

# Connex: Forging Customer Success Through Innovation and Forward Thinking

Verint Partner  
Case Study



## Headquarters

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Ontario, Canada



## Website

[www.connexcare.com](http://www.connexcare.com)

## Opportunity

Connex is a leading-edge systems integrator with over 600 employees in 14 offices in North America. The company provides next-generation solutions and services, comprised of best-of-breed technologies, spanning the customer engagement, team collaboration, and IT solution areas. Connex also has dedicated Salesforce, security, and infrastructure practices, bringing a wide breadth of offerings to its customers.

With clients — including some of the world's best-known brands — across financial services, technology, utilities, government, hospitality and a range of other industries, Connex has long held a commitment to exceptional customer service, supporting its customers' success through innovation and forward thinking.

Connex's PIT Crew — or Product Innovation Team — conducts widescale test runs with new technologies to streamline deployment and support systems modernization with reduced risk.

Today, Connex has more than 150,000 endpoints managed across over 75,000 agents throughout its client organizations. Customers have access to extensive Connex resources on the ground, along with 24/7/365 bilingual customer support.

## Solution

Partners with Verint since 2014, Connex implements, integrates and supports Verint's broader customer engagement solution portfolio for enterprises in North America. Working together, Connex and Verint support customers of all sizes, and across a broad range of industry verticals, helping them attain greater operational efficiency in their call centers, back office, and branch locations.

Connex brings a comprehensive system integration skill set that combines business consulting, expertise in cloud and on-premises systems deployment, and contact center know-how to solve today's most challenging problems for its clients.

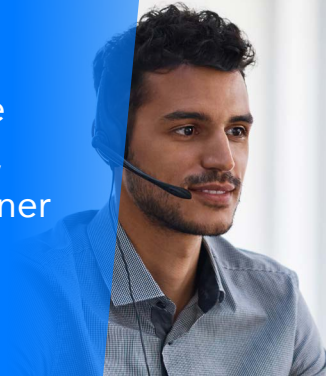
Connex provides its customers with ROI studies on a quarterly basis to measure the value of Verint solutions — which average in the +20 percent range. Connex's application support services assist clients in managing configurations on their behalf to ensure Verint solutions are performing optimally.

Connex and Verint also partner to work hand-in-hand with customers to conduct Proof of Concepts to prove out the value of Verint solutions.

**VERINT**

"If you don't keep evolving, you'll be left behind. Verint is at the forefront of customer engagement and continuing to innovate, pushing the envelope with new solutions. It's gratifying to partner with Verint to bring innovative solutions to market together.

– Jay Kunarathnam, chief operating officer, Connex.



## Large Canadian Financial Institution Focuses on Customer Insights

Connex assists customers with leveraging Verint technology, including Verint® Speech Analytics™, to surface customer insights. One such client is a large Canadian financial institution, which has leveraged Connex support and Verint technology to create a Customer Experience Analytics team that has become a trusted source of insights for customer and agent experience across five contact centers in North America.

Data collected in these centers yields intelligence that the organization uses to identify and respond to high-volume, low-value calls and to quickly surface and act upon call drivers that yield longer handle times and frustration.

A large Canadian financial institution leverages speech analytics to create substantive categories, identify call drivers, and develop mitigation tactics to proactively address them effectively across the organization.

In one example, the organization took corrective action that resulted in a reduction of 3,000 calls per month. A large Canadian financial institution also identified the top five drivers of repeat calls, developing training materials, employee communications and manager coaching to address the root causes.

## Why Connex Partners with Verint

"Connex's number one mantra is we want to make life easy for our clients," said Jay Kunarathnam, chief operating officer, Connex. "Verint offers industry-leading customer engagement technologies such as Speech Analytics and Desktop Process Analytics that are powerful tools to help us solve our customers' problems, attain greater insight, and deliver more business value."

"If you don't keep evolving you'll be left behind. Verint is at the forefront of customer engagement and continuing to innovate, pushing the envelope with new solutions. It's gratifying to partner with Verint to bring innovative solutions to market together," he said.

"We love the people at Verint that we work with," continued Kunarathnam. "We have very strong relationships all across the organization; our CEO has a long-standing relationship with Verint's CEO — all the way down to Verint's country managers, senior vice presidents and account executives. This ongoing communication and collaboration is key to supporting our go-to-market strategies."



Learn more at  
[www.verint.com](http://www.verint.com)

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