

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

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/>.



Servion is a registered trademark worldwide. The mention of other product and service names might be trademarks of other companies. This document is current as of the initial date of publication and may be changed at any given point of time.

© Servion Global Solutions

Learn more at servion.com

Follow us at [linkedin.com/company/servion-global-solutions](https://www.linkedin.com/company/servion-global-solutions)

For more information, contact marketing@servion.com