

## SUCCESS STORY | MEDIA &amp; ENTERTAINMENT

## A leading satellite-based TV company modernizes customer engagement with Servion's first full-suite Genesys Cloud CX implementation

*Seamless omnichannel integration, advanced analytics, and social engagement deliver enhanced experiences for a diverse regional customer base.*



### About the client

The client is a Dubai-based satellite TV company serving the Middle East and North Africa. It broadcasts a wide range of premium international and regional content, including programs from Paramount Global, Warner Bros. Discovery, NBCUniversal, Sony Pictures, DreamWorks, and BBC, along with Arabic, Turkish, and Pinoy entertainment. With millions of subscribers across the region, the client is a household name recognized for delivering high-quality, multilingual content tailored to local audiences.

### Requirement

The client aimed to address several complexities in its customer engagement landscape. The organization operated a distributed voice infrastructure across seven GCC locations, with all calls routed through its Dubai office. In addition, it wanted to unify digital and voice channels, integrate

interaction data into its warehouse in a precise AVRO format, and strengthen customer sentiment analysis through social listening.

The Genesys Cloud CX implementation with extensive AppFoundry integrations required a robust, scalable design that balanced innovation with operational stability.

### Scope of Work

The transformation program included:

- Consolidation of voice and digital infrastructure across seven GCC locations
- Inbound DTMF IVR (100–190 agents)
- Social listening and engagement across Facebook and Instagram
- Digital engagement: live chat (web & mobile), WhatsApp, email, digital chatbot (Google Dialogflow), and callback

- Outbound campaigns for proactive customer outreach
- Quality Management and Survey Management across all channels
- Knowledge Management to support agents and customers
- Speech & Text Analytics for actionable insights
- Power BI connector for enterprise reporting
- Agent gamification to boost engagement and productivity
- CRM integration with Unify CRM for streamlined workflows

## Solution offered

Servion partnered with the client as the advisory, design, and implementation lead to deliver a comprehensive Genesys Cloud CX transformation

The solution included:

- **Genesys Cloud CX full suite** implementation across seven GCC locations
- **AppFoundry integrations:** Feebak (survey management), Noralogix (data warehouse integration), Google Dialogflow (AI chatbot), Konnect Insights (social listening), and Unify CRM integration
- **Omnichannel coverage:** inbound DTMF IVR (100–190 agents), outbound campaigns, callback, live chat (web & mobile),

WhatsApp, email, and digital bot engagement

- **Advanced capabilities:** Quality Management, Knowledge Management, Speech & Text Analytics, Power BI connector, and Agent Gamification
- **Deflection capabilities:** IVR redirection to alternate channels to reduce wait times and improve customer convenience

## Business outcomes

The migration to Genesys Cloud CX with Servion's expertise delivered multiple benefits:

- **Unified platform across GCC,** enabling centralized management of distributed voice and digital interactions
- **Enhanced digital engagement** with AI-driven chatbots, WhatsApp, and live chat, improving accessibility and responsiveness
- **Improved customer insights** through advanced analytics, survey management, and social listening, driving faster feedback-to-action cycles
- **Streamlined data integration** with seamless transfer of interaction data into the client's warehouse for reporting and insights
- **Future-ready foundation** with scalability for new digital channels and continued innovation in customer engagement



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Servion is a US-headquartered global systems integrator with over three decades expertise in customer experience (CX) transformation. With over 1,000 employees worldwide, we support brands like Costco, Rogers, Roche, Farmers, and Citibank in delivering exceptional service solutions. Our JourneyWorCX™ framework amplifies human connection through intelligent technology, creating customer journeys that drive growth. Servion makes journeys that work.

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