



# Reinventing Global Customer Support in the Age of AI

25% Drop in Ticket Volume  
and 10% Ops Savings



As a global leader in software, cloud computing, and AI, the client has long set the pace for digital innovation across enterprise and consumer technology markets. With billions of users across 190+ countries, the company needed to ensure its customer service evolved as rapidly as its product suite.

## Meeting Rising Expectations Across Channels

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The company faced mounting pressure to modernize its global support operations, particularly for its gaming and consumer hardware divisions. Fragmented processes and limited data insights were making it harder to meet customer demands. To move forward, the client needed to identify AI-driven opportunities to streamline service delivery, enhance customer satisfaction, and reduce friction across the journey. They also sought to define a robust solution architecture and develop an implementation roadmap. At the same time, they aimed to benchmark their current state of maturity and prioritize the top ten AI use cases with the highest business impact.

Brillio emerged as the ideal partner, with deep capabilities in AI-powered automation, data-driven transformation, and omnichannel CX strategy. With a solid track record in enabling scalable, high-impact digital experiences, Brillio offered the strategic vision and technical depth needed to tackle this complex initiative.

# A Blueprint for AI-Driven Support

Brillio's solution combined structured assessments with data-backed prioritization to design an AI-first roadmap for customer support. This led to a clear path forward focused on high-value, scalable improvements.

AI and analytics played a central role. Brillio proposed intelligent self-service tools, real-time agent assist capabilities, and advanced reporting for knowledge effectiveness. These solutions were

mapped directly to pain points along the customer journey—targeting resolution gaps, incident deflection, and self-service enhancements. Solutions were categorized into “Top Recommended” and “Moonshot” innovations, the latter representing bold, long-term CX concepts such as “Device as a Customer.” This phased approach enabled quick wins while laying the groundwork for strategic transformation.

The Brillio  
Prioritization  
Framework was  
instrumental in  
evaluating  
proposed solutions  
based on business  
impact,  
implementation  
effort, and change  
readiness



# From Discovery to Prioritization

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The engagement began with a thorough discovery phase, which included interviews and workshops with over 15 stakeholders from support teams, forecasting units, and customer-facing roles.

Brillio then conducted a series of structured analyses to build a comprehensive view of the current state. This included an Outside-in Analysis that benchmarked the client's service capabilities against industry-leading practices and emerging technologies. A CSS Business Processes Assessment followed, evaluating 12 critical customer service workflows to identify inefficiencies and maturity gaps.

To go more in-depth, Brillio performed a Deep Dive Analysis of Processes Driving Down Maturity, pinpointing root causes behind service friction. All these insights were then synthesized using the Brillio Customer Service Assessment Framework to provide a quantified view of current-state maturity and readiness for AI-driven transformation.

# Reducing Contact Volume by 25% with Smart Support at Scale

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The impact was immediate. By closing self-service resolution gaps, the company saw a 5-8% reduction in labor costs, while smarter case and incident management translated into 8-10% in operational savings.

Proactive support initiatives deflected nearly 25% of total contacts, significantly easing pressure on frontline agents. Enhancements in training, planning, and knowledge delivery improved agent productivity and first contact resolution, with FCR increasing by 10-20% depending on the domain.

Customer satisfaction scores also improved thanks to better issue resolution, faster service, and smarter knowledge management. By embedding AI into the fabric of customer service, Brillio helped the client move from fragmented support operations to a mature, data-driven experience model—future-proofed for scale and aligned with its global brand promise.





## ABOUT BRILLIO

Brillio is one of the fastest growing digital technology service providers and the partner of choice for many Fortune 1000 companies seeking to turn disruptions into competitive advantages through innovative digital adoption. We help clients harness the transformative potential of the four superpowers of technology: cloud computing, Internet of Things (IoT), artificial intelligence (AI) and mobility. Born digital in 2014, we apply our expertise in customer experience solutions, data analytics and AI, digital infrastructure and security, and platform and product engineering to help clients quickly innovate for growth, create digital products, build service platforms, and drive smarter, data-driven performance. With 14 locations across the US, the UK, Romania, Canada, Mexico, and India, our growing global workforce of 6,000 Brillians blends the latest technology and design thinking with digital fluency to solve complex business problems and drive competitive differentiation for our clients. Brillio was certified by Great Place to Work® in 2021, 2022, 2023, and 2024.



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