

CASE STUDY

Transition to an Omnichannel Solution: Contact Center Migration from Genesys PureConnect to Genesys Cloud

CallTower was their preferred contact center solution implementation partner – guiding in the modernization, transformation, integrations, and technological architecture of their contact center operations.



Seamless
Transition



Tailored
Training



Exceptional
Support

Throughout the client's migration to **Genesys Cloud**, CallTower ensured a seamless digital transformation with tailored training and thorough project reviews. Their exceptional post-implementation support empowered users and delivered measurable success.

THE HIGHLIGHTS

Challenge

- **Seamless migration** to an omnichannel cloud solution with no impact on operations, plus **training for IT managers, supervisors, and representatives**
- Support for two business units with distinct needs, ensuring **data separation, communication, and real-time dashboard migration**

Solution

- CallTower enabled seamless cloud migration through **collaboration, tailored solutions, and expert consulting for testing and reporting**
- The **migration roadmap** included thorough assessment, detailed planning with schedules and risk management, and execution phases covering objectives, milestones, deployment, issue resolution, and customer-approved deliverables

Outcome

- **Training for agents, supervisors, and administrators** ensured engagement, with sessions recorded for self-service.
- Post-deployment, CallTower ensured all objectives and metrics set at the beginning of the project were on target, and a detailed report was provided.
- CallTower offered strong **post-implementation support with direct communication and issue resolution.**

CLIENT PROFILE

Insurance Contact Center

Size: 250+ Employees

Industry: Insurance

THE CHALLENGE

Our customer required a seamless migration from an on-premises, end-of-life platform to an omnichannel cloud solution, ensuring no impact on their data, day-to-day operations, or long-term activities. A comprehensive training plan was essential, targeting IT managers, contact center supervisors, and customer service representatives.

The migration involved two business units with distinct requirements, necessitating a platform capable of meeting these needs while enabling communication of essential information and maintaining data separation. Additionally, the customer needed several dashboards, metrics, and reports migrated to the cloud, with each business unit requiring separate real-time functionalities.

THE APPROACH + SOLUTION

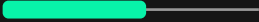
CallTower facilitated a seamless cloud migration by fostering collaboration between two work units, ensuring tailored solutions for distinct business needs while maintaining system integration. Their consulting services were pivotal in developing proofs of concept, testing data models, and ensuring flawless dashboard reporting during the transition.

The migration roadmap included a thorough assessment to gather critical data, followed by a detailed plan with deployment schedules, risk management, and communication strategies. During execution, project objectives, milestones, KPIs, and roles were defined at the kick-off meeting, followed by the deployment phase, which included managing the Genesys Cloud CX migration schedule, addressing risks and change requests, coordinating meetings, and ensuring deliverables were approved by the customer.



Our consulting services were present at every step of the migration. Collaborating with their internal teams, developing proofs of concept and testing the data extract models to make sure that the migration was flawless.

THE RESULTS



+ Training and Knowledge Transfer

Training is one of the important pillars of change management in ensuring an optimal customer experience. Training is provided for each type of user requested by the customer. For this specific customer, this phase also included training of their agents, supervisors and administrators, delivering optimal; workforce engagement and personalized experiences. All sessions were recorded for future self-service capabilities.

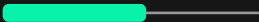
+ Seamless Transition

At the end of the deployment, the customer and CallTower revised the digital transformation project to make sure that all objectives and metrics set at the beginning of the project were on target. The customer also received a deployment report included in the project charter.

+ Exceptional Support

The customer experience post-implementation is a key factor in our methodology. In the weeks following the go-live, we closely followed up on any issues encountered by users. Key people in the company had direct access to the CallTower team to facilitate communication, and access to the implementation and change management support teams.

VALUED PARTNERSHIP



CallTower was their preferred contact center solution implementation partner – guiding in the modernization, transformation, integrations, and technological architecture of their contact center operations.

From the kickoff meeting to the successful Genesys Cloud platform go-live, CallTower delivered 2,600 work hours within four months. Our contact center migration team of six full-time experts comprised of Business Analyst, System Integrator, Project Manager, Solution Architect, Quality Assurance Specialist and Trainers.



ABOUT CALLTOWER

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

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

