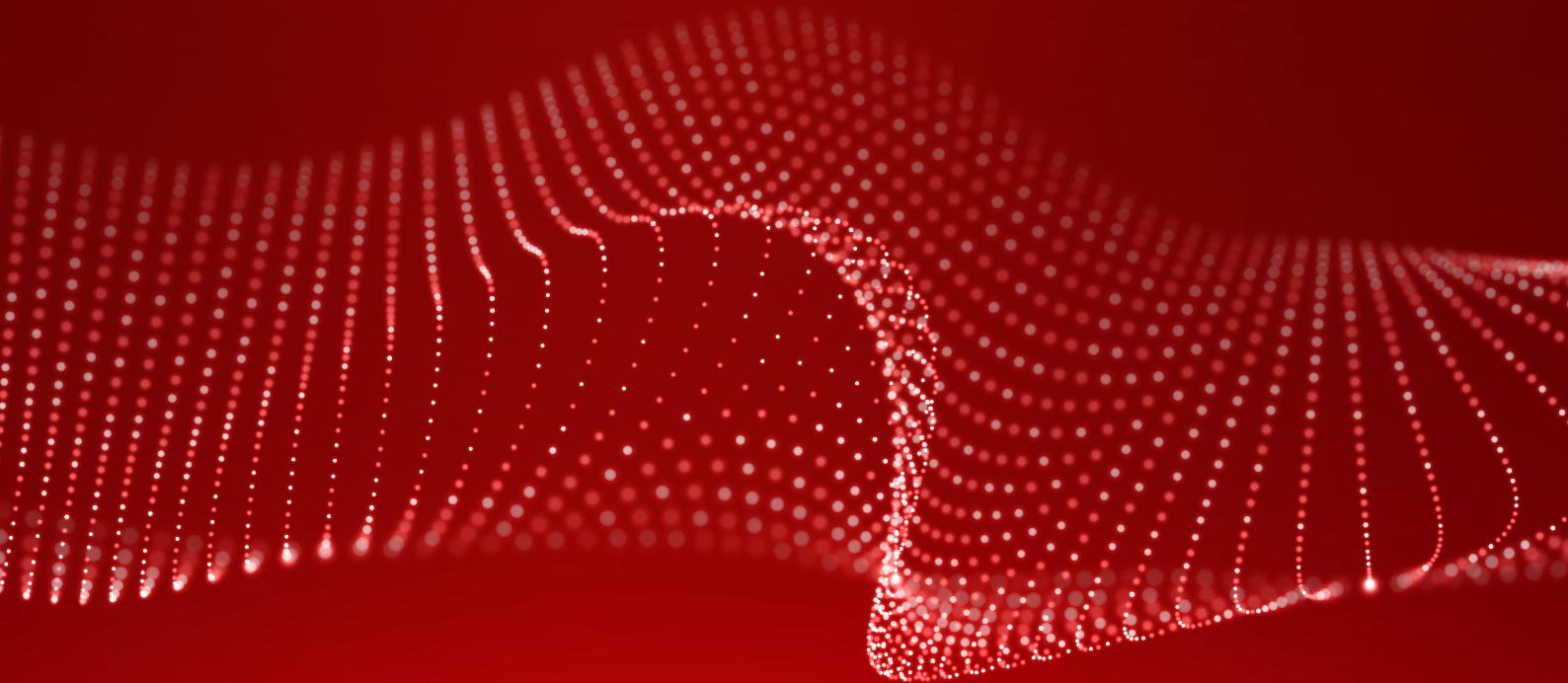




Case study - A leading logistics company

e& enterprise helps a leading logistics company enhance customer experience and operational scalability with NiCE CXone Mpower cloud contact centre solution.



01

Executive summary

A leading logistics company embarked on a transformative journey to modernise its contact centre operations and elevate customer experiences. Faced with the limitations of an outdated on-premises system, the company sought a forward-thinking solution to meet the demands of a digital-first world. Partnering with e& enterprise, a trusted technology leader, it implemented NiCE CXone Mpower, significantly boosting scalability, agent productivity and customer satisfaction. This transformative solution empowered them to set new standards for customer engagement in the digital-first era.



02

Customer profile

The company is a cornerstone of the UAE's postal and logistics infrastructure, dedicated to providing reliable, efficient and customer-focused services. From mail delivery to advanced logistics and e-commerce solutions, the company serves as a vital link for businesses and residents alike. With a vision to lead in the digital age, the company continually seeks innovative technologies to enhance service delivery and operational efficiency, ensuring it meets the evolving needs of its diverse customer base.

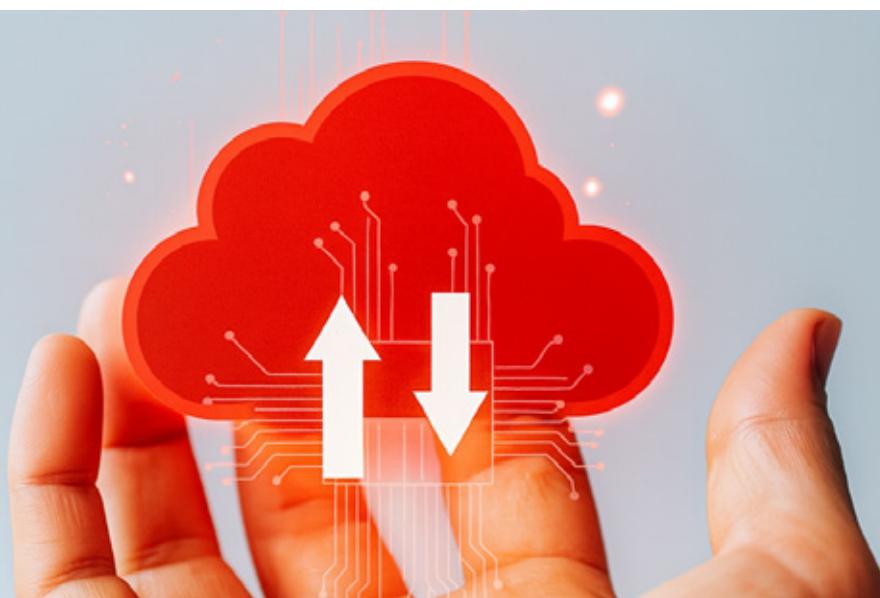


03

The challenge

The company was navigating a critical phase of its digital transformation journey, aiming to elevate the customer experience across its contact centre operations. Previously, the company relied on an on-premises contact centre system, which presented significant limitations. The legacy infrastructure struggled to scale during peak periods, such as e-commerce surges or national holidays, costly and complex maintenance of the on-premises system, lack of omnichannel communication capabilities, and siloed and delayed reporting and analytics. These challenges resulted in delays, increased costs and compromised customer satisfaction, precluding them from elevating customer experiences.

To remain competitive and meet rising customer expectations, the company needed a cloud-based contact centre solution that offered scalability, omnichannel functionality and advanced analytics while supporting a flexible, remote workforce.



04

The solution

Technical solution

To modernise its contact centre, the company partnered with e& enterprise for a full CCaaS transformation. Following a detailed technical assessment and vendor evaluation, NiCE CXone Mpower was selected for its cloud-native, AI-driven and integration-ready capabilities. e& enterprise oversaw the end-to-end implementation, ensuring a smooth migration from legacy systems to the cloud with minimal downtime. The deployed NiCE CXOne Mpower suite included:

-  **Omnichannel routing:** Unified voice, email, chat, SMS and social interactions for consistent CX
-  **Native salesforce agent:** Seamless CRM integration for a single-pane agent view
-  **Personal connection dialler:** Predictive dialling to improve outbound efficiency
-  **Real-time supervision and analytics:** Custom dashboards and monitoring tools for performance optimisation
-  **Quality and performance management:** Agent coaching and service consistency tool

The cloud deployment eliminated on-premises hardware, reduced IT overhead and enabled rapid scalability. Training ensured successful adoption across agents and supervisors.

04

The solution

Project delivery

engageX from e& enterprise follows a standardised, phased delivery approach based on PMI® best practices and led by PMP®-certified project managers. For CCaaS implementations, we adopt a hybrid Agile-Waterfall methodology to ensure timely, cost-efficient delivery.

Our proven framework includes several key phases:

Phase	Key activities	Participants
Discovery	Business and tech assessments, workshops, BRD collection	Project managers, analysts, engineers
Implementation	Build integrations, migrate data, develop prompts and skills	Implementation engineers
Testing and training	UAT, user onboarding, knowledge transfer	Trainers, users, engineers
Go live and hypercare	Launch, support, handover, post-go-live optimisation	TAM, users, project managers

The delivery approach is designed as a long-term engagement, with clearly defined Initial, Medium-Term and Future Services to ensure sustained success and ongoing CR support for EPG.

05

The results

The CCaaS project implementation delivered measurable and far-reaching benefits for the company:

-  **Unmatched scalability:** The cloud platform effortlessly scaled to accommodate 40% higher call volumes during peak periods, eliminating previous bottlenecks
-  **Boosted agent productivity:** Omnichannel routing and the Personal Connection dialler reduced average handling time by 18% and improved agent connection rates by 25%, allowing agents to handle 35% more interactions daily
-  **Elevated customer experience:** Seamless channel transitions and Salesforce integration drove a 25% increase in customer satisfaction scores, with first-contact resolution rates rising by 20%
-  **Actionable insights:** Supervision tools, dashboards and reporting provided real-time visibility, cutting reporting time from hours to minutes and improving decision-making accuracy by 30%
-  **Remote work enablement:** Agents transitioned to a fully remote-capable workforce, maintaining service continuity even during unexpected disruptions
-  **Cost efficiency:** Eliminating on-premises hardware reduced maintenance costs by an estimated 15%, freeing resources for strategic initiatives

05

The results

Results achieved

- 35% improvement in agent productivity through omnichannel integration and outbound efficiency
- 18% reduction in average call handling time with the Personal Connection dialler
- 40% higher call volumes handled during peak seasons with enabled scalability
- Improved real-time visibility with actionable insights from dashboards and reporting
- 25% increase in customer satisfaction scores with seamless channel transitions. Supported a fully remote workforce with zero downtime

These outcomes solidified the company's reputation as a customer-centric innovator, ready to meet the demands of a digital-first world.



06

Lessons learned

Every digital transformation journey reveals valuable insights—shaped by challenges, successes and stakeholder collaboration. This project surfaced key learnings that can guide future cloud contact centre deployments across industries.

-  **Collaboration fuels success:** The synergy between NiCE's cutting-edge technology and e& enterprise's hands-on implementation expertise was critical to delivering a solution tailored to the company's unique needs
-  **Training is critical:** Investing in agent and supervisor training early on, guided by e& enterprise and supported by NiCE's resources, accelerated adoption and maximised the platform's potential
-  **Legacy limits progress:** The shift from on-premises to cloud highlighted how outdated systems can stifle growth, prompting a broader review of legacy technologies
-  **Data empowers:** Real-time dashboards and reporting, enabled by NiCE CXone and fine-tuned by e& enterprise, proved transformative, underscoring the value of instant insights in a fast-paced environment

07

Conclusion

The NiCE CXone Mpower implementation, expertly delivered by e&enterprise, marked a turning point for the company. By replacing a restrictive on-premises system with a scalable, cloud-based solution, the company overcame operational hurdles, enhanced customer engagement and equipped its team with cutting-edge tools. This case study exemplifies how strategic technology investments and trusted partnerships can drive efficiency, agility and satisfaction—offering actionable inspiration for organisations aiming to modernise their contact centres in an increasingly digital era.



