

# GlobalLogic

A Hitachi Group Company

## Scaling innovation and **accelerating growth** for a global contact center leader

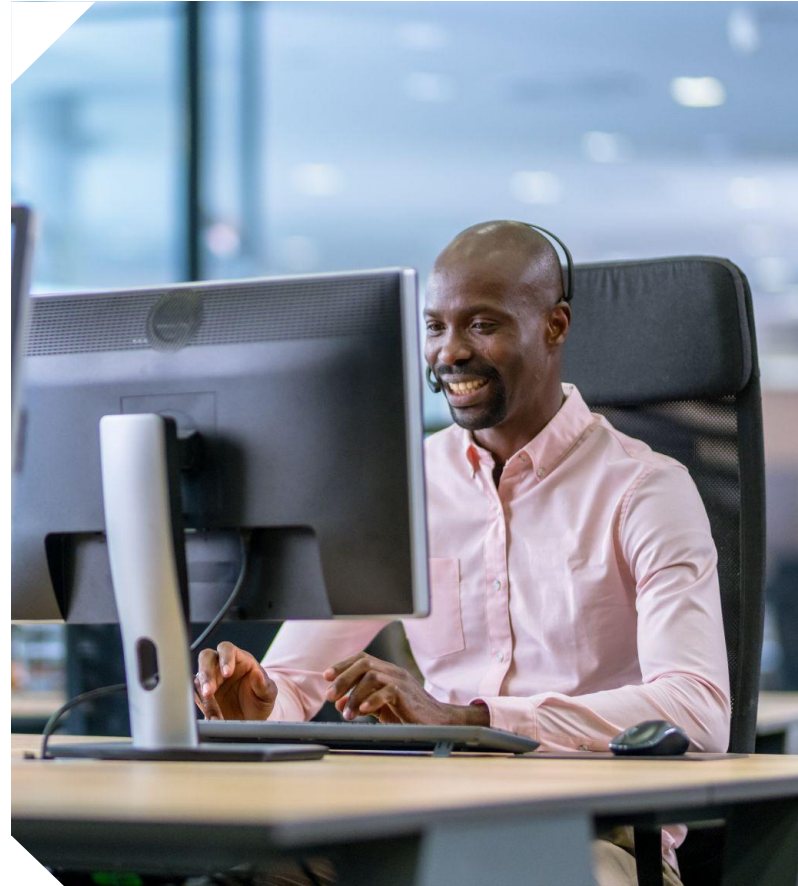
A leading cloud contact center provider needed to scale product development and accelerate time-to-market to stay competitive. GlobalLogic helped expand product labs, enhance UX/UI, and optimize cloud infrastructure—driving faster innovation and sustained growth.

### 2X

product lab expansion in just  
a few months

### 3B

customer interactions  
managed per year



## Challenge

In a rapidly evolving contact center market, the client needed to expand its product development capabilities and enhance user experiences to maintain its competitive edge.

Scaling innovation was critical, but **fragmented operations and limited resources slowed progress.**

To accelerate time-to-market and optimize customer and agent experiences, they required a strategic partner with expertise in cloud, UX/UI, and agile product development to drive growth at scale.

## Value Created

- **Doubled product lab capacity** across multiple geographies while maintaining seamless collaboration
- **Enhanced UX/UI design** to improve customer and agent engagement
- **Optimized cloud-based platform** for scalability, security, and omnichannel integration

## Impact

- **Faster time-to-market**, enabling quicker deployment of new features
- **Greater operational efficiency** through streamlined, scalable product development
- **Improved user experience**, leading to higher customer and agent satisfaction
- **Sustained market leadership** by driving continuous product innovation