XIMA™

Pharmacy Services

Improving Visibility, Reliability, and Contact Center Performance with Xima Software

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"From a wallboard perspective, pulling reports and reviewing the metrics, we're sitting in a much better place. My life is easier."
— Senior Leader, Pharmacy Services

Customer Overview

A large U.S.-based Pharmacy Services Administrative Organization (PSAO) supports hundreds of pharmacies across the United States and Puerto Rico. Its Pharmacy Services team manages high-volume, mission-critical inbound and outbound calls that directly impact pharmacy operations, patient care, and partner satisfaction. With a growing bilingual population and thousands of calls flowing through its contact center each month, the organization depends on a highly reliable, data-driven communication platform to maintain service quality at scale.

The Challenge

As the organization scaled, its legacy environment created friction across both IT and operations. The Pharmacy Services team—who rely on phone interactions every moment of the day—needed faster access to metrics, call data, and insights without adding administrative burden. Key pain points included:

- Manual, time-consuming processes with limited automation
- Fragmented systems between UC and contact center users
- Limited reporting and real-time visibility into queue performance
- Difficulty investigating specific pharmacy-related calls quickly
- Growing complexity as bilingual queues and international calling expanded

Why They Chose Xima

The organization selected Xima to modernize its contact center with a platform capable of delivering real-time wallboards for queue visibility, robust reporting and cradle-to-grave call tracking, easier access to call recordings and metrics, greater platform reliability and redundancy, and a collaborative partner invested in long-term improvement. The goal wasn't simply to replace a phone system—it was to give IT and business leaders shared visibility and confidence in daily operations.

28,000	**2,200+**	**1,000+**
calls in 90 days	supervisor dashboard views	wallboard views

Xima deployed a unified UCaaS and Contact Center Analytics platform supporting the organization's agents, supervisors, and operational leaders across channels.

Key solution components include: Real-Time Wallboards

Wallboards have become a cornerstone of daily operations, giving queue managers immediate insight into call volumes, queue health, and agent activity. According to the organization's IT Operations team, wallboards have gone a long way toward improving visibility for supervisors and queue managers across the organization.

Robust Reporting and Analytics

Pharmacy Services leadership now has far greater access to performance data. Xima's flexibility allows leaders to either self-serve insights or request custom reports and hands-on training when needed. The platform delivers cradle-to-grave call tracking, scheduled reports distributed to stakeholders, and easier access to call recordings and metrics.

Reliability and Resiliency

Platform reliability is critical in pharmacy services, where missed or failed calls can disrupt pharmacy operations. Xima implemented SRV record–based failover, enabling intelligent load balancing and automatic failover across multiple U.S. data centers. These backend improvements ensure that even during outages or carrier disruptions, the core experience remains consistent: the phone rings, the call is answered, and the conversation happens.

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Results to Date

- Nearly 28,000 calls completed through Xima over a 90-day period
- Supervisor dashboards accessed more than 2,200 times
- Wallboards viewed over 1,000 times with scheduled reports actively distributed
- Improved queue visibility and real-time performance monitoring for managers
- Strengthened platform reliability with SRV-based failover across U.S. data centers

A True Partnership Model

Throughout the engagement, the organization has emphasized the value of Xima's collaborative and transparent approach. When challenges arise, Xima works directly with the organization's IT and network teams to identify root causes, communicate clearly, and improve internal processes to prevent future disruptions. Xima has also introduced a dedicated reporting support function, enabling teams to request custom reports, dashboards, or data clarification and receive either a completed report or personalized training.

Looking Ahead

The organization is actively engaged in Xima's product roadmap, helping shape upcoming AI-driven capabilities including sentiment analysis to measure call quality, automated QA evaluations using transcriptions and customizable scorecards, real-time agent assist with alerts when calls trend negatively, and AI insights to surface trends without manual analysis. These innovations will allow leaders to identify struggling calls earlier, support agents more effectively, and make more informed staffing decisions—especially as bilingual demand continues to grow.

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