

**BLACC SPOT MEDIA** 

**Procter & Gamble**

# **Rethink Contact Center Capabilities with Cloud Communications**

Learn how we helped Procter & Gamble deploy a pilot for consolidating their global contact centers.

CUSTOMER STORY

**P&G**

**Industry**  
Consumer Goods

**Communication Channels**  
Twilio Flex & Google Cloud

**Integrations**  
Voice, IVR & Chat

### CHALLENGE

Procter & Gamble needed a more cost-efficient way of supporting both their global suppliers' and vendors' service requests from multiple contact centers, located in different regions and spoken in various languages.

### SOLUTION

Blacc Spot Media built a pilot solution allowing Procter & Gamble to consolidate its existing supplier and vendor contact centers into a central location while continuing to provide the same level of support even with the various native languages used by suppliers and vendors around the world.

### RESULTS

Procter & Gamble successfully validated its concept for supporting its global suppliers and vendors with a real-time translation and transcription service enabling agents to support suppliers who speak different languages in a simple and easy-to-use solution.

## Rethink Contact Center Capabilities with Cloud Communications

Procter & Gamble is well-known by millions of people around the world. With over 50 brands spanning across multiple consumer sectors, Procter & Gamble's supply chain has been important to the company's overall success. In order to build a successful cloud communications strategy that would meet Procter & Gamble's needs, the solution would enable them to continue providing exceptional customer service to their ever-growing list of suppliers and vendors around the world, all while keeping operational expenses to a minimum.

Blacc Spot Media built a pilot solution that allows suppliers and contact center service agents to communicate even if they do not speak the same language. The application enables suppliers to speak to the Conversational IVR in their native language, which is then translated and transcribed into a chat message for agents in their native language. The agent uses chat messaging to respond in their native language which is then translated back into the supplier's language and communicated verbally through the application. This happens dynamically in real-time to ensure a fluid customer service experience.

Through innovative cloud communications strategies, Procter & Gamble was able to validate their concept of establishing a streamlined contact center solution which has the ability to support real-time translation and transcription services allowing agents to more efficiently support suppliers and vendors of different languages from a single location.



## 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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Contact Us Today  
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Cloud Communications Delivered.