

A Leading Sports Channel Transforms Its Service Center To Provide Better CX

Challenge

- The client, a broadcasting giant in Qatar, wanted to replace its existing contact center with a state-of-the-art contact center that would address all the current limitations while retaining the existing features
- As part of the transformation process, it was looking for a solution that would transform its existing customer relations center from being just a helpline to a 'one-stop service center' that would cater to all the external consumption needs

Solution

Servion conducted the following assessments:

- With the client in a growth phase, Servion suggested a Cisco Packaged Contact Center solution (PCCE) along with Cisco Email integration manager and web interaction manager
- Migrated the existing TDM based contact center to an IP operations network
- Cisco Social Miner
- Cisco Unified Intelligence Center

Results

- Exceptional contact center experience
- Scalability: The new system handles 5000 calls per day and is scalable to handle 30,000 busy hour call attempts
- Real-time response to customers via social network

