CSS Corp Leverages AI to Redefine Customer Experience

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Briefing Note
Reprint

March 2021

ISG Research™

Reprinted courtesy of

CSS CORP

Contents

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SUMMARY/KEY TAKEAWAY

As part of the ISG Provider Lens™ Contact Center – Customer Experience study conducted in 2020, CSS Corp briefed the ISG team about its contact center services and broad capabilities, including a host of technological solutions to support clients' contact centers. ISG was briefed by Siddharth Victor, senior vice president – sales and solutions for customer experience management and enterprise support services, and Vivian Gomes, senior vice president and head – marketing and inside sales. Despite CSS Corp. competing in a highly dominated space and among conglomerates with a vast scale of operations, the company has carved a niche for itself and brings truly differentiated offerings to enterprises. It has demonstrated a successful usage of technologies such as artificial intelligence (AI) and analytics services to redefine the customer experience. This transformation is backed with highly tangible outcomes that make the company a digital disruptor in the contact center market.

BRIEFING NOTE/PERSPECTIVE

CSS Corp's recent accomplishment as one of the most awarded mid-size services companies and its leadership status in the recently released ISG Provider Lens™ Contact Center – Customer Experience AI and analytics quadrant mark the company's ability to significantly enhance the customer experience journey for clients. It reported strong growth in 2020 and considerably expanded its employee base to more than 8,500 employees, serving over 125 clients through around 19 delivery centers spread across globally. The company offers a wide array of contact center services, including nearly 20 percent outbound services, serving clients in about 25 languages. As a reasonably established player in this industry, CSS Corp. offers a healthy mix of shoring to its clients. With significant revenues derived from the U.S., it has over 1,300 onshore employees and is continuing to add delivery centers to grow its presence.

CSS Corp has developed a highly differentiated approach to serve its clients. Its ability to leverage AI and analytics to create a differentiated experience has made it a leader in our recently released report. The company has designed solutions and an approach to create the "Next Best eXperience" (NBX) by bringing in the right ingredients of customer success such as operational excellence and technology-led solutions that deliver measurable outcomes such as customer satisfaction (CSAT), net promoter score (NPS) and customer effort scores. All these metrics and solutions are crafted to align with customers' long-term objectives such as customer lifetime value, retention, loyalty and efficiency scores. CSS Corp's customer experience orchestration is designed to bring the front office and back office together to create a seamless experience. By enabling multiple channels of communication, it offers voice to augmented reality (AR) to serve customers.

Agents are a critical part of any contact center and CSS Corp's OpsMAX is designed to enable operational excellence. With a growing importance around empathetic and personalized communication, OpsMAX leverages technology to bring efficient and effective processes around training, gamification, hiring and performance management. This framework also defines agent personas based on competencies, proficiency levels and cultural alignment to deliver a superior customer experience. Whether it is learning, hiring or managing, CSS Corp leverages AI extensively to drive its agent programs.

To help customers achieve their transformation goals of enhancing the customer experience, CSS Corp's Customer Experience Transformation Platform provides a unified platform that brings operational efficiencies, technology, end-user experience and process engineering to reduce human effort and optimize costs. As part the Customer Experience Transformation Platform, the company has identified critical customer experience KPIs and defined AI use cases across these metrics to accelerate transformation. It leverages AI and analytics, including sentiment analysis, speech analytics, image analytics and other solutions such as Agent 360 Degree Dashboard and automation, to improve customer satisfaction, sales, resolution time and customer retention. By leveraging its domain expertise and the Customer Experience Transformation Platform to design solutions for clients, CSS Corp has delivered several tangible outcomes such as a 95 percent case resolution rate, 30 percent productivity improvement, and 74 percent faster decision making.

As part of the briefing, CSS Corp showcased several case studies that were transformative in nature and demonstrated its ability to leverage technology

CSS Corp's Customer Experience Transformation Platform

Customer Interactions	Systems	Analytics	Automation	Agent Interactions
➤ Augmented Reality Based Support	➤ Athena - Knowledge Base & AI Training Engine	➤ Smart Contact Routing	➤ Robotic Process Automation	➤ Agent 360 Workbench
➤ Mobile Assistant with Visual IVR	➤ Advanced Voice Services	➤ Voice and Speech Analytics	➤ Process Audit Automation	➤ Team-Lead Dashboard
➤ Virtual Assistant – Cognitive Chatbot	➤ CSAT Surveys	➤ Sentiment Analytics	➤ Pre-Build Integrations	➤ AI enabled performance management
➤ Omnichannel (Voice, Email, Chat, WhatsApp etc.)	➤ Remote Management System	➤ Analytics and BI Reporting	➤ Extensible Integrations with LOB applications	➤ Workforce Management
➤ Social Media & Messaging Apps based Support	➤ Dynamic IVR with Key and Voice	➤ Performance Monitoring		
➤ Self-service	➤ Social Media Integration	➤ CruiseBoard - Dashboards and Reporting		
➤ Co-browsing	➤ Voice and Screen Recording	➤ Log Analytics		
➤ Multi-Language Support	➤ CRM Integration	➤ Image Analytics		
	➤ CTI/ Dialer Integration	➤ Text Analytics		
	➤ Cloud contact center			
	➤ ITSM Integration			

to transform several functions, create seamless interactions, execute touchless processes, and achieve higher productivity gains and superior customer experiences. The company has an established partner ecosystem that is a key enabler of its customer experience solutions.

One of the key differentiators for CSS Corp in addition to its ability to leverage AI proactively for transforming the customer experience is its highly differentiated pricing models. Most of its client contracts are constructed on outcome-based or vested models that are aligned more with business outcomes. Its ability to align with customer goals and objectives coupled with the outcome-based pricing model sets the company apart and exemplifies its status as a strategic partner for clients.

To enable digital transformation for its clients, CSS Corp is continuing to invest in strengthening its portfolio and technological capability. The company has three innovation centers of excellence (CoEs) in

Chennai, Bangalore and Hyderabad. With nearly 8 percent of its revenue invested in R&D, these centers of innovation act as incubators to transform ideas into solutions. CSS Corp highly leverages analytics to empower agents with insights and information, enabling them to deliver contextual, empathetic and personalized conversations. It has more than 100 dedicated analytics experts with a strong understanding of the importance of analytics and are on a journey of continuous innovation.

Automation is a key focus area for CSS Corp. With extensive implementations across clientele and an expertise in streamlining processes and bringing about efficiencies, the company has deployed more than 30 bots that help customers and employees. It has a global consulting team of more than 60 practitioners and experts, bringing together technology and two decades of domain expertise to design solutions. Its growing capability and continued investments are a mark of the company's strong vision to enhance the customer experience.

NET IMPACT/GUIDANCE

ASSOCIATED RESEARCH

In a highly crowded and competitive market, sustaining competition is often a challenge for many companies. As one of the most recognized mid-size players, CSS Corp has been successful in defining a target market for itself and creating a differentiator that makes it stand out in this space and survive competition. Its ability to take risks and adopt a technology-first approach by leveraging AI and analytics extensively to enhance the customer experience and drive agility makes it a leader in the recently released ISG Provider Lens™ Contact Center – Customer Experience AI and analytics quadrant.

The buyers' needs and requirements are changing rapidly, especially after the COVID-19 outbreak. As more enterprises turn towards technology and look for strategic partners that can help them in their customer experience transformation journey, CSS Corp has successful showcased several case studies of transforming the customer experience with highly measurable outcomes that make it more of a strategic partner.

The contact center space is also largely driven by scale. However, with technology gaining more importance, CSS Corp's technology-first approach will help the company to compete in this space. To maintain growth in the rapidly evolving technology landscape, it is important for the company to continue investing in partnerships, technology and innovation. It should consider creating its own proprietary solutions that becomes a compelling factor for client engagements.

ISG Provider Lens™ Digital Workplace of the Future - Services & Solutions - U.S. 2020

ISG PLACEMENTS AND RECOGNITION

- **ISG Provider Lens positioning:** CSS Corp is recognized as a Leader in the following reports for 2020:

  o   Contact Center Global – AI & Analytics quadrant

  o   Digital Workplace U.S. – Managed Workplace and Mobility Services – Midmarket quadrant

SUMMARY FACTS

- CSS Corp is headquartered in Milpitas, California

- The company's 2020 revenue was US$160 million with more than 8,500 employees.

- CSS Corp provides customer experience services, automation, analytics, infrastructure services, engineering and testing services.

- It competes against both Western and India-heritage IT services firms, BPO providers and systems integrators.

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