AGILE CX: LEADING BPO DELIVERS
Future-Proof Experiences With Migration to the Public Cloud

Customer Challenge

Everise is an award-winning experience company with over 12,000 global agents, servicing over 20 languages, delivering CX transformation to enterprises from the Fortune 500, to the world's most beloved unicorns, to high growth tech startups. Servicing a variety of core industries, including Technology, Travel and Healthcare, meant Everise had to adhere to customers' compliance requirements, including PCI and HIPAA compliance. Its existing phone systems had been used to the full extent of their financial and technical life. As technology had become outdated and Everise wanted to live up to their purpose of elevating experiences, they needed to upgrade their core phone systems and call recording capabilities.
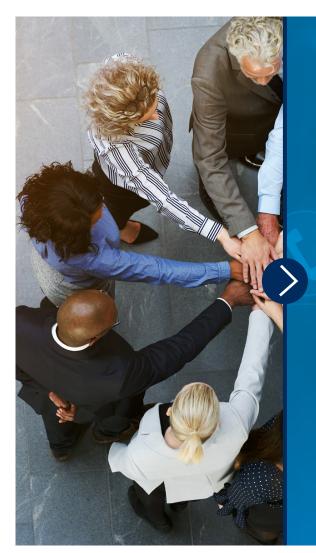
To be a leader in their industry, Everise wanted to move away from spending capital money, instead, looking to adopt a more agile pricing structure. Doing so would more accurately align with their billing policies, which happen on a usage basis (i.e., how many phone calls it took). So they needed to match their cost structure with their revenue structure. Having to pay money upfront with the hope that the customers would use the system would not benefit them; instead, they desired for its underlying technology to be bundled into the services they provided. For this reason, a modern "As-a-Service" model was the most future-forward model from a financial and technology perspective.

The Customer's Desired Outcome

Everise desired to partner with a market-leading provider who could manage phone systems in an agile, efficient and reliable way. Further, the IT department wished to move away from devoting time and resources to the care and feeding of their systems so that they could instead dedicate more time to being customer-focused. At the same time, Everise needed their phone systems up-to-date and running seamlessly in order to service their customers and gain a competitive advantage in the marketplace. Finally, they needed a solution that could efficiently scale with their growth.

ConvergeOne Cloud Experience (C1CX)
Use Case

convergeone.com

The ConvergeOne Response

Everise worked with ConvergeOne to move one of its phone systems to a dedicated private cloud environment with a month-to-month consumption model. While this model worked well for one phone system, they could not scale the solution to cover its two additional phone systems because the model did not make sense financially. This became a pressing issue, as its two other phone systems were going out of support and could not be upgraded.

ConvergeOne determined that a move to the public cloud made the most sense for them. ConvergeOne merged all three systems—two out-of-support phone systems and one system that had already been moved into a private cloud environment—into the ConvergeOne Cloud Experience (C1CX), a SOC 2, PCI compliant, geo-redundant public cloud environment—at less cost than it was spending on its prior solutions.

The move to an agile month-to-month, "As-a-Service" consumption model improved their cash flow, as ConvergeOne was able to find a monthly number that fit within the BPO's budgeting process. Avaya's capacity-on-demand model was also advantageous for their customers, who benefited from a reliable Business Continuity Plan (BCP) and Disaster Recovery (DR), enabling Everise to commit to vastly improved recovery times.

Results

Everise gave ConvergeOne strict timeline requirements, as their first customer needed to migrate to the public cloud environment within three months. ConvergeOne was able to meet this deadline as it began a phased cutover approach, moving customers to the public cloud over the course of 12 months.

Everise's forward-thinking move to a fully cloud phone system has given them a competitive advantage over traditional BPOs, ensuring that their contact center environment remains fresh. Previously, they had decided what to invest in within the technology stack. By partnering with ConvergeOne, their customers could rest assured that it had teamed with the leader in the industry who could future-proof the environment and ensure that they remain PCI and HIPAA compliant. Getting to a platform current state has helped Everise leap ahead while retaining their current customers. It also sets the BPO up to take advantage of implementing digital experiences, which were not possible on the old platform.

Moving forward, Everise is looking to further elevate customer experiences, using ConvergeOne's call recording capabilities and consolidating their SIP trunking into ConvergeOne's data centers. Everise also plans to expand to 30,000 agents, and the scalability of the C1CX public cloud environment will be essential for them to achieve growth.