**Modernizing Customer Care Makes Good Business Sense**

**Who is Amway?**

As one of the world’s largest direct selling companies, Amway has a long history of success and growth. From its humble beginnings in 1959, Amway has expanded to operate in more than 100 countries and territories and has had sales of more than $8 billion in annual revenue. Amway supports millions of independent business owners around the world with a mission to help people achieve financial independence and develop the leadership skills necessary to succeed. Amway is also looking to the future. They recognize that technology will continue to be a critical component for shaping their customer relationships, and plan to focus on providing a more comprehensive, omnichannel experience down the road.

Through years of business growth and expansion into new markets, Amway has assembled disparate customer care centers around the world with standalone, legacy systems on legacy Avaya®-based technology. This led to business challenges including:

- Inconsistent customer experiences with long resolution times
- Integration and operational challenges across Amway’s call center technology
- Support challenges from maintaining many vendor solutions
- High maintenance costs on outdated legacy technology

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**Business Challenges**

Amway was able to:

- **RION HOLLENBECK**, Corporate Unified Communications Manager for Amway
- **PATRICIA PETERSEN**, Amway Corporate Unified Communications for Contact Center Infrastructure, Worldwide

Over the last year, we have substantially tightened our labor utilization (reduction in call center staff than I had expected. The new Cisco solution will enable Customer Service to move forward on a new platform - a single source as a bundle in the pursuit of easier and enduring integration, cradle-to-grave integrated reporting and analytics, and easier system management.

Amway chose Cisco Communications® for these reasons:

- **RION HOLLENBECK**, Corporate Unified Communications Manager for Amway
- **LISA BRUMMEL**, Amway Call Center Agent

Our last Avaya call center of significance is scheduled to transition to Cisco later this year. It will replace our last Avaya call center in the fall of 2017. This will be our first all-IP Cisco contact center solution this year, and plans to retire their last Avaya call center in the fall of 2017.