



# VIA AIOps:

## The Total Ecosystem Approach to Service Operations

# Content Streaming Service Improves the Digital Experience



## INDUSTRY INSIGHT

An increasing number of subscribers to a greater number of streaming services is outpacing industry expectations. More programming choices, more home-based entertainment, availability of high-speed bandwidth and the increasing number of personal devices capable of streaming content are driving growth.

Profitable growth requires managing the costs associated with scaling infrastructure and continuous service updates. It's not surprising that more subscribers translate into more interactions with the call center. Specifically, service access failures

account for a high percentage of interactions with the call center. Increasing interactions with the call center drive up cost and are leading indicators of service cancellations.

Besides the obvious concern with customer churn, the impact that call center overruns have on profitability can't be ignored. Consequently, more organizations are considering AIOps, defined by Gartner as machine learning analytics technology that enhances IT operations. AIOps is transforming how Operations uses IT data to control support costs and improve the customers' digital experience.

## INDUSTRY NARRATIVE

A popular content streaming service, having 30 million subscribers, was experiencing a higher than expected failure rate. The business reasoned that reducing the failure rate could flatten service cancellations as well as contain escalating call center costs. They had already implemented several monitoring tools providing siloed data with limited visibility and insight. What they needed now was real-time visibility across the entire service delivery ecosystem, together with the ability to detect, triage, and mitigate customer-impacting issues quickly. The streaming service opted for a product that could provide both the ecosystem

observability and AI-based algorithms for detection, triage, and mitigation, so they chose to implement **VIA AIOps for Digital Experience Management**.



Besides providing unparalleled “ecosystem observability”, **VIA AIOps’** “explainable AI” provides automated root cause analysis and automated remedial actions that can easily be check and verified by human operators. Through automated learning of the ecosystem’s interrelationships and ontology, VIA AIOps was able to correlate application failures to network elements. Empowered by a deeper

understanding of service failures, the service operations team was able to Improve service, remediate quickly, and prevent service issues from repeating. Not only were they able to KNOW about a problem before the customer, they could often remediate BEFORE the customer was negatively impacted.

## REALIZING VALUE



**This streaming service was able to reduce failure rates by an astounding 28%.**

By avoiding 11 million failures per year, they reduced call center interactions by 700 calls per day. By reducing call center interactions, they avoided adding 20 additional full-time staff that would have cost \$2.3 million dollars per year. Most important, Net Promoter scores improved. Reduced churn, improving profits and happy customers provided a win for everyone!

# Network Operations Reduce Impact of Incidents on Customers



## INDUSTRY INSIGHT

The numbers speak for themselves. Increasing number of employees on mobile devices, the pivot to remote work and the pervasive adoption of cloud has put enormous pressure on network operations. The average enterprise company uses over 1900 different cloud services. Instead of a handful of enterprise applications, you are required to manage a growing number of highly specialized SaaS apps for every team, market and data type. This creates a challenge for network operations that has never been experienced before.

The network is essential and as the network scales to meet the needs of the enterprise, network operations needs a pragmatic response. Observability is displacing monitoring as a core capability and AI and ML are required for automation of response and remediation. Manual triage of incidents is having a negative impact on mean time to repair (MTTR) because operators are overwhelmed with too many queues to monitor, too many dashboards to watch. The ability for Operations to determine the root cause of a service-impacting issue is no longer possible.

## INDUSTRY NARRATIVE

A leading network operator, with a service operations staff of 100+ professionals, was tracking metrics across services to measure effectiveness. Single operators were having to deal with 450 incidents per month on a single service. Manual triage of each incident was slowing response and ultimately delaying remediation..

Faced with a staffing increase, the network operator reasoned that if they could reduce the number of service interruptions caused by network incidents, they would avoid a staffing increase and, at the same time, improve service availability. Manual triage was replaced

by automated response, saving time and money and improving the customer experience.



The network operator chose **VIA AIOps**. In a matter of weeks VIA learned multiple metric baselines and service element dependencies to automate detection of service incidents. VIA's total ecosystem observability combined with explainable

AI nearly eliminated false positives. VIA's impact analysis and what-if analysis improved the quality of response. The operations staff could prioritize incidents having the greatest impact on the largest number of customers.

## REALIZING VALUE



**Network operations was able to reduce incidents to less than five incidents per day per service.**

This improved service availability by 60% and reduced staffing requirements by 50%. Avoiding additional staff enabled the network operator to avoid a price increase ensuring them a stronger competitive posture in their market.



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# Cable Operator in North America Improves the Customer Experience



## INDUSTRY INSIGHT

Valued at approximately \$101 billion dollars, cable operators distribute broadcast programming often bundled with other services like internet access and telephony. The industry employs about 214,000 people. The cable business is highly competitive and while actual subscription rates are expected to decline the demand for premium packages and fee hikes are expected to sustain the industry. In larger markets the competition is fierce. This is a fragile business that relies on their ability to manage costs and provide exceptional service to reduce churn.

Change is a constant for cable operators. Network upgrades and the frequent application changes enabled by sophisticated DevOps platforms and CI/CD processes result in planned and unplanned service interruptions. Service interruptions resulting from these changes can lead to costly visits by technicians to subscribers' homes and businesses. Cable operators need the ability to detect changes that are impacting service and know before the subscriber calls to report a service issue.

## INDUSTRY NARRATIVE

This top tier cable operator in North America was fielding thousands of visits a year by trained technicians to subscribers' homes and businesses. Besides the obvious cost of a truck roll, the service interruption between the time a call was placed by the subscriber and the time the technician arrived to remedy the problem was having a negative impact on the customer experience. Their frustration was reflected in the Net Promoter Scores (NPS) and the scores were impacting the cable operator's brand and ability to be competitive in larger markets.

The cable operator reasoned that if they could automate change management and detect problems before the subscribers, they could better manage the change and the



impact of change on service. They selected **VIA AIOps**. VIA AIOps provides total ecosystem observability for realtime visibility across all layers of the service delivery topology. VIA's explainable AI was able to correlate third party events, incident and change tickets to experience KPIs, which enabled

detection and mitigation of service issues caused by change, often before customers were impacted. VIA AIOps for Managing Change had an immediate impact on Net Promoter Scores by reducing the number of service interruptions and the time required to get service back online.

## REALIZING VALUE



**The company identified 200,000 truck rolls they could avoid by implementing VIA AIOps.**

The approximate cost of reducing on site technician visits to subscribers represented a cost savings of \$16M. More important, subscribers weren't waiting for the technician to watch their favorite programming. Service was more predictable and Net Promoter Scores came in higher.



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# Medical Center Innovates with Telehealth Platform



## INDUSTRY INSIGHT

According to Fortune Business Insights the global telehealth market size is projected to reach USD 266.8 billion by 2026. Rising adoption of telehealth services to combat the rapid spread of the COVID-19 infection will play a key role in boosting market growth. Telehealth platforms leverage the power of information and communication technology to provide remote healthcare services to patients.

The 2020 global health crisis has created immense pressure on existing healthcare infrastructures around the world, necessitating the employment

of technologies that allow patients to connect with their doctors from distant locations. Telehealth technologies have enabled medical professionals to ensure that patients with chronic and potentially life-threatening conditions receive necessary medical care during the health crisis. As providers implement these platforms, changes are required to adapt to the diverse needs of the patient population and medical protocols. Adapting to constant change while maintaining a stable, always on infrastructure is key to building trust in the system for patients and clinicians.

## INDUSTRY NARRATIVE

A large University Medical Center in North America implemented telehealth to reach remote populations of patients with chronic conditions like diabetes and high blood pressure. Clinicians were overwhelmed by the rapidly increasing demands resulting from the pandemic. Effective use of the clinical staff was a benefit of implementing the telehealth platform. Finally, telehealth would alleviate the burden on urgent care facilities and hospital ER rooms overwhelmed by emergencies.

The telehealth platform was able to provide a bridge. Unfortunately, frequent abandoned virtual visits caused

by application upgrades and other unplanned failures interrupted service. This resulted in patients, anxious about their health, to increase costly visits to urgent care facilities, local clinics and hospital ER rooms for routine monitoring and orders for refills to required medications.



The Medical Center reasoned that if they could provide consistent and predictable use of the telehealth platform, they could reduce visits to remote clinics and urgent care centers. More important they could provide consistent preemptive care to patients suffering with chronic conditions before they escalated into a health crisis requiring hospitalization.

The Medical Center IT Operations team selected **VIA AIOps**. VIA AIOps provides total ecosystem observability used to discover service dependencies. VIA's explainable AI was able to correlate third party events, incident and change tickets to experience KPIs. **VIA AIOps for Managing Change** had an immediate impact on patient wellness. Patients and clinicians came to trust the technology and rely on the virtual in-home visits to ask questions and clarify therapies.

## REALIZING VALUE



**This Medical Center was able to reduce aborted calls by 58%.**

The IT Operations team was able to keep pace with application changes and systems upgrades putting them in a better position to prevent failures. By reducing the number of aborted calls, they saw a decline in the number of visits to clinics and ER rooms made by the target population. This improvement translated into an increase in positive resolution of insurance claims providing savings for patients and reimbursements for the Medical Center.

# Regional Bank Transformation



## INDUSTRY INSIGHT

The emergence of fintech and neo-banks has increased the level of innovation across the financial services industry. Just a few years ago, banks considered their many physical branches as a competitive advantage over neo-banks, which did not have the advantage of close contact with customers. Today, banks are redirecting the cost of maintaining these physical branches to digital, contactless banking services. Innovation is the law of the land, making the digital customer experience more important than ever before.

Today, the open banking models are enabling traditional banks to partner with neo-banks rather than compete with them. Fintech brings new capabilities faster with an improved customer experience. Traditional banks, willing to partner with neo-banks, bring their brand value and their customers, cultivated over generations to the relationship. The new business model requires a new operational model to guarantee the customer service experience.

## INDUSTRY NARRATIVE

Based on key indicators, a large regional bank developed a transformation strategy where they would retain their core business, banking license, the customer database or CRM, and the compliance activity and rely on partners to bring new products based on fintech. Market research indicated a need to enhance offerings to attract new customers – specifically loan consolidation and more small business services. These products would generate revenue, expand bank relationships, and in turn lower the per account cost structure.

One characteristic of fintech is reliance on advanced technology. By partnering with two neo-banks, this bank was able to offer loan products using artificial intelligence to grant credit in just ten minutes, as an example. Their strategy included an integrated way to offer current and

new products to the customers using a branded platform with APIs linking to several specialized products developed by the partners.

The bank began a systematic closure of branch offices, replacing high touch interactions with machine assisted transactions and contactless mobile services offered from the cloud.



To enable the business strategy, IT created a plan to prioritize the service experience – ensuring the bank’s ability to be out in front of any problems that would impact the customer and their transactions.

The bank’s IT Operations team selected **VIA AIOps**. VIA AIOps provides total ecosystem observability used to

**discover service dependencies**. VIA’s explainable AI would correlate third party events, incident, and change tickets to **meet experience KPIs**. As the bank moved to a more agile product delivery schedule, **VIA AIOps** offered the ability **to manage changes without disrupting service**.

## REALIZING VALUE

On average the bank projects a savings of \$1M dollars in the first full year by replacing manual, reactive tasks with automated proactive workflows. The bank anticipates growth from introducing new digital services. By implementing the VIA AIOps solution, IT believes they will avoid hiring more engineers, originally scoped for the project, to manage changes.



Based on data documented by other VIA clients, the bank anticipates that by automating 3 incident use cases the bank will see a 70-80% in mean time to repair (MTTR). Besides controlling the cost of acquiring talent, the bank expects to improve the customer service experience as measured by the Net Promoter Score (NPS). An important part of their brand campaign includes a consistent, safe, dependable customer experience for all new services.

The bank is already experiencing unprecedented growth resulting from these new banking relationships and has been able to lower their per account cost structure. Limiting abandoned transactions for transfers, deposits and lookups is enabling customers to avoid fines for insufficient balances or late payments. The service experience is improving their overall competitive position in the communities they serve.



## ABOUT VIA AIOps

VIA AIOps easily integrates with monitoring systems located in silos across the service hierarchy. Enabled by explainable AI, VIA prescribes remedial actions to the designated system of action and predicts problems before they impact customers. VIA AIOps can be deployed from the cloud, on premises or in hybrid operating environments.



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