

SUCCESS STORY | PROPHARMA

Leading regulatory & compliance solution provider improves QM and recording capabilities

By integrating Webex Contact Center with Verint Cloud Solutions



About the client

The client is a leading global, independent, single-source provider of regulatory, clinical, and compliance services serving pharmaceutical, biotechnology, and medical device companies.

Requirement

As part of the business strategy, the client was looking for a Cloud solution that could be integrated with its existing Cisco Webex Contact Center Enterprise solutions to monitor and record customer calls. All calls were to be fully recorded and archived on the Cloud on their end client retention policies.

Solution

In association with Verint's technology partner Servion, the client integrated its Cisco Cloud Contact Center solutions and users with Verint Cloud without downtime in the recording. A hybrid configuration was used for the core system functions, residing in the Cloud, while recording systems remained onsite across five UK and US sites. The implemented solutions include:

- Quality Management (QM)
- Workforce Management (WFM)

Benefits

The core system, which was migrated to the cloud, provided greater scalability to the client without expanding the contact center capacity. Despite strict compliance requirements in the pharmaceutical industry, the client achieved full functionalities and features of QM and recording to fulfill their business requirements by using Verint Cloud solutions that come with consent and prefix-based recording, additional metadata tagging for the advanced recording search, etc. Other benefits include:

- Improved system scalability based on business needs without investing in large amounts of server/networking

equipment, data archival or data center space, and expensive technical staff.

- Single but geographically distributed solution coupled with data within local geography to comply with regional compliance.

- Higher flexibility in call recording based on user consent, rule-based recording, etc.

- Ability to forecast the resource requirements for each business unit based on current call volume and agent capacity across the contact center channels.

- The IT team no longer owned the solutions, as most server functions were moved to the cloud.

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