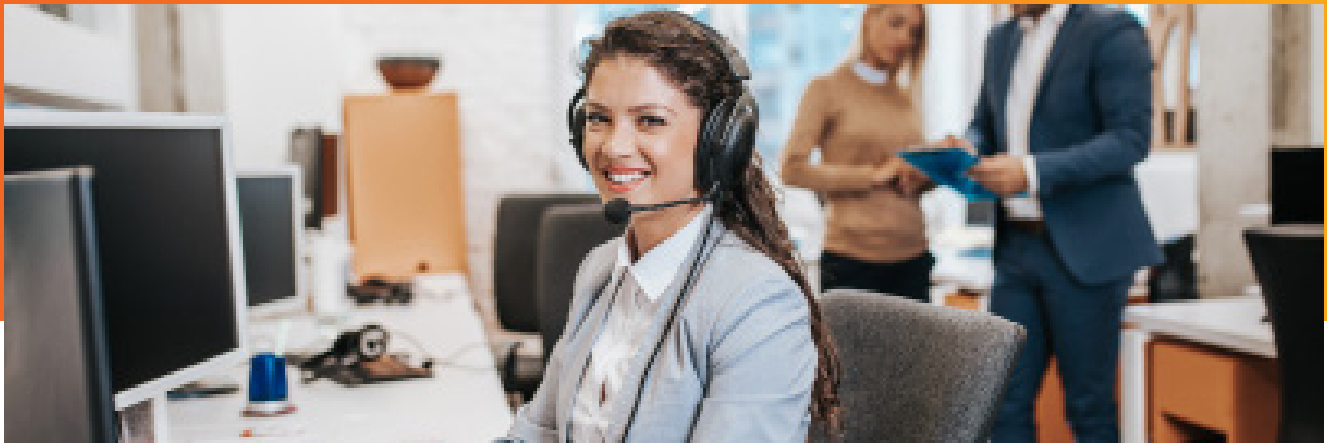## SERVION

SUCCESS STORY | CONTACT CENTER

Leading Contact Center ISV improves customer satisfaction with a new chat solution

User-friendly, multi-browser chat application with rich UI

About the client

The client is a global contact center software leader, empowering organizations to provide smarter and faster customer experiences with its cloud customer experience platform that combines omnichannel routing, workforce optimization, analytics, automation, and AI.

Requirement

The client had to deal with challenges related to its existing patron chat application, which was incompatible with multiple browsers and devices. It was looking for a technology partner to build a brand new cross-platform customer chat solution

Solution

Servion designed and built a new, user-friendly, multi-browser chat application with rich UI. This consumer-facing live chat app was compatible with all devices, including mobile and tablets.

The solution included:

- A flexible, user-friendly, and responsive chat interface that integrated with customer's websites.

- Cross-browser and cross-platform compatibility

- Customizable location and appearance

Business outcomes

The new customer chat solution brought about several benefits for the client, including:

- Mobile usage of the customers increased by 28%

- Enhanced user experience and performance with 3X faster load times, compared to the old app

SERVION | *Crafting CX solutions*