



HEXAWARE

Service Desk Transformation for a Leading Telecom Provider in Europe

Implementing AI-Driven Support Operations
with Intelligent Automation

Case study

Client

| Client

Challenge

Solution

Benefits

Summary

A Leading European Telecommunications Provider

The client is a leading telecommunications provider serving millions of mobile subscribers across multiple European markets.

The organization delivers mobile and fixed connectivity, telephony, data network, streaming, and IoT services across consumer and enterprise segments.



Challenge

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Complex Operations Slowed Service Efficiency

The client faced challenges scaling support operations across consumer and B2B environments while managing a complex and heterogeneous IT landscape.

Key challenges included:

- Limited Agile adoption and test automation capabilities
- High operational costs across multiple service desk processes
- Long average handle times across support workflows
- Complex BSS, BI, testing, and integration environments
- Tight transition timelines during process stabilization
- Language barriers impacting offshore customer support operations

The organization needed a scalable telecom service desk transformation strategy capable of improving operational efficiency while maintaining service quality across multilingual environments.



Solution

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Delivering An AI-Driven Service Desk Transformation

Hexaware delivered a multi-year service desk transformation engagement focused on automation, operational scalability, and multilingual customer support across telecom operations.

Key solution areas included:

- Established a centralized Test CoE and expanded Agile adoption across support operations
- Rolled out enterprise-wide test automation and performance automation frameworks to improve service efficiency
- Delivered infrastructure support services across Service Desk, Infra Support, and IT4IT operations
- Implemented agent-level service desk automation through bots and proactive client value adds (CVAs)
- Leveraged AI-driven real-time translation capabilities to deliver seamless multilingual customer experiences
- Eliminated dependency on native-language staffing while maintaining service quality and operational scalability
- Built a GDPR-compliant AI platform using Google Translate APIs and telecom-specific glossaries to improve contextual accuracy across regional support interactions



Benefits

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Improving Efficiency, Automation, And Cost Reduction

The transformation helped the client modernize service operations while improving efficiency, scalability, and multilingual support capabilities.

Key outcomes included:

- Implemented 106 process improvements across support operations
- Deployed 6 automation bots to improve operational efficiency
- Achieved 40%+ AHT reduction within six months
- Delivered 30% operational cost reduction through reduced dependency on native-language agents



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Enabling Smarter and Scalable Service Operations

As telecom providers scale customer operations across regions, intelligent automation and AI-enabled support models are becoming critical for operational efficiency and customer experience.

By implementing AI-driven service desk transformation and scalable service desk automation capabilities, the client improved service efficiency, reduced operational costs, and created a stronger foundation for multilingual customer support operations.

Hexaware helped the organization modernize support operations while enabling long-term scalability and operational resilience.



Ready to Transform Service Operations with AI?

Accelerate operational efficiency with intelligent service desk automation, multilingual AI support, and scalable telecom support operations. Contact marketing@hexaware.com to get started.

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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