



Pharmaceutical Company - Customer Service and Support Desk

Business Requirement

A leading European IT Managed Service provider was managing a support service for a leading Pharmaceutical company that had large number of employees and a broad mix of legacy and new applications. Handling over 15,000 calls a month, a significant amount of time was being spent by the 1st line support team executing user administration tasks. In fact, due to the complexity of the systems and processes, the average time for each such incident was almost 6 minutes, as the agent navigated inefficiently between various systems to access, manipulate and update information, subsequently offering inefficient service and poor customer experience.

The Challenges

- System was widely used to fulfil objectives of its end users and legacy data played a key role for the users to shift to the new system.
- There was need for a single automated process that would enable speedy incident logging.

Alternatives Considered

The customer considered hiring extra heads to execute data entry tasks manually, but were aware that it meant heavy incremental costs for recruitment, training and resourcing the extra staff.

Avenir Solution

- **Delivered within 2 weeks, the automated solution**
 - provided through Virtual Workers in place of human agents - was able to complete tasks in less than 50 seconds - an 83% reduction in execution time. Along with this improved customer service, the volume of support resource required has been significantly reduced and a number of support technicians have subsequently been redeployed, resulting in a tangible cost/efficiency saving of €1M.