



Learn How Opex Helped

A leading \$10B Financial Institution Transform their On-prem CC to Cloud CX

Opex partnered with the bank in a comprehensive engagement. They began by understanding the bank's challenges, which included low CSAT scores, long hold times, and an outdated on-prem system. Opex then helped the bank navigate the cloud solution landscape, shortlisting providers from nearly 10 options to the best fit. This ultimately led to a solution that improved customer satisfaction (CSAT), reduced hold times, and enhanced the agent experience.



CX Advisor

Following the initial engagement, Opex Technologies developed a comprehensive CX transformation strategy. This strategy involved evaluating and integrating various contact center functions, including Workforce Management, Quality Management, and Quality Assurance, Agent Assist and others. Opex made sure to include everything that would affect the customer's and agent experience from start to finish. This way, the client could deliver on their Best in Class CX strategy.



Boosting Efficiency & Satisfaction

The Bank had a legacy on-prem Contact Center and Workforce Management solution and wanted to transform to a cloud-based solution that would help them increase CSAT, deflection rates and optimize their agent performance. They were not leveraging any business automation in their contact center to enhance the client or agent experience and were struggling with authenticating users quickly. Almost 25% of all calls could be deflected but were ending up in an agent queue.

Opex helped the client build out an initial scorecard focused on key capabilities and requirements to help narrow the focus across the whole Contact Center provider marketplace. Our in-depth assessment helped narrow the focus of our engagement down to 6 key providers. Leveraging our initial assessment and data from our discussions the Opex team leveraged our Scripted Demo process to maximize each demo and create a more day in the life demo for the Client.

"Businesses are struggling to keep up, with 98% impacted by poor CX."

- CSG's 2023 State of the Customer Experience Report



Conclusion

Opex Technologies guided our client through the maze of contact center options, enabling them to build a cutting-edge customer experience strategy. The results?

- ✓ Expert Market Analysis to ensure confidence in their final decision
- ✓ Industry insights and knowledge to shorten the total project time.
- ✓ Cost Optimization to ensure best-in-class rates
- ✓ Business terms and pricing negotiations guidance.
- ✓ Business automation and AI integration
- ✓ Implementation and migration project management support.

The Customer Experience Automation & Transformation Journey is Complex



Why Go IT Alone?

Opex CX Advisor as a Service is led by CX Veterans who help connect the dots between the requests of the business into your technology stack, to drive next-generation outcomes for your customers and the business!

Unlock your Customer Experience potential with Our CX Advisory as a Service Offerings:

Opex service offerings that bring people, processes, and technology together to deliver world class customer experiences:

1. CX Strategy Consulting
2. CX Outsource Consulting
3. Implementation Services
4. CX Managed Services

Opex CX Advisor: Deliver Real Value back to your Business and make customer experience a competitive advantage

- Audit and Assessment of current capabilities
- CX, CCaaS and AI journey mapping
- Performance evaluation
- Marketplace Representation - RFI, RFP and Provider Selection
- Full lifecycle BPO strategy development and evaluation
- Vendor management office (VMO) optimization and services
- CCaaS and BPO Implementation and support
- Platform Capability Assessments
- Business Objective Assessments
- Understand Provider AI capabilities to achieve maximum efficiency and business outcomes
- Differentiate Native vs 3rd Party integrations for WFM, QM/QA etc.
- Optimize the integration of Voice into the CC
- Ensure industry compliances and best practices alignment
- Custom Integrations and middleware development
- Project Management coordination between client and provider
- Go live readiness

"77% of brands believe CX is a key competitive differentiator."

- IDC Customer Experience Whitepaper 2023

From the initial assessment all the way to implementation, migration and ongoing account management, connect with the Opex CX Advisor team to learn how they represent your CX transformation journey!

