

SUCCESS STORY

Nexus

Transforming Client Support into a Structured Operations Platform

Company Name
Cubastion Internal Platform

Industry
Technology & Consulting

Location
India

Impact
Turning everyday client communication into a structured, visible, & governable support operation

Application
Nexus – Client Operations & Support Platform

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A CASE STUDY

Turning fragmented, email-driven client support into a centralized, SLA-governed digital operating model.

Background

Nexus is Cubastion's in-house client operations and support platform, created to address the limitations of managing client issues primarily through email. Previously, ticket details, ownership, follow-ups, SLA commitments, and communication history were distributed across individual conversations, limiting operational visibility and accountability.

Cubastion developed Nexus as a centralized platform connecting client business teams, project managers, and technology teams across the complete support lifecycle—from issue creation and assignment through SLA monitoring, resolution, and audit.

Problem Statement

Cubastion required a centralized support platform capable of transforming fragmented, email-driven communication into a structured and trackable support process.

The solution needed to provide clear ownership and status visibility, support configurable SLAs based on priorities, business hours, and holidays, maintain client-specific organizational structures, and provide complete ticket history and auditability.

Nexus was therefore designed to connect communication, ticket management, service governance, and operational visibility within a single platform, enabling clients, project managers, and technology teams to manage support activities more efficiently and transparently.

Challenges Faced

Business Challenges

- Fragmented Support Operations**
 Client issues, follow-ups, and resolution history were distributed across email conversations, making it difficult to maintain a single view of support activity.
- Unclear Ownership & Status**
 Teams lacked a structured way to identify who owned an issue, its current status, priority, and pending actions.
- Manual SLA Management**
 Tracking response and resolution commitments manually was difficult, particularly when business hours and client-specific holidays needed to be considered.
- Multi-Client Operating Requirements**
 Different clients required their own users, departments, communication identities, supervisors, and operating calendars within a common support model.

Technical Challenges

- Multi-Organization Architecture**
 The platform needed to support multiple client environments within one application while maintaining organization-specific configurations and operational boundaries.
- Email-Platform Integration**
 Existing email communication had to remain part of the client experience while being synchronized with structured ticket workflows.
- Context-Aware SLA Engine**
 SLA calculations needed to account for ticket priority, business hours, holidays, and customer-wait periods rather than relying on a simple elapsed-time model.
- Role & Organization-Based Access**
 The platform required role-based access aligned with client organizations, supervisors, administrators, departments, and support responsibilities.

Solutions

- Unified Support Operating Model**
 Transformed email-driven support into a structured lifecycle covering ticket creation, ownership, prioritization, communication, SLA monitoring, resolution, and audit.
- Multi-Organization Platform Design**
 Built a common platform where different client organizations can retain their own users, departments, supervisors, email identities, and holiday calendars without requiring separate applications.
- Email + Portal Experience**
 Integrated email and portal communication so clients can continue using a familiar channel while every interaction becomes part of a structured support record.
- Context-Aware SLA Automation**
 Designed configurable SLA logic around priority, working hours, holidays, and customer-wait conditions to reflect each organization's actual operating model.
- Operational Governance Layer**
 Introduced dashboards, structured ticket histories, audit logging, ownership controls, and SLA visibility to turn support communication into a measurable operating process.
- AI-Augmented End-to-End Engineering**
 A single Cubastion resource took ownership across requirements, UI/UX, frontend, backend, testing, and deployment, with AI used extensively as an engineering accelerator. The platform progressed from requirements to go-live readiness in approximately two months.

Key Areas of Expertise Demonstrated

- Business Process Digitization**
 Converting fragmented operational processes into structured digital workflows aligned with how teams actually work.
- Purpose-Built Platform Engineering**
 Building business-specific enterprise applications when generic products cannot adequately accommodate organizational processes & requirements.
- Intelligent Workflow Automation**
 Embedding business rules, SLA logic, routing, notifications, & governance controls directly into operational workflows.
- Multi-Tenant Enterprise Architecture**
 Designing scalable platforms that support multiple organizations while maintaining appropriate separation of users, configurations, and operational context.
- AI-Augmented Engineering**
 Using AI across the development lifecycle to accelerate engineering delivery while retaining experienced ownership of architecture, implementation, testing, and validation.
- End-to-End Product Engineering**
 Taking ownership from requirements and UX through application development, testing, deployment, and continuous evolution.

Business Outcomes

Delivery Timeline

~2 mths Progressed from requirements to a go-live-ready enterprise platform.

Support Model

1 Platform Unified ticket management, communication, SLA governance, client configuration, dashboards, and auditability within one operating environment.

Communication Channels

2 Channels Connected portal and email-based communication within the same structured ticket lifecycle.

Client Operations

Multi-Organization Created a reusable platform capable of supporting multiple client environments while preserving organization-specific operating requirements.

ABOUT CUBASTION

Cubastion helps global companies run their mission critical systems and operations while modernizing IT, optimizing data architectures, and ensuring security and scalability across platforms. Some of the world's largest companies and Indian Public Sector Undertakings trust Cubastion to deploy services to drive new levels of performance, competitiveness, and customer experience.

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