

# Global cybersecurity leader completes Google CCAI migration within five months with TTEC Digital

## AT A GLANCE

TTEC Digital guided a global cybersecurity software and services company with millions of customers through their migration to Google CCAI Platform (CCaaS) by:

- Designing a CCaaS and AI solution
- Mapping out a comprehensive implementation strategy
- Completing the migration on a shortened timeline



## PARTNER

Google

## INDUSTRY CATEGORIES

- Artificial Intelligence
- Contact Center Optimization
- Customer Experience
- Data & Analytics

## SERVICES PROVIDED

- Contact Center Optimization
- Digital Transformation
- Customer Experience Transformation
- Employee Experience Transformation

## PRODUCTS USED

Google CCAI

## THE CHALLENGE

After several integrations and company mergers, a global cybersecurity firm needed to consolidate multiple telephony systems, carriers, chat systems, workforce management systems, contact flows, and AI automations across multiple brands. They also had a fixed deadline: they needed to migrate their contact center off Avaya and TalkDesk within five months to avoid punitive expenses.

Even with a shortened timeline, they knew that consolidating these systems into a more flexible and modern solution would create more cost savings in the long run, as well as more opportunities for innovation.

They had built a reputation around incorporating AI into their technology solutions to allow people to navigate the digital world safely. Now they wanted to integrate AI to improve their customer and employee experience at every touchpoint.

To help meet their compressed timeline, the firm decided to find a partner that had experience with migrating enterprise contact centers from Avaya, as well as expertise with implementing the Google CCAI platform. TTEC Digital was highly recommended by Google, given their proven history successfully migrating complex enterprise contact center technologies, to help them deploy CCAI Platform.

## THE SOLUTION

This firm wanted a next-generation AI first solution that could leverage their existing investments with Google CCAI and that could support their existing real-time chat translation solution.

Choosing Google CCAI Platform as their new cloud contact center was a no-brainer: they were already relying on Google for some self-service and IVR automation solutions, including a real-time chat translation that allowed English speaking agents to respond to customer chats in Japanese, realizing significant savings each year.

TTEC Digital guided this global cybersecurity firm through their migration by:

- Mapping out the entire enterprise implementation
- Documenting custom capabilities, integrations, and workflows
- Designing a solution within the GCP CCAI stack
- Designing integrations to their proprietary CRM
- Developing a comprehensive reporting system built on top of Google's Looker and Big Query

TTEC Digital's implementation team included a tenured team of experts across contact center telephony, architecture, conversational design, integration experts, and data scientists. The team worked hand and hand with the firm's global team to navigate a complex project.

The implementation included over 7,000 domestic and international phone numbers, 300-plus call flows, 2,000-plus agents, multiple carriers, 10 plus delivery locations, and 21 languages. Given the firm's need to be live on CCAI Platform in five months, TTEC Digital had to work around the clock to expedite an original scope that spanned eight months.

## THE RESULTS

According to feedback from the firm's Senior Director of Engineering, "Across all of our brands, we have experienced multiple telephony, chat, and CRM providers. We have experience with every type of contact center environment: on-prem, Infrastructure as a Service, Platform as a Service, Software as a Service. We've tried them all. Based on our experience, migrating just one single voice platform takes anywhere between seven months to one year—and that's provided that you have a seasoned crew. With previous migrations, this would have taken approximately two years."

To deliver excellent customer experience, an agent must be equipped with the right tools and trained to use the tools efficiently. This client's KPIs included service level, average handle time, queue time, wait time, and calls handled, and they reported that they were able to reach stability within the first one or two weeks. "This is a phenomenal indication that our agents are trained, are familiar with the new UI, and understand the new processes," the client said. "We have our agent profiles correctly configured and migrated, and we have calls routing to the right queues."

### Key Outcomes



**100%** Uptime



**\$65** cost savings per agent



**35%** increase in containment\*

*\*Successful resolution of a customer query without a human agent.*

# FUTURE PLANS

Google is one of the only solutions available with complete vertical integration, and it's at the forefront of AI. This particular client reports that they are planning to take full use of Google's innovation now that their contact center's platform is tightly coupled with the Google technology stack. That includes Google Cloud, Looker, Insights, BigQuery, Vertex AI, and Dialogflow.

They plan to continue exploring different ways that AI can improve the customer and agent experience. For example, at the end of every contact, agents must spend several minutes summarizing the case and classifying the call. They hope to leverage Vertex AI and CCAIP's native Agent Assist capabilities to significantly reduce the time it takes to summarize and classify each case.

Another future use case will be leveraging Google Dialogflow's native integration with generative AI to help create AI recommendations for cross-sells and upsells. The client has also started to explore real-time voice translation leveraging Google's Large Language Model capabilities.

By integrating AI into the customer journey, this global cybersecurity firm hopes to improve and personalize the experience for both customers and agents. "We want to enable our agents with AI-powered conversations for all of our voice and digital channels," the client said. "To provide our 500 million customers with a personalized experience, we need to identify the customer, disposition their needs, and route them to the appropriate queue — whether that's self-help or to an agent."

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## About TTEC Digital

*TTEC Digital is a global leader in customer experience orchestration, combining technology and empathy at the point of conversation. With decades of innovation experience across the world's leading contact center technology platforms — plus in-house expertise in CX strategy, data and analytics, AI and more — TTEC Digital delivers an unmatched skillset for organizations looking to forge deeper customer relationships and drive better business outcomes. Learn more at [ttecdigital.com](https://ttecdigital.com).*