



CASE STUDY

Driving Continuous Customer Experience Innovation in Healthcare

How a leading healthcare provider leverages CallTower's CX expertise, strategic guidance, and innovation programs to continuously improve customer engagement, optimize operations, and explore emerging AI opportunities.

CLIENT PROFILE

Industry: Healthcare & Diagnostic Services

Headquarters: Canada

Solution: Genesys Cloud, CallTower Professional Services, Strategic CX Advisory

Business Outcome:



Long-term customer engagement supported by continuous optimization, strategic guidance, and innovation initiatives.

A leading healthcare and diagnostic services provider supports patients through a broad network of healthcare services. Delivering exceptional customer experiences is critical to helping patients access information, schedule services, and receive support throughout their healthcare journey.

For years, the organization has partnered with Genesys and CallTower to support its customer engagement operations. As customer expectations and technology evolve, the relationship has expanded beyond platform support to include strategic planning, operational optimization, and the exploration of emerging AI capabilities.

The Challenge



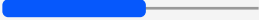
As a healthcare organization managing significant customer interaction volumes, the organization needed to continuously evolve its contact center operations while balancing broader business priorities.

The organization sought to:

- Manage growing volumes of patient and customer interactions efficiently
- Modernize customer engagement and contact center operations
- Improve customer and agent experiences
- Evaluate emerging AI and automation capabilities
- Identify operational efficiencies without disrupting existing workflows

At the same time, the organization was looking for a strategic partner that could support both current operational needs and future innovation initiatives.

The Solution



CallTower continues to support the organization's customer engagement strategy through a combination of technology, consulting, and innovation planning.

The engagement includes:

- Genesys Cloud contact center platform
- Strategic CX reviews and optimization planning
- Quarterly Business Reviews (QBRs)
- Ongoing professional services and advisory support
- Evaluation of AI and automation opportunities
- Copilot Agent Proof of Concept

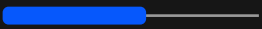
Most recently, the organization approved a Copilot Agent Proof of Concept to evaluate how AI-powered customer interactions can enhance both customer and agent experiences while creating operational efficiencies.

The Results



- + Trusted Long-Term Partnership**
 - Long-standing Genesys deployment supporting customer engagement operations
 - Ongoing collaboration with CallTower's customer experience experts
 - Regular strategic reviews aligning technology investments to business priorities
- + Continuous Optimization**
 - Ongoing evaluation of customer engagement processes
 - Strategic guidance supporting operational improvements
 - Recommendations focused on enhancing both customer and agent experiences
- + Innovation Through AI**
 - Approved Copilot Agent Proof of Concept
 - Exploration of AI-powered customer interactions
 - Evaluation of automation opportunities
 - Development of a roadmap for future AI initiatives
- + Positioned for Future Growth**
 - Modern cloud-based customer engagement platform
 - Scalable foundation for continued digital transformation
 - Flexibility to adopt new customer experience technologies
 - Continued partnership supporting future innovation initiatives

Why CallTower



Organizations choose CallTower because we combine leading customer experience technology, strategic consulting, and implementation expertise to drive measurable business outcomes.

- + **Simplify Multi-Vendor Communications**
 - Consolidate cloud voice, collaboration, mobility, and customer experience solutions through one experienced global provider.
- + **Proven expertise across leading CCaaS platforms**
 - Deep experience deploying and integrating Genesys, Five9, Webex Contact Center, Zoom Contact Center, CT Contact Center, and Ascend Teams Contact Center.
- + **Consulting-led AI delivery model**
 - A strategy-first approach that aligns AI initiatives with business goals before design and deployment.
- + **End-to-end implementation and lifecycle ownership**
 - From architecture and integration to deployment, optimization, and long-term management.
- + **Advanced integration across your technology ecosystem**
 - Seamless connectivity across UC, CCaaS, CRM, ERP, WFM, and analytics platforms.
- + **In-house AI practice driving real CX outcomes**
 - Dedicated specialists delivering Virtual Agents, Agent Assist, and agentic AI tailored to real-world use cases.
- + **Security, governance, and scalability built in**
 - Designed for enterprise environments with compliance, data protection, and operational control.
- + **Flexible engagement model**
 - Available with CallTower licensing or as a standalone professional services engagement.
- + **Global delivery with enterprise-grade execution**
 - Supporting complex, multi-region deployments with consistent delivery and minimal disruption.

About CallTower

Since 2002, CallTower has been at the forefront of transforming global communications, emerging as a leader in enterprise-class cloud communication, collaboration, and customer experience solutions.

We empower organizations with technologies including Microsoft Teams, Webex by Cisco, Zoom, Five9, and Genesys, while delivering strategic consulting, professional services, AI innovation, ongoing optimization, and managed services.

Driven by innovation and a commitment to customer success, CallTower helps organizations simplify communications, enhance customer experiences, and accelerate digital transformation.

Let's Connect

