

SUCCESS STORY | TELECOM

Leading telecom service provider in Malaysia delivers an omnichannel CX

Uninterrupted and seamless experience across voice, video, email, and chat



About the client

The client is a leading telecom service provider in Malaysia, offering broadband services, data, fixed-line, pay television, and network services. It is one of the largest government-linked companies in the country, with more than 28,000 employees and a market capitalization of more than RM25 billion.

Requirement

The client wanted to reduce calls handled by an agent level by 15%, move from a voice to a non-voice ratio of 80:20 to 40:60 and enhance the overall customer experience.

Solution

Servion took a consulting lead approach and offered a CCaaS solution based on the Cisco HCS platform. The solution included:

- Onboarding of 2000+ Contact Center agents onto a 4000 seater HCS instance
- End-to-end Managed Services
- Multiple IVR call flows and customized reporting on Cisco Platform

- Servion CX Platforms – ServInsights (for CC Analytics), ServInsights RT (for Real-time analytics, ServIntuit (for Omni-channel)

Business outcomes

Servion's omnichannel solution brought about several tangible benefits for the client, including:

- Customer gained an omnichannel experience across voice, video, email, and chat
- Agents could handle a higher number of concurrent customer interactions, resulting in more efficient contact center resources

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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