

## Intelligent Digital Co-Workers deliver eCommerce excellence through Proactive **Test Automation** for a leading Telco

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5x  
Increased  
Efficiency



> 85%  
Cost Reduction



100%  
Accuracy



3 Months  
Payback  
Period





## BACKGROUND

The telecommunications industry faces intense competition, characterized by constant new entrants and high rates of customer churn. In this landscape, digital e-commerce and self-service channels are crucial for acquiring and retaining customers cost-effectively. When customers encounter difficulties in purchasing services or upgrading their devices, the likelihood of them switching to a competitor increases—resulting in missed opportunities and lost revenue. Given the myriad use cases, edge scenarios, and multiple languages that must be accommodated, meeting and exceeding customer expectations to stay ahead of the competition is more vital than ever.

To address these challenges, HachiAI assisted our client in deploying Intelligent Digital Co-Workers. This solution enabled around-the-clock testing, accelerated time-to-market, and reduced labor costs across the entire eCommerce platform.

## MAJOR CHALLENGES



**Multiple Applications:** Browse, Buy, Self-Serve web and mobile applications as well as backend billing systems



**24x7 Proactive Testing:** Capacity needed to handle proactive monitoring and testing of production site from users' perspective

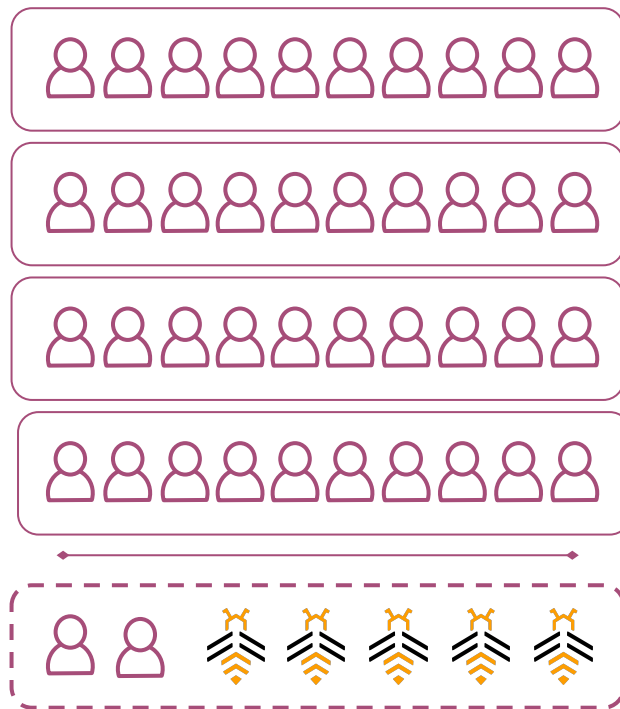


**To many user scenarios:** More than 1200 use cases across 12 platforms including English and French languages

## APPROACH

### Intelligent Digital Co-Workers (IDCWs):

Utilizing the HachiAI platform, we trained five Intelligent Digital Co-Workers to handle 1,200 user flows in both English and French. These Digital Co-Workers continuously monitored the production environment around the clock, simulating thousands of purchase and self-service interactions to ensure an optimal and consistent customer experience. Importantly, no additional development or integration was required



BEFORE

AFTER

# ABOUT HACHI

HACHI is a Hyper Automation platform for training Digital Co-Workers (Bots) to automate complex workflows as per job descriptions using a no-code approach. All possible human gestures and actions are pre-coded and readily available to read, interpret, write & transform data, make decisions and even manage escalations. Alongside the existing team, these Bots can be rapidly trained to perform tasks just like people, by emulating human actions across existing applications without the need for custom software development or costly system integrations effort on a variety of platforms such as mobile, tablet, web, desktop and even legacy CLI based systems non-intrusively.

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## APPLICABLE INDUSTRIES

 CPG |  Distributors |  Retail |  Logistics |  Banks |  Telcos

## KEY BENEFITS OF AN IDCW

-  **Elimination of High-Volume, Repetitive Tasks**
-  **High-Speed & Consistency**
-  **High Accuracy & SLA adaptability**
-  **Complete automation of Standardized & Rules-Based tasks**
-  **Scalability & Capacity Increases**

## WORKFLOW-BASED AUTOMATION

-  **Finance & Accounting**
-  **Sales Process**
-  **HR Support Assistant**
-  **Contact Center**
-  **Supply Process**