



# CASE STUDY

## Streamlining Customer Service Management

### Technical / Implementation Consultant

The energy firm faced numerous support requests daily, many were repeat issues or solvable via self-help tools. The goal was to reduce agent interactions significantly by empowering users to resolve issues independently, thus enhancing efficiency and customer satisfaction. Streamlining support processes was the desired outcome.

## CHALLENGES

- Virtual Agent failed to integrate with systems.
- Massive backlogs hindered operational efficiency.
- Integration issues caused service disruptions.
- System incompatibility led to workflow delays.
- Backlog management strained resource allocation.

## STRATEGIC RESPONSE

- CSM branded portal improved user experience.
- Custom widgets streamlined case submissions.
- Virtual Agent automated common query handling.
- AI Search enhanced query context understanding.
- Knowledge Base suggestions improved relevance.
- Access controls ensured user-specific visibility.
- Product registration simplified user processes.

## REQUEST FURTHER INFO

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## RESULT



**40% faster  
performance**



**Client Confidential**

## CONCLUSION

- Portal deflected over one-third of case volume.
- Customers resolved simple issues independently.
- Reduced call center load significantly.
- Improved customer satisfaction and NPS scores.
- Enhanced efficiency in handling customer queries.
- Lowered operational costs through automation.
- Increased agent availability for complex issues.

Case Study Reference - **3864**



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