



Black Box Implemented Cloud Contact Center and CRM Platform, Powering Agile, Omnichannel CX for a Logistics Scale-Up

Overview

A rapidly scaling logistics start-up set out to establish over 300 delivery hubs in India, aiming to adopt a “Born in the Cloud” strategy to ensure agility, scalability, and reduced CapEx investment. Facing challenges like a lack of customer data, no physical infrastructure, and a dispersed workforce, the company needed a strong omnichannel customer experience platform. Black Box delivered a comprehensive cloud contact center solution using Genesys Cloud CX and SimpleCRM, enabling full customer visibility, intelligent automation, and seamless communication across channels. This enabled remote advisors to deliver personalized and proactive customer interactions, accelerating time to market and enhancing long-term customer experience.

Challenges

The start-up faced significant operational and technical hurdles in deploying a flexible and scalable customer engagement platform. With limited initial capital and no on-premises infrastructure, the company had to prioritize an OPEX-based model and rapidly establish digital capabilities. The work-from-home model introduced during the pandemic compounded the challenge, as fragmented workflows and a lack of structure impacted service delivery timelines. Moreover, the need for a robust, cloud-native platform that could scale dynamically to meet fluctuating customer demands and support omnichannel communication became essential for maintaining service consistency and customer satisfaction.

AT A GLANCE

CHALLENGES

- Limited CapEx and no infrastructure
- Lack of customer data and workflow inefficiencies
- Need of a remote-ready CX platform for distributed workforce

SOLUTIONS

- Implemented Genesys Cloud CX and SimpleCRM
- Automated workflows and centralized customer data
- Enabled omnichannel support with AI insights

RESULTS

- Unified platform with 360° customer visibility
- Faster time to market with remote-ready operations
- Improved service quality and agent productivity

BENEFITS

- Scalable, cloud-first CX foundation
- Rapid pan-India expansion without a physical setup
- Elevated customer experience and operational agility



Solutions

To address these challenges, Black Box implemented an end-to-end, cloud-native CX solution leveraging Genesys Cloud CX and SimpleCRM. This unified platform provided agents with a 360-degree view of customer interactions across voice, email, chat, and social media channels. The deployment included an intelligent CRM framework that automated routine tasks, optimized workflows, and enabled data-driven decision-making. Advanced capabilities such as AI-powered sentiment analysis, integrated knowledge base, and case management enhance support delivery and responsiveness. The solution was fully managed and designed for remote accessibility, empowering distributed advisors to engage with customers in a proactive, consistent, and personalized manner.

Result

The deployment of Black Box's solution enabled the start-up to establish a cutting-edge technology infrastructure, delivering a complete customer engagement platform with 360-degree visibility. Customers experienced seamless and consistent service across all channels, with the flexibility to switch between them without losing context. Agents benefited from a single comprehensive platform to manage interactions more efficiently, improving resolution times and overall customer satisfaction. Furthermore, the cloud-based design of Genesys Cloud CX allowed advisors to operate remotely, ensuring uninterrupted service and responsiveness from any location.

Why Black Box?

By partnering with Black Box and leveraging the power of Genesys Cloud CX, the logistics start-up successfully navigated the challenges of launching its pan-India operations during a difficult period. The implemented solution addressed their immediate needs for a cost-effective, scalable, and agile customer experience platform and laid a strong foundation for future growth and customer satisfaction.

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