Pakistan Telecommunication Company Limited (PTCL) is the largest and most established telecommunications provider in Pakistan. As a state-owned enterprise, PTCL serves as the backbone of the country's telecom infrastructure, offering a comprehensive suite of services including fixed-line telephony, broadband internet, wireless communications, and digital television.

With a legacy spanning decades, PTCL plays a pivotal role in connecting millions of individuals and businesses across urban and rural areas. The company continues to lead digital transformation in Pakistan through its investment in fiber-optic networks, smart solutions, and enterprise-grade services.

As a key enabler of communication and connectivity in the region, PTCL remains committed to innovation, customer service excellence, and nationwide digital inclusion.

Problem Statement

PTCL's call center agents were managing customer inquiries by accessing 8+ disconnected legacy systems to gather information such as billing details, order history, technical complaints, and service status.

This fragmented workflow resulted in:

- Excessive Average Handling Time (AHT)
- Frequent delays in customer resolution
- Increased agent workload and errors
- Low customer satisfaction (CSAT) scores
- High training/onboarding time for new agents

There was an urgent need for a consolidated interface that could integrate multiple systems, improve agent efficiency, and enhance customer support quality.

Role & Responsibilities

As the Lead Product Designer, my responsibilities included:

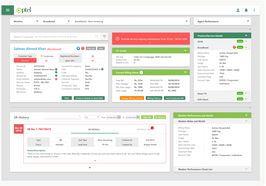
- Conducting user research, process analysis, and call center observation
- Mapping the existing multi-system workflows
- Facilitating cross-functional workshops with product, engineering, and IT teams
- Designing low- and high-fidelity prototypes for usability testing with real agents
- Creating an intuitive dashboard UI integrating customer data from 8+ systems via APIs
- Collaborating with developers to align front-end interactions with backend capabilities
- Establishing a modular design system for future scalability

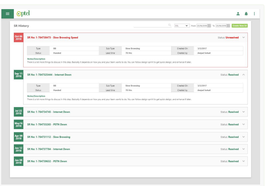
OneWindow Unified Dashboard

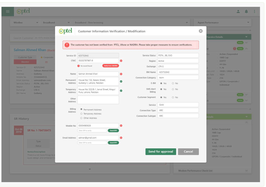
OneWindow was designed as a single-point solution for PTCL agents, integrating all key customer data sources via secure API connections.

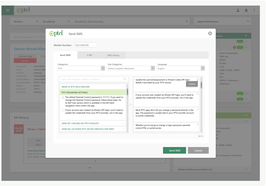
Key Features:

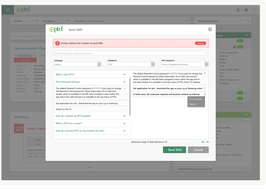
- Single search to access complete customer profile (billing, service logs, tickets, usage history)
- Real-time API integration from CRM, billing, order management, and technical support systems
- Contextual action buttons (e.g., file complaint, check service status, update details)
- Visual status indicators and notification banners
- Modular design system for maintainability and future expansion

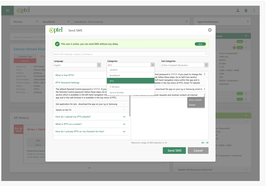


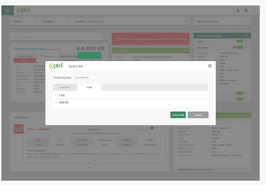


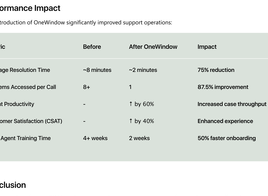












Performance Impact

The introduction of OneWindow significantly improved support operations:

Metric	Before	After OneWindow	Impact
Average Resolution Time	~8 minutes	~2 minutes	75% reduction
Systems Accessed per Call	8+	1	87.5% improvement
Agent Productivity	-	↑ by 60%	Increased case throughput
Customer Satisfaction (CSAT)	-	↑ by 40%	Enhanced experience
New Agent Training Time	4+ weeks	2 weeks	50% faster onboarding

Conclusion

OneWindow transformed PTCL's customer support landscape by replacing a fragmented and inefficient process with a unified, intuitive platform. By leveraging human-centered design, systems thinking, and API integration, the solution empowered agents to deliver faster, more accurate, and more satisfying customer experiences.

This case demonstrates the real-world business impact of UX and product design—improving operational KPIs, reducing support costs, and boosting customer trust in one of Pakistan's most critical telecom infrastructures.