

SUCCESS STORY | TELECOMMUNICATIONS

Customer Experience Transformation for a Leading Telecommunications Service Provider in India

With Cisco On-Premises Solutions and Managed Services



About the client

The client is a major global telecommunications company headquartered in India. They offer mobile services (2G/3G/4G/5G), fixed broadband, DTH, digital payments, and a wide suite of enterprise solutions, including cloud, security, and IoT. Operating across South Asia and Africa, the company serves hundreds of millions of customers and is recognized as one of the world's largest mobile operators.

Requirement

The client delivers customer service across 22 telecom circles in India and manages 34 different Lines of Business (LOBs). Their operations handle an average daily volume of 6.3 million calls, of which nearly 5% are routed to contact centers nationwide.

They were operating on an outdated Avaya-based Contact Center Technology (CCT) platform that was increasingly difficult to

maintain, inefficient, and lacked the flexibility their business and IT teams required. They needed:

- A modern, easy-to-manage, and highly customizable solution
- Dynamic IVR applications with plug-and-play menus, announcements, and teasers
- Support for 22 languages across 34 LOBs
- A scalable, reliable, and secure architecture that would simplify operations

The Solutions Offered

Servion, a Cisco partner for nearly 25 years, was selected to lead the transformation. After delivering a successful proof of concept covering IVR capabilities, contact center applications, and call-routing technologies, Servion was awarded the full project. The scope included:

- **Cisco Unified Contact Center Enterprise (UCCE) 12.x On-Premise Implementation:** Deployed in active-active mode across two data centers, incorporating components such as Roger, AW/HDS/DDS, Cisco Unified Communications Manager, Cisco Voice Portal (CVP), CVP Reporting Server, Finesse, Cisco Unified Interaction Center, Cisco CUBE, Cisco Jabber, Cisco Virtual Voice Browser, and SIP Proxy Server.
- **Self-Service IVR Applications:** Designed and deployed for 34 LOBs across 22 languages, offering customizable menus, announcements, teasers, and plug-and-play modularity.
- **CRM Integration & Custom Admin Portal:** Servion integrated the customer's in-house CRM and built a dedicated administration portal to meet unique operational needs and improve workflow efficiency.
- **Customized Reporting & Dashboards:** Delivered comprehensive IVR and ACD reports and dashboards to empower both IVR and contact center teams with

actionable insights. These included performance metrics used internally and reports required for statutory and regulatory compliance.

Benefits

- **Timely and Cost-Efficient Migration:** The project was completed on schedule and within budget with zero disruption to contact center operations and no cost overruns.
- **Enhanced Customer Experience:** The modernized solution improved service reliability, interaction quality, and overall customer satisfaction.
- **Stability and Security:** The new infrastructure strengthened security posture and ensured highly stable and compliant contact center operations.
- **Reduced Operational Costs:** The migration led to sustainable cost savings, improved resource utilization, and greater operational efficiency across customer service operations.



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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