

2025 TSIA STAR Awards Featured Application

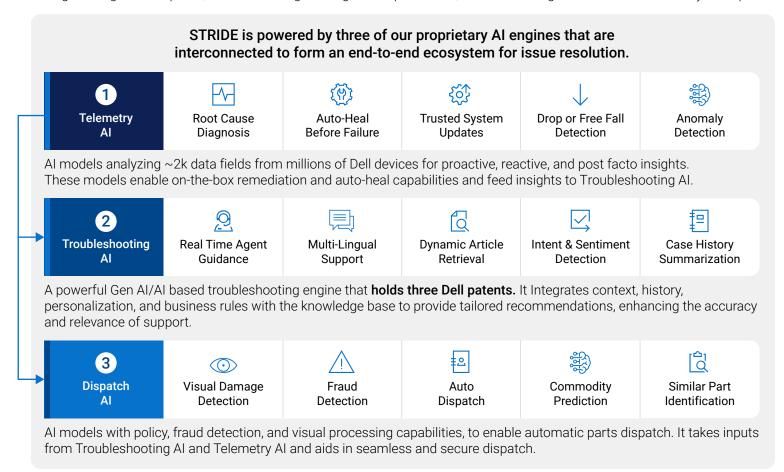


Revolutionizing Customer Support with AI: The Dell STRIDE Advantage

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

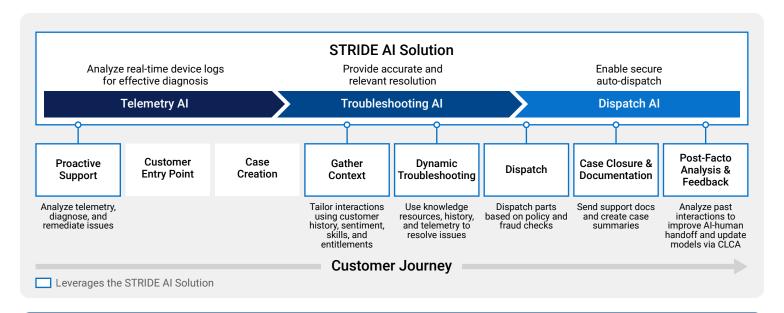
Dell Technologies is on a multi-year journey to provide a rapid, seamless, and tailored support experience to our customers through an ecosystem of Al products for resolving technical issues. As part of this transformation, we are introducing **Smart Troubleshooting & Resolution with Intelligent Dispatch Engine (STRIDE),** a solution that leverages the latest Al 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.



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 Al-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."



Differentiating Capabilities of STRIDE Solution



Unified Intelligence

Powers multiple self-serve and assisted channels ensuring consistent resolution



Modular Agentic Al Design

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



Next-Gen Al

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.





For more information, visit the TSIA STAR Awards Winners Page