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Miratech helped us not just migrate — but evolve. They didn't just move us to Genesys Cloud. MiraCloud gave us the tools, training, and flexibility to own it. Now, we can support any client, adapt fast, and keep innovating.

Director of Information Services



OVERVIEW

The client is a U.S. based leader in outsourced inside sales and customer engagement. With over 900 agents supporting clients across healthcare, financial services, and consumer industries, they needed to move fast to modernize its aging contact center infrastructure—without disrupting client service .

To deliver on their growth goals and simplify complexity, the client partnered with Miratech and its managed cloud service offering, MiraCloud, to guide the transformation from legacy to a scalable, cloud-native CX ecosystem.

AT A GLANCE

CHALLENGES

- Outdated PureConnect platform nearing end-of-life
- Complex, multi-client call flows were hard to manage and scale
- Internal teams relied on external support for even small changes

OUTCOMES

- 900 seats migrated to Genesys Cloud with no disruption
- Internal teams now manage CX operations independently
- 50% of services hours reinvested into AI innovation



MODERNIZING A MULTI-CLIENT CONTACT CENTER FOR SPEED AND SCALE

OBJECTIVE

The client aimed to **migrate to Genesys Cloud CX** while empowering internal teams to fully manage and optimize CX operations quickly, flexibly, and independently. The goal was a long-term, future-proof transformation, **not just a one-time lift-and-shift**.

SOLUTION

The BPO chose **MiraCloud, a subscription-based managed cloud service** designed for organizations that want to scale fast, stay flexible, and maximize the value of their CX ecosystem. Over a **48-week engagement**, MiraCloud delivered a low-risk, high-impact migration plan—while building their in-house capability along the way.

What MiraCloud delivered:

- **Client-friendly call flows:** Redesigned routing logic to reflect the provider’s unique multi-client environment, making it easier to manage complex client programs across all 900 agents.
- **Training built in:** Rather than delivering a “black box” solution, Miratech provided training to the internal team through hands-on co-development, workshops, and documentation, ensuring they could run, scale, and evolve the platform independently.
- **Low-risk rollout:** The phased migration began, allowing continuous feedback and smooth go-lives with minimal business disruption.
- **Smarter routing at scale:** Miratech enabled automated key routing decisions using Genesys APIs, AWS Lambda, and EventBridge—making it easier to scale operations across different U.S. regions.
- **More value from the subscription:** MiraCloud’s flexible model allowed the client to repurpose 50% of their unused services hours post-migration to begin building a proprietary AI solution, adding long-term strategic value.

RESULT

- All **900 seats fully migrated** to Genesys Cloud CX with no disruption
- Internal teams now independently manage call flows and client routing
- Remaining service hours used to begin building a **custom AI model**
- Platform now supports scalable growth under their parent company

