

SUCCESS STORY | CONTACT CENTER

An international nonprofit organization in Canada transforms its contact center with Webex CC

A unified platform for handling multiple communication channels, and efficient agent interactions



About the client

The client is a well-known international nonprofit organization operating in various communities in Canada. They provide essential services to address critical social issues and local community needs, ranging from healthcare, food, and shelter to mental health, addiction support, legal and financial assistance, support for seniors, childhood development, neighborhood planning, community engagement, social innovation, and public policy.

Requirements

The client needed a comprehensive cloud-based solution for their new contact center. They aimed to consolidate multiple telephony systems into a single, easy-to-use platform that efficiently handles voice, web chat, email, and SMS channels.

Solution

Servion, a global service delivery partner of Cisco Systems, recommended the Cisco Webex Contact Center solution to address the client's needs. To demonstrate the solution capabilities, Servion provided several demos to the stakeholders and set up a trial tenant for the client's IT personnel to have hands-on experience with the solution.

The implementation involved creating queues for Voice, Chat, Email, and SMS channels to provide services such as ADIRS, Game support, Senior support, and Ukraine voice. Integration with the client's CRM system allowed agents convenient access to CRM screens, streamlining caller assistance. Servion worked closely with Cisco Systems to devise a unique solution that identified and diverted SMS messages from customers in British Columbia away from the national 211 service users to ensure better-localized support.

Additionally, Servion was engaged by the client to provide break-fix support and handle moves, adds, changes, deletions to configurations over three years. It was a first-of-its-kind implementation of the Webex Contact Center solution in Canada

Key Benefits:

The rapid deployment of the Cisco Webex Contact Center solution by Servion brought several significant advantages to the client:

- **Improved Caller Experience:** The callers experienced enhanced interactions and smoother communications with the contact center, increasing satisfaction.
- **Seamless Migration to Cloud:** The shift from on-premises systems to a cloud-based solution was executed smoothly, minimizing downtime.
- **Efficient Multi-Channel Handling:** The unified agent desktop allowed the agents to handle customer inquiries across various channels (voice, web chat, email, SMS) from a single interface, leading to better productivity.
- **Contact Recording and Training:** The solution enabled the recording of customer interactions across all channels.
- **Robust Reporting:** Call center supervisors and administrators gained access to comprehensive reports, providing valuable insights into call volumes, agent performance, and overall contact center efficiency.
- **Integration Capabilities:** Integrating the DataMart solution, using the Webex Contact Center API, allowed the organization to harness data-driven insights for better decision-making and customer service.

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-runoptimize solution lifecycle. For more information, visit <https://servion.com/>.



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