

# Achieving Significant Cost Savings and Streamlined Customer Support

The client, a leading U.S. medical and wellness product provider, was seeking cost-cutting measures without sacrificing customer experience. Alorica helped them achieve their goals through application rationalization, extended CCaaS functionality and integration, and custom development.

By leveraging our knowledge of market leading applications, solution design and architecture skills and Managed Services expertise, we provided a cost-effective, streamlined CCaaS solution that significantly reduced licensing costs and improved operational efficiency for the client.

## The Challenges

- High operational costs** – Maintaining multiple disjointed systems led to excessive licensing expenses and strained budgets
- Disconnected systems** – The client used Genesys for voice and Zendesk for ticketing, but lacked workflow automation and agent routing
- Inefficient operations** – Absence of automation increased average handle time (AHT), leading to lower agent productivity

## The Solution

- End-to-end customized integration** – We extended Genesys capabilities to include email ticketing, intelligent agent routing, and workflow automation
- Cost Optimization** – Consolidated platform into a single Genesys omnichannel solution
- Custom development powered by global command center (Managed Services)** – We delivered tailored functionalities beyond Genesys' native features to meet client-specific needs, optimized routing logic, maintained platform efficiency, and drove continuous improvement



**97% reduction** in licensing costs by optimizing platform usage



Consolidated customer support operations into an **omnichannel solution under Genesys**, eliminating inefficiencies from disconnected platforms



**50% faster response time** with automated workflows and agent routing



**35% of customer** inquiries resolved through chatbot