

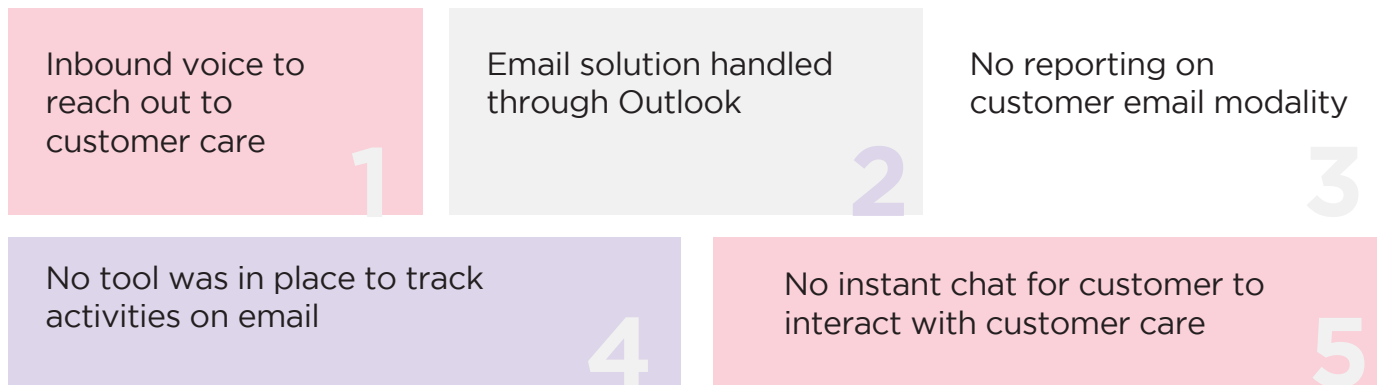
## Omnichannel for large owner and operator of private clubs



## Customer description

This customer is a large owner and operator of private clubs nationwide with over 200 country clubs, city clubs, athletic clubs, and stadium clubs. They are a community, and provide a lifestyle for, golfers, thought leaders, foodies, dynamic women, young executives, and families.

## Challenges



Bottom-line, with an on-premises contact center platform not meeting the agility requirements of the hospitality industry, this customer took HCL's partnership to modernize their customer experience.

## Scope of services

### Number of agents

200 contact center seats spread across the US in two UCCX call centers.

## HCL Solution

### Solution overview

HCL consolidated the disparate contact center solutions into a single omnichannel platform thereby lowering cost and enhancing customer experience

## Solution



**Modern contact center platform-** Cisco UCCX



**Work-from-home enablement-** Jabber using Extend and Connect implemented so that agents could login using Finesse and take calls from their mobiles or landlines at home



**Omnichannel enablement-** Implemented SocialMiner and integrated with UCCX to enable WebChat to provide omnichannel routing and digital channels; integrated with Office 365 for an email channel



**Centralized omnichannel reporting-** UCCX-centralized interaction reporting across voice, email, and social interactions

## Solution Highlights



Simple solution architecture and rich capability



Upgrade from very old legacy version 8.x to the latest 11.x in multiple intermediate upgrades without losing any data



Omnichannel enablement with significantly improved customer experience on email

**Timeline for CC platform migration: 1 month**

# Value delivered

## Customer experience

Fluid.Plat solution now provides omnichannel routing across PSTN voice, email, web chat, and other social channels

## Agent experience

Agent.X solution to enable an agent to handle calls from their mobile or landline while controlling the calls from the Finesse web-based application

## IT experience



Now, they have a contact center solution that is both an omnichannel platform and can be implemented at a lower cost



Fluid.Plat with its centralized solution is feature-rich and provides omnichannel interaction capability



A single omnichannel queue now enables cross-channel reporting from a single location, reducing effort and improving accuracy

