

CASE STUDY

From Legacy to **Scalable CX**

A Strategic Transformation Delivered Without Disruption

When a large North American utility provider faced the end-of-life of both its contact center platform and a critical self-service application, the risk wasn't technical, it was operational.

Customer service continuity was on the line. They needed more than a migration; they needed a clear path forward and a partner to guide it.



Seamless
Migration



Enhanced
Insights



Operational
Efficiency

The migration enabled seamless scaling, improved security and reporting, and established a modernized, AI-ready contact center.

The Highlights

Challenge

- Legacy, on-premises contact center nearing end-of-life, with a dependent self-service application being sunset.
- Urgent need to modernize without disrupting customer service.
- Challenges in scaling, meeting security and compliance requirements, and improving queue performance visibility.
- Need to bring outsourced operations in-house.

Approach

- Consulting-led transformation by CallTower's Professional Services team.
- Discovery sessions, migration planning, and platform customization to align with workflows.
- Transition of self-service components and structured training for agents and admins.
- Dedicated project management to ensure timelines, scope, and stakeholder alignment.

Outcome

- Seamless migration with minimal disruption to customer service.
- Successful scaling from 80 to nearly 400 agents across multiple locations.
- Enhanced security, compliance, and real-time reporting.
- Modernized contact center ready for innovation and AI initiatives.

CLIENT PROFILE

Industry: Utilities

Contact Center Size: 400 agents

Regions Supported: North America (U.S. and Canada)

Operating Model: Multi-site, high-volume inbound contact center

The Challenge

The organization was operating on a legacy, on-premises contact center nearing end-of-life, while a dependent self-service application was also being sunset, creating urgency to modernize without disrupting customer service.

At the same time, the business faced additional challenges:

- Scaling from a smaller contact center footprint to support growth
- Increasing security and compliance requirements
- Limited visibility into queue performance and reporting
- The need to bring previously outsourced operations in-house

The customer needed a future-ready contact center environment and expert guidance to ensure the right technology decisions were made for their size, complexity, and regulatory landscape.

The Approach: Consulting-Led, End-to-End Transformation

CallTower's Professional Services team led the engagement end to end, acting as a trusted advisor and delivery partner throughout the transformation.

Key services included:

- + Discovery sessions to align business, technical, and security requirements
- + Detailed migration planning to minimize downtime and risk
- + Platform configuration and customization tailored to the customer's workflows
- + Transition of self-service and automation components
- + Structured agent and admin training to support adoption and long-term success
- + Dedicated project management to keep timelines, scope, and stakeholders aligned

The migration was executed over several months, allowing the contact center to scale from approximately 80 agents to nearly 400, while maintaining service continuity.

The Outcome

- Seamless migration with minimal disruption to customer service
- Successful scaling of operations across multiple locations
- Improved security, compliance, and operational control
- Enhanced visibility through real-time reporting and insights
- Ability to support previously outsourced operations in-house
- A modern contact center foundation ready for future innovation and AI initiatives

Why Choose CallTower?

- **Proven CCaaS Expertise** – Experience across leading contact center platforms
- **Platform-Agnostic Consulting** – Focused on the right solution for each customer
- **Flexible, Human Approach** – Adapted to the customer's way of working
- **Tailored Training Programs** – Designed for long-term success and adoption
- **Direct, Multi-Channel Support** – Access to real people when it matters

With 1,000+ successful deployments, CallTower consistently delivers results that simplify operations, enhance customer and agent experiences, and maximize ROI.

Why This Matters

This use case highlights CallTower's consulting-led, platform-agnostic approach to complex contact center transformations.

By guiding solution selection and owning delivery end to end, CallTower helped the customer modernize with confidence while maintaining service continuity and enabling long-term CX evolution.

About CallTower

Since 2002, CallTower has grown into a global leader in enterprise-class cloud communications, CCaaS, and customer experience (CX) solutions, empowering businesses to thrive in the digital age.

Leveraging advanced technologies such as Microsoft Teams Operator Connect, Direct Routing and GCC High Teams Direct Routing, Webex by Cisco, Zoom Phone, and leading AI-powered contact center platforms including Genesys, Five9, and Parloa, CallTower delivers secure, scalable, and reliable solutions tailored to the unique needs of enterprises worldwide.

By integrating capabilities such as one-click failover, advanced analytics, seamless CRM integration, and AI-driven CX intelligence, CallTower helps organizations modernize communications and contact center operations while driving greater efficiency and insight.



Let's Connect