INFOVISION
#AccelerateDigital

Transforming assisted applications with NSA and AI for a telecom leader

Transformation overview at a glance

InfoVision, in collaboration with a leading wireless carrier provider in the USA, revamped Assisted Applications by migrating to the North Star Architecture (NSA). This innovation addressed long-standing production issues, introduced multilingual capabilities, and boosted system performance delivering:

90%
Faster response times

70%
Improved system uptime

50%
Lower operational costs

10%
Boost in sales & sign-ups

Strategic value

This project was more than just an upgrade - it was a strategic shift toward a scalable, future-proof system that enhances both customer experience and business agility.

⭐ **Seamless NSA migration**
Enhanced scalability, speed, and reliability across multiple customer-facing channels.

⭐ **Customer-centric multilingual support**
Introduced Spanish language capabilities to enhance accessibility and engagement.

⭐ **Resolution of long-standing production issues**
Optimized workflows and eliminated system inefficiencies.

⭐ **Integration of new plans & perks**
Enabled a faster rollout of competitive telecom offerings.

⭐ **Cost efficiency & performance gains**
Optimized resource utilization, reducing operational costs by 50%.

⭐ **Future-ready infrastructure**
NSA's modular design supports seamless integration with emerging technologies.

This transformation set the foundation for sustained innovation, operational efficiency, and superior customer experiences.

Let's explore the details...

About the customer

The customer is a leading global telecom provider in the USA, with a vast network presence and a commitment to delivering exceptional services.

Business need

The customer's Assisted Applications, critical for in-store representatives, faced several challenges:

Legacy technology

Outdated systems led to inefficiencies and slow processes.

Production issues

Persistent system faults disrupted daily operations.

Customer retention challenges

Outdated plans and perks failed to attract new users.

Language barriers

Limited accessibility for Spanish-speaking customers impacted engagement.

These issues hampered operational efficiency, customer satisfaction, acquisition of new business, and revenue growth.

Solution delivered

InfoVision delivered a transformative upgrade by migrating Assisted Applications to North Star Architecture (NSA) and implementing key enhancements:
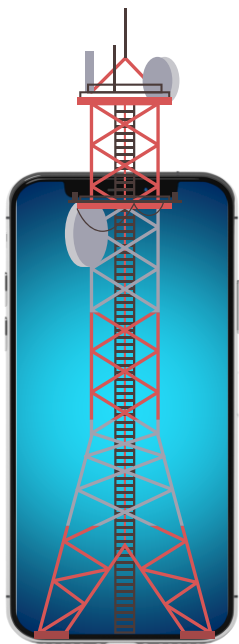
Scalable & future-ready NSA migration

Increased system reliability and speed across Retail, Indirect, Telesales, Chatstore and D2D sales channels.

Production issue resolution

Eliminated long-standing inefficiencies, enabling seamless customer interactions.

Spanish language support for appointment services

Expanded accessibility, improving customer engagement and satisfaction.

Optimized performance

Reduced latency and improved system uptime.

New plans & perks enablement

Enabled business-driven offers to be launched swiftly.

ROI and business impact

The project delivered measurable efficiency, cost savings, and customer satisfaction improvements:

90%
faster response times

70%
improved system uptime

50%
boost in customer satisfaction

60%
increase in Appointment usage

10%
sales growth

50%
cost reduction

Accelerated
time-to-market

★ ★ ★ ★ ★

"By leveraging NSA, AI-driven automation, and a business-aligned approach, InfoVision revolutionized Assisted Applications, creating a future-ready, customer-first ecosystem. This strategic transformation not only improved performance but also set the foundation for continued innovation, scalability, and business growth."

Tech stacks

Frameworks & languages
Java-17, Spring Boot-18, Python, React 18.2.0, Redux 4.2.1

Databases
Oracle, Cassandra, POSDB

Architecture
NSA, Micro Front End (MFE), Microservices

AI tools
GenAI

Other tools
JPA, CSS Style Component 6.1.0