

SUCCESS STORY | AUTOMOTIVE

A premier automotive retailer enhances customer engagement with Servion's Cisco Webex Contact Center Cloud implementation

Voice channel contact center solution with nationwide queues and enhanced agent experience through screen pops



About the client

The client is America's most admired automotive retailer, recognized for its unwavering commitment to excellence across every aspect of automotive sales and service. A Fortune 200 company, it operates more than 300 locations across 21 states, supported by a workforce of over 25,000 associates. Collectively, they have sold and serviced more than 15 million vehicles nationwide.

Requirement

To elevate the customer experience, the organization sought to modernize its contact center in line with its vision of delivering best-in-class, technology-enabled solutions. The legacy on-premises system created operational overhead, lacked scalability, and limited innovation.

A cloud-based platform was needed to:

- Integrate Webex Calling Dedicated Instance with the contact center

- Enable seamless national call routing and collaboration across regional teams

- Enhance agent efficiency through screen pops

- Build a foundation for future innovations, including Voice Bot and Agent Assist capabilities

Scope of Work

The transformation program included:

- Voice channel support for inbound and outbound interactions

- Consolidation of three regional call centers into a single nationwide operation

- Voice recording and playback capabilities

- Agent desktop with integrated screen pops

- Integration with Acqueon LCM for predictive outbound dialing

- Integration with Webex Calling – Dedicated Instance for IP telephony

- Cisco Webex Quality Management for agent evaluation

- Cisco Webex Workforce Optimization

Solution offered

Servion partnered with the client to design and deploy a future-ready Cisco Webex Contact Center cloud solution, hosted in the United States to meet strict compliance, security, and performance standards. The comprehensive solution included:

- **Cisco Webex Contact Center** with full voice channel support

- **Acqueon LCM** for predictive outbound dialing

- **Cisco Quality Management** for agent scoring and coaching

- **Cisco Webex Workforce Optimization**

- **Cisco Webex Calling – Dedicated Instance** for IP telephony

- **Advanced analytics and reporting** with real-time and historical dashboards providing actionable insights into performance and customer satisfaction

- **Automation features** such as intelligent campaigns and callbacks to streamline appointment scheduling and follow-ups

Business and IT outcomes

By migrating to the Cisco Webex Contact Center cloud, powered by Servion's implementation expertise, the client achieved seamless integration of agents across regional centers to support nationwide queues.

Key results include:

- Advanced call routing for faster and more accurate appointment booking

- Simplified onboarding of new stores—no additional scripting required

- Predictive outbound dialing for higher agent productivity

- Scalable, AI-ready foundation to support future customer engagement innovations



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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