



Driving Customer Delight and Better Patient Outcomes through 'Cost to Serve' Value Chain Analytics

CLIENT

Global Healthcare
Medical Devices
Manufacturer

TECHNOLOGY

Azure, Databricks,
SQL/PYSPARK , Power BI



BUSINESS CHALLENGE

'Optimizing Cost to Serve (CTS) and Enhancing Customer Experience'

Key challenges faced by the client were:

- **Data Silos:** Disparate systems were limiting a unified view of cost and operational metrics.
- **Limited Cost Visibility:** Inaccurate CTS measurement was affecting resource optimization and profitability.
- **Customer Satisfaction:** Inconsistent service delivery impacted NPS and customer retention.
- **Operational Inefficiencies:** Ineffective resource allocation and manual processes were leading to high costs.



BUSINESS OBJECTIVE

'To enhance Customer Satisfaction and Operational Excellence through Real-time Cost to Serve (CTS) Analytics on Azure ecosystem using Power BI '

The client sought a scalable, cloud-based solution to integrate, harmonize, and analyze data across multiple touchpoints to gain actionable insights into their value chain and improve both customer and operational outcomes.

C5i'S SOLUTION APPROACH



'Unlocking Value Chain Analytics'

C5i proposed a comprehensive Cost to Serve Analytics Framework built on Azure to streamline data integration, enable real-time insights, and optimize resource utilization.

Key steps included:

- **Data Integration:** Leveraged Azure to ingest and harmonize data into a unified Databricks workspace.
- **Tracking & Monitoring:** Used Azure for processing and querying CTS metrics, enabling real-time insights.
- **Visualization:** : Implemented interactive dashboards on PowerBI for real-time monitoring of key metrics.
- **ROI Framework:** Assessed each use case across parameters like Call Centre, Cost Optimization, and Revenue Increase.

OUTCOMES

'Enhanced Efficiency and Customer Satisfaction through Transformed Operations with Azure and PowerBI'

The new solution enabled:

- **Unified Data Platform:** Eliminated silos, providing a single source of truth for cost and operational data.
- **Faster Insights:** Reduced insight generation time from weeks to real-time, improving agility.
- **Improved Decision-Making:** Enhanced visibility into cost drivers and customer behavior, supporting data-driven decisions.

BUSINESS IMPACT

'Cost Savings and Revenue Growth'

The initiative resulted in significant business improvements:

- \$11 Million in immediate cost savings identified within 30 days
- Forecasted \$70 Million in revenue opportunities over the next 60 days, achieving a 10x ROI
- \$5 Million in productivity savings through optimized resource allocation
- Enhanced NPS and customer satisfaction through consistent service delivery
- Scalability: Azure-enabled solution prepared for future data growth and complexity, driving long-term digital transformation

ABOUT US

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



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