

CASE STUDY | CONTACT CENTER

# Leading cloud contact center software company enhances CX with CRM connector

*Unifying communication platforms for better customer-agent engagement*



## About the client

The client is a market leader in Cloud-based Contact Centre Software in the US.

## Requirement

The client was looking for a technology partner to integrate its two different contact center solutions - Avaya Aura UC and Five9 cloud contact center solution. They were looking for a robust and flexible connector, coupled with an interface, which can provide the contact center managers with higher visibility on currently available agents and present status for better engagement.

## Solution

With a “Build Once Deploy Many” approach, Servion built a robust, scalable end-to-end connector, seamlessly facilitating the data integration between Avaya and Five9.

The solution included:

- **Real-time integration** between Five9 cloud contact center solution and Avaya Aura UC. This integration enabled the connector to extract and display the agent list, present status, and activities
- A **UI-based admin tool** for better configuration of the integration

- Building a **UI for the dynamic status** of the agents and effective handling of customer queries
- End-to-end **customer and L3 support** covering troubleshooting, root cause analysis, etc

## Business outcomes

Servion's deployment brought about several other operational benefits for the client, including:

- **Seamless and faster integration**, reducing average handle time (AHT) in handling customer queries
- **Higher visibility** on agent availability, present status, and activities
- Increase in **first-call resolution** (FCR) and customer satisfaction score (CSAT)
- Geographical redundancy and high availability
- **Complete control** over integration and its configuration

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