

HEXAWARE

Application and Infrastructure Managed Services to Drive Business Growth and Meet Customer Delight

Hexaware's Managed Services Solution for
a Leading Health & Fitness Company

Case study



Client

| Client

Challenge

Solution

Benefits

Summary

A Leading Global Health & Fitness Company

In the rapidly evolving world of health and fitness, one leading global company found itself grappling with operational inefficiencies that were impacting customer satisfaction. As they sought to enhance their services and respond more agilely to market demands, they recognized the need for a comprehensive application and infrastructure managed services solution that could effectively address their challenges.



Challenge

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Mitigating Operational Challenges to Transform End-user Experience

The client struggled with the following challenges:

- **Operational Agility:** Existing processes lacked the flexibility needed to innovate and respond to market demands.
- **End-User Dissatisfaction:** Recurring issues led to a subpar customer experience, prompting the need for a reliable service delivery partner.

To overcome these challenges, the client sought a robust managed services solution that would streamline operations, reduce total cost of ownership (TCO), and achieve customer experience improvement.



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Hexaware's Comprehensive Managed Services Solution

Hexaware delivered an integrated managed services solution that encompassed a range of services critical to the client's digital transformation journey:

- 1. Service Desk Support:** Offered 24x7 multilingual assistance to enhance end-user satisfaction.
- 2. Infrastructure Support:** Established a stable and scalable infrastructure, ensuring operational efficiency.
- 3. Application Development:** Implemented agile development practices to meet evolving business needs swiftly and effectively.
- 4. Application Services:** Provided ongoing support and maintenance for both legacy and new applications, ensuring seamless operations.

Implementation Highlights

- **Outcome-Based Transition:** Streamlined operations from multiple vendors, ensuring zero disruption during the transition through agile sprints.
- **Platform-Driven Operations:** Focused on automation to reduce Mean Time to Resolve (MTTR) and adopted a "Shift Left" approach to enhance productivity.
- **Agile Transformation:** Improved the client's Agile maturity, aligning KPIs with business goals for better performance tracking.
- **Global Service Desk Support:** Delivered consistent support from Hexaware's offices in the US, Mexico, and India to ensure round-the-clock service availability.



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Enhanced Customer Experience and Operational Efficiency

Hexaware's managed services solution yielded significant benefits, including:

- **45% Reduction in OPEX:** Achieved through an automation-first strategy, leading to lower operational costs.
- **20x Improvement in IT Agility:** Enabled quicker time-to-market and a proactive operational environment.
- **Cost and Quality Enhancements:** Leveraged right-shoring and automation to save costs and enhance product quality by 10%.
- **Skilled Workforce Optimization:** Developed cross-skilled teams aligned with business SLAs, utilizing standardized SOPs and documentation.
- **Customer Experience Improvement:** Enhanced service delivery through the deployment of a tool that performs real-time reporting and tracking of operational metrics.



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Enhanced Operations and Customer Experiences in a Competitive Industry

Hexaware successfully transformed the operations of a leading global health and fitness company by implementing a comprehensive managed services solution. Through effective application and infrastructure managed services, the partnership resulted in significant improvements in customer experience, operational efficiency, and cost reductions. This case study exemplifies how innovative solutions can drive business growth and digital transformation in the health and fitness industry.



About Hexaware

Hexaware is a global technology and business process services company. Every day, Hexawarians wake up with a singular purpose: to create smiles through great people and technology. With this purpose gaining momentum, we are well on our way to realizing our vision of being the most loved digital transformation partner in the world. We also seek to protect the planet and build a better tomorrow for our customers, employees, partners, investors, and the communities in which we operate.

With offices across the world, we empower enterprises to realize digital transformation at scale and speed by partnering with them to build, transform, run, and optimize their technology and business processes.

Learn more about Hexaware
at <https://www.hexaware.com>.

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