



CUSTOMER SUCCESS STORY

Auto Glass Services

Contact Center-Caliber Reporting
at a Fraction of the Cost with Xima



“We were looking for a lower cost, more simplified system for a diverse group of users. It was about providing the reporting they require in a more streamlined system than a full-blown contact center.”

— **Project Manager**

Customer Overview

A nationwide provider of auto glass repair and replacement services manages a high-volume contact center handling hundreds of thousands of calls each month, while also supporting a wide range of internal business teams—from HR and Finance to Part Sourcing and IT—that require robust call reporting and routing. The organization needed a solution that could fill the gap between basic telephony and a full-scale contact center deployment, delivering contact center-caliber reporting and routing at a lower price point, with the simplicity to empower individual teams to manage their own operations.

The Challenge

The legacy Avaya environment had served the organization for decades, but the cost and complexity of maintaining it—especially for teams outside the core contact center—had become untenable. The initiative required unpicking 20 years of legacy environment across multiple platforms and departments. The organization identified three distinct tiers of communication needs:

- **Basic telephony users:** required minimal functionality and simple IVR
- **Middle-tier teams:** Part Sourcing, HR, Finance, IT Service Desk, and others needing meaningful call reporting and KPI tracking without a full contact center platform
- **Core contact center:** required a full-featured solution with workforce management and advanced capabilities

Existing options for the middle-tier teams fell short. Basic telephony reporting did not provide the visibility needed to manage performance or meet KPIs. Extending the enterprise contact center solution to every internal team was cost-prohibitive and added unnecessary complexity. The organization needed a purpose-built solution that delivered real contact center capabilities without the overhead.

1,200+

reports executed in
90 days

5,000+

wallboard views

761

scheduled reports auto-
delivered

Why Xima

Working with its technology partner, the organization evaluated options for the middle-tier teams. The decision came down to either extending the enterprise contact center or adopting Xima CCaaS. Key factors in selecting Xima included:

- **Reporting-first design:** detailed call reporting and real-time analytics, enabling teams to measure KPIs, monitor performance, and generate scheduled reports independently
- **Right-sized for the use case:** intelligent routing, wallboards, IVR, and granular reporting without the complexity of a full contact center stack
- **Cost effectiveness:** per-user licensing delivers meaningful savings compared to expanding the enterprise contact center footprint
- **Self-service operations:** business teams can create wallboards, run reports, and adjust settings without relying on the telecom team



“We were looking for a lower cost, more simplified system for a diverse group of users—whether HR, Part Sourcing, or Finance. It was about providing the reporting they require in a more streamlined system than a full-blown contact center.”

— **Project Manager**

The Solution

Xima CCaaS was deployed across multiple middle-tier business teams, delivering enterprise-grade reporting and routing capabilities without the cost or complexity of a full contact center solution. Teams are actively using real-time wallboards, scheduled reports, and self-service administration to run their day-to-day operations independently. The phased rollout allowed each business unit to onboard at its own pace, learn the platform’s capabilities, and steadily expand usage over time.

Results and Impact

Key Outcomes

- Enterprise-grade reporting without complexity: middle-tier teams now have direct access to detailed call metrics, KPI tracking, and scheduled reports—capabilities previously unavailable with legacy tools
- Self-service empowerment: teams manage their own reporting, wallboards, and configurations, reducing reliance on telecom staff
- Phased, scalable rollout: multiple business units onboarded with additional teams coming online at their own pace
- Cost-effective modernization: advanced reporting and routing for middle-tier teams without the expense of full contact center licenses

Since deploying Xima CCaaS, the organization has seen strong adoption across business teams, with measurable impact on operational visibility, self-service capabilities, and team empowerment. Over a recent 90-day period, teams executed more than 1,200 reports, viewed wallboards over 5,000 times, and received 761 scheduled reports delivered automatically via email.



“You don’t bring in the solution day one and it’s everything you want. Teams start using it, learn its capabilities, and steadily expand usage. That evolution has served us well.”

— Project Manager

Looking Ahead

The organization continues to deepen its use of Xima CCaaS, with several initiatives planned for the near term. As teams mature on the platform, the focus is shifting from initial deployment to optimization and expansion of capabilities. The teams are evaluating Xima’s upcoming AI-powered features—including Auto QA Evaluations, Xima Insights, and Agent Assist—to determine which capabilities would best serve their diverse departments.