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Featured Application



# Revolutionizing Customer Support with AI: The Dell STRIDE Advantage

Dell recognized the opportunity to transform its customer support experience by embracing AI to create a faster, smarter support system that delivers superior service. This transformation allows us to dramatically improve operational efficiency, reduce resolution time, and exceed evolving customer expectations all while building a technical support experience that truly differentiates Dell in the marketplace.

## Solution Overview

Dell Technologies is on a multi-year journey to provide a rapid, seamless, and tailored support experience to our customers through an ecosystem of AI products for resolving technical issues. As part of this transformation, we are introducing **Smart Troubleshooting & Resolution with Intelligent Dispatch Engine (STRIDE)**, a solution that leverages the latest AI technologies to enhance our end-to-end technical support process. This solution is plugged in both self-serve channels and agent workflows to provide seamless consistent support with personalization and increased trust and security. It leads to proactive and efficient issue resolution, improved agent productivity, contact reduction, and boost in customer satisfaction. This solution has delivered tangible outcomes to our business and customers, leading to 57M+ cost avoidance, 18% reduction in resolution time, \$26M savings through self-dispatch, and \$8M savings through fraud prevention, while increasing customer satisfaction by 500 bps.

**STRIDE is powered by three of our proprietary AI engines that are interconnected to form an end-to-end ecosystem for issue resolution.**

1

**Telemetry AI**



Root Cause Diagnosis



Auto-Heal Before Failure



Trusted System Updates



Drop or Free Fall Detection



Anomaly Detection

AI models analyzing ~2k data fields from millions of Dell devices for proactive, reactive, and post facto insights. These models enable on-the-box remediation and auto-heal capabilities and feed insights to Troubleshooting AI.

2

**Troubleshooting AI**



Real Time Agent Guidance



Multi-Lingual Support



Dynamic Article Retrieval



Intent & Sentiment Detection



Case History Summarization

A powerful Gen AI/AI based troubleshooting engine that **holds three Dell patents**. It integrates context, history, personalization, and business rules with the knowledge base to provide tailored recommendations, enhancing the accuracy and relevance of support.

3

**Dispatch AI**



Visual Damage Detection



Fraud Detection



Auto Dispatch



Commodity Prediction



Similar Part Identification

AI models with policy, fraud detection, and visual processing capabilities, to enable automatic parts dispatch. It takes inputs from Troubleshooting AI and Telemetry AI and aids in seamless and secure dispatch.

## How It Works

When customers contact Dell for technical support, the STRIDE solution streamlines their resolution journey. **Telemetry AI** first scans device data to detect failures (e.g., hard drive or battery issues) and shares these insights with **Troubleshooting AI**. Leveraging this data along with context, customer history, and business rules, **Troubleshooting AI** pinpoints the issue and delivers tailored solutions, adapting its response to the customer's channel (chat, email, etc.) with clear steps and documentation links. If a hardware failure requires part replacement, **Dispatch AI** automates the dispatch process with AI-driven validations for speed and accuracy. Beyond reactive support, STRIDE proactively monitors device health to resolve issues before customers even report them, minimizing downtime and contacts. Finally, a closed-loop corrective action (CLCA) system continuously retrains AI models to refine diagnostics and recommendations over time.

*"Our team members now have this superpower to solve problems faster while increasing productivity and customer satisfaction. Our experience is helping us deploy these solutions at scale with enterprise customers, putting their data to work."*  
**– Michael Dell**

## STRIDE AI Solution

Analyze real-time device logs for effective diagnosis

Provide accurate and relevant resolution

Enable secure auto-dispatch

Telemetry AI

Troubleshooting AI

Dispatch AI

Proactive Support

Customer Entry Point

Case Creation

Gather Context

Dynamic Troubleshooting

Dispatch

Case Closure & Documentation

Post-Facto Analysis & Feedback

Analyze telemetry, diagnose, and remediate issues

Tailor interactions using customer history, sentiment, skills, and entitlements


Use knowledge resources, history, and telemetry to resolve issues

Dispatch parts based on policy and fraud checks

Send support docs and create case summaries

Analyze past interactions to improve AI-human handoff and update models via CLCA

Customer Journey

 Leverages the STRIDE AI Solution

## Differentiating Capabilities of STRIDE Solution



### Unified Intelligence

Powers multiple self-serve and assisted channels ensuring consistent resolution



### Modular Agentic AI Design

Scalable, plug-and-play architecture with multi-agentic framework for fast integration



### Next-Gen AI

Leverages patented tech with orchestrated SLMs, RAG, RL, Graphs, multimodal, and reasoning



### Personalization

Adapts tone and language to customer sentiment, history, skill level, and channel



### Contextual Continuity

Maintains session memory for seamless, no-repeat interactions

## Business Impact

- \$57M+ cost avoidance
- 18% reduction in average resolution time
- 21% fewer repeats, 52% fewer major part dispatches
- \$26M saved through 1.3M unassisted dispatches
- \$8M yearly savings through fraud prevention
- Streamlined agent workflows and tools
- Improved productivity and customer focus
- Scalable, standardized processes improve efficiency
- Proactive detection reduces contacts and workload
- Enhanced security lowers fraud risk

*"The troubleshooting intelligence has been a game-changer in providing sound technical suggestions and real-time solutions."*  
– **Dell ISG Support Engineer, US**

## Customer Impact

- 500 bps increase in CSAT
- 350 bps decrease in DSAT
- 94%+ CSAT
- Faster, simpler, personalized support with fewer steps and less wait time
- Empowered self-service for easy problem-solving
- Proactive issue detection to prevent disruptions

*"The experiments of Dell and others with generative AI are poised to make self-service options even more quick and convenient for customers, which can reduce the burden on call centers while still delivering a satisfying experience."*  
– **CX Dive** (a leading CX focused industry publication)

*"Support time was very quick, and it was very helpful. I had wonderful experience with Dell support."* – **Dell Customer**

## Next Steps

- **Expand STRIDE AI** to more self-serve areas, redirect 700K additional calls, and grow proactive issue resolution.
- **Integrate new AI capabilities** to improve explainability and reasoning, advance fraud detection through AI-augmented fraud review systems, and enhance image AI capabilities for dispatch automation.





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