

BLACC SPOT MEDIA 



FYidctors

Reimagine Contact Center Possibilities with Gravity CX Built for Twilio Flex

Learn how we deployed a modern contact center solution supporting 350+ retail locations and 10+ brands for FYidctors with Gravity CX Built for Twilio Flex.

CUSTOMER STORY



Industry
Health Care

Communication Channels
Voice, IVR & Webchat

Integrations
Twilio Flex, Shopify, ServiceDesk Plus &
Internal FYidoctors APIs



CHALLENGE

FYidoctors needed a modern contact center solution that provided agents with a single pane of glass experience to improve their productivity and operational efficiency. Therefore, it was important that the solution could be easily customized and integrated with internal tools and third-party services.

SOLUTION

Blacc Spot Media deployed Gravity CX, our out-of-the-box solution built for Twilio Flex, to launch a fully-featured Twilio Flex contact center in a fraction of the time and cost it would take to deploy and customized Twilio Flex contact center for both patients and internal staff.

RESULTS

FYidoctors significantly increased agent productivity and efficiency within their contact center operations with Twilio Flex as they support 350+ retail locations across Canada and the US.

Reimagine Contact Center Possibilities with Gravity CX and Twilio Flex

FYidoctors is Canada's largest eye care provider focused on providing exceptional customer experiences for their patients. With over 300 locations spanning across Canada and the United States, FYidoctors' growth has been driven by the simple idea that patients should come before products. In order for FYidoctors to continue expanding on their patient-first strategy, they needed to implement a modern contact center solution that provides them with flexibility for optimizing their internal staff and patient workflows.

Blacc Spot Media deployed a modern contact center solution leveraging Gravity CX, our out-of-the-box solution built for Twilio Flex, to provide FYidoctors with a single pane of glass experience for their agents. We were able to consolidate multiple third-party services to increase agent productivity and efficiency. Gravity CX also incorporated localization support within Twilio Flex to accommodate language needs for their English and French-Canadian speaking agents. To comply with data storage rules and regulations, Gravity CX provided FYidoctors with an integration that automatically deletes call recordings from Twilio servers and stores them within Canada.

With Gravity CX, a modern contact center built on top of Twilio Flex was deployed quicker and cheaper than launching a fully-featured Twilio Flex contact center from scratch. Additionally, the solution streamlined workflows and business processes to further facilitate patient-first strategies in building great customer experiences (CX).

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Cloud Communications Delivered.



Blacc Spot Media, Inc.

Blacc Spot Media is an award-winning Cloud Communications consulting firm recognized as one of Inc. 5000's Fastest-Growing Private Companies in America.

We solve our client's toughest communications challenges by providing unparalleled services in strategy, consulting, technology, customer experience, and business operations. With expertise across all Cloud Communications channels, we deliver impactful results for our clients focused on building effective communication strategies.

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