

## CASE STUDY

# From Legacy to Future-Ready: EPCOR's Journey to Modernizing Contact Center Operations



CallTower's personable approach, support, transparency, and commitment to EPCOR's goals have made them a valued partner.



Enhanced  
Security



Advanced  
Features



Streamlined  
Operations

EPCOR's move to Genesys Cloud, implemented by CallTower, ensured minimal disruption while scaling from 80 to 400 agents. The migration strengthened security and laid the foundation for agentic AI, enabling intelligent virtual agents that automate interactions, orchestrate journeys, and seamlessly collaborate with human agents. With real-time insights and advanced reporting, EPCOR improved operational performance while positioning its contact center for autonomous, AI-driven engagement at scale.

## THE HIGHLIGHTS

### Challenge

- EPCOR urgently needed to **modernize their contact center** after the end-of-life announcements for Genesys PureConnect and Twilio voicebot
- A **U.S. security breach** drove EPCOR to partner with CallTower, who recommended Genesys Cloud for security and scalability

### Solution

- CallTower aligned EPCOR's needs with Genesys Cloud through **discovery sessions and detailed planning**
- In six months, they **migrated EPCOR's 400-agent contact center, transitioning Twilio voicebots** and ensuring seamless configuration
- Customization and tailored training enabled efficient system management and insights

### Outcome

- **Seamless migration from Genesys PureConnect to Genesys Cloud** minimized downtime through CallTower's precise planning and support and enabled EPCOR to scale from 80 to 400 agents
- In-house operations improved **security, compliance, and control over data**
- **Voicebots and real-time insights positioned EPCOR for future AI innovations**

## CLIENT PROFILE

### EPCOR:

EPCOR is a leading provider of essential utility services, delivering electricity, natural gas, and water to residential and commercial customers across Canada and the United States.

Size: 400 Employees

Industry: Utilities

## THE CHALLENGE

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EPCOR's contact center, initially powered by Genesys PureConnect, faced an urgent need to modernize after the platform's end-of-life announcement, compounded by the discontinuation of their Twilio voicebot. EPCOR was faced with the **urgent need for a modernized, integrated solution** that could address their current needs and evolving future requirements.

A security breach at their outsourced U.S. operations further emphasized the need to bring operations in-house to ensure robust security, compliance, and control over data and trusted customer interactions. To address these challenges and future-proof their contact center, EPCOR partnered with CallTower, who recommended migrating to Genesys Cloud as the ideal solution for their evolving needs in Canada and the U.S.

## THE APPROACH + SOLUTION

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To address EPCOR's needs, CallTower designed a comprehensive plan that combined technical expertise, hands-on collaboration, and a future-focused strategy. CallTower began with **comprehensive discovery sessions**. These sessions helped CallTower understand EPCOR's intricate business requirements and map them to Genesys Cloud's capabilities. Structured playbooks and detailed documentation ensured a transparent and collaborative planning process.

In just six months, CallTower successfully migrated EPCOR's 400-agent contact center from Genesys PureConnect to Genesys Cloud. The process included **on-site collaboration for real-time problem-solving and training, seamless technical configuration, and the transition from Twilio voicebots to a Genesys-based solution**. CallTower also customized the platform to meet EPCOR's unique needs and provided **tailored training to ensure efficient system management**



*"CallTower coming on-site made a huge difference! Issues were immediately addressed, they trained our team and during that time, we built and fostered a strong relationship. Face-to-face interactions created an environment for the business to openly discuss concerns and engage in one-on-one conversations. We've maintained constant communication ever since."*

**EPCOR**

## THE RESULTS

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### + **Seamless Migration**

EPCOR experienced a smooth transition from Genesys PureConnect to Genesys Cloud, guided by CallTower's precise planning, hands-on support, and structured approach, minimizing downtime and disruption.

### + **Enhanced Scalability**

Moving to Genesys Cloud allowed EPCOR to scale their operations from 80 to 400 agents seamlessly, supporting both U.S. and Canadian contact center operations.

### + **Enhanced Security and Control**

By bringing operations in-house, EPCOR mitigated security risks and improved compliance.

### + **Advanced Functionalities**

The migration enabled EPCOR to adopt advanced features like voicebots, positioning them for future AI-driven innovations.

### + **Streamlined Operations**

Real-time insights and advanced reporting features enabled by Genesys Cloud empower EPCOR to refine customer service and performance metrics.

## VALUED PARTNERSHIP

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EPCOR credits its success to their trusted partnership with CallTower. CallTower's deep understanding of EPCOR's challenges, ability to anticipate their needs, and consistent delivery of solutions that exceed expectations, have been instrumental to their success. Beyond technical expertise, CallTower's personable approach, support, transparency, and commitment to EPCOR's goals have made them a valued partner. Looking ahead, EPCOR is excited to leverage CallTower's INO AI and its ability to deliver advanced AI-powered self-service and agent assist capabilities that deliver human-centered interactions.

Knowledgeable. Adaptable. Committed to excellence. As a Genesys Premier Partner awarded the North America (Canada) Partner for 2023, CallTower has proven to be an indispensable partner in EPCOR's journey toward modernizing its contact center.

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## ABOUT CallTower

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# A Full-Suite Service Partner Dedicated to Enriching Your Contact Center

Since 2002, CallTower has grown into a global leader in enterprise-class cloud communications, CCaaS, and customer experience (CX) solutions, empowering businesses to thrive in the digital age. Leveraging advanced technologies such as Microsoft Teams Operator Connect, Direct Routing and GCC High Teams Direct Routing, Webex by Cisco, Zoom Phone, and leading AI-powered contact center platforms including Genesys, Five9, and Parloa, CallTower delivers secure, scalable, and reliable solutions tailored to the unique needs of enterprises worldwide. By integrating capabilities such as one-click failover, advanced analytics, seamless CRM integration, and AI-driven CX intelligence, CallTower helps organizations modernize communications and contact center operations while driving greater efficiency and insight.



**Let's Connect**