Nomination: 20891

Reengineering Customer Experience @ HP

Page: General Information
Name of Organization / Company HP Inc
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Web Site Address www.hp.com (http://www.hp.com)
Page: Entry Information
Entry Title Reengineering Customer Experience @ HP
Category J01 - J04 Award for Innovation in Customer Service > J03. Award for Most Innovative Contact Center of the Year > Computer Industries
Submission Format An Essay of up to 625 Words

Essay

Customer expectations today go beyond traditional service—they demand instant, seamless, and technology-driven experiences. At CCC Bengaluru, we are not just meeting these expectations; we are redefining them. As an innovation powerhouse, we are shaping the future of customer service by combining cutting-edge technology, intelligent solutions, and human ingenuity. Rooted in HP's legacy of innovation—pioneered by our founders, Bill Hewlett and Dave Packard—we believe that technology, when harnessed with purpose, can drive transformative change. For us, customer service is about innovating solutions that elevate experiences and set new industry benchmarks.

We have eliminated outdated processes and replaced them with seamless data-driven AI/ML models. Our bottoms-up approach ensures that frontline employees, the closest to customers, drive transformation from the ground up.

Today, meeting customer demands is about providing efficient and fast-paced solutions. We recognized that minimizing downtime and resolving issues remotely were critical to enhancing customer experience. That's why we zeroed in on Remote Resolution (RR%)—a key metric that tested the proof of concept for our innovations while CSAT remained our North Star.

The result? A breakthrough in efficiency, reduction in downtime, while improving customer satisfaction, and a future where every challenge is met with smarter, faster, and more intuitive solutions.

We focus on three areas to propel our strategic advancements: Customer Experience, Technological Transformation and Employee Experience that nurtures the mindset and DNA of our workforce to make them future-ready.

We have implemented multiple initiatives to revolutionize customer experience, with a few being:

Social Media Command Center (SoME) is a digital nerve center that leverages AI to monitor customer sentiment, track trends, and proactively address pain-points. This ensures HP remains customer-centric while scaling its global support efforts.

CX Lab is a hub for understanding customer experience and designing transformative solutions.

Web Call Back: Option for customers to request callbacks on support.hp.com

Live Streaming forums brings online guidance, offering real-time troubleshooting, demonstrations, and FAQs.

Our recent technological transformations adapt GenAI to our processes for an ever-evolving customer journey:

Hands-Off Dispatch offers AI-driven support experience, unassisted troubleshooting, accurate part identification, and provide efficient resolution. This innovation enhances customer experience while improving support efficiency by 30%.

KGPT(Knowledge GPT) empowers agents with AI-generated insights, accelerating knowledge retrieval and issue resolution.

Copilot Summary on CRM tool automates accurate case documentation and reduces manual effort, allowing agents to focus on high-value interactions.

NL(Natural Language) IVR recognizes customer's prompts and routes calls intelligently, unlike the traditional IVR systems, even for vernacular support.

We foster a continuous innovation mindset by empowering our people with platforms like "Innovation Hub"—an ecosystem dedicated to ideation, development, and scaling of automation-driven solutions. It provides hands-on experience on AutomationAnywhere, MS Power Platforms, OpenAI & WebJobs. With over 140 ideas and 26 live projects, hackathons and VSMs we strengthen our culture of innovation and creative problem-solving

We have built a structured recognition framework to sustain an innovation-first culture that enables groundbreaking solutions, career growth opportunities and leadership acknowledgment. Programs like Reinventor Awards, Recognize, MVP reinforce the value of employee contributions towards innovation.

By keeping customer experience at the core, RR% has increased 20.3%(Jan'24) to 50.8%(Jan 2025) while CSAT also improved from 65% to 79%. This commitment has helped us improve the resolution time and add value to our customers.

At CCCB, we do not wait for industry trends—we set them. Our relentless focus on customer-first innovation, investment in people, and commitment to continuous improvement ensures that we are redefining what it means to be an innovation powerhouse. This commitment is further solidified by our recent win, "Golden Peacock Innovation Management Award 2024", in the IT sector. By combining cutting-edge AI-driven service models with an empowered, innovation-driven workforce, we have positioned CCCB as the Innovative Contact Center of the Year.

For this category please provide

An essay of up to 625 words describing the nominee's innovative achievements in customer service since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

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Do You Have Website URLs you would like to link to
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