Motherson Technology Services Analytics at work

for an automation solution provider enhanced application capability, scalability and usability

About the Customer

The client is a leader in automation solutions that dramatically increases the efficiency of call centers while improving both agent engagement and customer experience. Our client has powered over 1 billion automated actions annually and has saved its customers over $140 million in the past 2 years, all while improving agent engagement and the customer experience. Our client's revenues are driven by the savings its solution produces for its client.

Business Challenges

When we were engaged, the client had issues handling data scaling and could not add new customers easily. The goal was to develop a new version of the Product adopting Big Data Processing platform and techniques to overcome its scale limitations. The product was intended to help their customers reduce call center costs

- By increasing agent's engagement by pushing training and content during downtime between calls

- By real-time monitoring of all ongoing calls, agent activities, and actions

- By tracking agent schedule and reducing call handling time by enhanced Training

- By ensuring effective time utilization of workforce

This software product supports 70+ customers each with about 10,000 agents; each customer's Automated Call Distribution (ACD) & Workforce management data were in a different custom format and published data streams with high velocity and volume.
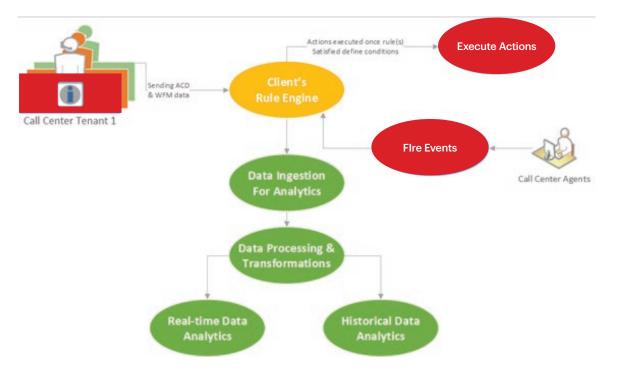
The initial project failed as, the organization and its legacy architecture was not able to scale to support all customers. The client was brought into re-architect the solution using HBase store/schema. The new architecture implemented is capable of ingesting and transforming DataStream in motion in real-time, which was not possible in the legacy architecture.

Our Solution

Motherson Technology Services Limited complete application redesigned and implemented with enhanced capability, scalability and usability to deliver a best-in-class solution to our client.

- Major goals included efficiency, scalability, accuracy, stability, and fault tolerance

- The system was backward compatible

- The new system was designed by applying LAMBDA ARCHITECTURE to support real-time response

BUSINESS WORKFLOW

Benefits

Motherson Technology Services Analytics solution was able to provide scalability up to 10,000+ users per client, 20% annual data growth, new system was able to handle the data stream with the velocity of 100 million records per hour. Enhanced data analysis capability, performance, storage optimization driving revenue up by 30% YOY.

Cost savings

- Better performance than earlier which is achieved by distributed processing, Data Lake on HDFS and Arcadia analytical views

- Filter streaming data to the only store that is needed for analysis. Previously everything was published on Kafka

- Codeless design leading to a reduction of labor costs and improved the maintainability of the system

- Storage optimization, removed data duplication for faster analysis

- Eliminated DB licenses and related hardware lower TCO

- Consolidated data storage for easy maintenance and to maintain a single version of the truth to gain customers confidence over the system's processes and data

Speed to market

- Scalability: Due to cloud-based implementation, hardware, storage capacity can be instantly scaled-up without lengthy resource procurement cycles

- Enhanced decision making: Faster dashboards with most recent data, using Hadoop based caching technology leading to more timely and accurate business decision making

Revenue Growth

Providing real-time capability to go in the direction of automated decision making which will lead to optimal performance of Call Centre Staff utilization which leads to the signing of 3 new major clients.

About Motherson Technology Services Limited

Founded in 1975, Motherson Group is an industry leader and one of the world's largest manufacturers of components for ther automotive and transport industries. The group's diversified portfolio makes it a complete solutions provider across the globe. Motherson Group serves its customers with a wide array of products and services through multiple business divisions including wiring harness, vision systems, modules and polymer, technology & software, aerospace, health & medical, logistics, retail and metal products. Motherson Technology Services is a global technology company that offers a consulting-led approach with an integrated portfolio of industry leading solutions that encompass the entire enterprise value chain. Our technology-driven products and services are built on two decades of innovation, with a future focused management philosophy, a strong culture of invention and co-innovation, and a relentless focus on customer-centricity. An SEI CMMI Level 5 company, we have delivered best-in-class services to 430+ clients in 41+ global locations across all continents. We are a business division of Motherson Group, one of the largest manufacturers of components for the automotive and transport industries worldwide with 150,000 employees across the globe.