

## SUCCESS STORY | TELCO

## North American telco giant completes contact center transformation with Servion's Genesys Cloud CX expertise now supported by ongoing managed services

*Ensuring minimal disruptions, improved change management processes, and enhanced utilization of consolidated agent tools*



### About the client

The client is a Canadian communications and media company headquartered in Toronto, providing a comprehensive array of services to consumers and businesses alike, including wireless communications, cable television, internet, and media assets. As one of the largest in the country, this telecom giant is renowned for its technological prowess and commitment to customer satisfaction, continually investing in cutting-edge infrastructure to deliver high-speed internet, reliable mobile services, and compelling entertainment options.

### Requirement

Following a major merger with another large North American telecommunications company, the client sought to streamline

its contact center technology. The goal was to consolidate platforms such as Genesys Engage and Cisco UCCE into Genesys Cloud CX. Servion was engaged to work closely with the in-house contact center team to:

- Define and execute a migration plan to Genesys Cloud CX
- Migrate over 6,000 agents to the new platform
- Rationalize and transition applications, including Quality Management (QM), Workforce Management (WFM), and other Agent Experience (AX) tools
- Preserve valuable on-premises innovations while enhancing them where possible
- Ensure a seamless Contact Center as a Service (CCaaS) migration

## Solution offered

As the advisory, design, and implementation partner, Servion completed a thorough analysis of the existing technology stack and executed a comprehensive migration to Genesys Cloud CX. The program included:

- **Implementation and Integration** – Built the core architecture of Genesys Cloud CX and integrated it with legacy on-premises systems using AppFoundry solutions such as Session Border Controller (SBC) and Bring Your Own Carrier (BYOC).
- **Migration Accelerator Tools** – Delivered tailored tools to accelerate migration, focusing on agents, transfer tools, and TFN/DID management with improved tracking.
- **Unified WFM Solution** – Migrated to a unified, Genesys-integrated WFM solution for the combined company, with a Cisco WFM connector feeding data into the system.
- **Phased IVR to IVA Migration** – Completed the migration of Interactive Voice Response (IVR) systems in a controlled, phased process, followed by deployment of Microsoft Copilot-powered IVA solutions.
- **Managed Services** – Following migration, Servion now provides ongoing, day-to-day managed services for the migrated

lines of business (LOBs), acting as a single point of contact for operational support, performance optimization, and release consultation.

## Business outcomes

Servion's migration from the legacy on-premises solutions to Genesys Cloud CX delivered several key benefits:

- Successfully **migrated 1,500 agents from on-premises** platforms to Genesys Cloud CX within three months
- Introduced **three major features**: HYPIQ (Hold Your Position in Queue), Outbound Stabilization, and Branded Agent Desktops
- Established **a robust foundational framework and architecture** that ensures operational stability and scalability
- **Improved change management processes**, enabling smoother adoption for all stakeholders
- **Increased utilization of consolidated agent tools**, leading to enhanced customer experiences and greater agent productivity
- Sustained **operational excellence** through Servion's ongoing managed services



Where Journeys **get done**

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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