



A Top 5 International Airport Case Study

Cloud Migration Sees
Productivity Take Off While
Improving Customer Experience.

Read On



A Top 5 International Airport

Industry: Aviation

Location: United States of America

Agents: 55 concurrent agents

Challenges:

- Unreliable legacy contact center platform
- Inability to integrate applications, tools, processes, people, and data
- Complex, lengthy upgrades with no clear omnichannel roadmap

Products:

- Genesys Cloud
- Genesys Voice Routing
- Genesys Call Recording
- Intelligent Virtual Assistant (Voice)
- PCI Solution

Services:

- Cloud Migration Services
- Professional Services
- Managed Services



Everything begins and ends with customers.

Our client is a top 5 international airport and one of the busiest in the USA. The airport's busy contact center is their central communication hub: Agents service nearly 2 million interactions annually—including 1 million inbound and outbound calls, 150,000 emails, and more than 850,000 chats. The Agents primarily handle customer inquiries relating to arrival/departure information, general queries, and secured payments processing.

Held back by legacy contact center solution and poor integration.

Our client used multiple solutions, outdated back-end systems, manual processes, and lists to respond to customers. They attempted to integrate and update these systems to enhance customer experience but experienced call & data handling and agent productivity issues. Additionally, their legacy contact center platform was unable to keep pace.

The business suffered from system crashes and downtime, while simple upgrades could take several weeks to complete. "We'd innovated and automated large parts of our operations for the last four decades, but the contact center infrastructure was a showstopper," said the Product Manager for the airport.

Ultimately, the lack of flexibility and inability to solve productivity issues drove them to seek a knowledgeable partner and a wholesome solution.

Pursuit of Customer-First and Digital-First Cloud Contact Center

The airport knew a cloud contact center solution was the answer and evaluated different vendors. The scalability, flexibility, and advanced capabilities of Genesys Cloud CX made it a clear winner. The next big decision for the airport was to choose cloud migration experts specialized in Genesys products. "The Voxai customers we spoke with said it was the best decision. True to that, we were impressed with their collaborative project approach and technical know-how in a short period", says the Product Manager of the Airport. "Voxai Solutions was the only solution integrator prepared to build extra functionality into Genesys Cloud CX platform so we could automate more of our processes. They also personalized our customer interactions by making them conversational using natural-language capabilities and blended artificial intelligence (AI). By combining self-service with personalization, Voxai Solutions transformed the airport's self-service IVR system into an asset for building customer relationships. They would even manage our platform to ensure smooth operations and high availability."

Installed and managed by local cloud specialists, the solution provides a single desktop for securely handling inbound, outbound, IVR, email, and chat communications. "The first phase of implementation took six weeks. Our advisors were fully trained and ready to take customer calls within that short period. In just three months, the airport achieved some big gains with an immediate impact on customer experience. Genesys Cloud CX and Voxai's expert handling of cloud migration, it's much easier to control queues and move resources around," said Leader, Contact Center. "Every time a customer makes contact, our customer advocates automatically see their full history to provide them with better information, quicker service, and superior experience," concluded one contact center leader.

Initial Business Results

- Improved customer experience with queue call-back routing
- Ability to quickly scale seats and manage agents
- Provide a more human experience by solving customer issues with an easy-to-use AI-powered virtual assistant
- Easy, instant-access reporting via dashboards
- Insight into agent productivity and coaching needs
- Reduce abandonment rates





Our client also benefits from our renowned Voxai's Managed Services – SLAs focused on business outcomes, standard daily health checks, quicker service response times, much to the delight of its IT team. The client developed a deeper appreciation for our managed services model and continues to rely on us to manage the platform. An integrated service catalog and a single-view service platform for better management of incidents, problems, and changes helped the client remain an always-on platform while delivering an excellent customer experience.

Setting the Stage for Innovation

Last year, the airport expanded Voxai managed services to multiple business groups and added numerous applications, hundreds of agents, and millions of interactions while improving customer experience and achieving significant savings through self-service.

The airport continued to work with Voxai through a dedicated Voxai Customer Service Manager to modernize the migrated applications further, and progressing these iterative improvements remains a continued focus. The cloud migration improved scalability and agility and helped map a path towards further modernization. Voxai's iterative change model puts the airport in a better position to modernize its customer experience and management applications to enhance the total experience further and drive down operational costs.

About Voxai

For more than 17 years, Voxai has been the trusted partner for customer-centric brands for architecting, implementing, and managing Contact Centers and Customer Experience (CX) solutions. We combine forces with Genesys to recreate experiences centered on a unique brand purpose that close the gap between brand promise and customer experience. With a laser focus on core purpose, we help our clients meet their customers' needs, engaging them in brand-relevant experiences and shifting the focus from cost to growth.

Our 180+ CX experts apply their passion and deep domain expertise to Manage, Transform and Enhance the CX solution lifecycle. Voxai has helped leading brands and federal agencies deliver great experiences to their customers, users, and employees. To learn more about how we help our customers deliver exceptional agent and customer experience, visit voxai.com.

635 Fritz Drive, Suite 220 Coppell, Texas 75019

Telephone: 972-691-3333



/voxai-solutions



@VoxaiSolutions