



## CASE STUDY

### **PARTNER OVERVIEW**

CDW partnered with a virtual all center based in the United States. This company has been offering outsourced call center services for over two decades, making it one of the pioneers of the "gig economy" model. With a global network of over 20,000 agents, the company provides contact center operations management services to thousands of clients.

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### **Challenge**

The customer's inability to offer real-time insights to their clients due to regulatory compliance requirements of call recordings was having a negative impact on their market share and overall agent performance.

### **Solution**

A modern data warehouse was designed and deployed, which incorporated call recordings and processed them through an event-driven ETL pipeline. In order to process media and identify sensitive PII or PCI information, NLU and AI/ML models were utilized and integrated into the system. The identified information was then redacted for compliance purposes.

### **Results**

By processing more than 10 million historical recordings, the customer was able to analyze and evaluate them for agent performance and also provide quality management capabilities to their end clients.