

SUCCESS STORY | CONTACT CENTER

A \$500 million casino ensures contact center transformation and seamless guest experience with Webex Contact Center

Enhanced efficiency and CRM integration for unparalleled customer service



The client is a prestigious \$500 million casino in Sacramento County, Elk Grove. Spanning 100,000 square feet, the casino offers an extensive array of entertainment options, including 2,000 slot machines, 80 table games, a poker room, and a high-limit gaming area. To cater to their guests, the establishment also features four dining venues: an upscale steakhouse, a pub, a Chinese restaurant, and a food court. Additionally, the casino boasts a luxurious 12-story hotel with 302 guest rooms, a spa, a fitness center, and a magnificent pool.

Requirements

As part of its commitment to providing exceptional guest service, the client sought to implement a state-of-the-art cloud-based contact center solution that seamlessly integrates with its existing Cisco Webex Calling voice infrastructure and CRM application. The primary objectives

were rapidly implementing the solution, ensuring efficient call routing based on guest priority levels and self-service.

Solutions

Servion, a trusted global service delivery partner of Cisco Systems, proposed the Cisco Webex Contact Center solution and showcased a comprehensive demo of the solution to the client, highlighting its seamless integration capabilities with the existing CRM application through available APIs.

Understanding the urgency of the requirement, Servion executed a rapid roll-out plan for the Cisco Webex Contact Center solution. Within a few weeks, they successfully deployed the system, configuring it for 20 agents and three supervisors. The prompt implementation ensured that the

call center was fully operational well ahead of the casino's opening day, allowing the client to provide top-notch guest service from the beginning.

Servion conducted comprehensive training sessions for the contact center agents, supervisors, and administrators. This training equipped the staff with the necessary skills to handle calls efficiently and leverage the system's capabilities to improve the overall guest experience. With well-trained staff, the client successfully conducted User Acceptance Testing and, upon successful results, proceeded with the system's go-live.

In addition to the rapid roll-out and implementation, Servion secured a three-year engagement to provide break-fix support and handle moves, adds, changes, and deletes to the system's configuration. This ensured the client could rely on Servion's expertise to maintain the contact center's optimal performance throughout its critical early years

Key Benefits:

The collaboration between the client and Servion resulted in numerous benefits, including:

- **Improved Guest Experience:** The new contact center solution allowed clients to provide exceptional

customer service to their guests, enhancing their overall experience during their stay and play.

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- **Pre-Opening Call Center:** Thanks to Servion's rapid roll-out, the contact center was fully operational before the casino's opening day, enabling seamless communication with potential guests and customers from the outset.

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- **Efficient Call Handling:** The solution streamlined call handling processes for agents, reducing call waiting times and ensuring prompt and accurate responses to guest inquiries.

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- **Call Recording for Agent Coaching:** The contact center's call recording feature provided valuable insights for agent coaching and performance evaluation, leading to continuous improvement in customer interactions.

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- **Reports and Analytics:** Call center supervisors and administrators benefited from comprehensive reports and analytics, enabling data-driven decision-making and performance optimization.

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- **CRM Integration:** The integration with the CRM application enabled efficient routing of calls based on guest priority levels, ensuring personalized and tailored service for different tiers of guests.

For more than 25 years, Servion has been trusted by customer-centric brands for designing, building, running and optimizing Contact Centers and Customer Experience (CX) solutions. Our 1100 CX professionals apply their passion and deep domain expertise to the entire design-build-runoptimize solution lifecycle. For more information, visit <https://servion.com/>.



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