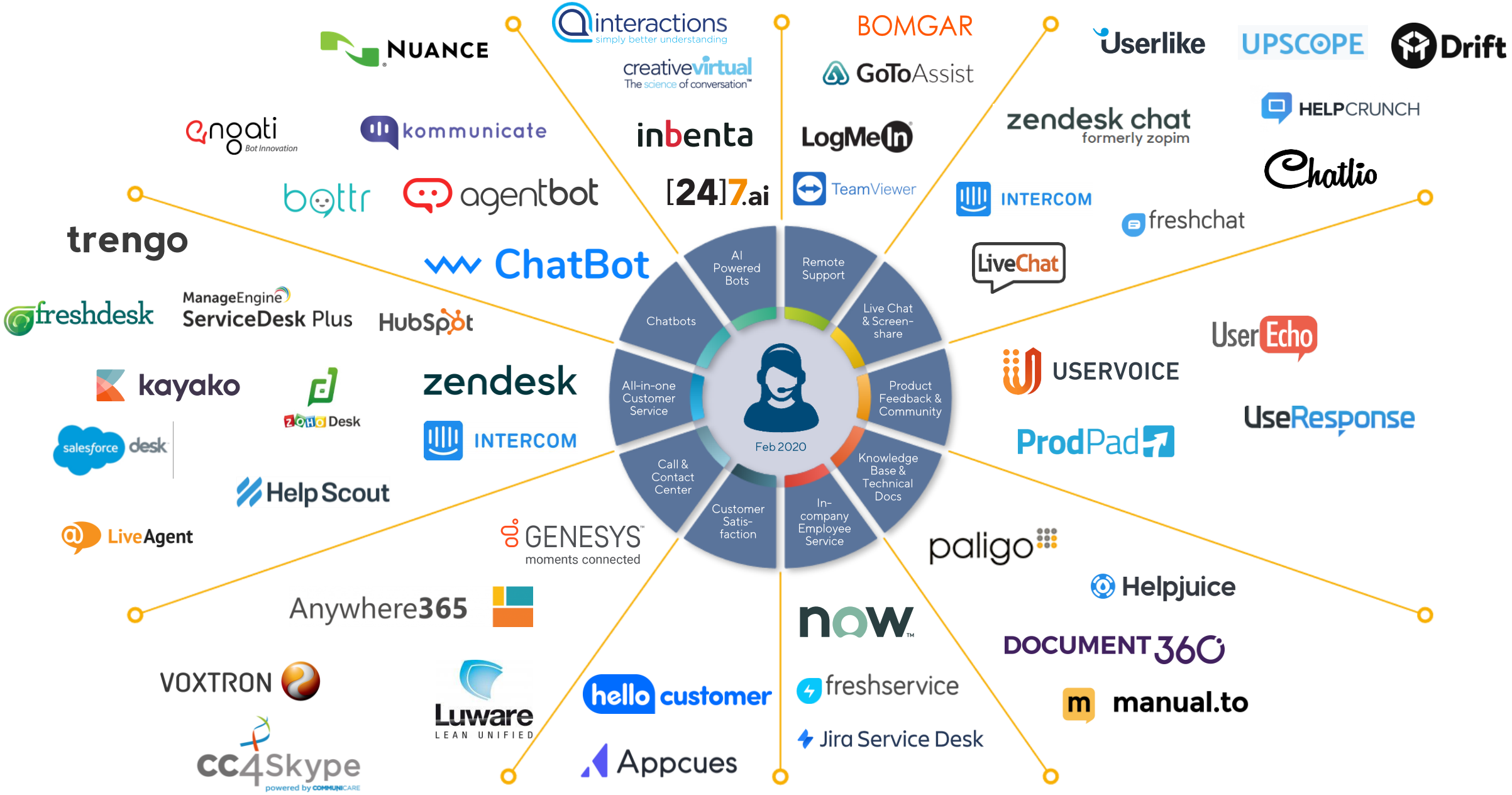Customer Service & Helpdesk Digital Ecosystem