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## Unisono Quickly Meets its Teleworking Needs with Avaya OneCloud Subscription During the Covid-19 Confinement



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Unisono ensured business continuity during the mandatory Covid-19 lock-down by rapidly implementing teleworking for all its Contact Center agents supported by Avaya's pay-as-you-go solutions. Now, in the 'new normal', the company can combine remote and onsite employees according to its needs and pay only for the resources it requires at any given time with a Contact Center as a Service (CCaaS.)

### **The solution is implemented in its data center under a pay-per-use subscription model.**

The confinement that led to the first wave of the Covid-19 pandemic in Spain disrupted the operations and business processes of most companies. Time has shown that only those that were able to react in time and rely on leading technology were able to ensure business continuity.

Unisono is one of them. This business group, leader in the BPS, consulting and multichannel Contact Center sector, with offices in Spain, Chile, Colombia and Great Britain, had to face the challenge of continuing to provide the same level of quality services to its more than 120 clients during this period. Moving nearly 7,000 employees to home office was the only solution to achieve this.



**Teleworking was made possible with the help of world-class partners like Avaya, to whom we passed on the pressure we were under at that time. With their support, we were able to maintain our services with the same customer experience as before, or even better.”**

—**Sandra Gibert**, CEO of Unisono

The company has been working with Avaya for more than 15 years and relies on its technology to deliver multi-experience Contact Centers that keep customers and employees connected at all times through voice, text, email, chat, social networking and self-service options.

Supported by the Avaya OneCloud Subscription solution, Unisono improved and adapted this service to the demands of confinement and the 'new reality' that Covid-19 has brought, combining two key concepts in the digital transformation of companies: teleworking and a pay-per-use subscription model, in this case a Contact Center as a Service.

### **Maximum urgency: Temporary OneX licences for remote agents**

Teleworking was already part of Unisono's technology modernization plans and, in fact, it was already being used exclusively on an exceptional basis. But the pandemic accelerated the implementation process. In those moments of "panic, of life and death", as Unisono CEO Sandra Gibert puts it, securing licenses for remote agents "from one day to the next" was crucial.

Fortunately, there were two factors at Unisono that accelerated the deployment of teleworking for its employees. On the one hand, the company is a leader in innovation and digitalization in its sector, so it had the best IT infrastructure and it relied

on Avaya technology to have all agents working remotely in a record time of just 15 days using temporary licences. This is an integrated telephony softphone solution that provides seamless connectivity to agents working remotely and relies on Avaya call center technologies.

“We had to set up very complex networks in a very short time. Teleworking was possible thanks to the support from first class partners like Avaya, to whom we transferred the pressure we were under at that time. With their support, we were able to maintain the services with the same customer experience as before or even better,” says Sandra Gibert.

### **Maximum flexibility: Towards a hybrid environment according to business needs**

What started as an emergency solution has become "a solution to stay", according to Sandra Gibert. "We now have 94% of our 8,800 teleworking employees working perfectly. The results are spectacular in terms of growth, productivity and performance of all Avaya communications and the rest of the corporate systems".

Deployment of teleworking at Unisono has brought benefits to both employees and the company. Nearly 72% of our employees do not want to return to the office as they value the savings in transport costs, food, etc., as well as its positive impact on family reconciliation. "Teleworking strengthens our commitment to

## CHALLENGES

- Needed to set up a home office for your employees in the shortest time possible
- Provide Contact Center agents with the same tools as when they are working in the office
- Offer customers and partners the experiences and quality services they are accustomed to when working remotely
- Adapt technology costs from a CAPEX strategy to an OPEX approach

## VALUE CREATED

- Rapidly moved all agents to a home office through temporary licenses for Avaya's remote technology
- Increased employee satisfaction and productivity
- High performance of all Avaya communications and business growth
- Deployed Avaya's solution in the data center on a subscription basis, using only the resources needed
- Access to advanced features with Avaya OneCloud Subscription such as new integration features for IVR, Artificial Intelligence and full connection to Google UC technology.

## SOLUTION USED

- Avaya OneCloud Subscription

flexibility, which we have already shown in the sector and as a company over the years. It allows us to adapt to market developments and customer needs by combining remote and onsite work in a hybrid model," says Unisono's CEO.

## From a CAPEX to an OPEX approach: Contact Center as a Service

During the pandemic, another milestone was established in Unisono's business strategy and its relationship with Avaya. Until now, Avaya's solutions usually involved machines deployed in its data center. "Coinciding with a moment of growth in our business, which would require new investments, Avaya offered us the option of moving to a subscription model for our PBXs," explains Sandra Gibert. Their offer was very interesting because, apart from receiving 20% more resources or licences than we already had, it would provide us with more flexibility to adapt to the real needs we were facing.

Avaya's proposal coincided with Unisono's plans to replace CAPEX costs in technology with an OPEX approach, inspired by the Google model that it already uses, so it has been virtualizing servers, applications, etc., to be able to access all its resources via the cloud. This has enabled the company to deploy the Avaya OneCloud Subscription in the data centers at its headquarters.

## A safe bet: Advanced features of Avaya OneCloud Subscription

In addition to being able to scale its consumption according to business requirements, the director of Unisono highlights other advanced features of this multi-experience Contact Center solution. "It involves an IVR with an enormous capacity to integrate new solutions such as a mobile phone and the ability to carry out all kinds of operations. Also, what it means to rely on Artificial Intelligence, or to be able to integrate this platform is a key factor for us, with Google technology in communications that interact with data, text and chat."

Sandra Gibert also highlights the Avaya Experience Portal as it provides all agents with CMS capabilities so that they can perform all services regardless of where they are, at home or at the office, reinforcing the corporate teleworking strategy.

Unisono has combined two key concepts in the digital transformation of companies: teleworking and a pay-per-use subscription model, in this case a Contact Center as a Service, making resources and business needs more flexible.





"Working with Avaya technology is a safe bet. The agreement we have with them looks directly to the future. We must continue this path. Fortunately, our sector has demonstrated an enormous technological capacity, incomparable with other sectors and even with many of our customers. And that is where we want to be. On that common Unisono-Avaya roadmap, the use of Avaya Experience Portal technology to increase the latency of voice, video and UC applications will be a prominent feature in the near future.



## About Unisono

Unisono is a multinational business group focused on improving all aspects of customer experience: multichannel Contact Center, business process services (BPS) and consulting. Unisono seeks to generate layers of value in all business processes within the relationship with its customers. Its objective is to be a leader in customer and employee satisfaction in its sector.



**We have 94% of our employees teleworking. The results are spectacular in terms of growth, productivity and performance of Avaya communications.”**

—**Sandra Gibert**, CEO of Unisono



## About Avaya

Businesses are built on the experiences they provide and every day millions of those experiences are built by Avaya (NYSE:AVYA). For over one hundred years, we've enabled organizations around the globe to win—by creating intelligent communications experiences for customers and employees. Avaya builds open, converged and innovative solutions to enhance and simplify communications and collaboration—in the cloud, on premise, or a hybrid of both. To grow your business, we're committed to innovation, partnership, and a relentless focus on what's next. We're the technology company you trust to help you deliver Experiences that Matter.

Visit us at [www.avaya.com](http://www.avaya.com)



Experiences  
That Matter

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