

SUCCESS STORY | CONTACT CENTER

# Leading call recording provider reengineers its platform for better CX and automation

*Seamless workforce management and customer engagement*



## About the client

The client is a leading US-based workforce optimization solutions provider for contact centers and enterprise-level business customers. It offers an easy-to-use call recording product that allows contact center managers to record, live monitor, grade, coach, report, and analyze calls through a web-based interface.

## Requirement

The client wanted to upgrade its outdated call recording product that only supported IE browsers. It was a challenge to add and roll out new features to improve agents and supervisor experiences

## Solution

Servion reengineered the call recording product with a modern, responsive UI, that supports a wide range of browsers and new powerful features. This scalable, lightweight, cross-platform Single Page Application (SPA) improved the user experience critical for productivity enhancement and workflow automation.

The solution also included:

- Powerful call grading features that include user-friendly custom grading forms with features to weigh the agent based on question/section or both
- Workflow automation to lower the quality monitoring supervisors' workloads
- Custom-defined parameters and custom-defined frequency to locate the most desirable calls and place them in a secure 'bucket' automatically

- Web-based quality monitoring solution with powerful call grading features
- Best in class agent performance evaluation and training solution to take the agent training to optimum level through videos, live sample calls, and real-time graded calls

## Business outcomes

The new, scalable, and user-friendly call recording platform brought about several benefits for the client

- The updated platform serves 100+ existing clients with more than 1000+ agents and supervisors
- Simplified user engagement through better menu navigations, data representation, rich GUI, and insightful dashboards
- Cross-browser and platform compatibility (tablets and mobiles) and enhanced productivity
- Workflow automation reduced the supervisors' workloads by 50%

For more than 25 years, Servion has been trusted by customer-centric brands for designing, building, running and optimizing Contact Centers and Customer Experience (CX) solutions. Our 1100 CX professionals apply their passion and deep domain expertise to the entire design-build-run-optimize solution lifecycle. For more information, visit <https://servion.com/>.



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