

# Driving Customer Engagement Efficiencies for a Fortune 500 Company

SPAR teams up with Verint

Industry: **Financial Services** | Organization: **Fortune 500**

## Overview

SPAR Solutions and Verint teamed up to deploy Verint Omnichannel™ to automate and drive efficiencies for a Fortune 500 Company’s customer service call centers around the world to effectively serve their global customer base. Verint Professional Services, SPAR Solutions, and Verint Engineering collaborated to deliver the solution, which involved tailoring the case management and omnichannel functionality to meet the client’s needs, implementing knowledge-infused processes into workflows to bring contextual knowledge to users, and implementing various business system integrations to support an integrated 360-degree customer view.

## Result

Implementation of the Verint Omnichannel resulted in significant benefits: the solution greatly improved the employee experience and had a direct impact on improving its customer experience. Average handle time was reduced by 29 percent, while CSAT scores went up by five percent. Additionally, the number of screens that users had to access overall dropped dramatically.

1

### Solutions

- Tailored Verint Omnichannel Solution
- Knowledge-infused processes in workflows
- Business system integrations

2

### Results

- Average handle time reduced by 29%
- CSAT scores increased by 5%
- Number of screens needed by users dropped

## By The Numbers



29%

Average handle time  
reduced



5%

CSAT scores  
increased

### About SPAR Solutions

Founded in 2003, SPAR Solutions is a global systems integrator and a Verint® professional services partner. They have a significant Verint practice built around Verint's customer engagement product suite, including Verint solutions for case management, knowledge management, desktop and process analytics, intelligent virtual assistants, and workforce optimization. In addition SPAR Solutions has a complementary Salesforce.com practice, as well as a cloud practice focused on AWS and Azure Cloud solutions. Leveraging the spectrum of these capabilities, SPAR's Verint practice helps deliver solutions for the entire lifecycle of the customer journey for end-to-end customer engagement across every touchpoint.

### SPAR and Verint working together

"Verint has innovative products that are backed by a partner-centric company," says Raju Ganapathy. "The level of engagement and ongoing training and support from Verint makes our job easier. The best thing about working with Verint is the people and their values. Their dedication, passion for work, collaboration, and trust aligns wonderfully to our own core values. Partnering with Verint feels like we are together in the same purpose and goal." Verint-SPAR customers benefit from a unified front as well. "We've learned from our customers that when we work together with Verint, the customer sees us as one team. The synergy is so good, it just works every time," concludes Ganapathy.