

# Case Study: Empowering a UK Financial Institution with Advanced Call Routing Solutions

## Discovering the Client's Needs

ChorusCX collaborated with a sizable UK Financial Institution to infuse a higher degree of intelligence into their call routing operations. In doing so, the institution was able to significantly improve their customer service experience, increase efficiency and reduce operational costs.

The institution had 2,700 inbound numbers on the Cisco ICM platform, the capability to categorise numbers based on the number itself, as well as how they were terminated to their 16 call centre locations. Their needs also included the ability to flexibly redirect calls depending on the call centres in operation, and to expand the number of active call centres when increased capacity was required.



## Challenges Addressed by ChorusCX

The financial institution grappled with several challenges. The Cisco ICM platform they were using was nearing its end of life, while the institution's services were spread across several providers, thus complicating operational support. Lastly, their existing setup did not align with their global strategy, posing a drastic challenge to efficiency on a large scale.



**2,700**

inbound numbers  
on Cisco  
ICM platform



**16**

call centre  
locations



**6-mo.**

Implementation  
from initial discussion  
to sign off

## How ChorusCX Reached a Resolution

ChorusCX, in close collaboration with the reseller and the customer, incorporated the desired layer of intelligence. The team extended full consultancy services to both parties, actively contributing to regular conferences and meetings throughout the planning, designing, building, and QA stages.

ChorusCX replaced the ICM with a mix of ratio routing and a bespoke layer of intelligence within the Number Manager, delivering ICM-like functionality through a simplified service. A custom-branded portal was also created, aligning with their corporate branding guidelines. Finally, ChorusCX developed a simplistic workflow to enable the activation of call centres with a single button press.

## The Result: Streamlined Call Routing & Substantial Cost Savings

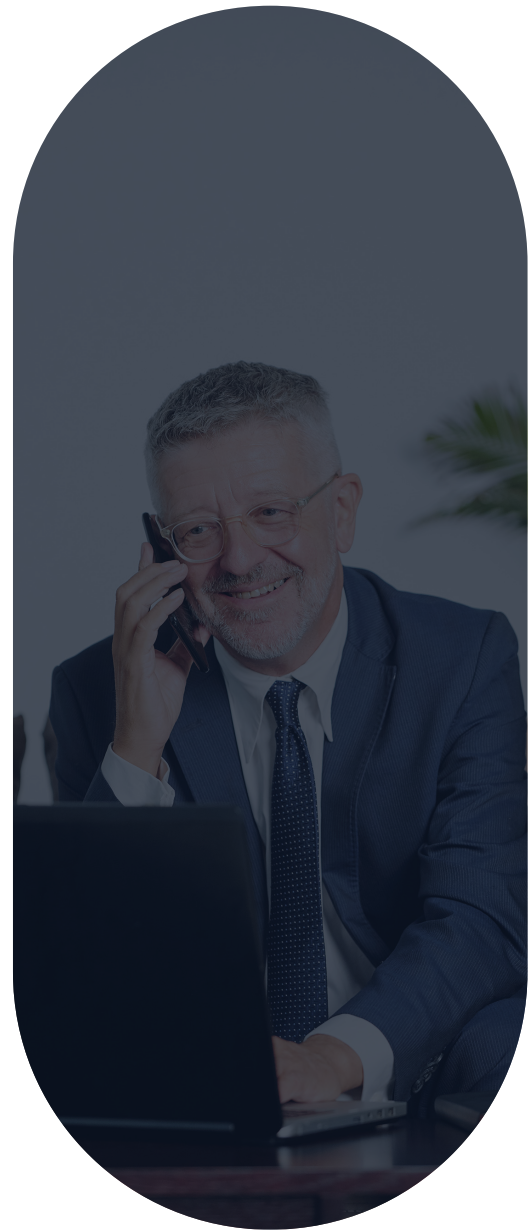
ChorusCX's solution led to several significant benefits for the client. The institution was able to implement a streamlined solution that facilitated substantial cost savings. Some of the benefits realised include:

- › **Business Continuity:** The institution received immediate disaster recovery, ensuring continuity.
- › **Intuitive Portal:** Their bespoke, branded portal streamlined internal processes.
- › **Quick deployment:** With quick and seamless implementation, the institution could instantly realise the benefits of the solution.

## Does the Client Recommend ChorusCX?

The UK Financial Institution absolutely recommends ChorusCX's services for its cost effectiveness, ease of use, flexibility, and high level of support. They remain highly satisfied with the outcome as it surpassed their expectations.

Having successfully transformed the call routing capabilities of the UK Financial Institution, ChorusCX was able to address the institution's operational challenges with innovative solutions and enhanced efficiency. The partnership then resulted in immediate cost savings while also improving business continuity and disaster recovery processes.



### Key Features



**Simplified  
workflows**



**Branded portal for  
internal processes**



**Instant disaster  
recovery**

The ChorusCX logo is displayed in white, uppercase letters within a teal rounded rectangular background. The letter 'O' is replaced by a stylized waveform icon. The background of the entire page is a dark, semi-transparent overlay of a classical building facade with columns and arches.

**CHORUSCX**

# Ready to Make the Upgrade to ChorusCX?

**Contact Us**

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