

CASE STUDY

Scaling What People Can Do, with AI

How Accolade Electronics rebuilt AIS-140 certification with AI, lifting output 61% with the same 23-person team.

Accolade
ELECTRONICS

AT A GLANCE

Company: Accolade Electronics Pvt. Ltd., Pune

Function: Customer Success

Period: January to April 2026

The Challenge

Before a commercial vehicle leaves the factory in India, its telematics supplier must complete AIS-140 certification. For Accolade, an automotive electronics Tier-1 with over 1.2 million connected devices, this meant certifying around 6,000 vehicles a month across three stages (Verify, Process and Issue).

Each certificate took roughly 150 minutes of human effort. Verification meant repeated customer calls to confirm vehicle and SIM details. Processing meant manual data entry into state portals, where a single typo triggered rejection and rework. Issuance meant chasing dealers, customers and internal teams for updates. Then demand doubled year on year, and hiring to match was neither fast nor sustainable.

The Insight

An analysis of the team's day showed **88% of its time went on mechanical work**. Only 12% required judgment. The answer: redesign the work itself.

The Transformation

For Accolade's Managing Director, the question was never how many people were needed to handle growth, but how technology could help the same people achieve more. That thinking shaped the transformation: the 23-member team stayed at the centre, and each stage was rebuilt around an AI capability.

Verify: A multilingual voice AI calls customers in their own language, confirms vehicle details, checks SIM activation and asks follow-up questions. **45 minutes became 4.**

Process: Software bots log into every state portal, submit clean applications and automatically retry on failure. **75 minutes became 9.**

Issue: AI notifies every stakeholder, updates internal systems and closes the ticket. **30 minutes became 2.**

Exceptions the AI flags go to human judgment. AI was the cornerstone, supported by multi-skilling, revised hours, cloud infrastructure and training.

The Impact

Between January and April 2026, monthly certificate output rose **61%**, from 5,028 to 8,106, while man-hours fell from 4,232 to 3,910. Productivity rose from **1.19 to 2.07 certificates per man-hour**. Human effort per certificate fell from **150 minutes to 15**. Over 100,000 VAHAN operations were completed in four months, and AI closed over 3,500 tickets end-to-end.

The team's time on judgment-led work rose from **12% to 75%**. The goal was never to replace the team, only to change what it does.

What's Next

AIS-140 was the start. Five more Customer Success workflows are on the automation roadmap, and one project is becoming an operating philosophy: **AI handles the mechanical, and people handle what matters.**

LEADERSHIP

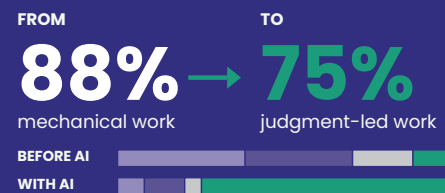


Deepak Jagadale

Co-Founder & Managing Director

"Growth comes from building stronger capabilities, not simply adding capacity."

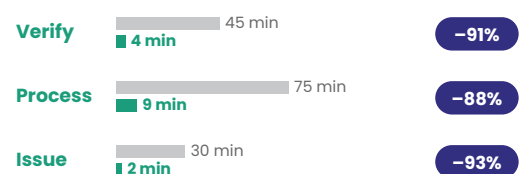
THE HUMAN IMPACT



HUMAN EFFORT PER CERTIFICATE



TIME PER STAGE, BEFORE VS WITH AI



61%

more monthly
certificate output

2.07

certificates per
man-hour, from 1.19

100K+

VAHAN operations
in four months

0

new hires,
same 23-person team

Empowering Every Journey