

Transforming a Corporate Contact Centre with

Customer Overview:

A leading telecommunications and broadcasting company faced contractual challenges with their incumbent provider and desired a digital-first approach for their corporate contact centre. They aimed to enhance their digital experience, incorporate omni-channel capabilities, and integrate AI-driven solutions for improved efficiency.

Problem Statement:

The customer sought to overcome contractual issues with their current provider and implement a more advanced contact centre solution. Dissatisfaction with their provider's services and a desire for a technical roadmap centered around AI and virtual agents prompted their search for alternatives.

Project Result:

The successful implementation of Fiveg's solution led to increased productivity within the corporate contact centre. API integrations with tools like ServiceNow and MS Teams were leveraged, with plans for further enhancement through the deployment of an Intelligent Virtual Assistant (IVA).

Deal Initiation:

The opportunity arose during monthly meetings where the customer expressed dissatisfaction with their existing provider. While alternatives like ConnexOne were considered, Fiveg's technology stack outperformed competitors, especially during the Discovery phase, which proved crucial in understanding and addressing current challenges.

Duration and Steps Involved:

The entire process spanned six months:

- **Discovery:** Identifying challenges and requirements.
- **Demonstrations:** Showcasing Fiveg's capabilities.
- **Commercial Discussions:** Negotiating terms.
- **Project Phase:** Executing the implementation plan.

Conclusion:

This case study exemplifies how Fiveg successfully addressed contractual issues, provided a digital-first solution, and set the stage for increased productivity in the corporate contact centre. Through collaboration across departments and a comprehensive approach, the customer achieved their goals of enhancing digital experiences and integrating AI-driven solutions for greater efficiency.

Departments and Roles Involved:

Various departments and roles played vital roles in the project:

- **User Perspective:** HR Department and IS Helpdesk
- **Technology Standpoint:** Voice Team, HR & IT Systems Support Team
- **Roles:** Users, Supervisors, and Administrators of the contact centre technology.

Product/ Solution Sold:

Fiveg provided VCC Agent blended licenses, Supervisor licenses, API integrations for ServiceNow, and a UC adaptor for MS Teams. Additionally, plans were made to implement an IVA to bolster the customer's Care Program.

Challenges and Solutions:

Addressing contractual concerns and ensuring a seamless transition from the incumbent provider were significant challenges. Open communication and a thorough Discovery phase facilitated resolution, highlighting the importance of transparency in such transitions.

The urgency was heightened by the termination date of the existing contract, emphasising the importance of timely engagement and resolution.