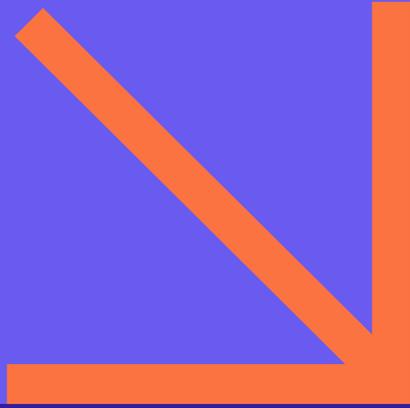


Avoiding downtime disaster

How Amdocs-India keeps employees in the loop

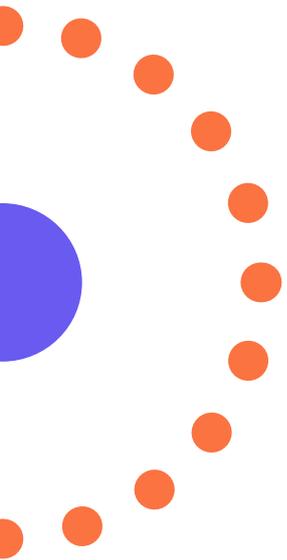
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Avoiding downtime disaster

IT downtime is bad news. It's bad for productivity, it costs loads of money and reflects badly on business reputations. But in a tech-powered world, occasional downtime is inevitable.

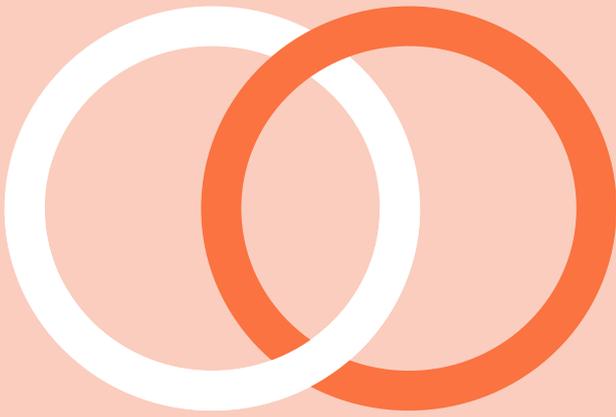
But just because it's unavoidable, this doesn't mean you shouldn't try to manage it as well as you can. That's why Amdocs-India was looking to improve how it communicated with its employees when system and network outages occurred. Under their old system, the minute a system went down, employees would flood the IT department with calls to find out what happened and when the problem would be fixed.



An even bigger problem was that, if there was a complete network failure, employees would be unreachable via their IP-based desk phones or their emails.

Amdocs-India quickly realized that better communication was the key to minimizing the damage. By keeping its people informed, they could reduce confusion, stress and wasted time. Instead of leaving them in the dark, they wanted to give them the information they needed to keep going.

They needed mobile messaging to deliver Empathetic Interactions™.



The Empathetic Interaction™

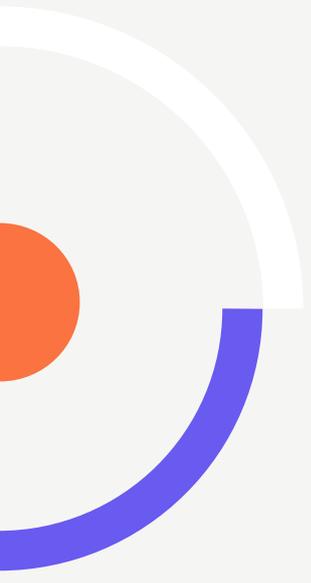
The Empathetic Interaction is all about seizing the countless invisible opportunities to surprise and delight your customers by giving them information, engagements, experiences and alerts that they will value at precise moments in exact places.

It's about using what you know about the individual and the situation they're in – then anticipating what will make them happy. When their needs and yours can be met in a single moment, Empathetic Interactions become truly valuable.

OpenMarket's multi-channel messaging platform, indigo, makes it easy for your people to create Empathetic Interactions without relying on IT's help.

Templated campaigns, best-practice insights, AI, and a direct connection to the world's best global messaging network help you deliver the right conversations, on the right channels, at the right time.

[Find out more](#)



The text turnaround

Using OpenMarket's platform, Amdocs-India designed an alert service that could provide clear, up-to-the-second information about servers and networks to anyone affected by them.

And importantly, Amdocs-India IT staff can trigger the alerts in multiple ways. In the case of specific server outages or problems, the IT administrator can manually initiate an alert using the platform's messaging service UI. But in the case of network operations being down, the administrator can text a keyword to the system to send the alert out.

This solution supports multiple keywords, so the administrator can alert specific groups of employees so the alert only goes to those who need to know.



“The ability to reach employees immediately on their mobile devices has definitely solved the problems we were having. Now if we experience a system of network outage, employees are kept informed even if their desktop workstations are affected by the outage. And the alert service has stopped the flood of phone calls to the helpline. Employees have been very satisfied with the new service.”

Tushar Dingale

Network Outage Center Manager
Amdocs-India

IT downtime happens. But by using OpenMarket’s platform, Amdocs-India manages to keep its people informed, and keeps stress and confusion to a minimum.

Multi-channel messaging

Discover how the indigo multi-channel messaging platform works.



We are OpenMarket

As an Infobip company, we help the biggest brands in the world use mobile messaging to connect with people in the moments that count. When they need to be helpful and responsive in real time. When customer experience isn't just a buzzword, it's an obsession. We'd love to do the same for you.

