

SUCCESS STORY

Improved Customer Support Team Efficiency Using AI

Smarter Support, Better Outcomes

Company Name
Cubastion Consulting

Location
India

Impact
Turning AI into Real Business Outcomes

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A CASE STUDY

Background

In today's digital-first environment, customer support has become a critical driver of customer experience and trust. Support teams operate in high-pressure, high-volume environments where customers reach out for service requests, issue resolution, status updates, and account-related concerns, often with urgency and heightened expectations.

At the same time, support agents must manage interactions across multiple channels such as voice, chat, email, and messaging platforms while meeting strict SLAs, compliance requirements, and quality benchmarks.

Problem Statement

Customer support agents are required to handle large volumes of customer interactions while navigating multiple enterprise systems such as CRM, ticketing platforms, order management, billing, logistics, and payment gateways. This fragmented operational environment increases cognitive load on agents, slows down issue resolution, and makes it difficult for organizations to maintain consistent service quality while scaling support operations.

Solutions

🕒 **AI as the Accelerator – Faster Resolution**
AI automates repetitive tasks and streamlines support workflows while keeping human agents in control of complex cases.

Capabilities include:

- Automation of repetitive Tier-1 queries
- Intelligent routing and triage
- Automated conversation summarization
- Faster and more consistent issue resolution

This enables support teams to focus on higher-value interactions rather than operational tasks.

Challenges Faced

Support organizations face several operational and workforce challenges that directly impact service efficiency and customer experience

• High Employee Turnover and Burnout

Continuous workload pressure, emotional fatigue, and repetitive tasks lead to attrition and loss of experienced agents.

• Customer Satisfaction Challenges

Delays, inconsistent responses, and lack of personalization negatively affect trust and loyalty.

• Training and Development of Agents

Long ramp-up times, frequent knowledge updates, and skill gaps slow productivity and reduce service consistency.

• Call Volume and Multichannel Support

Rapid growth in interactions across voice, chat, email, and messaging channels increases operational complexity.

• Quality Assurance and Performance Metrics

Limited real-time insights and manual QA processes make it difficult to ensure consistent service standards.

• Cost and Technology Integration

Rising operational costs and fragmented systems constrain scalability and efficiency.

🕒 **AI as the Listener – Understanding Customer Needs:**

The platform continuously analyzes interactions across channels to understand both the intent and emotional context of customer requests.

Capabilities include:

- Customer intent detection
- Sentiment and emotional state analysis
- Urgency identification
- Context awareness across conversation history

This allows support teams to prioritize requests effectively and respond with greater contextual awareness.

🕒 **AI as the Memory – Instant Access to Knowledge**

AI acts as a real-time knowledge layer, ensuring agents have immediate access to the information required to resolve issues.

Capabilities include:

- Retrieval of complete customer interaction history
- Access to order, ticket, and account context
- Instant surfacing of policies, SOPs, and knowledge articles
- Elimination of manual knowledge searches

This significantly reduces time spent navigating multiple systems.

🕒 **AI as the Guide – Real-Time Agent Assistance**
The platform provides AI-powered decision support during customer interactions, enabling agents to deliver faster and more consistent responses.

Capabilities include:

- Next-best-action recommendations
- Empathy-aligned response suggestions
- Compliance validation for responses
- Reduced cognitive load and decision time

This improves service quality while helping agents handle complex interactions more confidently.

🕒 **Human Experience Layer**

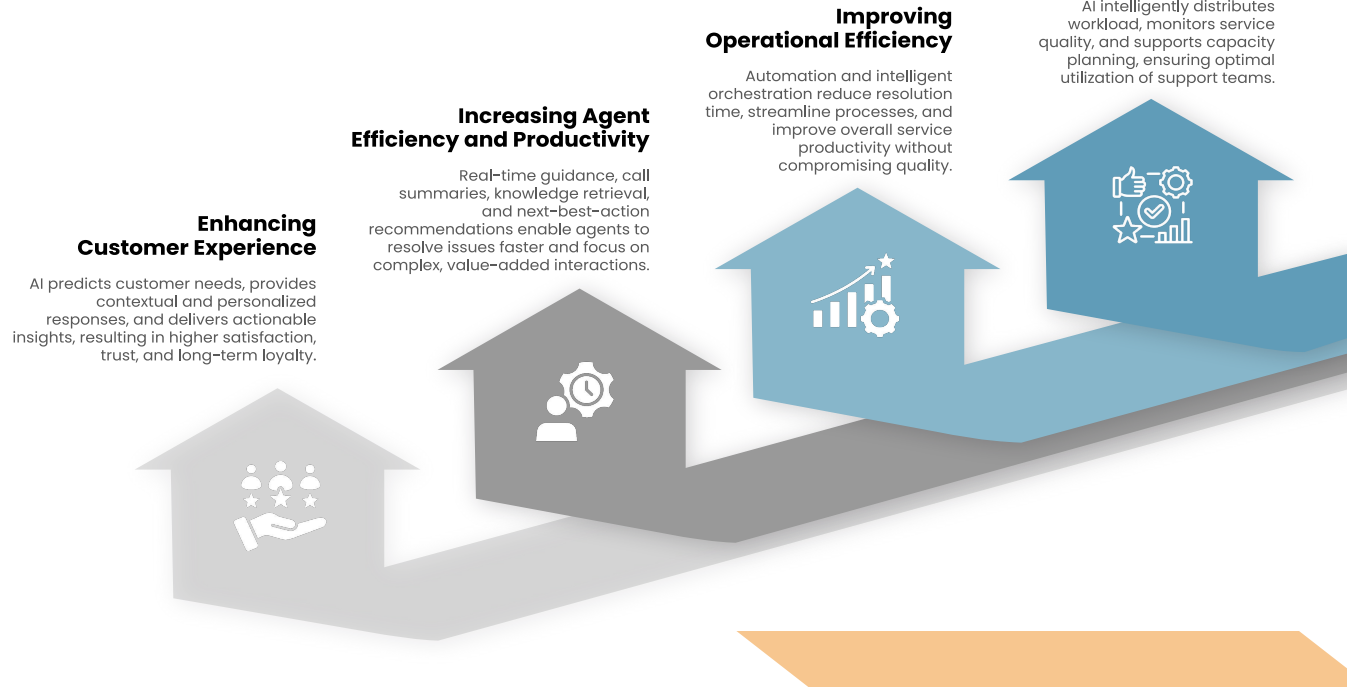
At the core of the platform is a human-centric experience layer that enhances interactions between agents and customers by enabling:

Capabilities include:

- Reduced effort for both agents and customers
- Emotionally intelligent interactions
- Consistent service quality across channels
- Greater trust and confidence in the support experience

Through this architecture, AI becomes a collaborative co-worker that enhances human capabilities while improving operational efficiency.

AI is the Success Key for Support Teams



Proven Impact: E-commerce Support Transformation

The e-commerce enterprise was experiencing rapid growth in online orders and customer interactions across multiple channels including mobile app, web chat, email, messaging platforms, and voice.

Support agents were required to handle large volumes of customer queries related to:

Order Tracking

Delivery Updates

Refunds

Returns

Payment Issues

However, several operational challenges were impacting efficiency and service quality.

Agents had to navigate multiple systems such as CRM, order management, logistics platforms, and ticketing tools to gather customer information. A large portion of incoming requests consisted of repetitive Tier-1 queries, which consumed significant agent time.

Additionally, support teams lacked real-time visibility into customer intent, sentiment, and urgency, making it difficult to prioritize requests effectively. Agents also spent considerable time searching for policies, documenting cases, and manually summarizing conversations.

These inefficiencies resulted in **longer resolution times, increased agent workload, inconsistent service responses, and difficulty scaling support operations.**

AI-Powered Cubastion Solution

Cubastion implemented a Human-Centred AI CX Platform designed to augment support agents while improving operational efficiency.

The platform introduced several key capabilities:

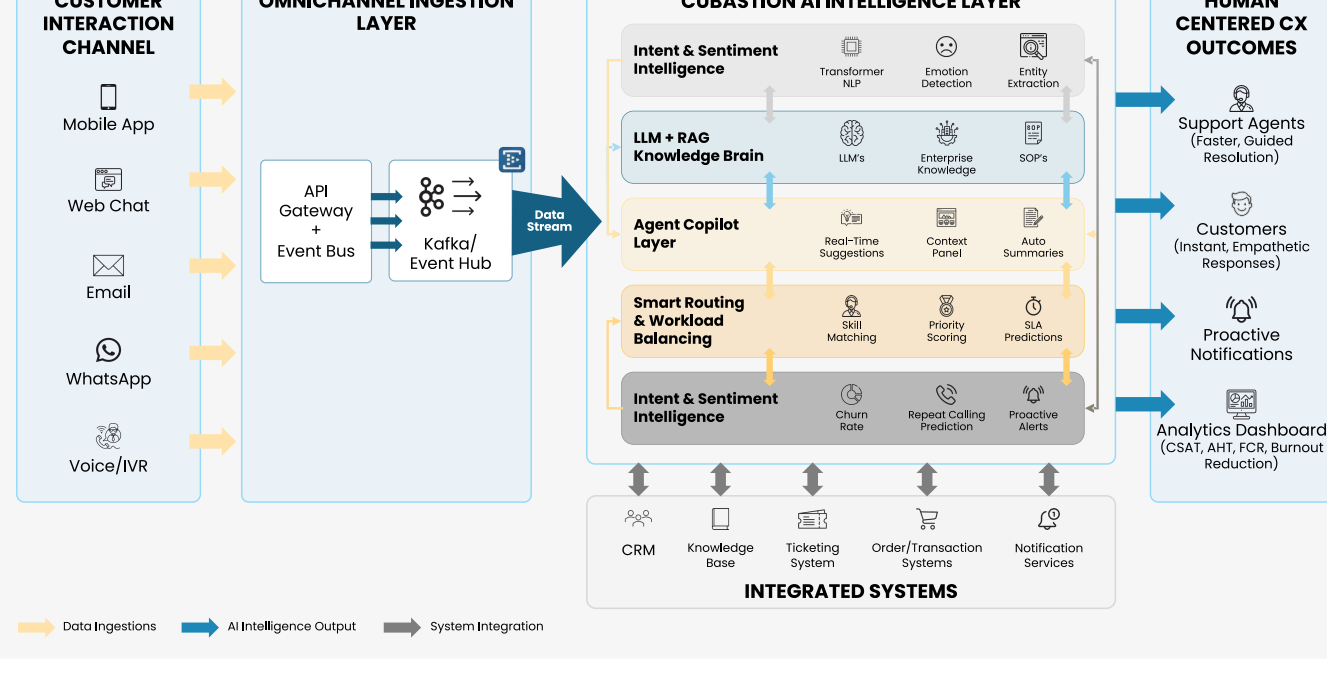
1. Unified Omnichannel Support

Customer interactions from web, mobile, chat, messaging, email, and voice channels were integrated into a unified platform, providing a complete view of customer conversations.

2. Intent and Sentiment Intelligence

AI analyzes conversations to detect customer intent, sentiment, urgency, and key information such as order details, enabling context-aware responses and prioritization.

Technical Architecture: Cubastion Human-Centered AI Platform for E-commerce



3. AI Knowledge and Context Engine

The system retrieves relevant information from order management systems, logistics platforms, policies, and customer history, providing agents with instant access to the knowledge required for resolution.

4. AI Agent Copilot

An AI assistant embedded in the agent workspace provides real-time response suggestions, retrieves customer context automatically, and generates conversation summaries and case documentation.

5. Intelligent Routing and Prioritization

AI-driven routing ensures that cases are directed to the most suitable agent based on skills, urgency, and case complexity.

This AI-powered support environment enables agents to **resolve issues faster, reduce manual effort, and deliver more consistent and empathetic customer experiences.**

Business Outcomes

Operational Efficiency

40-45% reduction in Average Handling Time (AHT) through automated context retrieval and AI-assisted responses

60-70% automation of Tier-1 customer queries, reducing agent workload

30-35% improvement in First Contact Resolution (FCR)

35-45% reduction in manual documentation and after-call work

Customer Experience

30% faster response time across digital channels

25-30% reduction in repeat customer contacts

Agent Productivity

30-40% reduction in agent cognitive load by eliminating manual system navigation

40% faster onboarding and ramp-up time for new support agents through AI-guided workflows

Business Impact

25-35% reduction in cost per customer interaction

+30% Improved SLA compliance

ABOUT CUBASTION

Cubastion helps global companies run their mission critical systems and operations while modernizing IT, optimizing data architectures, and ensuring security and scalability across platforms. Some of the world's largest companies and Indian Public Sector Undertakings trust Cubastion to deploy services to drive new levels of performance, competitiveness, and customer experience.

Over 18 years, Cubastion has built solutions that impact over 500+ million people around the globe working in different demographics across different cultures. Learn more about Cubastion at www.cubastion.com

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