

# Case Study

A Case Study on Process  
Modernization, System Integration, and  
Quality Assurance Leadership

# STRATEGIC BUSINESS SOLUTIONS

## Introduction

A major West Coast utility company is embarking on a multi-year Business Transformation initiative designed to modernize its end-to-end operational processes and unify the systems that support them. For decades, the organization relied on multiple legacy applications, disconnected workflows, and siloed data—resulting in inefficiencies, rework, and limited visibility into critical business insights.

To address these challenges, SBS was engaged as a strategic partner, helping to shape, implement, and validate key components of the transformation. The initiative aims to streamline operations, improve the employee experience, and enable data-driven decision making that ultimately enhances customer service.

This case study outlines how SBS contributed to the Business Transformation program, with particular focus on the Quality Assurance (QA) workstream supporting Customer Operations.

## Business Transformation Overview

The Business Transformation program is designed to fundamentally modernize how the company operates. SBS supported several core goals that anchor the program's vision:

- **Modernized Processes**

SBS helped the organization redesign workflows to remove bottlenecks, eliminate redundant steps, and reduce defects that historically created frustration for employees and customers.

- **Data & Analytics Enablement**

By replacing fragmented legacy systems with integrated platforms, SBS supported the company's ability to capture, analyze, and act on business data—empowering smarter, faster decision-making.

- **Systems Integration & Consolidation**

SBS assisted the organization in planning and validating the transition from numerous outdated applications to modern, unified solutions that reduce operational overhead and improve customer-facing capabilities.

## SBS Role in the Program

SBS provided a dedicated QA workstream lead. SBS was responsible for the end-to-end quality strategy for several customer communication solutions, including:

- Genesys Inbound IVR
- Genesys Outbound Calling
- System-generated customer communications
- Ad-hoc communication tools and workflows

## Program Benefits Enabled by SBS

The Business Transformation program delivered several measurable and qualitative benefits, strengthened by SBS's QA leadership:

### Improved Accuracy

SBS helped verify that communication systems delivered precise, timely, and customer-appropriate messaging with fewer errors and improved cross-channel consistency.

### Increased Efficiency

By reducing defects and confirming functionality early, SBS helped the organization avoid costly rework—accelerating delivery and stabilizing downstream processes.

### Enhanced Effectiveness

SBS ensured that integrated systems supported better decision-making by validating the accuracy of data used to guide customer interactions and operational reporting.

## Conclusion

The Business Transformation initiative represents a significant modernization effort that will shape how the company serves customers for years to come.

Through its leadership in the QA workstream, SBS played a critical role in ensuring that new systems and processes are reliable, integrated, and aligned with business objectives.

This case study demonstrates how SBS's disciplined approach, technical expertise, and cross-functional leadership contributed to a successful transformation and laid the foundation for a more streamlined, data-enabled future.

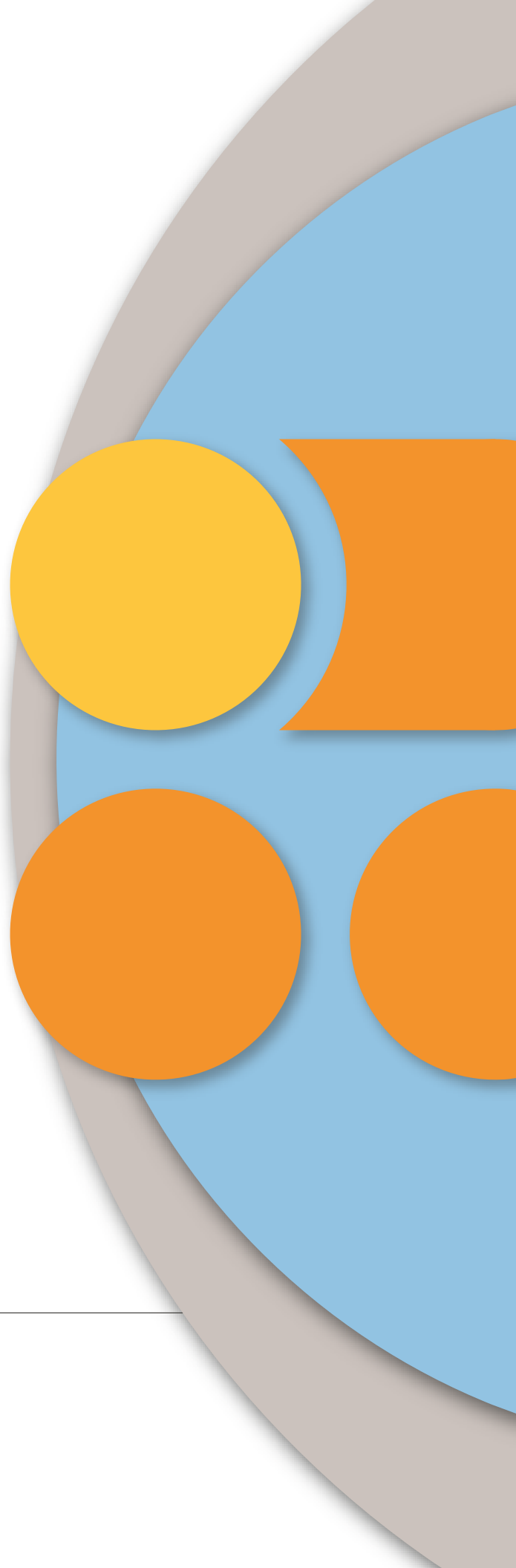


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