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Miratech team contributed to a critical Genesys integration, helping us secure new business, expand with enterprise clients, and open partnerships with platforms like Five9, Dynamics, Talkdesk, Zendesk, and AWS. Miratech's technical expertise in customer experience has enhanced our integration solutions, driving growth in our partner program.

David Butler, SVP Product & Strategy at Glance



## OVERVIEW

Glance is the leading provider of Guided CX software solutions, helping mid-to-large enterprises deliver exceptional digital customer outcomes. Glance Guided CX™ helps enterprises earn, keep, and grow customers through instant, personal, human-to-human collaboration sessions within their mobile apps, portals, and websites. Glance is easy for everyone and works on any platform or device. The world's most recognizable brands trust Glance in moments that matter to build relationships, increase revenue, and boost customer lifetime value.

## AT A GLANCE

### CHALLENGES

- Existing integration processes were time-intensive and required improvements for broader compatibility.
- Required skilled resources to accelerate development timelines.

### OUTCOMES

- Helped to develop a universal connector, streamlining the integration process.
- Strengthened customer relationships and expanded partnerships.
- Enhanced usability with an improved UI and enabled flexible custom integrations.





## GLANCE ACCELERATES GROWTH WITH MIRATECH'S INTEGRATION SOLUTIONS

### OBJECTIVE

To maintain a competitive edge and meet evolving market demands, Glance **aimed to refine its integration capabilities**. The company sought to develop a universal connector solution that would simplify integrations across multiple platforms, ensuring scalability and flexibility for future growth.

### SOLUTION

Glance collaborated with Miratech to **develop a comprehensive solution**, leveraging Miratech's **technical expertise and CX know-how**. Key contributions included:

- Supported the development of Genesys integrations that contributed to Glance's SDK.
- Assisted in the creation of a universal connector, reducing integration timelines from months to weeks.
- Enhanced authentication, authorization, and CI/CD processes for improved security and efficiency.
- Introduced a state-based UI for enhanced usability and functionality.
- Leveraged technologies like React, Typescript, AWS, and PostgreSQL to deliver scalable and secure solutions tailored to Glance's needs.

### RESULT

The partnership between Glance and Miratech delivered **real business outcomes**:

- Strengthened relationships with enterprise customers and other key partners.
- Accelerated onboarding of new clients, supporting business growth.
- Expanded partnerships with CCaaS providers, resellers, and referral agents.
- Enabled partners and customers to build their own integrations, fostering long-term collaboration.

