
  - Reduced labor costs previously allocated to repetitive manual processes
  - Minimized potential revenue loss from customer dissatisfaction during service disruptions

- **Customer Experience Enhancement**
  - Dramatically decreased the time between outage detection and customer notification
  - Provided consistent, timely communication to customers during service disruptions
  - Reduced customer uncertainty and support call volumes through proactive outage messaging
  - Improved overall service perception during critical incidents
- **Scalability**
  - Demonstrated successful performance across 12 regional deployments
  - Established a framework for complete network-wide implementation
  - Created a solution capable of handling increasing service volume without proportional cost increases

The solution not only met but exceeded the initial ≥95% performance goal, proving that intelligent automation could transform this critical customer communication process from a potential bottleneck into a strategic advantage during service disruptions.

About Opteamix

Opteamix is an AI-powered technology services company specializing in AI, Application Development, Robotic Process Automation (RPA), DevOps, Enterprise Mobility, Test Automation, and Global Capability Center (GCC) operations. Guided by our higher purpose-**"Simplifying Success"**-we deliver transformative solutions that help organizations scale efficiently and thrive. Headquartered in Denver, Colorado, we operate a wholly owned delivery center in Bengaluru, India.

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