GOING PUBLIC

Solving a BPO's Cash Flow Issues with a Move to the Public Cloud

Customer Challenge

A business process outsourcing (BPO) provider with 5,000 global agents was primarily focused on customer experience and contact center outsourcing for large companies. It serviced a wide variety of customers, including large enterprises and healthcare providers, which meant it 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 As the technology had become outdated and no longer met compliance, the BPO needed to upgrade its core phone systems and call recording capabilities.

Like many in its industry, the BPO ran on very tight margins and wanted to move away from spending capital money. It preferred operational expenses because it billed its customers on a monthly usage basis (i.e., how many phone calls it took), so it desired to match its cost structure with its revenue structure. Having to pay money upfront with the hope that the customers would use the system would not benefit the BPO; instead, it desired for its underlying technology and business costs to be paid when its clients made payments. For this reason, an "As-a-Service" model best suited the BPO from a financial and technology perspective.

The Customer's Desired Outcome

The BPO desired to partner with a capable provider who could manage the phone systems in a better, faster, and more reliable way than it could internally. Further, the IT department wished to move away from devoting its limited time and resources to the care and feeding of its systems so that it could instead dedicate more time to being customer-focused. At the same time, the BPO needed its phone systems up-to-date and running seamlessly in order to service its customers, so its ideal partner would also be able to determine the next steps it could take to gain a competitive advantage in the marketplace.

The ConvergeOne Response

A year and a half ago, the BPO 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, the BPO 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 the BPO. ConvergeOne merged all three systems—the two out-of-support phone systems and the one system that had already been moved into a private cloud environment—into the ConvergeOne Cloud Experience (C1CX) SOC 2, PCI compliant, geo-redundant public cloud environment at less cost than it was spending on its prior solutions. The move to a month-to-month, "As-a-Service" consumption model solved the BPO's cash flow issues, as ConvergeOne was able to find a monthly number that fit within the BPO's budgeting process.

Results

The move to cloud has benefited the BPO by ensuring that its contact center environment remains fresh. Previously, the BPO had continuously fallen behind on its technology stack. By partnering with ConvergeOne, the BPO's customers could rest assured that it had teamed with a leader in the industry that could future-proof the environment and ensure that it remains PCI and HIPAA compliant. Getting to a platform current state has helped the BPO keep customers who would otherwise leave for a more current system. It also sets the BPO up to take advantage of implementing digital channels, which was not possible on the old platform. ConvergeOne will continue to help the BPO build a better platform to attract and retain additional customers.

The BPO had strict timeline requirements, as its 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, migrating groups of the BPO's customers to the public cloud over the course of 12 months.

Moving forward, the BPO would like to further enhance its call recording capabilities and consolidate its SIP trunking into ConvergeOne's data centers. The BPO also plans to expand from 5,000 to 30,000 agents over time, and the scalability of the C1CX public cloud environment will be essential to the BPO achieving its growth requirements.