

SUCCESS STORY | MEDIA AND ENTERTAINMENT

UAE's Leading satellite-based TV company elevates customer experience with seamless Genesys Cloud migration

Enhancing CX with cutting-edge cloud solutions and customized managed services delivered by Servion



About the client

The client is a leading UAE-based satellite TV company serving the Middle East and North Africa. It is renowned for its innovative service automation, digital solutions, and commitment to providing customer-centric and seamless services. The client primarily broadcasts programming from TV networks owned by major global media and entertainment companies as well as regional content, including Arabic, Turkish, and Pinoy programming. Since its founding in 2009, the company has introduced several technologies and services to the region, such as DVR, an online TV platform, 3D HD, and internet-enabled satellite receivers.

Requirements

The company aimed to modernize customer experience by adopting a next-generation

unified cloud contact center platform. It sought to transition from its legacy Avaya system to a modern, robust cloud contact center without disrupting daily operations. They also aimed to leverage an artificial intelligence-driven, state-of-the-art cloud contact center platform. The client needed to enhance their digital channels, streamline their IVR system, use machine learning-based analytics, and integrate the new cloud contact center with their existing CRM system to ensure seamless customer interactions. Additionally, they required implementing social listening capabilities across social media platforms within the unified contact center platform.

Further customization was essential, particularly in creating tailored agent scripts, reporting analytics, and conversational AI to meet the specific needs of the customer's services. These requirements demanded a

partner capable not only of deploying the solution but also of providing long-term managed services to support the evolving contact center environment.

The solutions offered

Servion, a Genesys Gold Partner, was chosen to lead this transformative journey. Its role was clear: to design, deploy, and provide comprehensive managed services for the project. The project scope included:

- **Cloud Migration:** Servion conducted a detailed infrastructure evaluation, crafted a robust Genesys Cloud CX blueprint tailored to the client's needs, and successfully deployed the solution within five months.
- **IVR:** Servion designed and delivered a customized IVR application for the client's voice business, implementing AWS Lambda and RDS integrations with Genesys Cloud to achieve custom business logic that better serves the client's customers.
- **Digital Channel Implementation:** Servion enhanced customer interactions across web messenger and email channels, providing a platform to grow sales, create targeted marketing campaigns, and deliver exceptional customer service.
- **Social Media Platform Integration:** By integrating social media platforms into the client's contact center, Servion improved customer service, response times, and overall customer satisfaction.
- **Conversational Google Dialogflow:** Servion implemented Google Dialogflow, a natural language processing (NLP) platform, enabling the client to enhance customer experience by building applications that understand and respond to user inputs conversationally across various channels, including websites, mobile apps, WhatsApp, and social media.
- **Recording & Scripting:** Servion implemented custom recording policies based on the client's requirements and designed custom scripts to display relevant information on the agent desktop.
- **Genesys Cloud Integration with CRM:** Servion created custom logic to display customer data on the agent desktop through CRM integration, using triggers and actions from Genesys Cloud to provide agents with 360-degree contextual data.
- **Automated Quality Management:** Servion upgraded and customized critical aspects of automated quality management within the Genesys ecosystem, enhancing the productivity of the client's operational teams.
- **Real-Time Insights:** Servion leveraged Genesys Cloud's advanced reporting and analytics capabilities, empowering users with real-time and historical insights.
- **Power BI Reporting:** Servion delivered a Power BI connector to push cloud data to the client's Power BI application, enabling the operational team to create customized reports tailored to meet distinct functional and operational requirements.
- **Conversational Survey:** Servion developed a conversational survey using Google Dialogflow across omnichannel platforms, allowing feedback and insights collection through a dialogue-driven format. This approach increases user engagement by mimicking natural conversation, making it easier for respondents to share their thoughts and experiences.
- **24x7 Managed Services:** Servion provided round-the-clock managed services,

covering moves, adds, changes, and deletions (MACDs) to ensure a resilient and adaptable Genesys Cloud CX environment.

Benefits

The successful implementation of Servion's solutions brought significant improvements to the client's contact center operations, including:

- **Timely and Cost-Efficient Migration:** The project was completed on schedule and within budget without disrupting contact center operations or causing cost overruns.
- **Enhanced Customer Experience:** The modern cloud solution improved customer interactions and reliability, boosting overall satisfaction.
- **Stability and Security:** The infrastructure is fortified against security threats, ensuring stable and secure contact center operations.
- **Reduced Operational Costs:** The migration resulted in ongoing cost savings, optimized resource management, and increased operational efficiency.



Crafting CX solutions

Servion is a specialist in customer experience (CX) solutions, excelling in complex, compliance-driven environments. As a consulting-led, vendor-agnostic global system integrator, Servion enhances CX by leveraging existing infrastructure and advanced technologies. Utilizing AI and cloud solutions, we significantly improve customer interactions. With a Net Promoter Score (NPS) of 80, we focus on long-term relationships, helping over 600 enterprises migrate contact centers to the cloud, implement AI, integrate business applications, and optimize operations with our 24x7 managed services.

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