

CUSTOMER EXPERIENCE · QUEUE MANAGEMENT · AWS CLOUD

A Customer Experience Management System

How Sidhyati built a cloud-native platform that streamlines customer service operations, boosting productivity, monitoring, and organizational visibility, deployed on AWS and delivered through an AI-driven software development lifecycle.

5 modules

Portal, Kiosk, Service Point, TV, Dashboard

2 countries

Deployed in Singapore & India

Cloud-native

AWS, lower maintenance cost

OVERVIEW

Customer satisfaction is key in service-centric businesses. The Customer Experience Management system enhances productivity, monitoring, decision-making, and organizational visibility, streamlining customer-service operations across offices and branches. Sidhyati delivered it cloud-native on AWS, built through an AI-driven engineering process.

THE CHALLENGE

Systems built for one institution often fail to serve others. Visitors are unsure where to go for a service, crowds are hard to manage, and staff are difficult to deploy efficiently.

Rigid tools resist extension or customization, and on-premises deployments drive up maintenance cost versus a cloud-native solution.

WHERE IT'S USED

Transport offices

Courts

Immigration

Hospitals

Banks

Airline offices

OUR APPROACH

We built a modular, cloud-native platform on AWS, using managed services for elastic scale, high availability, and lower maintenance cost than on-premises.

Delivery ran on an AI-augmented SDLC: AI-assisted analysis structured module requirements, AI pair-programming and automated tests sped the build, and AI code review held quality across every sprint.

AI × SDLC · ON AWS AI-driven delivery on a cloud-native foundation

01

Discover

AI-structured module & workflow requirements

02

Build

AI pair-programming across the module suite

03

Assure

Automated tests & AI review on AWS pipelines

04

Operate

Cloud monitoring & auto-balancing insights

THE SOLUTION

User-specific modules that streamline service operations end to end, all managed centrally on AWS.

■ Appointment Portal

Book, search, or cancel appointments.

■ Kiosk

Self-registration for queue tickets, appointments and walk-ins.

■ Service Point

Call, miss, stand down, end, or transfer customers.

■ TV Display

Show called queue numbers and counter assignments.

■ Dashboard

Monitor staff performance and workload with auto-balancing and manual overrides.

THE IMPACT

→ **Higher productivity:** streamlined service operations across counters and branches.

→ **Better crowd flow:** guided journeys and queue tickets reduce confusion and wait times.

→ **Smarter decisions:** real-time dashboards give organizational visibility and workload balancing.

→ **Flexible & reusable:** modular design extends easily across industries.

→ **Lower cost:** cloud-native AWS deployment cuts maintenance versus on-premises.

→ **Greater satisfaction:** a smoother experience raises customer satisfaction.