

SUCCESS STORY | HEALTHCARE

A global healthcare leader accelerates customer engagement in APAC with a cloud native contact center built on AWS

Powering cloud-first customer engagement at regional scale



About the client

The client is a major regional division of one of the world's largest manufacturers and distributors of healthcare products, operating across the Asia Pacific region. Its portfolio spans pharmaceuticals, medical devices, and consumer health products. With more than 130,000 employees globally and 250+ subsidiaries across 60 countries, the organization supports healthcare delivery at significant scale, with products sold in over 175 countries worldwide.

The challenges

As the organization expanded its APAC operations, it required a modern, scalable contact center platform capable of supporting customer engagement while minimizing infrastructure complexity and operational overhead.

Key challenges included:

- Moving away from traditional infrastructure to a cloud based contact center
- Ensuring high availability, security, and scalability across regional operations
- Providing agents with a customized desktop experience aligned to operational needs
- Maintaining ongoing support for both the AWS environment and agent applications
- Enabling seamless integration with additional services and solutions over time

The solution delivered

Servion designed, implemented, and supported a cloud native contact center solution on AWS, leveraging multiple AWS services to deliver a secure, scalable, and cost efficient platform

Key components of the solution included:

- **AWS-based contact center implementation:** A modern contact center architecture built using AWS cloud services to support scalability, resilience, and operational flexibility.
- **Custom agent desktop with ServDesk:** Deployment of ServDesk, Servion's proprietary agent application, providing a customized desktop experience tailored to agent workflows.
- **End-to-end solution support:** Ongoing support for the AWS-hosted contact center solution, ensuring stability, performance, and continuous availability.
- **Cloud-native architecture:** Use of multiple AWS services orchestrated to deliver a secure environment capable of integrating seamlessly with other enterprise systems and solutions.

Business outcomes

- **Cloud-driven efficiency:** The client benefits from the scalability and flexibility of AWS without the overhead of server maintenance, hardware management, or infrastructure upgrades.
- **Reduced operational complexity:** A fully cloud-based solution simplifies management while supporting evolving business needs.
- **Secure and extensible platform:** The environment is secure by design and can seamlessly integrate with additional services and solutions as requirements grow.
- **Improved agent experience:** Customized agent desktops enable more efficient handling of customer interactions across the region



Where Journeys **get done**

Servion is a US-headquartered global systems integrator with over three decades expertise in customer experience (CX) transformation. With over 1,000 employees worldwide, we support brands like Costco, Rogers, Roche, Farmers, and Citibank in delivering exceptional service solutions. Our JourneyWorCX™ framework amplifies human connection through intelligent technology, creating customer journeys that drive growth. Servion makes journeys that work.

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