



CASE STUDY

**Microland Unlocks 14,500 Productive Hours per Month for a Leading Automobile Manufacturer through 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 has 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.

## Challenge

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.

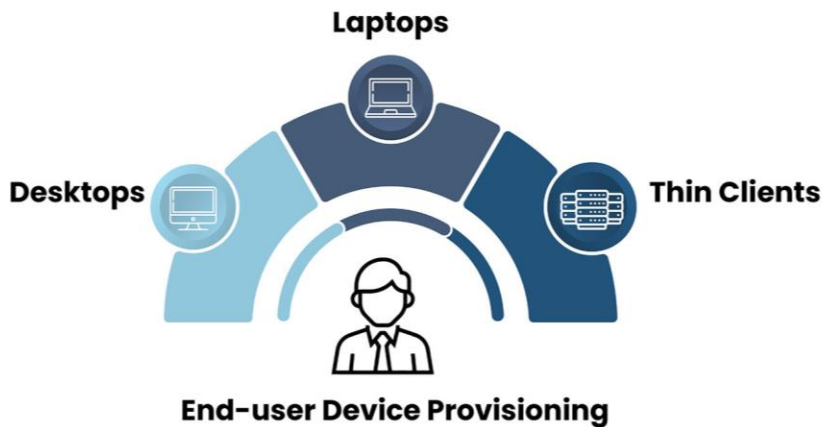
To scale production capacity and enhance manufacturing efficiency and competitiveness, the company recognized the need to embrace digital services and technologies. This strategic initiative aimed to maintain a competitive edge and ensure compliance with industry standards. They embarked on a digital 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.

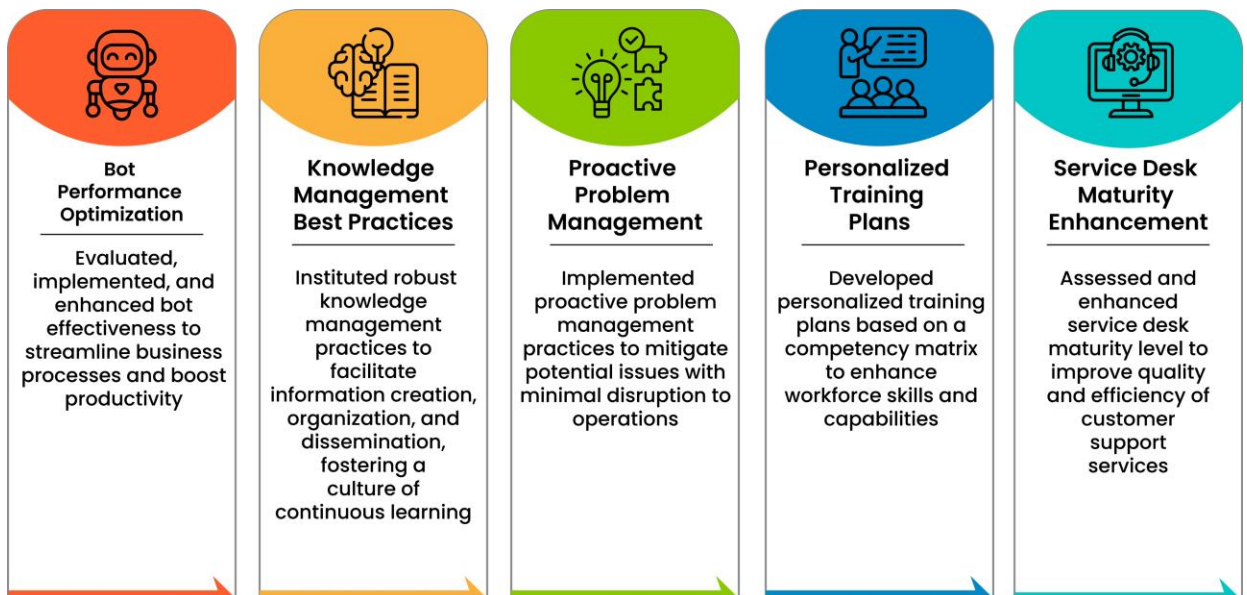
The in-house IT support team, insufficiently staffed to provide timely support to all end-users, faced a significant backlog of tickets. Consequently, delays in resolving incidents impacted user productivity.

## 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.

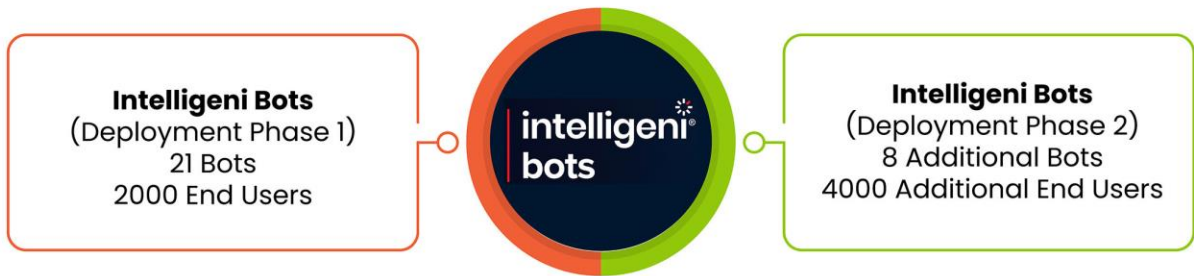


Microland optimized various aspects of the client's operations through collaborative digital transformation initiatives. This journey began with significant investments in process transformation, tool implementation, and SLA stabilization. The Microland team, comprising end-user device management experts,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



After establishing well-defined processes, the subsequent focus shifted to heavy investments in automation. Microland implemented its proprietary integrated platform for service bots - Intelligeni Bots. Intelligeni bots focus on leveraging an Automation powered core to dramatically improve IT operational efficiency by automating operational tasks and eliminating human errors which in turn helps in minimizing operational issues.

The implementation involved a phased deployment approach, with the creation of user personas and subsequent bot development.



Phase 1 commenced with the deployment of 21 bots for client's initial 2000 end-users, addressing common issues like application installations and automated patches. Phase 2, expanded coverage to an additional 4000 end-user devices with 8 more bots, effectively controlling additional monthly ticket volumes.

With the successful deployment of 29 bots, Intelligeni Bots were extended to 12,000 end-users, including VVIPs, achieving higher SLAs quarter after quarter.

## Outcome

With 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 with the adoption of Bots.
- 14,500 production hours per month saved through business process optimization and automation.
- Reduced response time to less than 10 mins for Japanese language support.
- 99.95% call resolution rate achieved through effective training and streamlined processes.

Microland is a pioneering IT Infrastructure services and consulting company headquartered in Bengaluru, India, with a proven track record of delivering tangible business outcomes for 35 years. Today, as enterprises recognize that networks underpin the functionality and efficiency of modern digital systems and support innovation, we provide next-generation technologies such as AI, automated operations, and platform-driven solutions – which drive operational excellence, agility, and productivity for organizations worldwide. Our team of over 4,600 experts delivers services in over 100 countries across Asia, Australia, Europe, the Middle East, and North America, offering cutting-edge solutions in networks, cloud, data centers, cybersecurity, services management, applications, and automation. Recognized by leading industry analysts for our innovative strategies, Microland is committed to strong governance, environmental sustainability, and fostering an inclusive workplace where diverse talent thrives. When businesses work with Microland, they connect with the best talent, technologies, and solutions to create unparalleled value. For more information, visit [www.microland.com](http://www.microland.com)