

CASE STUDY | WEBEX CONTACT CENTER

Leading US-based medical imaging provider migrates to Webex Contact Center

To improve its contact center stability and scalability

About the client

The client is one of the largest outpatient medical imaging providers in the United States, operating across 11 states with over 200 highly-experienced subspecialty-trained radiologists and 160 ACR-RADSITE certified facilities. It specializes in using the newest diagnostic imaging technologies and bringing them to the community in an affordable and accessible way.

Requirements

The client had numerous business challenges, such as frequent call center outages and limited agent availability

since its existing on-premise contact center did not align with business growth and scalability. The client had high handling time due to no caller validation in their IVR and limited workforce management coverage due to single cluster integration.

The client was looking for a stable contact center platform with the ability to scale agents, services, and channels and enhance customer experience by reducing agent handling time. The much-needed platform was expected to facilitate effective scheduling and forecasting using workforce management for all users, migrate all contact center applications from legacy on-prem solutions, and remove the dependency on the local database for routing decisions. The client was looking for a simplified routing that allows quick changes and routes internal tasks to

contact center agents. The client also wanted to migrate 172 clinics to Cisco Webex Calling cloud PBX solution

Solution

Servion's experienced consultants worked with the client team to understand their requirements, proposed and designed a comprehensive cloud contact center solution using Cisco WxCC, Cisco WxWFM, Webex Experience Management, Webex Calling, and Google CCAI. The team ensured a smooth cloud migration with no business disruptions.

The solution included:

- **Cisco Webex Contact Center Cloud migration** from the clients' existing on-premise UCCX platform. The outsourced Spanish queue was first migrated to the cloud, followed by another 70 queues that ensured the ability to transfer calls between legacy and the new Webex Contact Center platform. Screen-pop into Konica imaging solution for improved agent productivity and experience.
- **Cisco WxWFM cloud migration** digitizes scheduling and empowers supervisors to optimize agent performance and customer satisfaction.
- **Cisco Webex Calling** cloud-based phone system installation for more than 172 clinics.
- **Cisco Webex Experience Management Cloud** solution deployment improves customer and agent experience by providing insights across the entire user journey.
- **Google CCAI integration** to collect insurance information and improve the patient experience.

Business benefits

- 99.9% uptime achieved with the new cloud-based Webex Contact Center platform
- Robust expansion capability on top of the newly added 650 agents and supervisors, and 800 Webex Calling endpoints
- Improved agent productivity
- Simplified and reliable routing environment with built-in Routing Strategy, complex DB dependency was removed
- Customer satisfaction measured through Post Call Survey reports
- Improved customer experience and cost savings

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