

CASE STUDY

From Legacy to Future-Ready: EPCOR's Journey to Modernizing Contact Center Operations



Inoria's personable approach, support, transparency, and commitment to EPCOR's goals have made them a valued partner.



Enhanced
Security



Advanced
Features



Streamlined
Operations

EPCOR's move to **Genesys Cloud**, guided by Inoria, ensured minimal disruption while scaling from 80 to 400 agents. The migration enhanced security, enabled advanced features like voicebots, and improved operations with real-time insights and reporting.

THE HIGHLIGHTS

Challenge

- EPCOR urgently needed to **modernize their contact center** after the end-of-life announcements for Genesys PureConnect and Twilio voicebot
- A **U.S. security breach** drove EPCOR to partner with Inoria, who recommended Genesys Cloud for security and scalability

Solution

- Inoria aligned EPCOR's needs with Genesys Cloud through **discovery sessions and detailed planning**
- In six months, they **migrated EPCOR's 400-agent contact center, transitioning Twilio voicebots** and ensuring seamless configuration
- Customization and tailored training enabled efficient system management and insights

Outcome

- **Seamless migration from Genesys PureConnect to Genesys Cloud** minimized downtime through Inoria's precise planning and support and enabled EPCOR to scale from 80 to 400 agents
- In-house operations improved **security, compliance, and control over data**
- **Voicebots and real-time insights positioned EPCOR for future AI innovations**

CLIENT PROFILE

EPCOR:

EPCOR is a leading provider of essential utility services, delivering electricity, natural gas, and water to residential and commercial customers across Canada and the United States.

Size: 400 Employees

Industry: Utilities

THE CHALLENGE

EPCOR's contact center, initially powered by Genesys PureConnect, faced an urgent need to modernize after the platform's end-of-life announcement, compounded by the discontinuation of their Twilio voicebot. EPCOR was faced with the **urgent need for a modernized, integrated solution** that could address their current needs and evolving future requirements.

A security breach at their outsourced U.S. operations further emphasized the need to bring operations in-house to ensure robust security, compliance, and control over data and trusted customer interactions. To address these challenges and future-proof their contact center, EPCOR partnered with Inoria, who recommended migrating to Genesys Cloud as the ideal solution for their evolving needs in Canada and the U.S.

THE APPROACH + SOLUTION

To address EPCOR's needs, Inoria designed a comprehensive plan that combined technical expertise, hands-on collaboration, and a future-focused strategy. Inoria began with **comprehensive discovery sessions**. These sessions helped Inoria understand EPCOR's intricate business requirements and map them to Genesys Cloud's capabilities. Structured playbooks and detailed documentation ensured a transparent and collaborative planning process.

In just six months, Inoria successfully migrated EPCOR's 400-agent contact center from Genesys PureConnect to Genesys Cloud. The process included **on-site collaboration** for real-time problem-solving and training, seamless technical configuration, and the transition from Twilio voicebots to a Genesys-based solution. Inoria also customized the platform to meet EPCOR's unique needs and provided **tailored training** to ensure efficient system management and insight generation.



"Inoria coming on-site made a huge difference! Issues were immediately addressed, they trained our team and during that time, we built and fostered a strong relationship. Face-to-face interactions created an environment for the business to openly discuss concerns and engage in one-on-one conversations. We've maintained constant communication ever since."

EPCOR

THE RESULTS

+ **Seamless Migration**

EPCOR experienced a smooth transition from Genesys PureConnect to Genesys Cloud, guided by Inoria's precise planning, hands-on support, and structured approach, minimizing downtime and disruption.

+ **Enhanced Scalability**

Moving to Genesys Cloud allowed EPCOR to scale their operations from 80 to 400 agents seamlessly, supporting both U.S. and Canadian contact center operations.

+ **Enhanced Security and Control**

By bringing operations in-house, EPCOR mitigated security risks and improved compliance.

+ **Advanced Functionalities**

The migration enabled EPCOR to adopt advanced features like voicebots, positioning them for future AI-driven innovations.

+ **Streamlined Operations**

Real-time insights and advanced reporting features enabled by Genesys Cloud empower EPCOR to refine customer service and performance metrics.

VALUED PARTNERSHIP

EPCOR credits its success to their trusted partnership with Inoria. Inoria's deep understanding of EPCOR's challenges, ability to anticipate their needs, and consistent delivery of solutions that exceed expectations, have been instrumental to their success. Beyond technical expertise, Inoria's personable approach, support, transparency, and commitment to EPCOR's goals have made them a valued partner. Looking ahead, EPCOR is excited to leverage Inoria's INO AI and its ability to deliver advanced AI-powered self-service and agent assist capabilities that deliver human-centered interactions.

Knowledgeable. Adaptable. Committed to excellence. As a Genesys Premier Partner awarded the North America (Canada) Partner for 2023, Inoria has proven to be an indispensable partner in EPCOR's journey toward modernizing its contact center.

ABOUT INORIA, A **CALLTOWER** COMPANY

A Full-Suite Boutique Service Partner Dedicated to Enriching Your Contact Center

Inoria is the North American partner of choice actively orchestrating the evolution of contact center operations. Inoria powers millions of customer interactions, passionately supporting organizations as they navigate their digital transformation journey through customized optimization, implementation and integration services. Agile, personable and human-centric, Inoria builds authentic relationships and champions success through inspired guidance, collaboration and innovative solutions. More than contact center expert consulting, Inoria is about enriching the customer experience.



Let's Connect