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# STAR Awards

2025

2025 TSIA STAR Awards
Featured Application

**KEYSIGHT**CARE

## Our Story

Keysight Technologies delivers market-leading design, emulation, and test solutions to help engineers bring world-changing technologies to life. Keysight's services portfolio, led by its flagship **KeysightCare** offering, is built to accelerate innovation, ensure quality, and reduce customer risk by:

- maximizing uptime and reducing delays caused by equipment downtime or malfunction
- increasing the precision of test systems with prioritized, comprehensive calibration
- helping customers troubleshoot and optimize more quickly with 24x7 access to expertise

## Our Omnichannel Services Strategy

Keysight serves an installed base of 30,000 customers in over 100 countries spanning hundreds of technologies. Our services strategy has been to transform to a customer-centric smart services model providing AI-powered insights and predictive services seamlessly across multiple digital and human-led channels.  Enablers to this strategy include a personalized **post-sales support portal**, smart connected solutions, and frictionless back-end processes and systems that are automated, AI-enabled, connected, and leveraged across Keysight.

## End-to-End Optimization



The customer journey begins the moment the box is opened—with a physical welcome card directing users to a personalized online portal. Registration triggers proactive communications tailored to their equipment. From there, customers have seamless access to support across multiple digital channels: online case submissions, bi-directional comments/chats, email, portal self-help, and phone. Through the portal, they can search answers with full generative AI (GenAI) functionality, access >10000 technical articles, view case status and history, and manage assets and their corresponding documents. **At any given point, customers can switch channels with their case history intact**.

Machine learning and GenAI are embedded at the core of this experience. Cases are auto-categorized by complexity, product type, entitlement, and other available customer data —so they're routed to the right expert, at the right priority level, right away, with context already in hand. Self-help resources are proactively suggested, even before a support call begins. Available in eight languages, our system reduces resolution time while increasing customer autonomy.  Additional innovations include:

- Automatic case creation from emails or online for full traceability
- Rich, interactive cases and comments with multimedia support
- Group management for shared troubleshooting
- One-click access to service order status, measurement data and calibration certificates

This integrated, AI-enhanced ecosystem empowers **customers to choose their preferred support channel** while ensuring continuity across every interaction.

## Impact and Results

Whether customers opt for the convenience and speed of self-help or the expertise of human-led support for more complex issues, our integrated, entitlement-driven model now delivers more personalized and proactive engagement. This approach has not only boosted satisfaction – it **has doubled the likelihood of service renewals**, according to year-to-date end to end lead generation data of our email campaign, and order status, directly contributing to our growth in annual recurring revenue (ARR). Other key performance highlights show similar upward trends, concluding Keysight's 2nd quarter of its 2025 fiscal year:

- **90% customer satisfaction** across all service areas – repair, calibration, and tech support – with tech support reaching a record-high 91% last quarter, resulting in increased brand loyalty as reflected in this recent

**KEYSIGHT**

customer testimonial *"I will always remember you as Brian – Mr. Above and Beyond – from Keysight.  Thanks for the help!"*

- **95% on-time delivery, record-high** for repairs and calibrations to priority customers, thanks to the enhanced priority-in, priority-out algorithm and AI-assisted observation, diagnostic, inference, and visual cues that empower service teams and result in frequent customer testimonials such as *"The customer service feedback was very timely, [..] and complete, and the entire maintenance process was completed quickly."*
- A 9-point year-over-year increase in **GenAI case deflection**, now reaching **25%** with answers found in the top **3.6** suggested articles (**Average Click Rank**, ACR). This case deflection rate puts us in the top 25 percentile of the peer community according to our 3rd party vendor. A > **40% first call resolution** as Tech Support engineers have an internal facing GenAI engine.

## Customer-Centric Approach

All touchpoints are unified under a single service cloud platform, ensuring consistency and continuity. AI and priority routing are applied across all service and tech support centers, guaranteeing that priority customers receive the service levels they are entitled to, including guaranteed response times for human-led interaction at premium tiers. Revamped customer feedback processes empower regional teams to perform root cause analysis, deploy corrective actions, and escalate as needed across Keysight's services organization, including service delivery, global logistics, service order and material management, and order fulfillment -- reporting weekly to local leadership until customer issues are resolved. The combination of end-to-end support experience with integrated, **AI-fueled omnichannel processes** has significantly enhanced customer convenience and satisfaction, from:

- Faster onboarding and time to first measurement
- Earlier access to curated knowledge, guidance, and troubleshooting
- Proactive communication and alerts
- Higher system uptime through integrated support pathways
- Optimized service consumption of repair and calibration, leading to higher equipment precision and improved end-product yields

## Execution and Implementation

Keysight's omnichannel service transformation was driven by a clear vision, executive sponsorship, and a deep-rooted culture of service excellence. With a service organization fraught with legacy systems and processes, **the work to overhaul and integrate multiple service channels and render them seamless and effective to our customers was monumental**. Not only did we face organizational complexity, but with the number of diverse product types in the 1000s, their varying complexity and use-model required scalability and flexibility.

AI and ML capabilities were deployed in carefully phased rollouts, grounded in direct customer feedback and Agile iteration.  GenAI search has been live for 1 year in our customer-facing support portal and was implemented quickly with true coordination with **Services Engineering, Technical Support, IT, and 3rd Party vendors working in tandem**. The result is a fully integrated ecosystem—spanning merged service delivery consoles for both tech support and service centers, AI-fueled email acknowledgements, chat functions, and the online knowledge portal —all powered by a single, real-time data layer to achieve the seamless experience our customers now enjoy. View the videos regarding the **KeysightCare customer experience** and the **Keysight Support portal**.
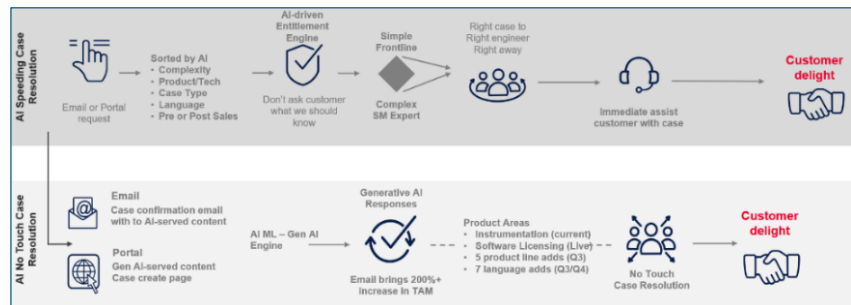
Investments in customer experience will continue with a clear and **evolving roadmap**, grounded in AI-powered innovation, seamless omnichannel integration, and deep customer insights. Focus areas will be personalized digital journeys, intelligent automation, and real-time data systems to remove friction, improve service outcomes, and scale support across diverse customer needs to stay ahead of tomorrow's service demands.

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