Global Insurance Firm Reduces OpEx at Most Critical Contact Center Site by $994k with CCaaS Solution

Challenge

Most companies can trace a direct line from their contact center solution to their customer loyalty metric. There is an undeniable correlation between the effectiveness of one to the success of the other. This was true before the pandemic, and became even more critical as the world went remote.

BlueSky IT Partners worked with a global Fortune 1000 client in the travel insurance and risk management space who was looking to move to a cloud-based contact center solution that would be easier to manage. Additionally, the firm needed a cloud-based unified communications (UC) platform that could seamlessly connect with a new software-as-a-service (SaaS) model.

The firm's technology contract was up for renewal which presented a good time to reevaluate cost and features.

Use Case

With 600 locations world-wide and upwards of 40,000 employees—many of whom were now working from home—the firm needed to standardize on a single solution that would integrate with existing technologies like Microsoft Dynamics, protect personally identifiable information (PII), and produce robust call reporting dashboards.

They enlisted BlueSky to help translate their technical needs into a comprehensive Request for Proposal (RFP) that would lead to vendor selection and a global implementation.

The firm needed a partner who not only understood the technology side of moving from an on-premise call center to a CCaaS solution, but also one with deep knowledge and experience working in the IT vendor landscape who could compare the nuances between products, features, and service models. In BlueSky, they found a partner with a proven track record of success helping companies of similar size and scope manage their RFP process, vet and identify vendors, implement and integrate solutions, and train teams and end-users.

Solution

BlueSky IT Partners worked closely with the firm to first understand their business and their call flow through a series of stakeholder interviews and mind mapping exercises. This thorough data and needs analysis led to drafting a detailed and customized RFP with specific features and requirements that would need to be met in order to optimize operations. This phase took about three months to complete.

"What makes BlueSky unique is that we consult on behalf of our client, and work with all the best of breed providers," said Meg Toups, CEO of BlueSky IT Partners. "We are agnostic to the final decision. BlueSky has a proven track record of success and has implemented thousands of UCaaS and CCaaS seats across the globe. We are compensated through the channel, and only once the clients' services are billing. So, we are very invested in the success of our clients' implementations and on-going support."

BlueSky distributed the RFP and worked with the firm to analyze responses and interview qualified contenders.

"After that, we requested demos from vendors whose products had most of the desired features we were looking for," said Toups. "We narrowed our choices using a decision matrix that included aspects like costs and contract terms. We then worked with our client to make sure that all scenerios were addressed and documented."

Next, BlueSky helped perform a proof of concept (POC) to solve for any newfound challenges or requirements that would inform the final decision. BlueSky assisted in cost and contract negotiation and the company ultimately wound up selecting Fuze with NICE inContact as its CCaaS provider.

BlueSky stayed involved in the project during this final phase to help plan implementation and ensure all project milestones stayed on track.

Results and Impact

The firm was able to implement the CCaaS solution in its first critical contact center site (of 200 users) in just 90 days, achieving the goals and objectvies they set out to complete. The solution integrated with Microsoft Dynamics 365 and offered enhanced caller ID accuracy, self-service IVR, data location and multilocational support, as well as AI routing.

Within three years, the CCaaS solution reduced the firm's total operating costs at its most critical site by $994,268 and saved the company from having to bring on additional staff to manage and maintain on-premise equipment. They were able to eliminate the costs associated with their PTSN and SIP and take advantage of the additional features and functionalities the cloud could provide.

After proving out the model's success, the firm is now deploying the CCaaS solution to its remaining locations around the world—comprised of both physical and home office environments.

CCaaS Features & Benefits:

- Workforce optimization
- Improvement in call routing accuracy
- Performance dashboards
- Global office support
- Flexiblity to turn up and off users anywhere in the world
- Single phased implementation approach and ease of turn up