

CASE STUDY: CLOUD CX TRANSFORMATION

A US-based healthcare organization streamlines its contact center with NICE CXone

Seamless migration and modernization powered by omnichannel automation and cloud-native analytics



About the Company

The client is a U.S.-based healthcare organization that provides dental and vision benefits to individuals, employer groups, health plans, and government-sponsored programs. Known for its strong provider network and focus on customer service, the organization supports both member and provider engagement through digital tools and contact center services. It operates as an insurer and administrator, offering a wide range of dental and vision plans.

Challenges

The client operated an in-house, 85-seat NICE CXone contact center platform but faced limitations that impacted efficiency, scalability, integration, performance, and analytics.

- **Internal Management Burden:** Managing the CXone tenant in-house made configuration and optimization resource-intensive.
- **Suboptimal Omnichannel Setup:** Voice, chat, email, and SMS channels weren't fully integrated for seamless routing and reporting.

- **Gaps in Quality & Feedback Tools:** Engagement scoring, post-call surveys, and sentiment analysis were underutilized or missing.
- **Complex Migration Requirements:** Migrating numbers, user data, scripts, and recordings to a new tenant required expert planning.
- **Limited Scalability:** The existing setup wasn't ready for future enhancements such as Agent Assist or advanced automation.

The Solutions

Servion, in collaboration with Conduent, was engaged to design and implement a robust, scalable NICE CXone solution tailored to the client's evolving needs.

Key aspects of the solution included:

- **New Tenant Configuration:** A fully configured NICE CXone production tenant for 85 omnichannel agents, supporting voice, chat, email, and SMS.
- **IVR and Routing Intelligence:** Directed-dialog IVR with native speech recognition and 30 self-service call flows for better customer navigation.

- **Data & Telephony Migration:** Seamless porting of 90 toll-free and 30 direct dial numbers, along with migration of user profiles, studio scripts, and recordings.
- **Quality & Feedback Management:** Deployment of advanced tools for 100% engagement scoring and post-call surveys.
- **Analytics Enablement:** Interaction analytics for voice and chat to assess sentiment and improve service delivery.
- **Integration & Customization:** REST API-based CRM integration, dynamic screen-pops for agents, and a 200-hour development block for custom use cases.
- **Workforce Optimization:** Integration of NICE IEX WFM for accurate forecasting and intelligent agent scheduling.
- **Future-Ready Flexibility:** Platform readiness for AI-powered capabilities such as Agent Assist and continuous transcription

Benefits & Outcomes

The deployment of the new CXone tenant delivered measurable improvements in performance and customer experience:

- **Improved Agent Efficiency:** Omnichannel routing and CRM screen-pops enabled faster, context-rich resolutions.
- **Higher First Call Resolution:** Smarter routing and call flows boosted one-touch resolution rates.
- **Actionable Insights:** Real-time reports and sentiment analytics gave supervisors data-driven visibility.
- **Stronger Quality & Compliance:** Automated scoring and recordings supported coaching and regulatory needs.
- **Seamless Migration:** Remote transition to the new tenant occurred with zero downtime and full go-live support.
- **Future-Ready Platform:** Built to support upcoming AI tools like Agent Assist and live transcription



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For more information, contact marketing@servion.com