

SUCCESS STORY | CHEMICAL COMPANY

Leading chemical company embraces cloud contact center solution to mitigate the pandemic crisis

Building a business continuity plan to accommodate higher-than-normal call volumes

About the client

The client is one of the largest chemical companies in the world and a subsidiary of the largest customer-centric technology and services firm, operating six integrated production sites and 361 other production sites in more than 90 countries in Europe, Asia, Australia, the Americas, and Africa.

Requirement

With the widespread of COVID-19 pandemic, organizations are leaving traditional on-premise contact centers to work remotely and promote social distancing. With the enforcement of the government's lockdowns and social distancing norms in most countries, the client quickly needed a work-from-home (WFH) solution that ensures business continuity to accommodate the higher-than-normal call volumes

Solution

Servion enabled the client to set up a cloud contact center and implement an efficient work-from-home strategy for their agents, allowing them to stay safe at their homes and continue to address the spike in call volume.

Servion's work from home solution included:

- **Amazon Connect - Cloud Contact Center:** Servion's CX consultants analyzed the existing set-up and proposed AWS's cloud-based contact center – Amazon Connect. Servion, an Amazon Connect Standard APN Consulting Partner implemented the cloud-based work-from-home solution in 5 business days, allowing the agents in seven different countries to stay safe at their homes and continue to address the spike in call volume.

- **Standard Contact Control Panel (CCP), a WebRTC** softphone for incoming and outgoing telephony, that enables the agents to attend calls using a browser on their laptops/desktops.
- **Seamless call transfer** from the client's existing Interactive Voice Response (IVR) system to Amazon Connect, which would route the calls to remote agents, preserving the end customer experience.
- **Mapping of DNIS** to agent queues and configuration of 450+ agents

Business outcomes

Servion offered a rapid transition to a work-from-home model in five business days. This comfortably led the agents into a new work-from-home scenario, without

compromising the customer and agent experiences. Our quick deployment strengthened the clients' ability to deal with the sudden spike in call volumes while ensuring agents' safety and business continuity. The key outcome includes:

- **Quick deployment** in 5 business days
- Migrated 450+ agents to work from home
- Supported agent logins from multiple countries
- Improved responsiveness and agent availability
- 24x7 access to managed support services to monitor and support the remote contact center setup

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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