

TRANSFORMING CONTACT CENTER EFFICIENCY AND CONFIDENCE: A CASE STUDY IN GENESYS CLOUD CX OPTIMIZATION



CASE STUDY



"Miratech's expertise has been invaluable in helping us overcome challenges and meet our goals for optimizing and supporting our newly deployed Genesys Cloud CX Platform. Their friendly, professional and flexible approach, along with their unwavering support, not only resolved issues but also accelerated our program. We're excited about our ongoing partnership, which has already proven to be mutually beneficial. Looking forward to achieving even greater success together!"
Brent Bucey, Omni Channel/CX Lead.

AT A GLANCE

CHALLENGES

- Loss of user faith and adoption due to the initial migration approach.
- A rigid project-based model that hindered agility and optimization.
- High volume of support tickets and lengthy resolution times.

BENEFITS

- Improved operational efficiency
- Enhanced user confidence & adoption
- Effective migration from Avaya
- Accelerated data center divestiture

OVERVIEW

The client is one of the largest AAA club in the national federation, serving more than 7.3M AAA Members across 13 states and the District of Columbia.

Whilst migrating their existing contact center to the Genesys Cloud CX platform, the goal was to improve customer and employee experiences and reduce operational costs. The migration was being led by a systems integrator using a 'lift and shift' approach without optimization, which resulted in a rigid project-based model.

OBJECTIVES

The primary business goal was to stabilize the Genesys Cloud CX solution and regain user confidence and adoption. The client sought to:

- Optimize Genesys Cloud CX contact center operations.
- Repair the solution architecture.
- Refactor call flows to facilitate future optimization.
- Manage support ticket volume and reduce resolution times.
- Educate and train staff on proper operation and best practices.

SOLUTIONS

Miratech stepped in to address these challenges and achieve the client's objectives. The solutions provided included:

- Optimization of Genesys Cloud CX contact center operations.
- Solution architecture repair.
- Refactoring of call flows to allow for multiple developers to work on future optimization.
- Efficient management of support ticket volume with a focus on reducing resolution times.
- Comprehensive education and training for staff on operational best practices.

RESULTS

Miratech's intervention yielded significant results:

- A reduction of over 30% in the volume of support tickets within the first two weeks.
- A 50% decrease in high-priority ticket volumes.
- Improved user confidence and adoption of the Genesys Cloud CX solution.
- The client accelerated its data center divestiture ahead of the initial plan.
- Optimization of the migration from Avaya to Genesys, with the development of metrics and quantitative analysis to prioritize business requirements and manage ad-hoc demands in an agile manner.