



Case Study

**AI-driven, self-healing,  
zero-touch automation  
resolves problems before  
they impact customers**

## AI-driven, self-healing, zero-touch automation resolves problems before they impact customers

Despite the pandemic and a competitive, high-churn market, PT XL Axiata (XL) achieved revenue growth and became Indonesia's top data provider thanks to its customer-centricity strategy: XL wanted to improve quality of service for end-users across human and online channels, including continuously reducing and minimizing customer complaints by preventing data issues before they are noticed or even occur. This meant faster detection of operational disruptions and finding a unique way to identify, prevent, resolve, and minimize their business impact on customers.

XL implemented Amdocs' zero-touch operations solution to digitize and automate prepaid and postpaid operations and improve customer convenience amidst increasing operational and management complexity. The solution comprised Amdocs Operations Services (managed services) with AI/machine-learning-driven automation tools, including auto-ticket resolution, machine learning-driven anomaly detection, and raising pre-emptive alerts. The automation tools are supported by a self-healing engine for applications, processes or elements that show unhealthy operational patterns. The engine regularly performs root-cause analysis and has a decision-mechanism component that calculates the effectiveness of each mitigation option and then chooses the one most likely to solve the problem.

## Outcomes

Self-healing engine has 45 complete auto-resolution flows, enabling

**99.999-100%**  
service quality

Average resolution time for customer-complaint tickets

**47%**  
shorter

Year-on-year increase

**5.4%**  
in data revenue

Number of Severity-1 or -2 incidents in 2021-2022

**0**  
in charging, billing, and ordering

Customer complaints automatically resolved

**73%**  
and this is expected to rise

Improvement on EBITDA

**2%**  
over the previous year and a drop in operational costs

Drop in customer-complaint ticket

**30%**  
exceeding the target of 10%

Creation times for simple offers

**50% faster**  
33% faster for more complex ones

**Yessie D Yosetya**

*Director & Chief Strategic Transformation Officer, XL Axiata*

"Outstanding customer centricity and experience is much more than just providing advanced digital channels – XL Axiata's mindset cuts across the organization all the way down to applications management, and AI-driven autonomous operations play a key role in this."

XL wanted to identify and resolve operational problems before they impact customer experiences, so XL and Amdocs created a unique online business process-driven dashboard which relies on business, rather than operational, key performance indicators (KPIs). Supported by the self-healing engine, the dashboard aggregates inputs from operating systems and applications and translates them into KPIs in real time.

Monitoring business parameters' KPIs allows XL to quickly understand the potential business impact of an operational problem on customers and revenues, and then resolve it, (whereas operational KPIs only identify issues after customers complain).

XL and Amdocs identified more than 20 critical business KPIs based on specific customer flows with service level agreements, and thanks to the self-healing engine which already performs 45 complete auto-resolution flows, XL continuously maintains an impressive service-quality level of 99.999% -100%.





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Listed on the NASDAQ Global Select Market, Amdocs had revenue of \$4.3 billion in fiscal 2021.

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