



## Xiaomi Makes Avaya a Partner in Their Growth



Xiaomi is a leading privately-owned electronics and technology company headquartered in Beijing. Xiaomi was founded in 2010 by serial entrepreneur Lei Jun along with seven co-founders, with the belief that high-quality technology doesn't need to cost a fortune. Today, through the relentless dedication and belief in innovation for everyone, together with the support of its Mi Fans, Xiaomi creates and sells hardware, software and internet services. Apart from smartphones, Xiaomi also has a range of smart home ecosystem products connected via internet including Mi TV, Mi Air Purifier, Mi Water Purifier, Mi Drone, Mi Rice Cooker and Mi Routers dedicated to making daily life simpler and more convenient. At the end of 2016, Xiaomi had over 50 million connected devices across its Mi Ecosystem IoT platform and has become the world's most successful hardware incubator.

Outside Mainland China, Xiaomi has dedicated operations across Taiwan, Hong Kong, Singapore, Malaysia, Philippines, India, Indonesia and Brazil and is present in over 20 markets. Today, Xiaomi is one of the leading technology brands and was touted as the second most innovative company in the world by MIT in 2015.

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- **Ramanathan Chidambaram**, Head- Customer Service Operations- India, US, Europe and APAC, Xiaomi Technology

### Challenges

- Achieve operational efficiency
- Address the fast changing business environment and unparalleled growth of Xiaomi’s user base
- Reduce operational cost by intelligently assigning resources
- Gain competitive advantage as price to value was the priority
- Cloud based Oracle CRM/DB seamless integration
- Achieve high level of customer satisfaction and retention

It received recognition as one of the Top 50 innovative brands from BCG in 2016, and was rated one of the most innovative companies by Fast Company in 2017.

### Hurdles Experienced

Xiaomi was faced with the challenge of a subpar quality CRM system in their contact center. This was hampering their current customer care service ability and restricting their scalability since it was not an integrated system. They were experiencing down time of nearly twenty minutes every week and they were not able to service over a thousand customers every month. The presence of multiple vendors further complicated their ability to track down the source of the problem during an emergency.

Xiaomi’s objective was to keep up with the fast changing business environment and the unparalleled growth of Xiaomi’s user base. Reduction of operational cost by intelligently assigning resources while at the same time gaining competitive advantage as “price to value is the priority of all” is also one of their main objectives. Thus began their search for a vendor that would be able to scale their infrastructure and give them support with their future expansion plans.

### Avaya: The Emerged Winner

Xiaomi made it clear that they were looking for an efficient CRM system which would help them scale up immediately and give them a strategic advantage in the future. After careful assessment of vendors, Xiaomi chose Avaya to become their enterprise class telephone provider. According to Mr. Ramanathan Chidambaram, Head- Customer Service, Xiaomi India, “What tipped the decision in Avaya’s favor was their expertise in the field and a very strong enterprise class solution, these factors helped seal the deal for us.” Persistence from the Regional Manager of the North, Kapil Kaushik definitely aided in the decision to go with Avaya, “Our experience of having them as our service provider in China was proof that the premium that Avaya charged for their products was worth it.” Avaya was chosen to co-create a multiple-city and CTI

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integrated robust data center and service structure for Xiaomi. Avaya outshined the competition due to the system’s reliability, efficiency and satisfying support service. Avaya’s philosophy of sophistication, their future-looking communication services, the ability to provide the right resource at the right time, the ease of use, as well as the management and maintenance flexibility were also key differentiators.

## Transforming the Situation

The solution was deployed by Avaya Professional Services (APS), and AGC, an Avaya business partner. “The implementation went smoothly because of the clearly planned time lines that were designed by AGC,” stated Mr. Chidambaram. AGC provides round the clock Facility Management Services to Xiaomi India and onsite engineer support services were provided during and after the implementation of the solution as well. End to end support services for Data Center Management, Networking Services and Collaboration Solutions Management services were utilized. The stakeholders during the implementation were the professionals from APS, AGC and the operations professionals at Xiaomi.

## The Right Choice

The immediate impacts were few but significant, since this solution was implemented to handle the scaling ambitions of Xiaomi’s business by replacing the subpar CRM platform with the latest Call Management System (CMS) from Avaya. The solution has addressed their immediate need and increased the number of customers that can be added, provided services on the platform and reduced the system down time. Mr Chidambaram says, “We have moved from the CRM system which had a down time of twenty to twenty five minutes every week, to a system where there has been no downtime in the recent past.”

## A Strategic Advantage

The CMS system that has been implemented is a single integrated system that will assist Xiaomi with its strategy of omnichannel engagement with their customers. “The share of voice traffic will be reduced in the future because customers are moving towards options like chat and social media,” stated Mr. Chidambaram, as one of the key insights which was taken into account while investing in the Avaya solution. This increase in non-traditional voice traffic will be tackled by the robust CMS system because it is a forward looking solution. The strategic advantage will likely be fully realized in about 18 to 24 months when the new and existing customers of Xiaomi will be successfully engaging with the self-care system.

### Value Created

- The right resource at the right time
- Optimal performance management
- Effective agent applications
- Facilitated ease of use by using simple wizard, simplifying configuration
- Enhance customer experience through advanced call treatments
- Integration of Oracle Database
- Contact recording and reporting solutions

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## About Xiaomi

Xiaomi entered India in July 2014. Within two years, the company has become one of the most visible and exciting smartphone brands in the country. According to analyst firm IDC, Xiaomi India has become the number one selling smartphone brand in the online market, with 40.6 percent share, and the second largest smartphone brand in India with 14.2 percent market share in Q1 2017. Xiaomi India surpassed annual revenue of US \$1billion during CY2016, thus becoming the first ever company to do so within two years of starting operations in India.

Today, Xiaomi has expanded its online channel partner presence and now also sells through online partners such as Flipkart, Amazon, Paytm, and Tata Cliq, as well as through its own e-commerce marketplace: Mi.com. Today, Mi.com receives more than 1 million unique visitors daily, and the Mi Store app has more than 16 million installs. In December 2015, Xiaomi began offline distribution and is present in more than 10,000 offline stores via partners and large format retailers. Xiaomi also has its own exclusive Mi Home store in Bengaluru, India which did a record breaking revenue of more than 5 crores within 12 hours.

Xiaomi has also set up 3 warehouses in India and has partnered with various third party warehouse service providers across the country. Xiaomi India now has a growing presence in the country, with 500 service centers across 350 cities - of which nearly 100 are exclusive service centers. Xiaomi has generated more than 7,500 jobs in India, and plans to expand this to 20,000 jobs by 2020.

## About Avaya

Businesses are built on the experiences they provide and every day millions of those experiences are built by Avaya (NYSE:AVYA). For over one hundred years, we've enabled organizations around the globe to win—by creating intelligent communications experiences for customers and employees. Avaya builds open, converged and innovative solutions to enhance and simplify communications and collaboration—in the cloud, on premise, or a hybrid of both. To grow your business, we're committed to innovation, partnership, and a relentless focus on what's next. We're the technology company you trust to help you deliver Experiences that Matter. Visit us at [www.avaya.com](http://www.avaya.com).

## Solutions

- Avaya Aura® Platform
- Avaya Aura® Call Center Elite
- Avaya One X Agent
- Call Management System
- Avaya Aura Application Enablement Services
- Avaya Professional Services
- Avaya Workforce Optimization
- Avaya Support Services