

# Amway: Modernizing Customer Care Makes Good Business Sense for Your Contact Center



**Amway**

**“ We have substantially tightened our labor utilization, improved control of our service level targets, and reduced transfers with the new Cisco solution.”**

**Rion Hollenbeck**

Corporate Unified Communications  
Manager for Amway

## Challenges

Years of business expansion resulted in disparate technologies, which led to:

- Inconsistent customer experience
- High maintenance costs
- Support challenges
- Integration and operational limitations
- Long resolution times

## Solution

- Standardized, extensible, and flexible Cisco® Omnichannel contact center solution
- Open plug-and-play components
- Common platform to reduce maintenance costs
- Simplified global support for the entire collaboration solution

Learn how you can optimize your contact center and deliver [personalized customer experiences](#).

## Outcomes

**\$500,000** ↓

Reduction in annual costs (North America)

Consistent user experience

**\$75** ↓

Reduction in routing scripts

Improved customer visibility and responsiveness

**\$50** ↓

Reduction in required reports