

**DRIVING INNOVATION
AND CUSTOMER SUCCESS
THROUGH AN AI-ENHANCED
PARTNERSHIP WITH
FINANCIAL TIMES**



About The Financial Times

The Financial Times (FT) is one of the world's leading news organizations, recognized internationally for its authority, integrity and accuracy. FT is renowned for its analysis of global finance and economics, and sought to revolutionize how it interacts with its growing customer base. Serving individuals and organizations worldwide, the company faced increasing challenges in customer service as its subscriber base and product range continued to grow.

FT's strategic goals centre on elevating the customer experience and expanding their global footprint. By leveraging AI to deliver personalised support and tailored recommendations to their high-value customers, they're not just improving service; they're building stronger, more profitable relationships. Simultaneously, they're focused on strengthening their market impact in key growth areas like the US, ensuring their innovative customer care model reaches a wider audience.

With ambitions to grow their subscriber base and adopt an innovative, customer-first approach. FT's partnership with Infosys aims to transform FT's customer care operations from transactional interactions to growth-focused conversations, thus elevating customer service quality.

Deep Dive into Challenges and Drivers

FT faced significant obstacles in achieving its vision for comprehensive, world-class customer care:



High Volume Requests

51% of incoming cases could be directed to self-serve options, increasing agent productivity and providing quicker resolution for customers.



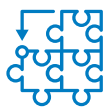
Growing Customer Base & Product Range

Expansion brought more requests and opportunities for driving customer engagement—requiring scalable processes to manage more complex queries across a global audience.



Inefficient Manual Workflows

Agents faced significant manual processes across multiple customer service channels (email, phone, web chat). This impacted efficiency and responsiveness. Notably, approximately 48% of incoming email cases were identified as spam.



Technology Fragmentation

The use of multiple systems for web chat, including Twilio (third-party), Chatterbox (internal client), and the soon-to-be-retired Service Cloud Live Agent, led to inflated costs and significant operational inefficiencies.



Inconsistent User Experience

Disparate user experience across desktop, mobile and apps and technology fragmentation also led to poor user experience for both subscribers and customer care agents.



Global Scalability Needs

FT's geographical expansion necessitated a scalable customer support system capable of delivering consistent service quality.



The Partnership

FT partnered with Infosys to deploy a cutting-edge, AI-enhanced strategy and advanced solutions to create a premium experience for its customers and redefine customer care for the modern age, leveraging experts from its subsidiary, the Fluido group, a recognized leader in Salesforce advisory.



By embedding an AI-enhanced approach into our customer care strategy, we're not just improving processes; we're redefining customer interactions within the media industry. Our partnership with Infosys and its subsidiary Fluido is instrumental in transforming transactional exchanges into strategic conversations that drive acquisition, retention, and revenue growth. This isn't about incremental improvements; it's about fundamentally changing how we engage with our customers. Achieving 31% case deflection and automating routine transactions allows our teams to focus on delivering real value. This transformation is a testament to Infosys's commitment to building intelligent, scalable solutions that keep us ahead in a rapidly evolving business landscape.



John Kundert
Chief Product & Technology Officer
(CPTO), The Financial Times

The AI-Enhanced Solution

Infosys had an approach that integrated AI-driven tools and technologies to address FT's immediate challenges while setting a solid foundation for long-term growth.

Key Solution Features



ChatBot with guided self-serve

- AI-powered virtual assistance to common queries delivered real-time, personalized responses.



Spam Reduction with Web-to-Case

- Reduced spam by transitioning from email-based case handling to web-based case management.



Advanced Case Classification with Einstein for Service

- Automated case summaries and classification optimized resolution speeds and consistency.
- Automated routine tasks, providing consistency and reducing workload for agents and enabling them to focus on high-value interactions.



Messaging via LiveChat (MIAW)

- Implemented asynchronous chat functionality for seamless, uninterrupted customer conversations.



Consolidated Technology Stack

- Unified systems by integrating Salesforce Einstein, Twilio, and in-house tools led to reduced operational costs and improved system efficiency and consistency.



Results

An initial pilot laid the groundwork for success, delivering immediate results and validating the AI-enhanced strategy:



Case Deflection

Reduced transactional requests by 28% through self-service and ChatBots.



Spam Reduction

Eliminated 52% of spam cases, by moving to more efficient web-based case management.



Channel Efficiencies

Streamlined contact channels have reduced email cases by 37%, enabling agents to focus on high-priority tasks.



Agent Productivity Gains

Automating workflows has reduced case handling time by 9%, leading to improvements in agent efficiency and responsiveness.



Improved User Experience

Seamless real-time conversations and asynchronous LiveChat management have reduced ghost chats by 21%.



Cost Reductions

Streamlined license costs and eliminated inefficiencies through system consolidation.



Global Scalability

Established infrastructure to efficiently support 1.6M users globally, with a projected 36% increase in case volume over four years.

The transformation is expected to continue achieving measurable improvements in operational efficiency and customer experience.

Future Outlook

FT continues to partner with Infosys on their innovative customer care transformation.



We're witnessing a paradigm shift in customer engagement, moving from reactive interactions to proactive, personalized experiences. By moving away from a 'one-size-fits-all' approach, we're empowering clients, such as FT, to truly understand and cater to the diverse needs of their customers, driving significant improvements in retention and acquisition. But this is just the beginning. The future of AI in customer care lies in agentic AI – intelligent systems that can autonomously understand, reason, and act on behalf of the customer. Imagine AI that not only resolves issues but also anticipates needs and proactively delivers value, creating truly seamless and personalized journeys. This is the future Infosys is building, and we look forward to partnering with FT in their journey, where AI becomes an intelligent partner in their customer interactions.



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