



Analytics Improves the Customer Service Experience

The Challenging World of Customer Service

Recent challenges created by a world health crisis and the economy are impacting the global population. Mass migration to work from home, shelter in place and home schooling are increasing reliance on digitized services. These events have accelerated the digital transformation already underway in telcos, financial services, healthcare, and other industries. Increased dependency on digitized services is heightening the customers' expectations for a seamless customer service experience.

In the best of times, the customer service experience is fragile. First, customers have more choices in selecting the companies they do business with and opting to change - shifting loyalty - is easier than ever before. Second, the service delivery landscape is becoming more complex and difficult to manage. Managing the service delivery landscape without analytics presents challenges:

- Functional teams across the service delivery ecosystem work in isolation without collaboration.

- Discrete devices and applications are constantly monitored creating millions of signals. Signal volume, without correlation, masks root cause.
- Changes, occurring autonomously in one area, often have an adverse impact on other areas.
- Without root cause and impact analysis, it's hard to know what needs attention and harder still to know which customers are impacted by the problem.

From onboarding to service management to payment, how you deliver the service experience will differentiate you from your competition. VIA AIOps is a next generation AIOps application capable of cross correlating signals from multiple functions to determine root cause. VIA analytics inform response, remediation, and prevention.

VIA AIOps: Analytics and Automation

Customers expect a five- star service experience. It's a fact that problems happen. While customers aren't completely unreasonable, they do want to know that you already know about the problem they are reporting. Ideally, they want to know you are one step ahead – working on a correction. Simply put – they don't want to be "the canary in the mine." They want to hear from you "we got you."

For service operations and delivery teams, knowing about a problem isn't enough. Service experts need to know the cause of the problem, and which customer segments are impacted and what conditions seem to create the problem.


VIA AIOps, with its Analytics As A Service architecture, optimizes what you need to know to improve the customer service experience.

VIA provides:

 **TOTAL ECOSYSTEM OBSERVABILITY:**
a holistic view of the entire service delivery supply chain – every element across all the layers

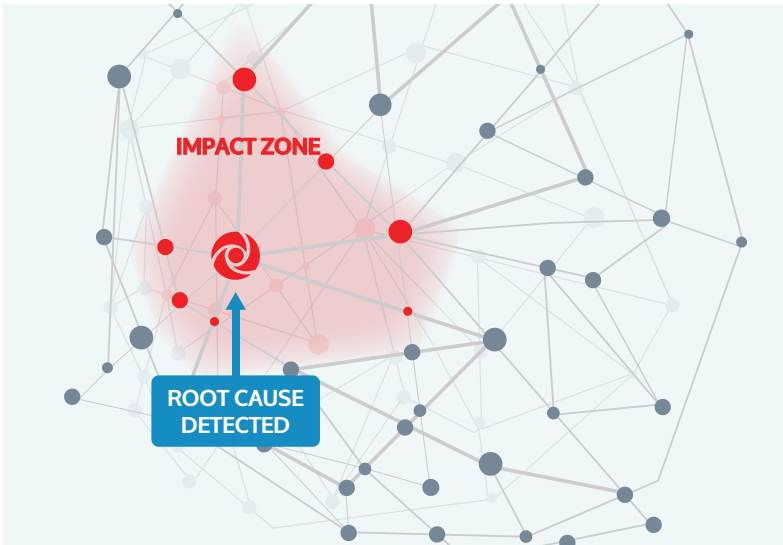
 **EXPERIENCE ASSURANCE:**
five star experience your customers will trust



 **EXPLAINABLE AI:**
plain language explanations for analytics builds trust and confidence in automation

VIA AIOps generates an ontology across all layers of the service delivery infrastructure. VIA uses machine learning and purpose-built algorithms to discover dependencies and support actions to remediate and prevent problems in the future. With VIA's **explainable AI**, service team members don't have to be data

scientists to understand root cause alarms and distinguish them from symptomatic noise. With VIA's plain language analytics, service operations can understand the cause of problems and are more willing to trust in the automation.



To enable automation, VIA provides a secondary layer of analysis called VIA BEACONS. VIA BEACONS illuminate root cause anomalies most likely to disrupt service. VIA BEACONS also provide the impact analysis required to pinpoint affected customer populations across the service delivery landscape.

VIA enables **experience assurance** - it's the five star treatment customers expect. They can stream their favorite shows, connect to meetings and colleagues. Doctors can collaborate on treatments,

accelerate research, and assure patients from a distance. Kids attend their classes, talk to their teachers and work on projects without service interruptions.

VIA AIOps: Operational Effectiveness

Once you implement VIA, time consuming and error prone reactive workflows are a thing of the past. No more finger pointing between functions, no wasted energy fixing the wrong thing. You have the assurance that across the service delivery system experts are working together using VIA's intelligent automation to restore service. Implementing VIA increases efficiencies, lowers cost while enabling you to provide your customers with a service experience that exceeds their expectations and increases loyalty to your business.

Organizations adopting VIA AIOps will:

- **Avoid** unnecessary adds to headcount
- **Reduce** the number of "no fault" trouble tickets
- **Increase** Net Promoter scores
- **Reduce** customer churn

ABOUT VITRIA

Move from Analyzing Data to Automating Actions. Learn how VIA AIOps enables reliable automation across all layers of service delivery to improve the customer experience and optimize operations. VIA AIOps provides total ecosystem observability and explanatory AI to increase confidence in automation. Automation minimizes the number of incidents that impact service by correlating data across operational silos. Using VIA AIOps, you can offer your external customers experience assurance – know and act on problems before your customers report service interruption.

