

Global Technology Vendor

How a globally dispersed technology industry leader adapted to COVID using our modern and open recording infrastructure to power customer experience and speech analytics solutions, following its shift from premise to at-home agents.



OVERVIEW

This five-year customer needed to modernize its system and network architecture. They sought a recording vendor to help them achieve that vision. The company originally chose OrecX for its system openness, agility, control and access.

More recently, at the onset of COVID, this industry leader needed to quickly adapt to new market conditions – primarily pivoting from a call center centric customer service environment to one supporting mostly at-home agents.

This shift required a transition from Cisco Built-in-Bridge (BIB) to Cisco Unified Border Element (CUBE), which introduced meta data challenges with potential downstream impact on its quality monitoring and speech analytics programs.

Speed of implementation and zero loss of operating functionality were business imperatives as they could not afford to lose any performance capability. What's more, they didn't want to sit on the sidelines. The company wanted to actively participate in the migration.

“OrecX did more for us in two weeks than our previous recording vendor did in one year!”

SOLUTION

With a very collaborative approach with the OrecX R&D team, this technology leader successfully transitioned from a switch-centric recording environment to a network-centric one in merely two weeks with no loss of meta data. The open concept of the OrecX capture platform enabled the teams to work hand in hand to accelerate and ensure a successful result.

OrecX was chosen for its modern, open and modular architecture as well as its affordability, product support, scalability and high-fidelity audio capture. The company deployed our full call center solutions suite, while also utilizing our REST API for 3rd party speech analytics. This granted them full access to and control of their interaction data.

RESULTS



81%

reduction in costs
versus previous
vendor



1 day to seconds

improvement in speed of post call
analytics and QA results



94%

increase in
quality-reviewed
calls

CONCLUSION

This customer's unforeseen need for a rapid shift in telephony architecture required a rapid change in recording systems. OrecX's modern and open system, combined with dedicated and agile development teams on both sides, helped achieve the desired results in record time.

This project went from concept to beta in under 2 weeks, with production following shortly thereafter. To date, OrecX has been deployed across four global operating centers in North America, EMEA and APAC regions.