

Insurance

Case Study

# myOmniDesk Implementation



# Project Overview

Clients needed a unified, intelligent, and scalable contact center solution to enhance customer engagement and streamline operations across multiple channels while improving agent productivity and customer satisfaction.

## Our solution

Previsé delivered myOmniDesk™, a comprehensive cloud-based contact center management platform built on Amazon Connect. It integrates omnichannel capabilities with AI-driven automation, real-time analytics, and a 360° customer view—providing agents and supervisors with a seamless, user-friendly interface and intelligent tools to resolve queries efficiently.

## Scope of work

Designed and deployed the myOmniDesk CCaaS solution, configured integrations across channels and systems, enabled AI and analytics features, and implemented the platform in cloud environments to deliver high scalability, flexibility, and cost savings.

# Key Deliverables

- Implemented an omni-channel contact center platform that unified key functionalities into a single, efficient interface
- Integrated AI-driven automation including mood assessment, transcription, and guided workflows to boost accuracy and reduce handling times
- Enabled real-time analytics for monitoring performance and making proactive adjustments to service quality.
- Delivered a 360-degree customer view, consolidating customer data from all touchpoints for personalized and efficient support
- Drove cost-effectiveness by consolidating various systems into one platform, reducing operational and technology overhead

## Technologies / Tools Used

- Amazon Connect (Voice, Email, Chat, SMS, Video Call)
- Various AWS Services
  - Lex
  - Lambda
  - Cloud formation
  - Cloud trail
  - Cloud watch
  - S3
  - Pinpoint
  - Polly
  - Dynamo DB
  - RDS PostgresSQL
- Node.js and Python
- Workforce intrgration



## Impact / Results

- Operational Efficiency: Shorter average handling time (AHT) and improved first call resolution (FCR) due to automated workflows and intuitive agent interface
- Customer Satisfaction: Faster, more personalized support contributed to higher CSAT and NPS scores
- Cost Reduction: Consolidation of tools and tight systems integration reduced resource requirements and operating costs

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[www.previseit.com](http://www.previseit.com)  
[contactus@previseit.com](mailto:contactus@previseit.com)