

CASE STUDY | GENESYS

# Leading US financial services institution improves regulatory compliance adherence by migrating to Genesys Pure Engage Cloud

*Reliable solution that helped improve regulatory compliance adherence*



## About the client

The client is one of the largest financial service institutions in North America, specializing in payment card services. A leading issuer of personal, small business, and corporate credit cards, the company has around 24000 CCPs across the globe (US, EMEA, APAC). It offers travel-related services, including traveler's checks, credit cards, corporate and personal travel planning services, tour packages, and agencies for hotel and car-rental reservations.

## Requirements

The client was looking for a seamless infrastructure

upgrade from legacy (traditional telephony) to the Cloud that fulfills diverse regulatory and compliance requirements and enables various digital engagement channels and customization of WFM

## Solution

Servion, a certified Genesys partner, deployed a centralized contact center built on Genesys Pure Engage Cloud (PEC). Servion kickstarted the project by migrating its legacy systems from NICE to Genesys GIR solution by leveraging powerful search engines such as Elasticsearch, Kafka, and Kibana, and Genesys API integration, which is flexible enough to integrate the solution with other third-party analytics solutions available in the market. The engagement included

setting up different tribes (with a minimum of 20 team members who worked on different squads) for different product owners.

An overview of the solution:

- OnPrem to Hybrid Cloud migration

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- Omnichannel – Email and chatbot

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- Workforce Management

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- Workspace Web Edition

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- Media lifecycle management based on LOBs

- Single SpeechMiner UI across the organization

## Benefits

Servion's implementation and its real-time find-and-fix approach towards any issues, offering checks and balances at different stages of the solution, brought several tangible benefits to the client. Some of them include:

- Increased the reliability of the solution with simple and user-friendly offerings

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- Seamless infrastructure upgrade

For more than 25 years, Servion has been trusted by customer-centric brands for designing, building, running and optimizing Contact Centres and Customer Experience (CX) solutions. Our 800 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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