CASE STUDY

Content Streaming Service Improves the Digital Experience

INDUSTRY INSIGHT

An increasing number of subscribers to a greater number of streaming services is outpacing industry expectations. More programming choices, more home-based entertainment, availability of high-speed bandwidth and the increasing number of personal devices capable of streaming content are driving growth.

Profitable growth requires managing the costs associated with scaling infrastructure and continuous service updates. It's not surprising that more subscribers translate into more interactions with the call center. Specifically, service access failures account for a high percentage of interactions with the call center. Increasing interactions with the call center drive up cost and are leading indicators of service cancellations.

Besides the obvious concern with customer churn, the impact that call center overruns have on profitability can't be ignored. Consequently, more organizations are considering AIOps, defined by Gartner as machine learning analytics technology that enhances IT operations. AIOps is transforming how Operations uses IT data to control support costs and improve the customers' digital experience.

INDUSTRY NARRATIVE

A popular content streaming service, having 30 million subscribers, was experiencing a higher than expected failure rate. The business reasoned that reducing the failure rate could flatten service cancellations as well as contain escalating call center costs. They had already implemented several monitoring tools providing siloed data with limited visibility and insight. What they needed now was real-time visibility across the entire service delivery ecosystem, together with the ability to detect, triage, and mitigate customer-impacting issues quickly. The streaming service opted for a product that could provide both the ecosystem observability and AI-based algorithms for detection, triage, and mitigation, so they chose to implement **VIA AIOps for Digital Experience Management**.

Besides providing unparalleled "ecosystem observability", VIA AIOps' "explainable AI" provides automated root cause analysis and automated remedial actions that can easily be check and verified by human operators. Through automated learning of the ecosystem's interrelationships and ontology, VIA AIOps was able to correlate application failures to network elements. Empowered by a deeper understanding of service failures, the service operations team was able to Improve service, remediate quickly, and prevent service issues from repeating. Not only were they able to KNOW about a problem before the customer, they could often remediate BEFORE the customer was negatively impacted.

REALIZING VALUE

This streaming service was able to reduce failure rates by an astounding 28%.

By avoiding 11 million failures per year, they reduced call center interactions by 700 calls per day. By reducing call center interactions, they avoided adding 20 additional full-time staff that would have cost $2.3 million dollars per year. Most important, Net Promoter scores improved. Reduced churn, improving profits and happy customers provided a win for everyone!

Learn more about VIA AIOps.

Use our Buyer's Guide for AIOps to launch your analytics strategy.

ABOUT VIA AIOps

VIA AIOps easily integrates with monitoring systems located in silos across the service hierarchy. Enabled by explainable AI, VIA prescribes remedial actions to the designated system of action and predicts problems before they impact customers. VIA AIOps can be deployed from the cloud, on premises or in hybrid operating environments.

VIA AIOps