



CASE STUDY

**NATIONAL RESTAURANT ASSOCIATION
HOW THEY MOVED TO A NEW CLOUD SOLUTION IN 45 DAYS**

The Challenge: Legacy Support Model Needed Dramatic Revision to Keep Up

Our client was facing significant challenges on multiple fronts. With a looming contract expiration, growing agent dissatisfaction with legacy support systems, and the sudden shift to remote operations triggered by a global pandemic, the organization found itself under immense pressure. To add to the complexity, a newly appointed Director had just joined the team—tasked with rapidly gaining control of the business, stabilizing the contact center, and reshaping the overall client engagement model, all while overseeing a major technology transition.

CX Consulting Partners was brought in by a contact center supervisor to support the new Director in navigating this critical period. Our mandate included vendor evaluation and selection, documentation and enhancement of existing workflows, and the successful implementation of a dual-language CCaaS platform—all within a compressed timeline before the existing contract expired. This transformation was carried out in parallel with a dramatic increase in customer inquiries driven by the pandemic.



The Solution: Learn Fast, Discover Quickly, Do Not Sacrifice Quality

CX Consulting Partners accelerated the discovery phase, condensing what is typically a multi-day process into a single, focused working session. This allowed us to quickly begin documenting requirements and developing a customized, high-impact RFP. Before releasing the RFP, we engaged directly with multiple vendors to validate their ability to meet the client's evolving business needs.

We targeted vendors with strong project management capabilities, proven technical expertise, and prebuilt integrations to reduce the burden on internal IT resources. Equally important were robust workforce management (WFM), quality assurance (QA), and customer feedback tools. Flexibility and customization options were critical evaluation points. Our team coordinated multiple platform demonstrations tailored to the client's specific use cases, all while ensuring that daily operations remained unaffected. Additionally, we worked closely with stakeholders to pre-validate implementation plans, enabling the client to structure a contract with clearly defined deliverables and enforceable penalties for any missed milestones.

The Results: Modern Efficiency to Capture the Market's Attention

By the end of the project, the client had successfully transitioned to a modern service delivery model that supported seamless customer communication across voice, chat, email, and SMS. This omnichannel solution was fully integrated with the client's broader website development strategy and designed to accommodate future acquisitions without disrupting day-to-day operations.



With internal IT teams already stretched thin due to the pandemic, the client was able to stay focused on maintaining business continuity while CX Consulting Partners expertly managed the contact center transformation. The new platform delivered real-time visibility into customer satisfaction through advanced survey tools and provided the analytics needed to effectively support a remote workforce. As a result, agent morale improved, and leadership gained renewed confidence in the reliability and performance of their technology infrastructure.

An added advantage was CX Consulting Partners' no-cost engagement model, which allowed the client to fully realize—and retain 20% cost savings generated through the project.

About Us: CX CONSULTING PARTNERS

Welcome to a New Form of CX Partnership

Our client-first and vendor-neutral approach is evolving the way companies procure technology services. Partnering with us allows your team to focus on the business, while we deal with the noise and distractions of the vendors' sales pitches. This allows you to only engage with vendors that can impact your business goals & save you months of aggravation.

We do not represent a vendor; we partner with you.

www.consultcx.com

fwassenbergh@consultCX.com

917-902-4178

With offices in New York, New Jersey, Florida and Colorado.