

SUCCESS STORY | GENESYS

# Leading US financial services institution improves CX and regulatory compliance adherence by migrating to Genesys Cloud

*Reliable solution that helped improve CX and regulatory compliance adherence*



## About the client

The client is one of North America's largest financial service institutions, specializing in payment card services. A leading issuer of personal, small business, and corporate credit cards, the company has around 24000 CCPs across the globe (US, EMEA, APAC). It offers travel-related services, including traveler's checks, credit cards, corporate and personal travel planning services, tour packages, and hotel and car-rental reservations agencies.

## Requirements

The client was looking for a seamless infrastructure upgrade from legacy (traditional telephony) to the cloud that helps adopt new digital channels (email and chat), fulfills diverse regulatory compliance requirements, and customizes workforce management (WFM).

## Solution

Servion, a certified Genesys partner, deployed a centralized contact center built on Genesys Cloud. Servion kick started the project by migrating its legacy systems from NICE to Genesys GIR solution by leveraging powerful search engines such as Elastic search, Kafka, and Kibana, and Genesys API integration, which is flexible enough to integrate the solution with other third-party analytics solutions available in the market. The engagement included setting up different tribes (with a minimum of 20 team members who worked on different squads) for different product owners.

### An overview of the solution:

- OnPrem to Hybrid Cloud migration

- Omnichannel solution – Email and chatbot
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- Workforce Management
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- Workspace Web Edition
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- Media lifecycle management based on LOBs
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- Single SpeechMiner UI across the organization

## Benefit

Servion's implementation and real-time find-and-fix approach towards any issues, offering checks and

balances at different stages of the solution, brought several tangible benefits to the client.

### Some of them include:

- Increased the reliability of the solution with simple and user-friendly offerings
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- Enablement of various digital channels, including email and chatbot
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- Advanced and full customization of WFM
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- Seamless infrastructure upgrade

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