



Samsung: Ensuring ongoing agility with a cloud-based platform



Client profile

Established in 1969, Samsung has since become a global technology leader recognized as a top 10 global brand. Through relentless innovation and discovery, it transforms personal communications, entertainment, smart home technologies, and much more. This client case study outlines the innovation of Samsung’s Benelux operations.

Business challenges

Since 2016, Samsung in Benelux has been advancing its digital customer experience efforts with technologies like conversational AI, achieving an automation rate of 28 - 30%, freeing live CX experts from mundane tasks. However, to keep pace with the current customer demands and new technologies, the client recognized the need to modernize its CX platform. The pre-existing platform featured various point solutions and was deficient in providing effortless experiences for customers and employees alike.

Operational overview

LANGUAGE

English, French, and Dutch

REGION

The Netherlands, Belgium, and Luxembourg

HEADCOUNT

200

COMMUNICATION CHANNELS

AND BUSINESS FUNCTIONS SUPPORTED VOICE

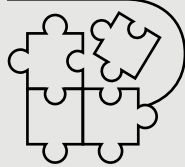
WhatsApp messaging; social media post monitoring and direct messaging support for proactive chat for sales; back-office functions.

“Over the past few years, we’ve tackled and optimized various processes. Now it’s time for the integration phase, including giving agents a unified desktop.”
– Ruben Lowenstein, Customer Care Manager at Samsung Benelux

The solution

TP helped Samsung Benelux overcome these key challenges by:

- Enhancing the overall customer experience
- Empowering employees by offloading mundane tasks
- Streamlining interactions and processes through automation tools
- Improving operational flexibility with a cloud-based platform
- Gaining actionable insights through interaction analytics



To ensure a successful transition, Samsung partnered with TP to do the heavy lifting, benefiting from proven processes and global, cross-industry best practices.

CONSULT

Guided workshops were held with Samsung Benelux decision makers to facilitate in-depth assessments, planning and mapping processes, and data flow design to meet the client’s unique needs. This Included a secure migration strategy with safety nets and backup options based on a well-architected framework.

MIGRATE

TP oversaw the transition from a premise-based platform to a future-ready, cloud-based model using Amazon Connect. This flexible platform simplifies future integrations and scalability, offering Samsung the ability to quickly and easily adapt to changing business needs.

MANAGE

To ensure continuous innovation, TP provides ongoing oversight for IT support, including provisioning, configuration, monitoring, backup and restoration strategies, upgrades, patch management, and disaster recovery planning. All are compliant with regulations and security requirements like GDPR. The TP Transformation Team provides functional management and continuous innovation by constantly adding and refining features within the platform.

Real results

The client successfully overcame SLA shortfalls and billing disputes, earning internal recognition for the program’s success.

CUSTOMER EXPERIENCE

40%

REDUCTION IN
IVR TIME

50%

DECREASE IN
TRANSFER RATES

5%

INCREASE IN FIRST CALL
RESOLUTION (FCR)

EMPLOYEE EXPERIENCE

Significant improvement in audio quality

Manual, post-call summaries were eliminated with real-time transcription

Customer intake processes streamlined via automation tools

Personal KPIs were improved, along with overall team performance

Future readiness achieved

Samsung is now uniquely positioned for future success through:



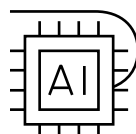
REAL-TIME AI FEATURES
INCLUDING SENTIMENT
ANALYSIS AND AUTOMATED
CALL SUMMARIES



24/7 SELF-SERVICE
OPTIONS AND AUTOMATED
SUPPORT FEATURES FOR
CUSTOMERS



REAL-TIME AGENT
ASSISTANCE TOOLS
USING SAMSUNG’S
KNOWLEDGE



MANAGEMENT
SOLUTION
POWERED BY
GENERATIVE AI

TP Cloud-as-a-Service

With our team of certified cloud experts and strong partnerships with world-class providers, TP is fully equipped to provide consultation, migration, and management services for cloud-based platforms.

TP IS A GLOBALLY CERTIFIED
AWS PARTNER



- Amazon Connect Delivery
- Well-Architected Partner Program