



## CASE STUDY

**UNITED FEDERATION OF TEACHERS**

**LARGEST UNION IN NEW YORK STATE MAKES A GENERATION LEAP  
IN SUPPORT TECHNOLOGY**

## The Challenge: How Do You Modernize Both Your Operations and Your Technology to Serve Your Members Better?

Our client—one of the largest unions in the United States—needed a strategic partner capable of mobilizing quickly, bringing expertise across multiple disciplines, and managing several interconnected projects. Just as critical, they required consistent leadership across initiatives to ensure seamless execution and continuity throughout the transformation.

The union faced considerable obstacles in delivering high-quality support to its members due to an outdated and inflexible technology infrastructure. The contact center operated on an aging PBX system that lacked the scalability and functionality needed to serve a widely distributed network of regional offices.



Compounding the challenge, many of the union’s business processes were tightly coupled with the limitations of legacy systems. These outdated procedures had not kept pace with modern member expectations or evolving digital standards. Having never undertaken a transformation of this magnitude, the organization needed to pivot rapidly to remain relevant and

## The Solution: Provide Strategic Direction and a Structured Buying Process

CX Consulting Partners was brought in to lead the contact center transformation effort—providing strategic direction, unifying related initiatives, and ensuring strong project governance from end to end. Through our owner-led engagement model, the union benefited from consistent leadership and deep domain expertise throughout the engagement, avoiding costly handoffs and knowledge gaps.

We began with a comprehensive current-state assessment that evaluated both the legacy infrastructure and the operational processes driving member engagement. It quickly became clear that introducing new technology alone wouldn’t suffice—a fundamental reimagining of how the union served its members was essential.

Working closely with stakeholders, we developed a robust RFP that addressed far more than just CCaaS requirements. The scope extended to key integrations with Salesforce, Office 365, UCaaS, marketing and event platforms, knowledge management systems, cybersecurity frameworks, and wide-area networking—all while grounding the strategy in operational best practices.

Within just four months, CX Consulting Partners delivered a fully integrated provider strategy and a detailed implementation roadmap. The proposed solution introduced powerful new capabilities, including remote

work enablement, call-back options, secure MPLS networking, gamification, workforce management, and true omnichannel communications—all supported by a modern quality assurance framework.

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

The union successfully transitioned to a next generation contact center and hosted VoIP platform, built on a secure, centrally managed MPLS network that met the organization's strict security and compliance requirements. Support processes were streamlined, resolution times improved dramatically, and member service was elevated to meet 21st-century expectations.



The migration was executed in close coordination with union leadership and the chosen technology provider. The solution went live and was fully operational by August 2019—just eight months after the RFP was issued—marking a major milestone in the union's digital transformation journey.

### 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](http://www.consultcx.com)

[fwassenbergh@consultCX.com](mailto:fwassenbergh@consultCX.com)

917-902-4178

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