

An IT customer experience case study



We always provide a digital-first support experience, efficiently resolving issues and helping our customers work without disruption.



Operate

Our customers always receive high-quality and advanced support via our voice, chat and IT Café channels based upon their chosen support tier.

Our customers are immediately productive after product deployments, sustainable hardware changes and production events.

Our client facing customers and executives always receive high-touch support through the effective management of support escalations, requests and events.



Transform

Our customers can easily provide feedback to influence our products and services through pulse sentiment surveys, engagement forums and early adopter programs.

Our customers receive personalized, relevant and timely notifications that always keep them informed about our products and services.

Our customers can easily find information or request support via a personalized IT Help portal and mobile app to maximize their productivity.



Evolve

Continuously improve our customers' productivity through effective new joiner advisory, training programs, accessibility and self-service capabilities.

Continuous real-time sharing of support best practices, organization information, service updates and a well maintained support knowledgebase.



Control

Continuously measure and improve our support productivity and channel experience whilst reducing operational risk.

Continuously protect our customers' productivity through automated self-healing, risk identification and root cause remediation.

Award winning support

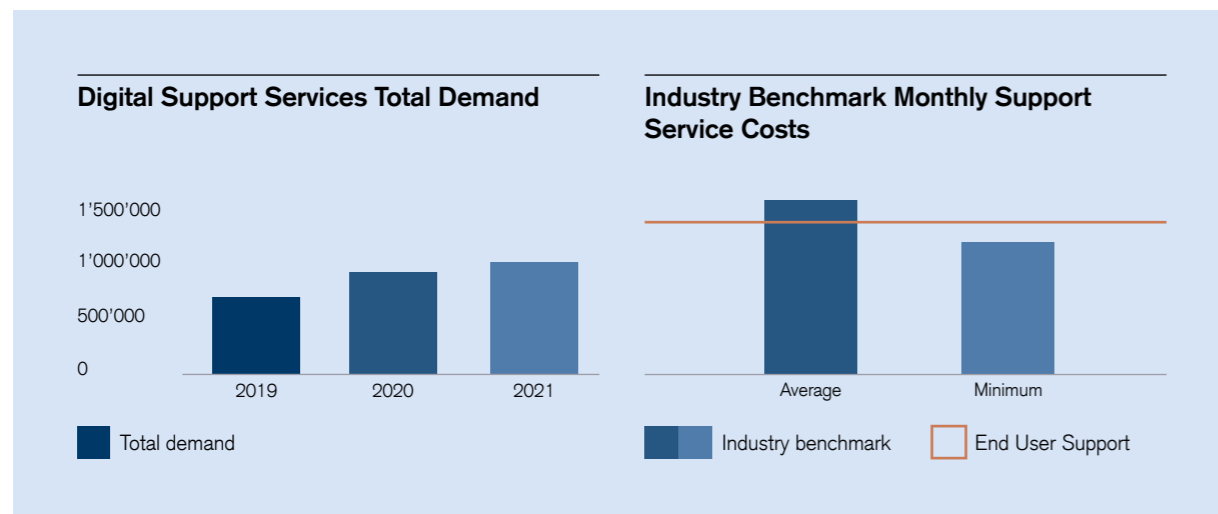
During the past three years we have focused on improving our self-help channels and remote IT support services. We established globally consistent pricing, experience level measurements and improved our monitoring capabilities. Our support channels dealt with unprecedented demand as we helped our customers to work throughout the pandemic.

Increased demand

As part of the COVID-19 pandemic response, we responded to critical requests and unprecedented demand, implementing remote working readiness measures, changes to support processes, rapid capacity increases and stability taskforces to enable our largest-ever remote workforce.

Cost efficiency

An independent Howard Rubin/Gartner peer review in 2021 confirmed that End User Support Services costs were again very efficient compared to industry peers (15.4% below the industry average). Over the past three years, we were able to control our costs through self-service improvements, increased automation and the introduction of our support tiers and Live IT Chat channel.



Awards

In 2019, we were chosen amongst industry leaders to receive the NC Tech Award for Digital Transformation for our IT Chat implementation.

End User Support Services were awarded the Credit Suisse Aeppli prize in 2020, which recognizes outstanding services for the bank.

Higher digital maturity

In 2021, one of our global vendor partners Computacenter completed a digital maturity assessment measuring us against digital best practices. The elements below are building blocks of a modern digital support service.

We are delighted that End User Support Services outperformed across each of the service elements compared to industry peers. We achieved market leading scores in Vision, Investment, Engagement Channel and Assisted Services.

Current digital maturity vs industry peer comparison

	Us	Peer Average
Vision	5	2+
Investment	5	2+
Engagement channel	5	2+
Assisted services	5	2+
Improvement roadmap	4	2
Knowledge management	4	3
Change management & adoption	4	2+
AI & analytics	3	2+
Measurement & experience	3	2+
Persona	3	2
Self-help	3	2+
Process automation	3	2

Service quality

Over the past three years, we have delivered improvements across our Service Level Agreements and Customer Satisfaction Scores despite continued increased demand.

Positive customer satisfaction scores

93%

5-star experience ratings

92%

Interactions resolved on first contact

75%

Volume supported remotely

67%

Support interactions

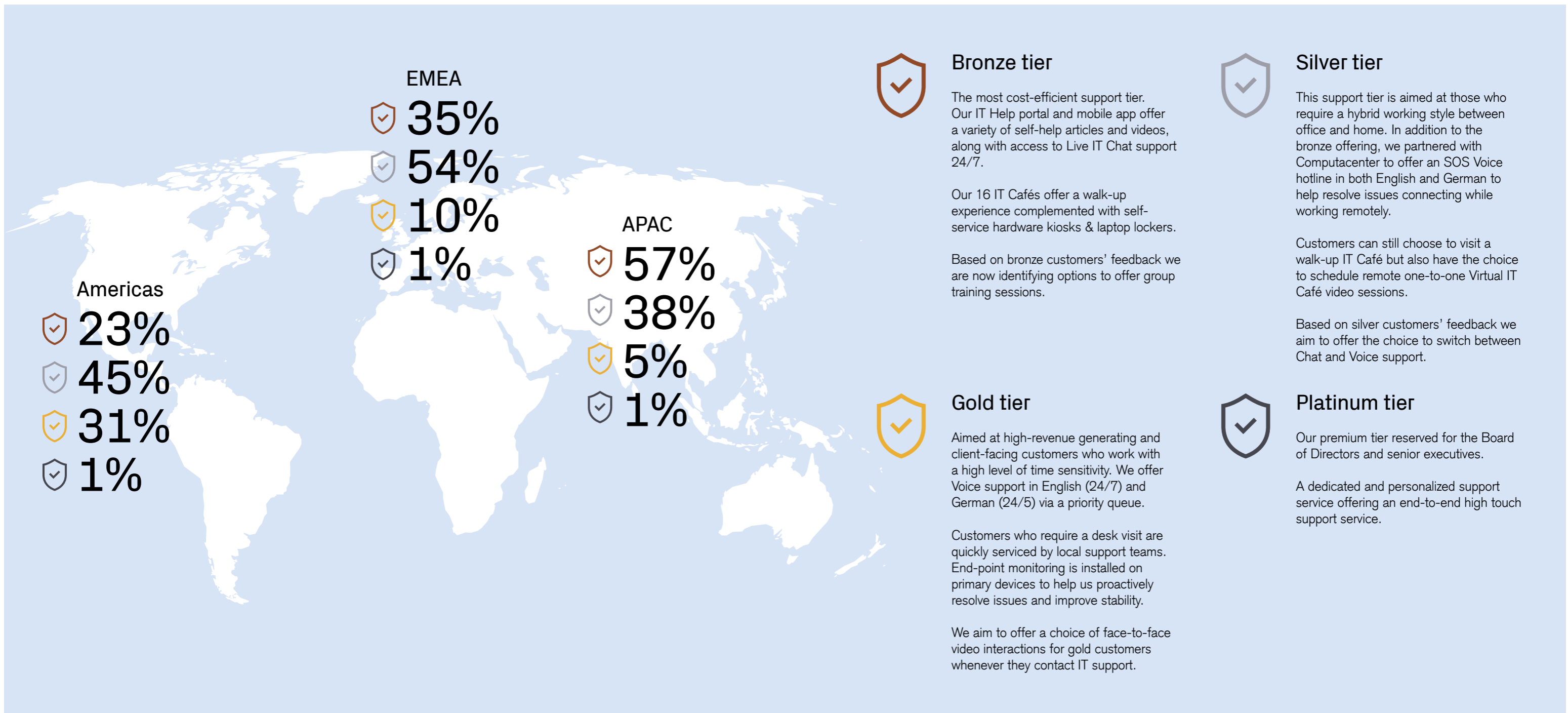
1.5M

Individual recognition awards

>5K

We serve our customers with a consumer-like, personalized experience to resolve issues quickly and get more work done.

Customers can select the IT support tier best suited to their needs, using digital support tools that are underpinned by automation and analytics to reduce manual processes. All of this complemented with human interactions when they need it most.



An ambitious digital strategy to deliver Support Productivity and Customer Experience

Reaching for the stars with our SPACE strategy

Our strategy aims to provide a better customer experience ensuring our customers receive timely and attentive support when they need it most.

Computacenter hosted and led multiple workshops to help develop transformation strategies and then continuously improve our IT Support Services.

Self-service

Designed to incentivize and assist our customers in adopting new ways of working.

- Increase the usage of instructional videos, self-help content and accessibility software.
- Educate our customers on our IT products and services via an improved online IT Help Hub.
- Deploy self-service kiosks & lockers to provide our customers with 24/7 access to replacement devices.

Personalized channels

Designed to meet our customers' individual support requirements.

- Deliver physical and virtual training sessions, health checks and one-to-one advisory via our global IT Cafés.
- Develop a Customer Notification Hub to enable personalized IT Help alerts and increase automated resolution.
- Offer Social Communities for Hiring Managers and New Joiners to make a good first impression.

Automated resolution

Designed to monitor IT health to increase customer productivity and proactively mitigate risks.

- Deploy IT Help Mobile App quick actions to help customers get back online.
- Migrate to cloud-based solutions for end-point monitoring, self-healing and remote support capabilities.
- Deploy an omni-channel contact center that seamlessly combines automated resolution with a live voice, chat & video support experience.

Customer insights

Designed to collect and share real-time information ensuring we can offer the best possible support experience.

- Introduce UX personas and real-time user sentiment analytics to drive continuous service improvement.
- Create new interactive ways to seek, receive and respond to employees' feedback.
- Increased business engagement through advisory forums and early adopter programs.

Employee experience

Designed to improve the skills, wellbeing and productivity of our staff.

- Implement gamification capabilities and collaboration communities to improve knowledge management.
- Deliver support training programs focused on technology skills, customer service behaviors and employee wellbeing.
- Deploy an integrated workplace support platform providing simplified access to all the tools and information required to maximize productivity.



Customer experience

We empower
our customers
to help themselves
anytime, anywhere.



We have partnered with Computacenter to ensure our customers have access to support through both digital and on-site facilities.

IT Help hub

Our IT Help Hub, hosted on the ServiceNow platform, gives customers direct access to our support channels, self-help articles and useful information. Computacenter consulted on how to benefit from the platform, and introduced online IT Café registration functionality. The Hub has over seven million visits each year.

Instructional videos

We understand that our customers need different ways to access self-help materials. Therefore, in addition to our large catalogue of self-service articles available on IT Help, we also offer short instructional and promotional videos. Our IT Support Tiers video remains the most watched video with over 30,000 views.

IT Cafés

When you need to solve a problem, learn more about a product, or simply connect to WiFi, sometimes a friendly face can make all the difference. Our IT Cafés are staffed with Credit Suisse and Computacenter resources, and offer a walk-up experience complemented with self-service peripheral kiosks and laptop lockers, no appointment needed.

Hardware kiosks

Hardware kiosks, provided by Computacenter, will be available in 40 locations providing our customers easy access to peripherals. Where individuals are unable to visit an office location, home delivery is also available ensuring everyone can get access to peripherals when they need them.

Laptop lockers

During the pandemic we accelerated our investments in laptop lockers, provided by Computacenter. This allows our users 24/7 access to collect a replacement or loan laptop. Our goal is to bring these new capabilities into production to offer our customers 24/7 access to laptops.

Recycling facilities

We recognize the important role that we play in delivering sustainable solutions. In 2021 we partnered with Computacenter to introduce a global process to ensure all IT equipment is recycled and disposed of efficiently and sustainably. All our IT Cafés have recycling areas to allow customers to easily return both unused and broken IT equipment with the peace of mind that it will be disposed or recycled appropriately.



We innovate our channels to offer personalized support.



IT Help Mobile

Our aim is that customers can always get IT support when they need it most whether they are in the office or working remotely. Therefore, we designed and built the IT Help Mobile app in partnership with Computacenter.

Our app offers instant access to IT Chat, Voice support, automated Quick Actions, real-time stability updates and remote working instructional videos.

It's never been easier to get IT Help, with over 10,000 global downloads, install the app today and join the IT Help Mobile community.



Virtual advisory

For our customers in locations without a walk-up IT Café, we have created a Virtual Advisory channel. Individuals can book a one-to-one or group advisory session via video with an experienced member of our IT support team, which includes Credit Suisse and Computacenter resources. We can assist on a range of topics from new joiner onboarding, to optimizing your home setup.



Notification hub

We know that emails are not always the best way to communicate urgent information. Therefore in 2022 we launched a new Notification hub enabling us to send personalized and targeted IT Help alerts through Skype/Teams, desktop and mobile app with the goal of protecting productivity and increasing automated resolution. Computacenter provided consultancy and support during the deployment of this technology.



Social communities

We offer several different support channels to our customers. Although our IT Help portal offers customers a variety of self-help information, we understand sometimes simple questions can easily be answered by our global team. In 2022, with the help of Computacenter, we launched a dedicated Hiring Manager Social Q&A channel for non-urgent questions hosted on the ServiceNow platform. Questions are posted to our IT Help Communities page and answered by any of our global support team members. Our answers have been viewed hundreds of times helping other Hiring Managers with similar questions.

We listen to our customers to improve our products and services.



We continue to transform and optimize customer experience by leveraging real-time sentiment indicators, experience level agreements and UX analytics. We lead continuous improvement initiatives ensuring we proactively seek and respond to customer feedback on our products and services.

Continuous improvement

We continuously gather end user feedback through support interactions, stakeholder meetings, Business Advisory Boards, Expert Bars, Training Sessions & Early Adopter Programs to help us improve our products and services. We prioritize and track delivery of quick wins to continuously improve the user experience.

Early adopter programs

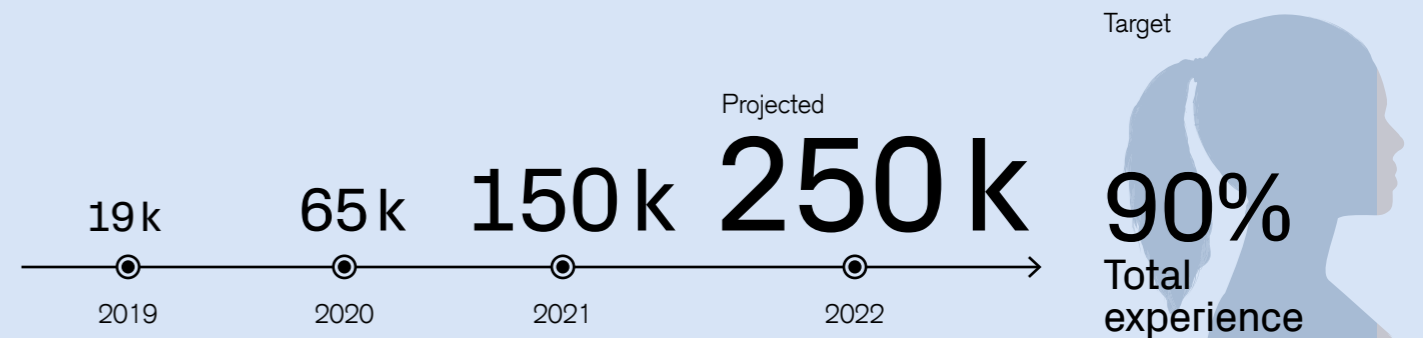
Our Early Adopters community can enjoy and test new features released exclusively during pilots before the deployment to a wider audience. These programs help us engage with customers and collect feedback and improvement ideas. In 2022, in partnership with Computacenter, we supported the creation of an innovative WorkLab area to showcase and pilot new furniture and technology.


User sentiment

We love to listen to our customers and in 2022 we have received 48,243 surveys with 93% positive sentiment across our support channels. This year we have enabled Live IT Chat sentiment with a response rate from users at 29% with 92% positive feedback. Our Voice of the Customer page has received multiple ideas for tech store, self service and IT chat UX improvement. In 2022 we introduced Computacenter's new "happy or not devices" across our IT Café's and Peripheral Kiosks to collect real-time user sentiment.

Channels used

- Surveys
- Incident Interaction
- Walk Up
- Live IT chat
- Voice





We advise our colleagues on the latest developments in technology.

Stakeholder meetings

Our support teams meet with over 300 key business stakeholders each quarter to discuss client facing customer requests, event support, technology deployments and manage escalations. We act as a single point of contact for our business stakeholders and inform them on the latest technologies around new deployments before the release to a wider audience. In return, they provide us with selected members within their group to become part of our early adopters community.

Business Advisory Boards

Our Business Advisory Boards are quarterly meetings targeted at our business and IT customers across all divisions and locations. The goal is to raise awareness on product adoption initiatives and developments whilst also providing a platform for our customers to provide feedback and ask questions regarding the products and services presented. A management email summary is produced and shared, which includes customer feedback raised during the sessions.

End user communications

Our teams manage end user communications through a variety of channels including IT Help portal, Live IT Chat, IT Cafe banners and targeted emails. Wherever possible, employees can stay up to date by receiving personalized alerts through Desktop, IT Help Mobile, Skype and in the future via Teams notifications.

Digital marketing

In partnership with Computacenter, we developed UX Personas to help improve how we deploy new products and services across the bank. We leverage UX research and personas to continuously optimize both our support and communication channels to deliver relevant and timely content to our customers. We connect with our customers through digital media that includes intranet articles, videos, digital signage and lock-screens in addition to informative posters displayed within our IT Cafés.

Accessibility

We want our customers to easily access our support services when they need them most. We are investing in bringing new accessibility software into production in addition to tailored content on our IT Help portal and improved access to our IT Café services.

We improve so our customers can focus on work and not IT.

End point health monitoring

With hybrid working we will need to continue handling higher demand than pre-pandemic. Our analysis shows that remote working increases support demand and home issues require more effort and therefore a longer duration to resolve. We have therefore made investments to better understand the health of our infrastructure end points by partnering with Computacenter to deploy monitoring tools across the environment (Nextthink). This enables us to proactively detect and resolve issues remotely whilst avoiding customer disturbance and lost productivity.

Live IT chat

Several years ago, End User Solutions invested in IP Soft Amelia to provide 24/7 automated resolution through a cognitive agent. In January 2022, Gartner again recognized IP Soft Amelia in their Magic Quadrant highlighting them as a leader across Enterprise Conversational AI Platforms. Today, 65% of all Live IT Chat demand is automated by our cognitive agent, with intent recognition over 76%. This allows our support teams to focus on more complex issues and customer experience. Our focus is now to improve its conversational Artificial Intelligent (AI) capabilities to improve the user experience.

Quick actions

We are introducing Quick Actions that will enable customers to easily request automation through our IT Help Mobile app and Voice channels. This capability leverages the same automation offered by our Live IT Chat channel, enabling customers to perform quick actions to get back online or improve the health of their devices.

Scripting capabilities

The more we automate, the more we save time and effort, for both our customers and support teams. We have built a global team with scripting skills, so we can quickly develop new automation to increase first touch resolution and reduce time to resolve issues. We have created or updated more than 269 automated scripts which were used by our customers and support teams 2.3 million times.

UX improvement

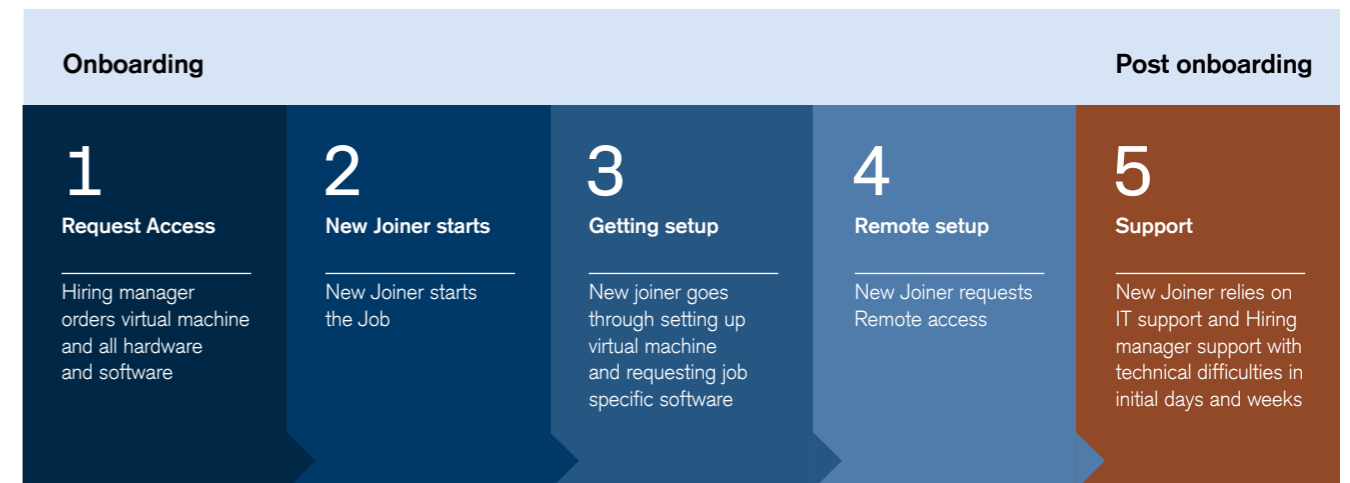
We continue to transform and optimize the customer experience leveraging real-time experience indicators, service level agreements, UX research and cross-channel marketing to ensure we are always seeking and responding to feedback. Investments in user sentiment analysis will provide valuable insights to improve end-to-end customer satisfaction. Whilst our regional Business Advisory Boards allow us to also listen and collect feedback on end user products and services.

UX design

We will design our products and services to be intuitive, interactive and inclusive through improved User Interface (UI) and User Interaction design. UI Design focuses on anticipating what users might need to do and ensuring that the interface has elements that are easy to access, understand, and use to facilitate those actions. Interaction Design addresses the experience of a particular product or service touchpoint, before during and after.

New joiners

During the first phase of our IT Onboarding review, we ran a series of workshops with new joiners and hiring managers globally which identified a number of improvement areas. We partnered with Computacenter to create videos that streamline IT Onboarding for new hires. In addition, we established a framework for the IT Onboarding process to help us make evidence-based strategic decisions going forward. The customer journey map visualizes the relationship between interaction with a support service and the effort required from the customer. This enables us to identify the level of engagement needed to offer an optimal service experience.



Sirius Initiative – UX Guiding Principals

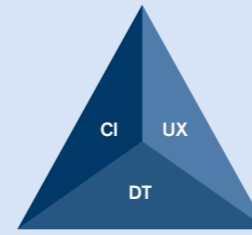
We will deliver five star quality through continuous improvement.

User analytics and research

We continuously gather end user feedback through support interactions, stakeholder meetings, Business Advisory Boards, Expert Bars, Training Sessions and Early Adopter Programs to help us improve our products and services.

Protect the user experience

Monitor and improve the user experience: broken links, reboot-times, start-times, join-times, crashes, proactive fault remediation, self-healing and diligent user acceptance testing.



We will create a UX Culture leveraging our brightest stars.

In 2022, Computacenter hosted a Harry Potter themed Design Thinking workshop to develop our UX-driven strategy.

Interactive design

Deliver omni-channels that offer a choice of support interactions.

Intuitive design

Minimize IT Help clicks and simplify how to find support information.

Inclusive design principle

Consider accessibility needs when we design our products and services.

Cloud first principle

Implement evergreen platforms and services that stay up-to-date.

Gamification labs

Recognition and reward for improving knowledge management and identifying user experience issues.

Digital first principle

Invest in our virtual agent to improve intent recognition speed and increase automated resolution.

Hybrid work principle

Deliver a consistent experience on any device, anywhere, anytime.

Mobile first principle

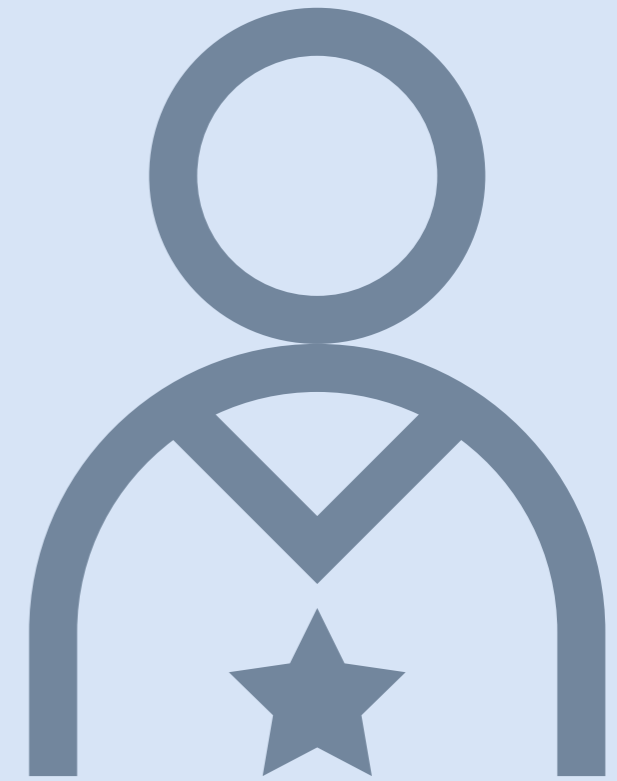
Invest in our IT Help Mobile App as the primary support channel for remote workers and travellers.

User experience labs

Objective assessment of service offerings and training guides by professional usability experts.

We will reach for the stars through digital transformation.

We invest in our employees.



As we've continued to invest in self-help and automated resolution, our employees are increasingly responsible for more complex technology and challenging customer interactions. We therefore offer all our employees on the job development opportunities and internal mobility.

Global customer experience program

Over the last two years, 350 of our employees participated in the online SUXESS training program, which consisted of five modules designed to develop and support technicians in delivering a high quality and globally consistent customer experience. Based on positive feedback, we will continue to run the program for future new joiners.

- **Customer:** Looking at their needs.
- **Agent:** Enhancing the customer experience.
- **Culture:** How cultural differences can shape customer experience.
- **Total Experience:** Practical session including role play and group discussions based on difficult customer experience cases.
- **Wellbeing:** Techniques to enhance wellbeing and deal with stress by focusing on things within our control and persevering despite minor setbacks.

Professional certifications

In addition to internally led training and development sessions, our employees can also gain professional certification. This includes: ITIL, Professional Scrum Master, Microsoft and Project Management Certifications.

Technical training

All our employees can attend knowledge management or technical training sessions. Examples include Risk and Cyber Security Awareness, Microsoft 365 and PowerShell Scripting. Last year our employees attended over 3,330 sessions.

Support tools

In 2022 we invested in new software for our staff including remote assistance, gamification (BadgeHero) and AgentWorkspace (ServiceNow).

Business requests and events

Our teams manage customer requests across 42 countries and 81 cities, supporting the operations of end-to-end branch technology. We proactively manage the needs of our front office and support their high-profile business events.

Real Estate fit-outs

In collaboration with Computacenter, we support every major real-estate project ensuring successful delivery of new office fit-outs, office expansions and new smart-working innovations.

Global product deployments

We have partnered with Computacenter on major infrastructure product deployments from the coordination of early adopter campaigns to user acceptance testing. We manage customer communication, training and collection of customer experience feedback.

Stability initiatives

Our teams lead branch infrastructure lifecycle projects, support business continuity events and participate in problem management taskforces to proactively mitigate operational risks.

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Computacenter and Credit Suisse's business relationship spans over 35 years. During the past five years our partnership has materially strengthened supporting Credit Suisse on their IT support transformation program.

Robbie Degen, Client Director Computacenter

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The way we work together has evolved enormously in the last five years. Our combined CC and CS teams work as a cohesive partnership, focused on delivery and services, but also with a significant drive to deliver innovation and improvement, all of which is focused on total customer experience.

Paul McAulay, FS&I Service Unit Director Computacenter

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We have sought to provide outside Thought Leadership to Credit Suisse from our broad customer base in recent years, whilst partnering to deliver their transformation through our Professional and Advisory Services teams.

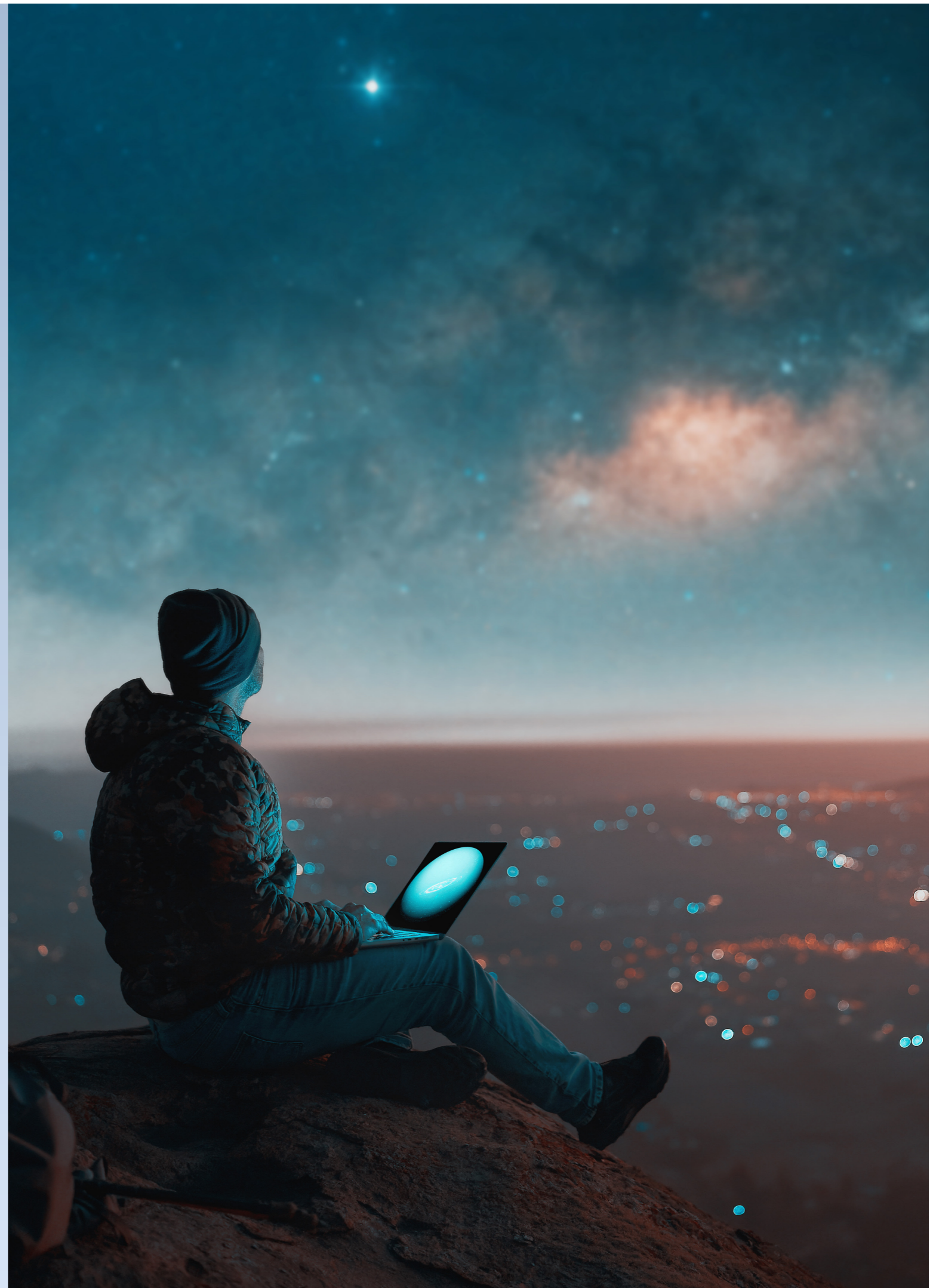
Paul Bray, CTO Computacenter

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Over the past five years we have partnered together to transform our award winning IT Support Services. Computacenter has been our strategic partner throughout this journey helping us handle unprecedented volumes whilst increasing support productivity and customer experience.

Christopher May, Managing Director, Credit Suisse

We always provide a digital-first support experience, efficiently resolving issues and helping our customers work without disruption.





CREDIT SUISSE SERVICES AG
Chief Technology & Operations Officer
One Cabot Square, London
[credit-suisse.com](https://www.credit-suisse.com)