

SUCCESS STORY | PHARMACEUTICAL COMPANY

A leading US-based pharmaceutical company overcomes compliance risk and improves CX

Effortless cloud adoption and completely omnichannel customer experience



About the client

The client is an American global generic and specialty pharmaceuticals company with global headquarters in Pennsylvania. It has more than 1,900 employees worldwide, providing a comprehensive portfolio of regulatory, clinical, and compliance solutions to help solve complex challenges in a dynamic regulatory environment.

Requirements

The client's contact center was running on Cisco UCCE 7.5. Since this version was no longer supported by Cisco, the client was not compliant with the regulatory requirements. It ran a dual risk of either falling into a legal pitfall

or facing technical glitches that might result in poor customer experience. In addition, the client wanted to integrate their CC infrastructure into the existing Siebel CRM to improve the customer experience.

Solution

After meticulously analyzing, the client moved from the outdated on-premise Cisco UCCE V7.5 to Servion's ServCloud, powered by Cisco HCS. ServCloud is a comprehensive cloud-based customer experience platform that ensures effortless cloud adoption and offers completely omnichannel customer experience. Be it email, inbound and outbound calls, chat, or social media, ServCloud enables enterprises to engage with customers

in meaningful conversations and provides a consistent, contextual, and omnichannel experience using the customer's preferred channel. The solution also included ServIntuit, ServInsights, ServCare, Cisco Finesse, Calabrio AQM, and B&S connector for Siebel..

Business outcomes

The solution brought several key benefits, including:

- Flawless and connected customer experience

- Regulatory compliance
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- Holistic control of the contact center
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- Ability to scale on-demand with cloud
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- Analytics-led engagement
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- Increased security and reliability

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-run-optimize solution lifecycle. For more information, visit <https://servion.com/>.



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