

SUCCESS STORY | TELECOM

Leading telecom service provider in Malaysia delivers an omnichannel CX

Uninterrupted and seamless experience across voice, video, email, and chat

About the client

The client is a leading telecom service provider in Malaysia, offering broadband services, data, fixed-line, pay television, and network services. It is one of the largest government-linked companies in the country, with more than 28,000 employees and a market capitalization of more than RM25 billion.

Requirement

The client wanted to reduce calls handled by an agent level by 15%, move from a voice to a non-voice ratio of 80:20 to 40:60 and enhance the overall customer experience.

Solution

Servion took a consulting lead approach and offered a CCaaS solution based on the Cisco HCS platform. The solution included:

- Onboarding of 2000+ Contact Center agents onto a 4000 seater HCS instance
- End-to-end Managed Services
- Multiple IVR call flows and customized reporting on Cisco Platform
- Servion CX Platforms – ServInsights (for CC Analytics), ServInsights RT (for Real-time analytics, ServIntuit (for Omni-channel)

Business outcomes

Servion's omnichannel solution brought about several tangible benefits for the client, including:

- Customer gained an omnichannel experience across voice, video, email, and chat
- Agents could handle a higher number of concurrent customer interactions, resulting in more efficient contact center resources



The Servion difference

Our sustained focus on CX technologies and over two decades of experience delivering advanced customer service solutions let us tackle the most demanding projects, deliver the value you expect, and maximize the return on your technology investments. Our difference is built on five pillars.

- Deep expertise implementing and managing contact center technologies
- Broad experience across all the categories of the CX stack
- Impeccable delivery track record with an Industry-leading Net Promoter Score (NPS) of over 65
- Vendor-neutral consultative approach
- Ability to combine packaged applications assembly and tailored software development

For more than 25 years, Servion has been trusted by customer-centric brands for designing, building, running and optimizing Contact Centres and Customer Experience (CX) solutions. Our 800 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/>.



Crafting CX solutions

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