



# ESTABLISHED AN END-TO-END SUPPORT ECOSYSTEM FOR A GERMAN MULTINATIONAL SOFTWARE COMPANY



## About the Client

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Our client is a German multinational software company creating enterprise software to manage businesses operations and customer relations. They have a worldwide presence and are active across domains like enterprise software, business software and cloud consulting.

## The Client Challenge

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The client was trying to streamline the way they delivered support for all of their products, and they were in the process of building a consistent and scalable support model that yielded high and consistent CSAT. But due to the constant release of new products, features across their product line, the client found it very challenging to manage both support and agent availability. They were looking for a solution that could help them achieve support supremacy along with superior agent productivity.

## Movate Solution

Movate's team studied the client need and arrived at the following scope of work:

- ✦ **Assess current processes and check for a suitable gig model evaluation**
- ✦ **Establishing a comprehensive support ecosystem leveraging gig experts to address P3/P4 queries**
- ✦ **Implementation of the Directly OnDemand platform with seamless integration into the client's products**

## GIG MODEL EVALUATION

With a constant need to deliver consistent CSAT across their product range, Movate did a feasibility study to onboard the client onto its gig platform. The gig platform is known for its unparalleled resilience in terms of setting up operations, scalability and reliability. Additionally, the gig platform can complement the traditional support model by absorbing huge volume spikes and scaling up as necessary while maintaining quality.

We established a comprehensive support ecosystem using our gig + FTE model and provided support for more than 10 product suites that included ERP, Financial Application, Procurement, and People Management systems.

## AI-BASED TRANSLATIONS SERVICES

With a growing bucket list of cases to handle, it becomes pertinent to have automation to speed activities and workflows. So, we utilized AI-based translations services that automatically translated customer queries and agent responses back and forth in the customer's home language. This reduced overall case handling time and improved the trust quotient between agents and customers. The translation services (implemented across nine geographies) automatically detect the customer's home language and translate all correspondence (chats, self help links, FAQs etc) in between making the experience seamless.

## ON DEMAND P3/P4 SUPPORT FOR NON-PAYING CUSTOMERS

Movate launched a support program mobilizing its On Demand gig peer experts platform to provide P3/P4 support for one of the client's extended programs. We assembled a team of 10 experts to provide support through chat using OnDemand as the platform handling a volume of 2000 cases monthly. While the initial support is handled by the OnDemand team, any escalations are taken care of by FTEs and classroom trained professionals.

The OnDemand team brings unrivalled flexibility in terms of ramping up or down without any impact on CX. There's no lead time across any implementation as the process is elastic and fluid giving clients high FCRs and operational excellence.

## EDGE SECURITY COMPLIANCE FOR DATA

Data security and access control is paramount across enterprises software's as there's a huge risk of data being compromised. To that effect, Movate designed the solution to comply with edge security policies by the client. Movate OnDemand Security Team implemented and enforced strict policies & protocols to ensure our continuous focus on security. There were also independent test assessments and verifications done to ensure that the data was locked down and under well secured perimeters.

## Business Benefits

Delivered  
**90%**  
resolution rate with  
the hybrid  
engagement model

Reduced TCO  
for support  
management by  
an estimated  
**35%**

Consistently delivered  
**90%**  
fast response time in  
comparison to the other  
partnered BPO vendors

**Ramped up and  
down** with no commitments

**Minimal lead time,**  
no overtime, no costly ramps

## About Movate

Movate (formerly CSS Corp) is a digital technology and customer experience services company committed to disrupting the industry with boundless agility, human-centered innovation, and relentless focus on driving client outcomes. It helps ambitious, growth-oriented companies across industries stay ahead of the curve by leveraging its diverse talent of over 12,000 full-time Movators across 20 global locations and a gig network of thousands of technology experts across 60 countries, speaking over 100 languages. Movate has emerged as one of the most awarded and analyst-accredited companies in its revenue range. To know more, visit: [www.movate.com](http://www.movate.com).

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