



## CASE STUDY

# Strategic Collaboration Leads to Modern Contact Center Solutions



This large Midwestern health insurance company has been a trusted name in providing health coverage to individuals, families, and businesses. With a mission to ensure high-quality service for policyholders, they continually strive to modernize their operations and customer interactions. Covering hundreds of thousands of members, the company has long been committed to ensuring seamless user experiences and meeting service-level agreements efficiently.

## The challenge: Outdated Infrastructure Hindering Service Efficiency

Stuck in the past with an outdated, on-premises contact center platform, the client faced mounting pressure to modernize in the face of increasing demands. While the internal team had started exploring potential solutions, they realized that strategic evaluation, advanced planning and business stakeholder investment were needed to select the right cloud-based contact center replacement to align with the company's goals.

Their existing on-premises system made having a seamless and consolidated customer interaction experience difficult. Employees often had to cobble together data from disparate systems, which slowed decision-making and impacted operational efficiency. Additionally, the client needed to meet rigorous service-level agreements (SLAs) with key customers while avoiding penalties for lapses in services. With inconsistent use of workforce management tools and frequent manual efforts for scheduling and reporting, the inefficiencies were further compounded. The client sought a cloud-based solution that not only modernized their contact center but provided robust business justification for such a significant investment. Unifying systems, improving reporting capabilities, and aligning operations to meet stringent requirements were top priorities.

## The solution: A Tailored Communications Roadmap to Drive Transformation

C1 Advisory Services consultants approached this engagement with a structured Communications Roadmap Planning process to ensure strategic alignment. The collaboration began with workshops and assessment interviews conducted with 10 functional contact center groups. Through these sessions, they gathered in-depth information about operational challenges, prioritized needs, and explored opportunities for improvement.

### Key results

- Engagement completed within **5 months**
- **10** functional contact center groups engaged
- Recommendations based on insights from roughly **50 stakeholders**

*"C1 has been an instrumental partner in guiding us through significant strategic decisions."*



Key phases of the process included collaborative discovery sessions, architecture evaluation, and feedback loops to validate proposed recommendations. Critical business drivers such as service performance, operational efficiency, and compliance were prioritized, ensuring that the client's objectives were kept front and center.

Based on stakeholder insights, C1 prepared a detailed roadmap outlining phased recommendations. The team identified Genesys as the optimal contact center solution to meet the client's needs, along with tools to improve workforce engagement, employ virtual assistants, and streamline operations. As a part of the strategy, attention was given to integration with existing systems like Pega and service enhancers such as speech analytics for better customer service outcomes.

The client valued C1's unique ability to balance business priorities while simplifying and clarifying complex technical decisions. C1 empowered the organization to make confident, informed choices that support better outcomes.

## **The result: Efficiency, Insights, and Strategic Alignment Achieved**

Within just five months, the client gained a clear roadmap and strategy to scale and modernize their contact center operations effectively. By consolidating systems and introducing advanced workforce management tools, they were in a strong position to alleviate manual inefficiencies and improve SLA adherence.

The recommended solution was designed with a foundation that allows for adaptable business intelligence and analytics integration, facilitating the use of best-in-breed tools. Additionally, the roadmap addressed compliance and accountability measures needed to avoid audits as per organizational requirements, offering peace of mind for their leadership team.

C1's collaborative approach not only ensured the solution was tailored but also built trust with the client. Impressed by the depth and quality of the engagement, they continued working with C1 on the next phase of the contact center modernization.

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