

SUCCESS STORY | UTILITY

A prominent nonprofit utility organization migrates seamlessly to Genesys Cloud CX

Ensuring enhanced capabilities and reliability in delivering essential services to its community



About the client

The client is a prominent nonprofit utility organization based in the United States. As a community-owned and governed entity, it provides essential services, including electricity, water, and wholesale telecommunications to residents, businesses, and industries in the region. With a focus on sustainability and reliability, the client operates two large-scale hydroelectric facilities, contributing significantly to the local energy grid.

Challenges

The client faced several challenges in modernizing its contact center operations. The client sought an implementation partner to migrate its existing contact center business units to Genesys Cloud CX. This

migration required expertise in seamless transitions and deep knowledge of Genesys Cloud CX.

Second, the solution design necessitated an omnichannel experience, native AI features such as agent assist and automatic knowledge surface, and compliance with PCI-DSS standards. Additionally, the client required outbound campaign capabilities, including an outbound payment IVR solution integrated with its backend payment gateway. Post-implementation, the client needed ongoing managed service support to ensure smooth operations and timely resolution of any issues.

Solutions provided by Servion

Servion, recognized for its expertise in Genesys Cloud solutions, was selected as the implementation partner. Servion's seasoned solution consultants devised a

comprehensive migration plan, addressing each aspect of the client's requirements:

- **Milestone-wise Migration Journey:** Servion's consultants crafted a detailed migration plan, ensuring a step-by-step approach for seamless implementation while prioritizing risk mitigation.
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- **Solution Configuration and Implementation:** Servion implemented various components, including
 - Omnichannel experience (voice, chat, and email)
 - Voice and chatbot integration
 - Outbound campaigns, including a proactive IVR payment system integrated with the customer's payment gateway application
 - PCI-DSS compliance
 - Quality Management (QM) and Workforce Management (WFM)
 - Integration with backend customer CRM for touchpoints such as IVR Self-service and ScreenPop
 - Genesys Agent Assist and Knowledge Management

- **24x7 Day 2 Managed Support:** Post-implementation, Servion provided round-the-clock managed support to address any operational issues promptly and ensure uninterrupted service delivery.

Benefits

The implementation of Genesys Cloud CX by Servion resulted in several key benefits for the client:

- **Seamless and reliable migration:** Servion's meticulous planning and execution led to a smooth and reliable migration process, minimizing operational disruptions.
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- **Comprehensive risk mitigation:** The client's operations remained secure and resilient throughout the transition since all potential risks were promptly addressed at each stage of the migration journey.
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- **Future-proof business outcomes:** Servion's consultancy and advisory services guided the client towards future-proof solutions that can address evolving business challenges and opportunities.

For more than 25 years, Servion has been trusted by customer-centric brands for designing, building, running and optimizing Contact Centers and Customer Experience (CX) solutions. Our 1100 CX professionals apply their passion and deep domain expertise to the entire design-build-run-optimize solution lifecycle. For more information, visit <https://servion.com/>.

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