

PFIZER PARTNERS WITH KLEARCOM FOR SEAMLESS, GLOBAL IVR MIGRATION

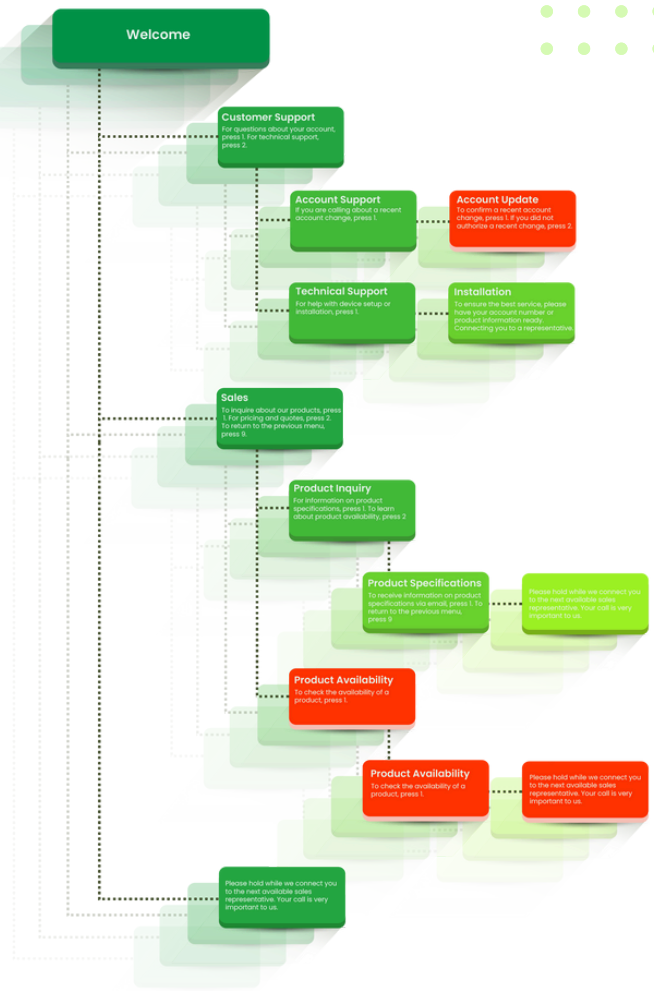
BACKGROUND

Pfizer, a global pharmaceutical giant, needed to migrate its IVR systems from multiple vendors to a **centralized solution**. They required a partner to dial Toll-Free Numbers (TFNs), **discover IVR messaging and intents** (both speech and DTMF), and handle call transfers in various languages across 100+ countries. An initial audit was necessary to remove obsolete options and ensure a **consistent experience post-migration**.

Compliance with Pfizer's InfoSec standards (SOC 2 and ISO 27001) was essential. Without records of existing IVR content, the vendor had to discover and **translate multilingual IVR messaging without system integration**. Klearcom was chosen for its ability to meet these requirements within a tight timeframe.

DISCOVERY

Klearcom provided a **seamless and unprompted SaaS solution** without the need for integration or management. Pfizer provided Klearcom with the Toll-Free Numbers in each country, and Klearcom took care of the rest.



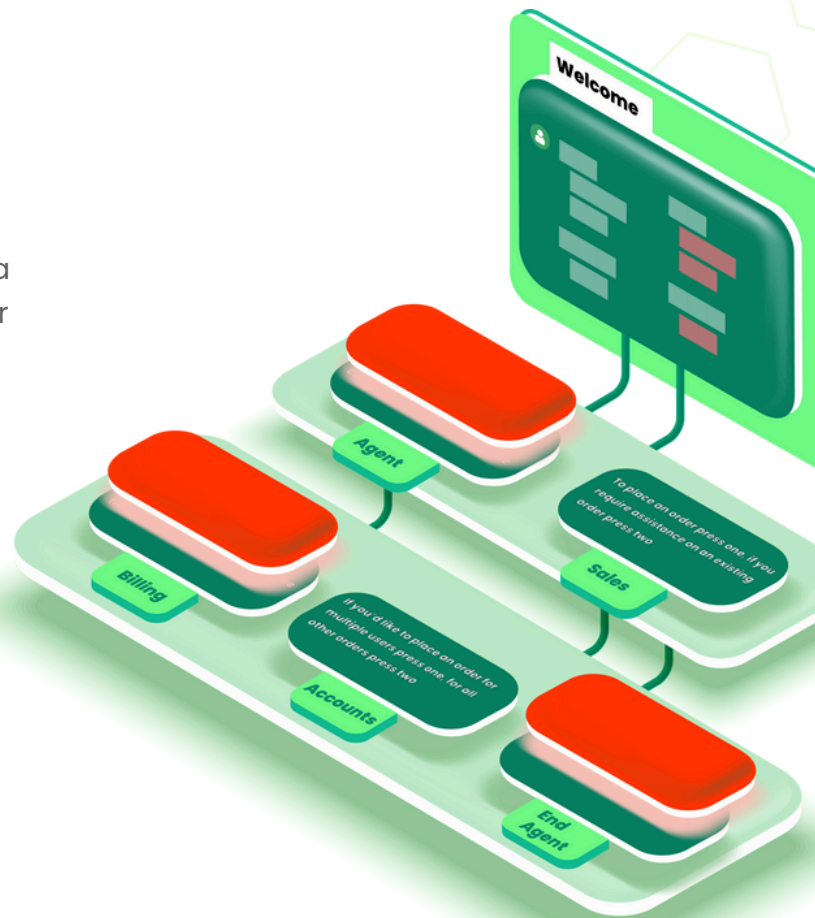


During this discovery phase, Klearcom identified numerous incorrect configurations, including incorrect messaging, poor audio quality, and call transfers that were not functioning correctly. The primary objective was to **rectify these issues**, providing Pfizer with a clear pre-migration understanding of their IVR landscape. Prior to Klearcom's involvement, Pfizer had only the Toll-Free Numbers but no detailed information about the IVRs' functionality.

MIGRATION & VALIDATION

With a clear understanding of the existing IVR systems, Pfizer then proceeded with the migration to its new systems.

Klearcom **validated that all options were correctly migrated**, ensuring that the IVRs, whether using speech or Dual-Tone Multi-Frequency (DTMF), operated successfully in local markets. Klearcom's focus was to ensure **seamless functionality across both fixed and mobile lines** in each country.



During and after the migration, Klearcom's system **provided real-time alerts** for any issues, allowing for immediate triage and resolution. This 24/7 365 proactive approach **minimized downtime and ensured continuous operation** across all regions. It was crucial, especially given the scale of the migration across 100+ countries from Asia to the United States.



AT A GLANCE



100+ Languages and dialects transcribed globally at the click of a button



IVR testing spanning over 100+ countries



99.2%

Uptime call success rate

LOAD TESTING

Klearcom also conducted extensive load testing in each country to ensure that the new systems could **handle the expected call volumes**. This testing validated the elasticity of the Session Initiation Protocol (SIP) trunk, ensuring it could **manage concurrent calls**.

Additionally, Klearcom confirmed that the **IVR systems could handle high call volumes**, a unique aspect of this migration that proved essential for Pfizer's operations.

RESULTS

The migration significantly improved Pfizer's communication systems and provided Pfizer with a **quality confidence metric**. Klearcom ensured a **99.2% uptime rate**, crucial for global operations. Real-time alerts and diagnostics **reduced response times**, enabling quick issue resolution.

Pfizer lacked visibility into their IVR configurations and estimated it would have taken **at least two years and millions of dollars** to map them out. Instead, Klearcom mapped the entire migration process, saving significant time and money.

CONCLUSION

This partnership highlights Klearcom's critical role in Pfizer's **IVR migration**. By mapping and addressing IVR issues, conducting thorough load testing, and ensuring ongoing compliance, Klearcom provided Pfizer with a **seamless transition** to their new systems. This underlines the importance of a proactive, non-intrusive approach in large-scale IVR migrations.



It's rewarding to see our solutions empower Pfizer to swiftly identify and resolve issues and uphold global service standards."

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