aws

Cloud Modernization In the Contact Center

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Agenda

01   **Industry challenges**

02   **AWS solution**

03   **Customer examples**

04   **Next steps**

Industry trends

Balancing agility with security and regulations

14M
Number of Contact Center agents worldwide

84%*
Distribution of staff who routinely use at least one personal device for work tasks

67%**
Identify balancing staff flexibility with security as a major business challenge

Organizations estimate 70% of provisioned hardware is not returned upon employee off-boarding*

*Does Providing Work-From-Home Employees with a Work Device Impact BYOD Usage?
**Leading with Trust: Enabling the Future of Work
**AWS customer survey

Industry challenges in customer experience

Delivering personalization at scale

Travelers and guests expect brands to know them and anticipate their needs at every turn

Leverage AI/ML to optimize the customer experience across the entire journey

Unified customer data

Bring data from multiple disparate systems together to create a unified customer profile

Traveler/guest retention and loyalty

Ensure availability across all touchpoints, and at all times

Nearly 40% of consumers will stop interacting with a brand they love after just one bad experience; Nearly 60% after several
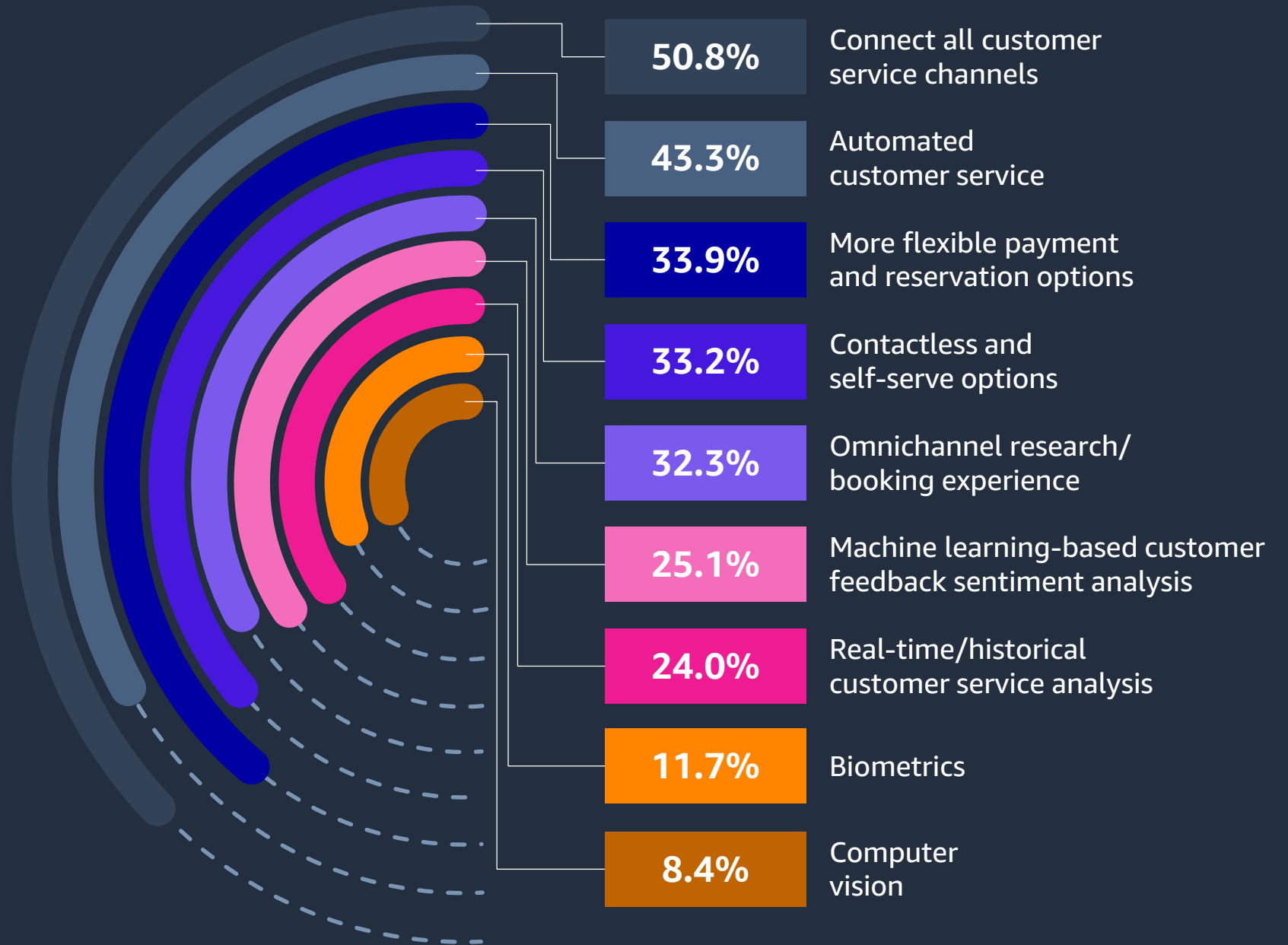
Retaining top global agents

Find global talent to enable 24x7 follow the sun operations across time zones and retain agents with a flexible remote or hybrid work model

70% of agents want to continue working from home after the pandemic ends

Top digital strategies for customer service initiatives

The 2022 Digital Transformation Report

50.8% Connect all customer service channels

43.3% Automated customer service

33.9% More flexible payment and reservation options

33.2% Contactless and self-serve options

32.3% Omnichannel research/ booking experience

25.1% Machine learning-based customer feedback sentiment analysis

24.0% Real-time/historical customer service analysis

11.7% Biometrics

8.4% Computer vision

Most likely business disruptions in 2022 and 2023

The 2022 Digital Transformation Report

Legacy/outdated technology	**32.6%**
Labor shortages	**32.3%**
Cyber security	**30.3%**
System outages	**29.5%**
Inconsistent government Covid rules	**26.8%**
Supply shortages	**26.5%**
Inability to handle spikes in demand (e.g. summer and holidays)	**21.9%**
Inability to handle pricing during peak demand	**18.0%**
Inability to handle customer experience during peak demand	**18.0%**
Geopolitical instability	**12.4%**

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Solution overview

Contact center use cases

CUSTOMER SALES
Identify customer journey, assist customers purchases and placing orders

CUSTOMER CARE
Customer inquiries, bags, cancellation /changes of reservations/orders

MARKETING
Product marketing, special event drives, surveys, preferred customers, VIP services

PERSONAS MANAGEMENT
Concierge services, Personalized engagement and sentiment analysis

LOYALTY
Loyalty management, redemptions, inquiries, account management

MEDIA ENGAGEMENT
Product launches and performance evaluation, social media inquiries, and complains support

FRANCHISEE SUPPORT
Restaurant support, hotel support, franchise support, channel management support, agencies

BACK OFFICE SUPPORT
IT Support, HR support, recruiting support, hangars, mechanics, training, personnel

Amazon End-User-Computing is transforming agent experience

Amazon EUC

Maximize productivity of the modern distributed digital agents while streaming IT operations

WorkSpaces Appstream 2.0	WorkSpaces Core	WorkSpaces Web	WorkDocs
All-inclusive virtual desktop services (Persistent & Selective persistent)	Virtual desktop infrastructure APIs for customers' 3rd party VDI software	Secure browser service for access to internal websites and SaaS apps	Fully managed document sharing and content collaboration service

EUC solutions for all worker types

Amazon WorkSpaces

Full Desktop Experience

Persistent

Knowledge Workers
Knowledge Worker Contingent Workforce
Software Developers and Test
Knowledge Worker FTE Remote Work
M&A

Visualization
High Performance Computing
Media & Entertainment rendering
Data

Personal and Impersonal Devices
Bring Your Own Device (BYOD)

Amazon AppStream 2.0

Temporary access to streaming applications or fresh desktop at log in

Non-Persistent

Task Workers
Contact Center Agents
Offshoring & Business Process Task Workers
Contingent Task Workers

Design & Engineering
Graphics Designer
CAD/CAM

Communal Devices
Shop Floor Kiosks
Front Line Workers
Bastion Hosts

Students
Lab Environment
Virtual Classroom
High Performance Machines (Part-time)

Either

Amazon Workspaces Web

Browser-based/SaaS workloads

Non-Persistent

Task Workers (SaaS/Web only)
Contact Center Agents
Offshoring & Business Process Task Workers
Contingent Task Workers
Students

Internal website access (Intranet)
Salesperson traveling to customer site

Lightweight BYOD
Workers who require access to internal websites

Developers
Access code repository from home

Amazon EUC impacts the metrics that matter

Reduce agent onboarding time resulting in faster time-to-productivity

Increase agility to quickly adjust to seasonal/holiday demand

Eliminate legacy systems to reduce capital cost (CAPEX)

Hire the best global talent and provide a secure environment

Amazon Connect is transforming customer experience

Amazon Connect

Easy to use, omnichannel cloud-based contact-center service that scales to support businesses of any size

Skills-based contact routing

Voice & chat recording

Real-time and historical analytics

High-quality voice capability

Pay-as-you-go pricing

Amazon Connect impacts the metrics that matter

Reduce contact center operating costs

Transform contact center into a profit center

Promote automation and self-service

Offer consistent omnichannel engagement

AWS EUC competency partners

APAC	CMD · blazeclan · CONSEGNA.CLOUD (CLOUD DELIVERY AND DIGITAL TRANSFORMATION) · Sunny Cloud · TOKAI GROUP · accenture · Serverworks · trueIDC · NTT 東日本
EMEA	nuven · Alscient · iOCO · cambrian TECHNOLOGIES · REBURA · INQDO cloud · BYTES
LATAM	escala 24x7 · Grupo Mytec
NAMER	AHEAD · Axiom IO · CloudHesive securing your enterprise in the cloud · INNOVATIVE PEOPLE + TECHNOLOGY · JetSweep A Better Way to Handle Data · SynchroNet · InterVision INNOVATION DELIVERED · virtusa · eagledream TECHNOLOGIES Part of the PwC network · NAVISITE · RedNight Migrate. Manage. Empower. · TEHAMA

AWS Connect competency partners

Customers and Success Stories

Carnival enables remote working with AWS End-User-Computing (EUC)

CHALLENGE

- With more flexible working arrangements, and the desire for agents to use their own device, Carnival's legacy VDI solution was no longer fit for purpose

SOLUTION

- Deployed Amazon WorkSpaces for its 1,200 US agents, enabling them to use any device they preferred, in place of a company-issued, managed and maintained device
- Previous hardware refresh cycles were taking 18 months from budget consideration to approval; now WorkSpaces could be deployed and made available in minutes

BENEFITS

- Agents can access WorkSpaces in seconds compared to the 30+ minutes it took previously to access the VDI solution
- 55% average decrease in IT helpdesk calls from agents
- 45% reduction in paid downtime, while increasing agility and reliability

CUSTOMER:
Carnival Cruise Line

COUNTRY:
United States

INDUSTRY:
Travel

EMPLOYEES:
37,000

WEBSITE:
www.carnival.com

"We knew because of our aging VDI infrastructure that there was a huge amount of calls to the helpdesk and there was no line in the sand that gave us the insight as to where that problem was coming from… With Amazon WorkSpaces, we reduced calls to the service desk by 55% - that to us was huge."

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Meliá Hotels International saves 58% and builds organizational resilience during unexpected downturn

MELIÃ HOTELS INTERNATIONAL

CHALLENGE

- Meliá needed to support a new work-from-home model and contact-free check-in process after the COVID-19 pandemic caused a major downturn in the hospitality industry.

SOLUTION

- Meliá used Amazon WorkSpaces to provide an infrastructure that enabled it to scale down the workload with minimal loss and help staff maintain social distancing measures as reservations increased again.

BENEFITS

- Saved 58% on tech infrastructure.
- Moved 500 contact center agents to home offices in 10 days
- Developed zero-contact check-in technology.

CUSTOMER:
Meliá Hotels International

COUNTRY:
Spain

INDUSTRY:
Hospitality

WEBSITE:
www.melia.com

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Founded in 1954, Meliá is an international chain of luxury hotels based in Spain. Operating 374 hotels in 40 countries and on 4 different continents, Meliá is one of the top-15 largest hotel chains in the world.

"AWS provided a fast way of testing and piloting new things with modern technologies while lowering costs for infrastructure by linking our demand to the cost."

- Christian Palomino, Global IT Vice President, Meliá

GBS International maintains business continuity with WorkSpaces

gbs
International, Inc.

CHALLENGE

- During the COVID-19 pandemic GBS customer service employees required remote access to their CRM and PBX platforms in order to maintain business continuity

SOLUTION

- The company deployed 160 WorkSpaces to its customer service employees enabling them to be productive from home
- They worked with AWS partner Nub8 to deploy all WorkSpaces in 48 hours

BENEFITS

- Employees now have remote access to their CRM and PBX platform enabling the business to continue its support operations
- Eliminated the complexity of managing hardware inventory, different OS versions and patches

CUSTOMER:
GBS international

COUNTRY:
United States

INDUSTRY:
Travel & Hospitality

WEBSITE:
www. gbsinternationalinc.com

ABOUT GBS INTERNATIONAL:

GBS International provides members with a unique vacation ownership experience that allows access to spacious and sophisticated resort-level accommodations all over the world

"We worked with Nub8 [Partner] to assess our organization and develop a plan to enable over 160 customer service employees to begin working remotely in just 48 hours via AWS WorkSpaces."

- Orlando Campanioni, IT Director, GBS International

Lunar Founded in 2015, Lunar is a Danish cloud-based bank that is expanding in the Nordics. It is a 100% digital bank that makes it easy for customers to manage and make the most of their money.

"Our focus is to be a bank of the future. Amazon WorkSpaces allows us to meet the security and compliance standards in Denmark, and ensure our compliance when we re-launch in Sweden and Norway in the near future." - **Thomas Jacobsen**, IT Compliance and Security Lead, Lunar

AWS & Next Steps

Why AWS

241% Average ROI

31% Reduction in total annual contact center subscription and usage costs

15% Decrease in Average Handle Time

8% Reduction in call volume

Sources: Forrester Research

Next steps

DISCOVERY

Discovery Workshop with AWS resources to refine problem statement and gather next-level details

INVESTMENT

2-4 hours; participation from stakeholders in the contact center, commercial group, and/or loyalty team, IT

OUTCOME

Proposals for proof-of-value, and full-scale deployment, including deep-dive on reference architecture and integration

Thank you!

Voice / Chat Seamless Functionality and Experience

Amazon Connect Chat

Personal, dynamic and natural experiences across voice and chat

- Build once, enable everywhere ✓
- Asynchronous & synchronous ✓
- Secure, encrypted end-to-end ✓
- No-code chatbots ✓
- Pay per message ✓

Contact Lens for Amazon Connect

CONTACT CENTER ANALYTICS FOR AMAZON CONNECT POWERED BY MACHINE LEARNING

Advanced search

Detailed analytics & sentiment analysis

Automated contact categorization

Theme detection (coming soon)

Supervisor assist (coming soon)

Open and flexible data

Priceline Optimizes Customer Service during 3x Call Increase Using Amazon Connect

CHALLENGE

- Priceline found that its hardwired on-premises telephony system was not flexible enough to handle high call volume, so it decided to migrate to a scalable, reliable system on the cloud.

SOLUTION

- By using Amazon Connect, Priceline created a modern customer contact center experience and cut call backlog. The cloud-based infrastructure later enabled it to quickly transition over 1,000 agents to remote work.

BENEFITS

- Scaled to handle 3x increase in daily call volume
- Reduced hold times with automation
- Enabled simple use and adjustment in minutes

CUSTOMER:
Priceline

COUNTRY:
United States

INDUSTRY:
Travel & Hospitality

EMPLOYEES:
15,500

WEBSITE:
www.priceline.com

ABOUT PRICELINE:

Priceline, part of Booking Holdings, is a global provider of online travel. Based in the United States, its mission is to be the best travel dealmaker in the world to enable travelers to be there for the moments that matter. For Priceline, every trip is a big deal.

"Not once have we asked ourselves, 'Can our contact center infrastructure handle this?' **We know that using Amazon Connect enables us to provide enhanced customer service."**

—Jennifer Featherling, senior director of contact center technology, Priceline

RedAwning Scales Great Customer Service Using Amazon Connect

CHALLENGE

- RedAwning needed a more scalable, configurable contact center solution to fulfill its mission to provide hotel-style service in the fast-growing vacation rental market.

SOLUTION

- RedAwning adopted Amazon Connect, the AWS-based contact center, including Amazon Lex and Amazon Polly for easy deployment of virtual agents. The company can now to optimize call flows and manage its operations with data.

BENEFITS

- Cut costs by 80%
- Simplified transactions
- Reduced wait times

CUSTOMER:
RedAwning

COUNTRY:
United States

INDUSTRY:
Hospitality

EMPLOYEES:
145

WEBSITE:
www.redawning.com

ABOUT REDAWNING:

With more than 140,000 properties in more than 10,000 destinations—all instantly bookable with a common set of terms and services—RedAwning simplifies vacation rental travel for guests and property managers alike.

*"Using **Amazon Connect with Amazon Lex**, it was easy to build an intelligent virtual agent to answer calls, match guests with their reservations, and engage naturally with users."*

—Tim Choate, Founder and CEO, RedAwning

Subway Improves Customer Experience with Queued Call Backs

CHALLENGE

- Subway operates call centers to support franchisees, corporate employees, customer care, and catering. They needed to handle calls globally, while reducing call time and improving customer engagement

SOLUTION

- Migrated to Amazon Connect and were able to stand up their first contact flow in just 2 hours
- Implemented queued callbacks for their customers

BENEFITS

- Decreased average handle time
- Reduce cost by implementing queue call back
- Improved CSAT

CUSTOMER:
Subway

COUNTRY:
United States

INDUSTRY:
Restaurant

EMPLOYEES:
410,000

WEBSITE:
www.subway.com

> *"The result was a **dramatic increase in our customer satisfaction (CSAT) score.** We will be able to decrease costs and realize significant time savings in how quickly we can process the calls."*
>
> **—Neville Hamilton,** VP Technology, Subway

ABOUT SUBWAY:

The SUBWAY® brand is the world's largest submarine sandwich chain with more than 40,000 locations around the world. They have become the leading choice for people seeking quick, nutritious meal options that the whole family can enjoy.

Square Leverages Amazon Connect to Change the way They Engage with Customers

CHALLENGE

- Existing provider couldn't adequately provide support for global customer base, leading to major latency issues, and poor customer service

SOLUTION

- Leveraged Amazon Connect to improve their latency issues
- Using AWS Lambda to perform data dips and upload their packages to AWS Lambda

BENEFITS

- Zero latency issues while handling 6K+ calls per day
- Integration into their own switchboard application

CUSTOMER: **Square**

COUNTRY: **United States**

INDUSTRY: **Restaurant Technology / Point of Sale**

EMPLOYEES: **8,500**

WEBSITE: **www.squareup.com**

ABOUT SQUARE:

Square is a financial services platform aimed at small and medium businesses that allows them to accept credit card payments and use tablet computers as payment registers for a point-of-sale system

*"Amazon Connect has played a key role in **improving both the customer service and sales experiences** across Square. We've repeatedly heard from both customers and employees **that they prefer this experience** over our previous platform."*

—Kevin Miller, Voice Systems Engineer, Square

Best Western Hotels & Resorts Goes All-In on AWS

CHALLENGE

- The company sought to provide reliable and helpful customer with a call center that supports 14 languages across 35 countries

SOLUTION

- Best Western migrated their Milan, Italy call center to Amazon Connect, leveraging dynamic prompting with Amazon Polly

BENEFITS

- Migrated contact center in 1 month, enabling remote agent access in 1 week
- Reduced telecom expenses by 40%+
- Eliminated 96% of pre-recorded prompts across 11 languages

CUSTOMER:
Best Western Hotels & Resorts

COUNTRY:
United States

INDUSTRY:
Lodging

WEBSITE:
www.bestwestern.com

*"In recent years we have embarked on a digital transformation that is designed to delight our guests, develop agile ways of working, and create new value for guests, hotel owners, and employees. **With its unmatched portfolio of services, AWS is a natural fit for Best Western Hotels & Resorts' move to the cloud**, as we focus on improving processes, driving better business results for our member-owners, and delivering even greater value to travelers around the world"*

—Greg Adams, Senior Vice President and Chief Digital Officer, Best Western Hotels & Resorts

ABOUT BEST WESTERN:

Best Western® Hotels & Resorts is a global network of more than 4,500 hotels located in over 100 countries and territories, across 18 hotel brands.

Jack in the Box Moves Data Center to AWS to Scale Customer Engagement

CHALLENGE

- Jack in the Box needed to drive flexibility and resiliency across its organization and enable the company to offer new cloud-based experiences for the more than half a billion customers who visit its restaurants every year

SOLUTION

- Migrated their entire on-premises data centers to AWS
- Using Contact Lens with Amazon Connect, a set of ML capabilities, to enable customer service to better understand customer conversation sentiment and trends

BENEFITS

- 200% increase in performance
- 50% reduction in baseline software and hosting costs
- A common operational dashboard to analyze sales, inventory, food safety, and labor patterns, enabling them to focus on the daily performance of the business

CUSTOMER:
Jack in the Box

COUNTRY:
United States

INDUSTRY:
Restaurant

EMPLOYEES:
22,000

WEBSITE:
www.jackinthebox.com

ABOUT JACK IN THE BOX:

Jack in the Box Inc., based in San Diego, is a restaurant company that operates and franchises Jack in the Box® restaurants, one of the nation's largest hamburger chains, with more than 2,220 restaurants in 21 states. Known as the pioneer of all-day breakfast, and the late night category, Jack in the Box prides itself on being the curly fry in a world of regular fries.

"*We can **understand the customer much more deeply than we had before**, we can take them through a customer journey with us.*"

—Miki Hardisty, Chief Technology Officer, Jacking in the Box

Delta Air Lines Reinvent Contact Center Experience with AWS

CHALLENGE

- Using a 20 year old legacy system created instability and customer friction. Delta needed a reliable, scalable, and predictable phone system that is mission critical to their customer service.

SOLUTION

- Deployed Amazon Connect across the board to deliver exceptional customer experience, transform the agent interaction, and stay competitive

BENEFITS

- AWS is handling billions of voice minutes per month, across thousands of agents, speaking 9 languages

CUSTOMER:
Delta Air Lines

COUNTRY:
United States

INDUSTRY:
Travel

EMPLOYEES:
83,000

WEBSITE:
www.delta.com

ABOUT DELTA AIRLINES:

Delta Air Lines is a leader in domestic and international travel, offering airline tickets & flights to over 300 destinations in 60 countries.

*"Delivering **exceptional customer experience** are key to the success of brands that customers love. This is why we are leveraging **state-of-the-art cloud technology like Amazon Connect** to harness and embrace innovation"*

—Daniel McPherson, Director Global Reservations & Tech Innovation, Delta Air Lines

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