

## SUCCESS STORY | RETAILER

# Leading UAE retailer improves Genesys Cloud Contact Center stability with Servion Managed Services

*Ensuring reliable and uninterrupted contact center operations*



## About the client

The client is a privately held luxury goods retailer and distributor headquartered in Dubai, UAE. It is the largest retail operator in the Middle East, playing a crucial role in developing the luxury sector in the region. The company has more than 12,000 employees and 750 retail stores operating in 14 countries.

## Requirements

The client was looking for the industry's best next-generation managed service provider who can act as a single point of contact for all technical issues in its contact center components and channels, including calls, email, chat, etc. It wanted the service provider to find, report and

quickly fix issues and rough edges in the customer journey, besides adding new numbers and mapping to the queues.

## Solution

Servion provides a 24x7 managed services support coverage for the client's Genesys Cloud solutions, even on public holidays. Servion's dedicated managed services team streamlined and optimized critical contact center operations remotely across applications, infrastructure, and networks to ensure a flawless customer experience. Some of the support activities include:

- MACDs - Moves, adds, changes, and deletes Genesys Cloud configurations such as people, roles, queues, locations, workspaces, wrap-up codes, ACD skills,

DID and extension numbers, pools, phones, and phone templates

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- Address tickets submitted via the Servion support portal by the client's IT helpdesk team that monitors the internal systems, internet connectivity, and telephony service and coordinate with the business team
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- Support the client's internal team to fix Salesforce-related issues

## Business outcomes

Servion's real-time, find-and-fix approach towards any issues at different stages of the customer journey has brought several tangible benefits to the client, including:

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- Improved reliability and availability of the contact center solution
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- Uninterrupted business operations that improves CX
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- Stable and secure infrastructure
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- Reduced operational costs

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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