

Accelerating Implementation of Intelligent Virtual Agent by Leveraging Google Cloud

Intrado is an innovative, cloud-based, global tech company. Their solutions connect people and organizations at the right time and in the right ways, making mission-critical connections more relevant, engaging, and actionable - turning the information into insight.

THE NEED

Intrado built its Intelligent Virtual Agent (IVA) Solution, Mosaicx, utilizing Google Cloud's Artificial Intelligence (AI) and Natural Language Processing (NLP) capabilities. It needed a technical service partner with expertise in the contact center domain and Google Cloud architecture, to enhance the platform and implement it for its customers, quickly and non-disruptively.

THEIR CHALLENGES

- ✓ Legacy IVR based contact center limited ability to deliver best-in-class conversational experiences
- ✓ Maintenance of physical infrastructure was becoming more challenging and expensive
- ✓ Legacy applications weakened their control on the platform and restricted their ability to deliver at speed and meet growing customer needs
- ✓ They were unable to handle large volume as continuous scaling of their data center demanded higher capex planning.

TECH STACK



DialogFlow



Looker



DataFlow



Kubernetes



Cloud Run



Big Query



Cloud Pub/Sub



Node JS

OUR SOLUTION

- Capitalizing on our contact center expertise, reverse-engineered legacy apps as call-flow documents. We rebuilt them as IVA apps in the Mosaicx platform, using GCP Compute Engine, Cloud Run, Storage, DialogFlow, and Kubernetes Engine. This involved creating and validating IVR flows, identifying opportunities to reduce the length of IVR and developing the identified
- DTMF-based IVR applications to Speech-based Cloud applications

OUTCOMES

Delivery at Speed and Delivery at Scale

We aided Intrado in modernizing their customers' contact centers by accelerating the migration of 100+ client applications from legacy platforms to Google Cloud-based IVA. Our Contact center domain experience of 22+ years, our rich expertise in Google Cloud, and our deep familiarity of Intrado's business, and its Mosaicx platform as a long-standing service partner helped us successfully translate Intrado's high-level architecture to fully functional cloud applications, delivering at speed and delivering at scale.



Cost-optimization Through Efficient Project Management

We built our solutions on Google Cloud's cost-efficient infrastructure. This coupled with our agile delivery framework and well-appointed team of GCP experts helped us optimize the project cost and efforts by around 15%.

Marked Increase in Customer Satisfaction

Our strong domain expertise strengthened by Google Cloud Platform's superior functionalities helped us foresee probable issues and proactively solve them, resulting in minimal interruptions for customers. This helped Intrado achieve a high Customer Satisfaction Index (of 95%) during and post migration



HIGHLIGHTS

Capability to handle
320M+
call
minutes/year

Migrated
100+ legacy
applications
with a team
size of **89**

Phased
Implementation
with **zero**
disruptions

Customer
Satisfaction
Index of
95%

LEARNING OUTCOMES

- The call flow diagrams provided were not clear and required refining. Refining them sharpened our technical expertise
- Google DialogFlow had a limitation on the number of call flows allowed per agent with the maximum fixed at 20. Since we were concurrently working on 5 migration projects, we learnt to work around that limitation and optimize project management processes.

“ Intrado’s Mosaicx team could not ask for a better partner when we need additional engineering capacity. Sensiple not only knows our market and internally developed solutions, but they know our business, allowing them to plug into, and operate, like an extension of our team. There is a difference between a vendor and a partner. Sensiple is our partner in every sense of the word.

- Matt Jensen VP, CX Technology,
Intrado