



CUSTOMER STORIES /



ThunderNet boosts agent productivity and customer satisfaction by 60%

ThunderNet chose the Genesys Cloud™ platform not only to help maintain service quality as its business surged, but also to improve it. The platform has helped the company increase both agent productivity and customer satisfaction by 60% and improve operational efficiency by 40% — while handling more than 1.5 million customer interactions across multiple channels.

60%
increase

in customer
satisfaction

60%
increase

in productivity

40%
increase

in operational
efficiency

AT A GLANCE

Customer: ThunderNet

Industry: Communications

Location: Venezuela

CHALLENGES

Problems with scalability, outages and lack of integration with CRM and other business systems

PRODUCT

Genesys Cloud CX®

CAPABILITIES

Agent Copilot, Email, Inbound, IVR, Outbound, Reporting and analytics, Knowledge workbench, Voice, Web messaging

PARTNER

ESMT

INTEGRATIONS

Odoo

Going for growth

Knowing when to adopt more scalable processes and technologies is a vital part of any corporate growth strategy. Without scalability, fast-growing businesses can easily become victims of their own success, struggling to keep up with customer demands.

This challenge was becoming apparent at ThunderNet, a telecommunications provider in Venezuela that was experiencing a massive adoption of its internet services.

Thanks to an offering that includes the fastest internet speeds in the country and bundles combining connectivity with digital TV, ThunderNet rapidly progressed from being a regional provider to having about 100,000 customers across the country.

The company was using a chat platform to communicate with customers over digital channels. However, "it rapidly fell short of our needs as we grew exponentially," said Enrique Rodriguez, Call Center Coordinator at ThunderNet. "It couldn't keep up with demand, experiencing frequent and lengthy outages. This was leading to poor customer satisfaction and negatively affecting quality of service."

"We chose Genesys for its outstanding customer service capabilities. It can handle a wide range of channels and allows us to create a complete virtual assistant workflow."



Enrique Rodriguez

Call Center Coordinator, ThunderNet

Working with ESMT Consulting SA de CV in Mexico, the ThunderNet team set about looking for a better option and reviewed several customer experience platforms. "While some of

them looked promising, they fell down in two business and customer service respects: capacity and integration capabilities,” said Rodriguez.

The Genesys Cloud platform was the one that stood out. As a comprehensive, AI-powered, cloud-based contact center platform — one that’s able to orchestrate seamless experiences across channels — Genesys Cloud was exactly what ThunderNet was looking for.

“We chose Genesys for its outstanding customer service capabilities. It can handle a wide range of channels and allows us to create a complete virtual assistant workflow,” said Rodriguez. “It also has great integration capacity, which allows us to link it to our CRM system and other tools. It can be adapted to our workflows thanks to APIs to facilitate management.”

“Genesys allows us to interact with our customers across multiple channels, perfectly integrated into our CRM system. Watching other companies strive to meet our quality of service reflects the positive impact we have generated in the industry.”



Enrique Rodriguez

Call Center Coordinator, ThunderNet

Increasing adoption

ThunderNet was thoughtful and prescriptive about its implementation. The company kicked off its Genesys Cloud rollout with web messaging capabilities. It brought voice into the mix shortly after.

That was just the beginning. ThunderNet has incorporated Instagram and email communications, implemented automated

WhatsApp and call notifications, and added AI-powered reporting. The latter allows supervisors to quickly extract real-time and historical reports, recording analyses and evaluation forms. And the company has taken advantage of Genesys Cloud integration and development capabilities, connecting the platform to its CRM system. Plans include an evaluation of predictive engagement.

Today, ThunderNet has about 100 agents using Genesys Cloud. In the past year the platform handled more than 1.2 million inbound WhatsApp messages, nearly 234,000 voice calls and approximately 119,000 web messages.

Web messaging has helped ThunderNet handle about 136,000 customer inquiries a month, improving agent productivity by 60%. Similarly, customer satisfaction has risen by 60%, as waiting times via WhatsApp have fallen from 18 hours to five minutes. Meanwhile, the platform's APIs and CRM integrations have helped improve operational efficiency by 40%.

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Enrique Rodriguez

Call Center Coordinator, ThunderNet

A great relationship

The Genesys Cloud platform has "become a fundamental pillar for our company," said Rodriguez. "Customer satisfaction is our priority. Thanks to Genesys Cloud and the workflows we've designed around it, we can provide immediate and efficient

services through all contact channels, guaranteeing a positive experience for our users.”

Strong partnerships were integral to this progress and the success ThunderNet has achieved so far. “Our experience with the Genesys team has been extraordinary,” said Rodriguez. “They’ve been with us throughout the evolution of our processes, providing immediate responses and quick solutions whenever needed.”

Rodriguez added that the involvement of the ESMT Consulting team was essential as well. Working with ESMT helped simplify the Genesys Cloud implementation. “Thanks to their guidance, the transition was fluid,” he said. “The ESMT team kept us continually updated on progress, which gave us confidence and security throughout the process. Their support was key to the success of the transition.”

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Enrique Rodriguez

Call Center Coordinator, ThunderNet

Together, these partnerships and the Genesys Cloud implementation have helped ThunderNet not only improve service quality while managing massive growth, but have also led to a substantial competitive advantage. ThunderNet has transformed its customer experience to achieve an industry-leading level of service quality.

It represents “a literal before and after of standards across the country,” said Rodriguez. “Genesys allows us to interact with customers across multiple channels, perfectly integrated into our CRM system. Watching other companies striving to meet similar

quality of service standards reflects the positive impact we've had on the industry."

To learn more about the solutions featured in this case study, visit www.genesys.com.

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