

**CASE STUDY****Microland Unlocks 14,500 Productive Hours per Month for a Leading Automobile Manufacturer through AI and Automation**

Overview

The client is one of the leaders in passenger car manufacturers in India. Established in 1981, they are renowned for their affordable, fuel-efficient vehicles, which have played a pivotal role in shaping India's automotive industry. Producing a wide range of models, the client holds a dominant market share of about 41% and boasts an extensive network of dealerships. With a steadfast focus on innovation, sustainability, and customer satisfaction, our client continues to lead the charge towards a brighter and more accessible future for automotive enthusiasts across the country.

Client Challenges

The client operates a vast automobile production infrastructure, including two manufacturing plants and a state-of-the-art Research and Development center. Supporting these facilities is a network that includes five zonal offices, five regional part distribution centers, 18 sales offices, and 19 regional offices.

To scale production capacity and enhance manufacturing efficiency and competitiveness, the company recognized the need to embrace digital services and technologies. This strategic initiative aimed to maintain a competitive edge and ensure compliance with industry standards. They embarked on a digital transformation journey to integrate and streamline various business processes and functions for their extensive user base of 17,000 employees.

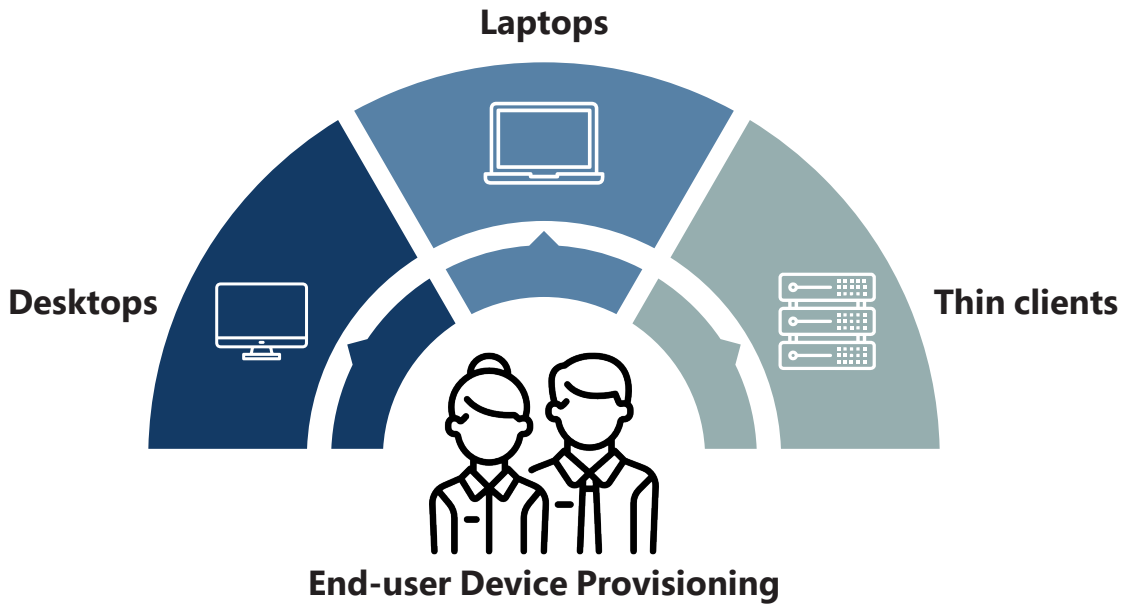
Initially focused on procuring and provisioning desktops, laptops, and thin clients for employees, they soon realized the critical importance of effectively managing these end-user devices to optimize resource utilization and enhance operational efficiency across the organization. However, employees soon began experiencing system issues such as browser performance problems, outdated driver configurations, and system slowness.

The in-house IT support team, insufficiently staffed to provide timely support to all end-users, faced a significant backlog of tickets. Consequently, delays in resolving incidents impacted on user productivity.






Microland Solution

Microland's expertise in enhancing and managing large-scale enterprise IT infrastructure played a crucial role in meeting the client's technology needs, ensuring streamlined processes, high

productivity, and optimal performance for their end-user services and devices.



Microland optimized various aspects of the client’s operations through collaborative digital transformation initiatives. This journey began with significant investments in process transformation, tool implementation, and SLA stabilization. The Microland team, comprising end-user device management experts, IT process transformation SMEs, and seasoned delivery leaders, collaborated with the client to realign their IT landscape through a five-pronged initiative:

 <p>Bot Performance Optimization</p> <p>Evaluated, implemented, and enhanced bot effectiveness to streamline business processes and boost productivity</p>	 <p>Knowledge Management Best Practices</p> <p>Instituted robust knowledge management practices to facilitate information creation, organization, and dissemination, fostering a culture of continuous learning</p>	 <p>Proactive Problem Management</p> <p>Implemented proactive problem management practices to mitigate potential issues with minimal disruption to operations</p>	 <p>Personalized Training Plans</p> <p>Developed personalized training plans based on a competency matrix to enhance workforce skills and capabilities</p>	 <p>Service Desk Maturity Enhancement</p> <p>Assessed and enhanced service desk maturity level to improve quality and efficiency of customer support services</p>
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After establishing robust, well-defined processes, the subsequent focus was a strategic investment in advanced automation augmented by artificial intelligence (AI). Microland deployed its proprietary integrated platform, **intelligeni** bots, embedding AI-driven algorithms to elevate IT operational efficiency. **intelligeni** bots harness an automation-powered core enhanced by AI capabilities such as predictive analytics, natural language processing, and intelligent escalation, enabling the automation

of operational tasks, proactive issue resolution, and the minimization of human error. This holistic approach not only reduces operational issues but also transforms the workplace experience by delivering smarter, faster support.

The implementation followed a phased deployment strategy, beginning with the creation of dynamic user personas, informed by AI-driven data analysis to forecast user needs and optimize bot development.



Phase 1 commenced with the deployment of 21 AI-powered bots for the client's initial 2,000 end-users, intelligently resolving common issues such as application installations and automated patches. These bots leverage machine learning to identify recurring ticket trends and adapt their processes for more efficient resolution.

Phase 2 expanded coverage to another 4,000 end-user devices with 8 additional bots, each utilizing AI to efficiently manage increased ticket volumes and automatically categorize support requests. AI components enabled these bots to learn from historical data, anticipate peak usage times, and dynamically allocate resources to ensure seamless operations.

With the successful deployment of 29 bots, intelligeni bots, now fully powered by AI and machine learning, were scaled to support 12,000 end-users, including VVIPs. These bots incorporated sentiment analysis and intelligent routing, ensuring higher SLAs and personalized support quarter after quarter.

Business Outcomes

AI-driven improvements in performance metrics translated into increased production efficiency, heightened end-user productivity, and reduced delays, leading to a surge in customer satisfaction. Key outcomes achieved include:

- 10% reduction in monthly ticket volumes achieved through the adoption of AI-enabled Bots, which proactively identify and resolve issues before they escalate.
- 14,500 production hours per month saved through intelligent business process optimization and automation, with AI forecasting potential bottlenecks and streamlining workflows.
- Reduced response time to less than 10 minutes for Japanese language support, utilizing AI-powered translation and contextual understanding to deliver seamless multilingual assistance.
- 99.95% call resolution rate accomplished via effective AI-based training modules and continuous process refinement, supported by real-time analytics and feedback.

By integrating AI across workplace services, Microland's **intelligeni** bots have not only automated routine tasks but have also brought a layer of intelligence and adaptability to the workplace, setting new benchmarks for operational excellence and customer satisfaction.

Microland is a leading AI-first, platform-led, technology infrastructure services company. We have enabled enterprises to build intelligent, resilient, and future-ready operations and are a trusted partner to global enterprises. We bring over 35 years of expertise in digital networks, cloud, data centers, workplaces, and cybersecurity, and combine it with our commitment to customer centricity, delivery excellence, and continuous innovation. Our operations, currently in more than 100 countries, are supported by a strong global delivery model and our AIOps platform, **intelligeni**, powered by Agentic AI, which is shaping the future of autonomous technology operations across enterprises.

For more information visit www.microland.com or email us at info@microland.com