



CASE STUDY

Hatco Transforms Contact Center Operations with Xima CCaaS

Replacing NICE with a flexible, reliable, and easy-to-manage solution



Executive Summary

Hatco is a multi-entity organization managing six companies on its own ERP system, with an additional entity connected via APIs. When persistent call quality problems, unresponsive vendor support, and platform inflexibility made their previous NICE contact center solution untenable, Hatco turned to Xima CCaaS integrated with RingCentral.

Since the migration, Hatco has experienced zero call quality issues, dramatically faster support response times, and a platform that their team can configure and manage independently. With 22,000+ calls handled in just 90 days and multiple new sites and channels successfully onboarded, Xima has become a trusted operational backbone for Hatco's customer-facing communications.

"When we don't have to be on the phone calling our vendors with problems all the time, that is always a good thing for us."

— Ted Macksam, CIO
Hatco Corporation

22,000+

Calls in 90 Days

76

Scheduled Reports

462

Reports Opened

0

Call Quality Issues

The Challenge

As a multi-entity organization with high call volumes and customer service teams spread across multiple locations, Hatco needed a contact center platform that was both reliable and manageable. Their previous NICE deployment fell short in several critical areas.

Inconsistent call quality and dead air: Agents and customers regularly experienced dead air and audio issues that disrupted service and eroded confidence in the platform.

Unresponsive vendor support: When problems arose, Hatco struggled to get timely help from their NICE support team, leaving issues unresolved and compounding frustration.

Platform inflexibility: Carissa Sawyer, Hatco's Unified Communication Leader, was unable to make configuration changes or get the training she needed. Simple adjustments required vendor involvement and long wait times.

The Solution

Hatco selected Xima CCaaS paired with RingCentral to replace their NICE environment. The migration delivered immediate improvements in reliability, usability, and support responsiveness. Xima's intuitive platform empowered Carissa and her team to take ownership of their contact center configuration — from IVR design to wallboard customization — without waiting on vendor assistance.

Since going live, Hatco has expanded its use of Xima by onboarding additional company sites, launching web chat for one of its entities, and leveraging scheduled reporting to keep supervisors informed without manual effort. Xima's support team has been responsive and collaborative, resolving issues within the same day and proactively engaging on complex topics like VDI environment compatibility.

"Call quality has been great. And the platform is very easy to use — what I didn't figure out, they helped me with."

— Carissa Sawyer, Unified Communication Leader

The Results

Within their first months on Xima CCaaS, Hatco realized measurable improvements across their contact center operations.

- **Eliminated call quality issues:** The persistent dead air and audio problems experienced on NICE have been completely resolved. Hatco reports zero call quality complaints since migrating to Xima.

- Rapid, responsive support: Support tickets are answered within the same business day, and the Xima team proactively collaborates on complex issues, including scheduling live calls to work through VDI-specific challenges.
- Self-sufficient administration: Carissa and her supervisors now manage IVR configurations, wallboards, and routing changes independently — capabilities that were inaccessible under their previous vendor.
- Scaled operations seamlessly: New company sites were added and web chat was launched for additional entities with minimal disruption, demonstrating the platform's flexibility.
- Strong adoption metrics: Over 22,000 calls handled, 462 reports opened, and 76 scheduled reports created in the first 90 days show deep engagement across the organization.

Looking Ahead

Hatco is actively exploring Xima's expanding AI capabilities. The team has expressed strong interest in AI-powered agent assist features — including real-time scripting checklists and knowledge base co-pilot tools — to help their agents deliver even more consistent and efficient service. They are also evaluating API integration between Xima's messaging bot and their internal ERP system, which would enable customers to self-serve on common inquiries like order status without requiring agent involvement.

With Xima's upcoming Insights platform, offering AI-driven trend detection, automated daily summaries, and a conversational analytics interface, Hatco's leadership anticipates gaining even deeper visibility into their contact center performance.

"It's been a good move for us," said Ted Macksam. "Overall, I hear no complaints from our customer service team. Everything is going extremely well."

*Ted Macksam, CIO
Hatco Corporation*