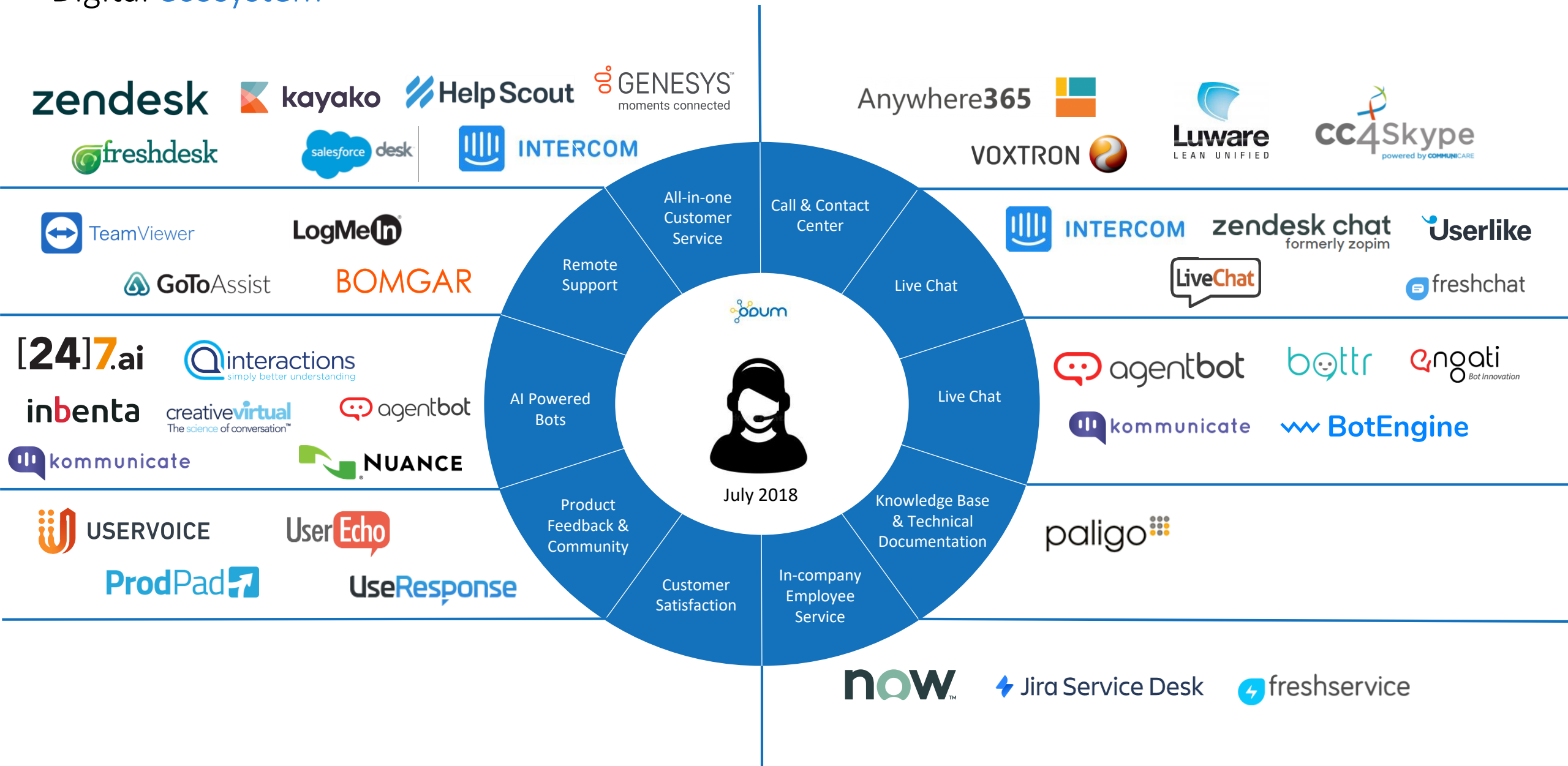Customer Service, Help and Service Desks Digital ecosystem