



## KEY FACTS



50% **reduction in annual total cost of** technology infrastructure



Smooth migration to Cloud Contact Centre with capacity to handle **2+ million interactions annually**

**Vertical:** Insurances

**User:** 200+ Genesys licenses und 800+ Microsoft Teams licenses

### Challenges:

- Quickly set up a completely new contact centre
- Reduction of hardware
- Migrate customer and interaction data integration into the back office

**Products:** Genesys Cloud CX3, Microsoft Teams, AudioCodes, DRaaS and RedSky

## CLOUD-FIRST CONTACT CENTRE TRANSFORMATION FOR AN INSURANCE COMPANY

### OVERVIEW

An insurance company set out to modernise its unified communications and contact centre environment. The objective was to replace a heavily customised on-premise setup with a future-ready solution that would reduce hardware dependency, enable rapid deployment, and reliably support a growing volume of customer interactions.

By implementing a cloud-first solution with Genesys Cloud CX3 and Microsoft Teams, the customer has achieved **significant cost reductions, improved performance**, and a **future-proof contact centre infrastructure**. This transformation fully supports the company's business objectives and customer-centric strategy.

## THE INITIAL SITUATION

In 2021, following an acquisition and subsequent rebrand, the insurance company sought to modernise its **unified communications (UC) and contact centre (CC) solutions**. Initially, the company considered replicating its existing, heavily customised on-premise system, but, after **positive experiences with Microsoft Teams** during COVID-19, leadership saw the potential of a cloud-first approach.

**Damovo was engaged to assess options**, comparing a replicated on-premise solution versus a pure cloud, or SaaS solution. Based on their recommendations, the company **asked Damovo to implement a cloud-first solution** that could reduce hardware, enable a rapid go-live, and efficiently handle **2 million+ interactions annually**.

This use case explores the challenges, decision-making process, and successful implementation of the customer's next-generation communication infrastructure.

## THE IMPLEMENTATION

Launched in July 2022, the project saw Damovo **deploy a cloud-first solution** integrating **Genesys Cloud CX3** with **Microsoft Teams** for telephony, email, and chat.

**Direct Routing as a Service** with **geo-redundant SBCs from AudioCodes** ensured seamless connectivity, while **RedSky E911** provided **FCC certification, State E-911 compliance**, and **accurate caller location tracking**.

The system **supports 200 concurrent Genesys CX3 users and 800 Microsoft Teams users**, with a key focus on **seamless customer data migration** post-acquisition. Damovo continues to manage operations, allowing the customer to **focus on its core business**.



## RESULTS

- A cloud-first UC and CC integration of Genesys Cloud CX3 and Microsoft Teams.
- A future-proof cloud solution, always up-to-date with the ongoing potential to evolve.
- 50% reduction in annual total cost of ownership across the new environment.
- Rapid go-live and efficient handling of 2 million+ interactions annually.
- The Microsoft Teams integration enables seamless agent communication across any location or device, speeding up responses and enhancing customer satisfaction.
- An 87% reduction of total computing capacity with associated cost savings.
- Virtual machines reduced from 48 to 6, streamlining technology partnerships and lowering service and operational costs.
- The cloud solution sees the customer benefiting from significantly greater scalability and flexibility, compared to the legacy on-premise solution.

Damovo received positive feedback from the customer for its strategic guidance and the rapid migration from the legacy platform to Genesys Cloud.

The transition was completed within a short timeframe and ahead of a peak business period, ensuring stable operations during a critical phase.

## ABOUT DAMOVO

Damovo is a global technology service provider that supports businesses worldwide on their path to digitalisation. Our comprehensive portfolio includes solutions in the areas of cybersecurity, enterprise networks, unified communications & collaboration, contact centres, and global managed services.

With over 600 dedicated employees, we operate in Europe, the Americas and the Asia-Pacific region and offer global support in more than 150 countries.

## LET'S CONNECT

Visit our website to learn more about how Damovo can transform your business.

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