

SUCCESS STORY | TELCO

North American telco giant leverages Servion's Genesys Cloud CX expertise to achieve a smooth contact center transformation

Ensuring minimal disruptions, improved change management processes, and enhanced utilization of consolidated agent tools.



About the client

The client is a Canadian communications and media company headquartered in Toronto, providing a comprehensive array of services to consumers and businesses alike, such as wireless communications, cable television, internet, and media assets. As one of the largest in the country, this telecom giant is renowned for its technological prowess and commitment to customer satisfaction, continually investing in cutting-edge infrastructure to provide high-speed internet, reliable mobile services, and captivating entertainment options.

Requirement

Following a recent merger and acquisition with another large North American telecommunications company,

the client aimed to streamline their contact center technology. This involved consolidating platforms like Genesys Engage and Cisco UCCE into Genesys Cloud. To achieve this, they sought a top-notch partner to collaborate with their in-house contact center team on the following:

- Define a migration plan to Genesys Cloud CX.
- Migrate over 5,000 agents to Genesys Cloud.
- Rationalize and migrate applications, including Quality Management (QM), Workforce Management (WFM), and other Agent Experience (AX)-facing applications.
- Preserve existing on-premises innovations while enhancing them as opportunities arise.

- Ensure a seamless Contact Center as a Service (CaaS) migration.

Solution offered

As an advisory, design, and implementation partner, Servion conducted a thorough analysis of the existing technology stack and architected a migration plan to Genesys Cloud CX. Their migration roadmap catered to both the client and its acquired company, encompassing the following key elements:

- **Implementation and Integration:** Establish the core architecture of Genesys Cloud CX, seamlessly integrating it with the existing on-premises contact center technology through foundational installations. This includes leveraging AppFoundry solutions like Session Border Controller (SBC) and Bring Your Own Carrier (BYOC) deployments.
- **Managed Services:** Provide ongoing, day-to-day managed services for the migrated lines of business (LOBs) to ensure their continued success on the platform. This includes offering a single point of contact, operational services, and release consultation.
- **Unified WFM Solution:** Migrate the existing WFM platform to a unified Genesys-integrated solution for

the combined company. This involves integrating a Cisco WFM connector to feed data into the existing WFM system.

- **Phased IVR Migration:** Migrate the Interactive Voice Response (IVR) systems in a separate, controlled process while transitioning all agents to Genesys Cloud CX.

Business outcomes

Servion's well-suited migration plan from their legacy on-premises solution to Genesys Cloud yielded several key benefits for the client:

- **A robust foundational framework and architecture** that enables a seamless migration with minimal disruptions to operations.
- **Improved change management processes** that ensure a smoother transition for all stakeholders.
- **Increased utilization of consolidated agent tools**, leading to improved customer experiences and overall agent productivity.

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For more information, contact marketing@servion.com