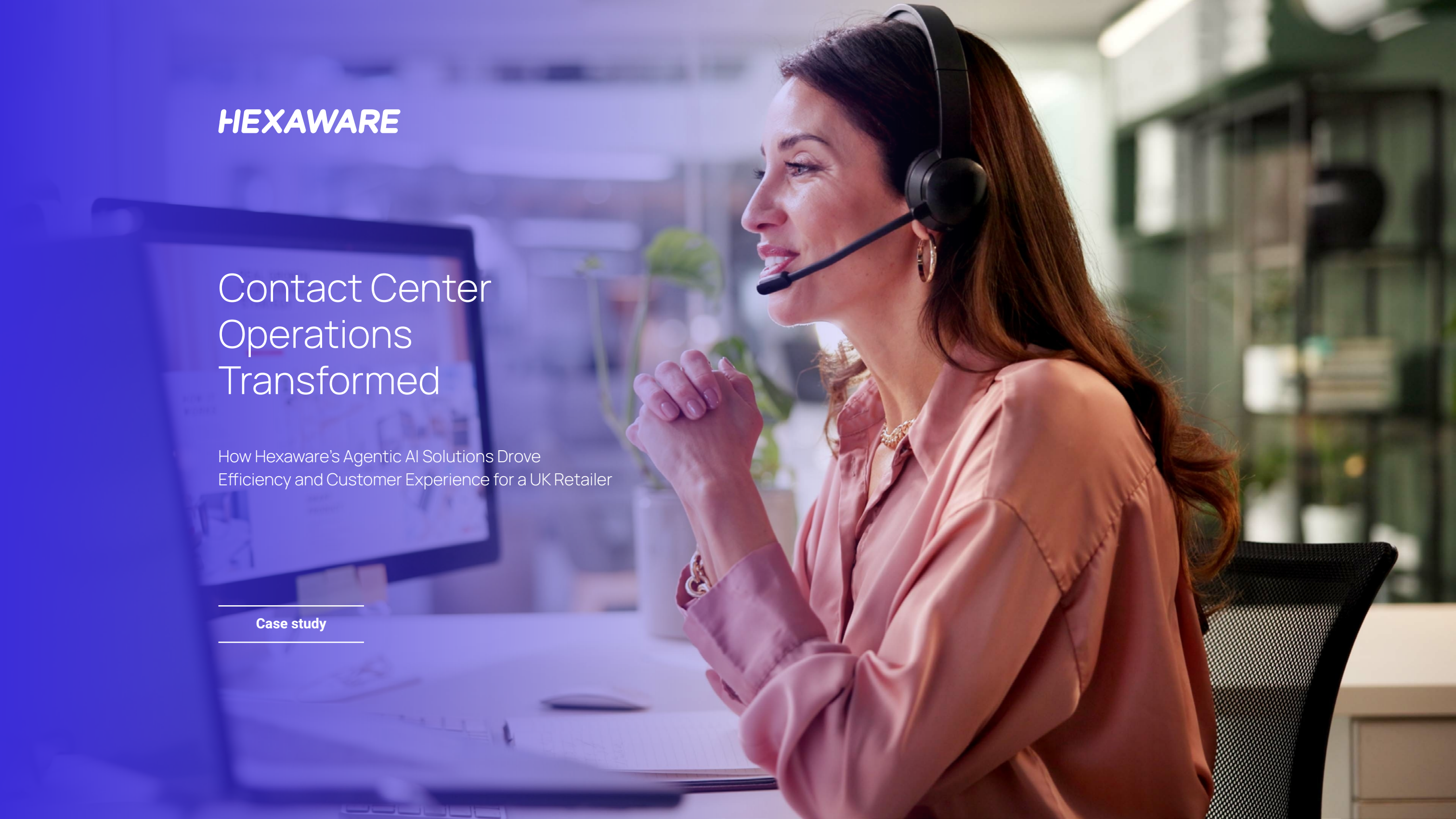




HEXAWARE

Contact Center Operations Transformed

How Hexaware's Agentic AI Solutions Drove
Efficiency and Customer Experience for a UK Retailer

Case study

Client

- | Client
- Challenge
- Solution
- Benefits
- Summary

A leading UK-based home improvement retailer managing thousands of daily customer service interactions sought to modernize its contact center operations to better serve customers across multiple channels.



Challenge

- Client
- Challenge**
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Operational Inefficiencies and Fragmented Systems

The client’s contact center faced significant hurdles that constrained operational agility and customer satisfaction:

- **High Manual Effort:** Agents spent excessive time on routine data entry and repetitive tasks, limiting their ability to focus on complex customer needs.
- **Fragmented Multi-Channel Processes:** Disconnected workflows across voice, chat, and email channels led to errors and inconsistent information handling.
- **Slow Incident Resolution:** Inefficient processes delayed problem-solving, increasing operational costs and customer wait times.

- **Limited Customer Sentiment Insight:** Lack of sentiment analysis prevented proactive issue resolution.
- **High Training Costs:** Lengthy onboarding processes reduced scalability and increased expenses.
- **Compliance Challenges:** Manual logging and audit processes added overhead and risk.

These challenges collectively impacted the customer experience and operational efficiency, highlighting the need for an intelligent, future-proof contact center AI solution.



Solution

Client

Challenge

Solution

Benefits

Summary

Agentic AI for Contact Center Transformation

Hexaware implemented the Tensai® contact center copilot, an Agentic AI Solution for contact center operations, to orchestrate workflows and automate routine tasks. Built on a multi-agent, orchestration-first architecture, the solution worked alongside human agents to streamline processes and improve efficiency.

- **Capture Layer:** Real-time transcription, summarization, and metadata tagging created structured, actionable case records.
- **Assist Layer:** Knowledge retrieval, automated ticketing via ServiceNow, and compliance logging ensured consistent, audit-ready interactions.
- **Orchestration Layer:** Coordinated agent workflows dynamically, enabling seamless handoffs and continuous process improvement.

This unified AI-powered fabric transformed fragmented contact center operations into a cohesive, intelligent service model.



Benefits

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Quantifiable Gains and Strategic Impact

The agentic AI solution delivered measurable improvements in contact center operations:

- 60% reduction in manual effort through automation of transcription, summarization, and ticketing.
- 40% faster resolution times, reducing customer wait and boosting satisfaction.
- 3x faster response times across voice, chat, and email channels for consistent omni-channel support.
- 25% reduction in agent training time, accelerating onboarding and lowering costs.
- 30% decrease in compliance overhead with automated, audit-ready logs.
- Enhanced agent productivity and morale by shifting focus from routine tasks to complex problem-solving.

These outcomes significantly improved operational efficiency and elevated the overall customer experience.



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Partnering with Hexaware to Optimize Contact Center Operations

Hexaware’s deployment of agentic AI for contact center operations empowered the UK retailer to overcome manual inefficiencies and fragmented workflows. The Tensai® contact center copilot delivered a future-proof, scalable solution that not only improved efficiency and compliance but also enhanced customer experience through intelligent workflow automation. This partnership enabled the client to transform their contact centers into a high-performing, innovation-driven model, setting a new standard in customer service excellence.



Reduce manual effort by 60%
with agentic AI contact center
solutions.

[Connect now to boost customer experience.](#)

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 www.hexaware.com.

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