

Why NOW Is the Time to Invest in Digital Transformation:

Real-Life Case Studies of
Digital Adaptation in Difficult Times

A crisis has arisen.

And in the business world it's shown one thing:

Businesses that have skimped on digital investment are seriously struggling.

Their workers can't work remotely.

Their contact centres are overwhelmed.

They can't engage their customers.

And they can't turn around new digital services with anything like the speed necessary.

But in response, companies are PAUSING their investments in digital solutions to focus on steadyng the ship.

This is like stopping going to the gym so you have more time to get fit.



But NOW, more than ever, is the time when you should be investing in digital transformation.

Remote working solutions. Digital collaboration software. Automated customer self-service solutions. Data-driven product strategies. Machine learning-based customer solutions. Cloud-hosted contact centres. Chatbots. Intelligent customer portals. User-driven help services. Cognitive CX. Rapid software delivery.

Digital innovation and adaptation is the new source of competitive advantage in difficult times.

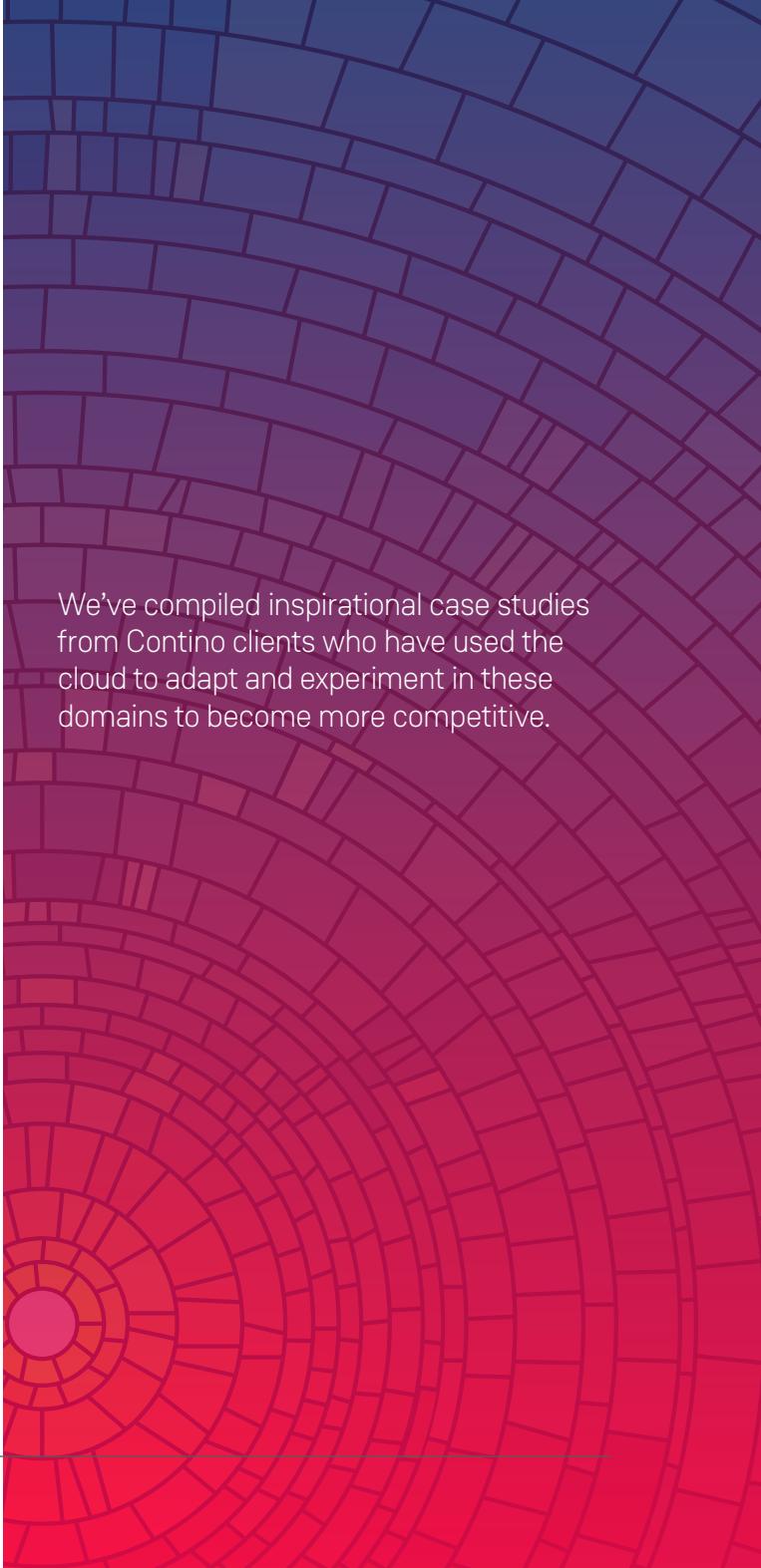
Digital adaptation can be powered by cloud computing, delivered rapidly by small, highly-skilled engineering teams.

If ever there was time for experimentation in your business, this is it.

Case Studies of Digital Adaptation

We see four main challenges that are ripe for experimentation.

- 1) Remote working:** can your workers collaborate effectively?
- 2) Customer engagement:** can you maintain your relationship with your customers?
- 3) Customer self-service:** can you take the pressure off by automating parts of your services?
- 4) Data-first strategy:** how to use data to make the right decisions



We've compiled inspirational case studies from Contino clients who have used the cloud to adapt and experiment in these domains to become more competitive.

#1 | Go Remote or Go Broke

In these circumstances if you can't go remote, you're gonna go broke.

Major public cloud providers (AWS, Azure, GCP) all offer a virtual desktop solution that allows you to provision workspaces on demand for all your users, while staying secure.

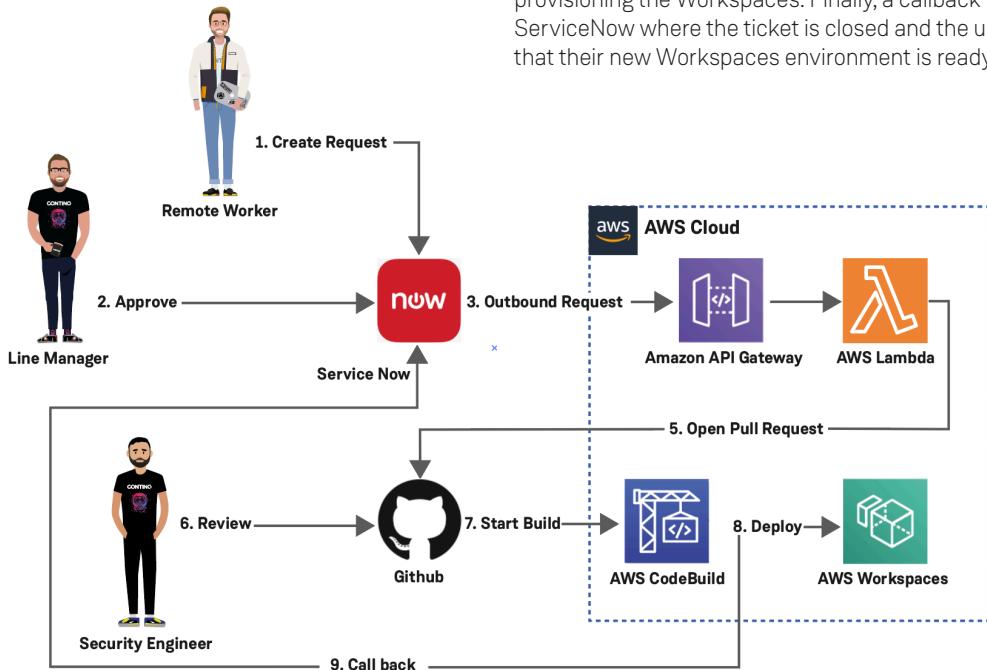
How Contino Helped a Major Enterprise Make an Emergency Switch to AWS WorkSpaces

The Challenge: A Contino customer needed to transition thousands of their employees to remote work.

But their VPN would never have been able to handle the strain. And building out their capacity would have involved provisioning new on-premises hardware - a costly and time-consuming effort.

The Solution: We are using their existing AWS Landing Zone to set up thousands of AWS Workspaces instances following industry best practice with regards to version control, automated pipelines and infrastructure-as-code.

Requests for WorkSpaces are made via ServiceNow. ServiceNow makes a REST API call to API Gateway which in turn triggers a Lambda function to automatically start provisioning the Workspaces. Finally, a callback is triggered to ServiceNow where the ticket is closed and the users are notified that their new Workspaces environment is ready to be used.



#2 | It's Good to Talk...to Your Customers

Traditional call centres are not set up for remote working.

Yet, current circumstances have led to a surge in customer demand that businesses must find ways of coping with.

Amazon Connect drastically lowers the barriers to entry for businesses to run a fully operational, omnichannel contact centre that can be accessed from virtually anywhere.

Boosting Customer Engagement and Experience with Virtual Contact Centres in the Cloud

Amazon Connect is a fully operational, omnichannel contact centre that can be accessed from virtually anywhere.

We have recently set this up for a major utility company to demonstrate how it can better integrate their existing customer data to deliver a seamless customer experience.

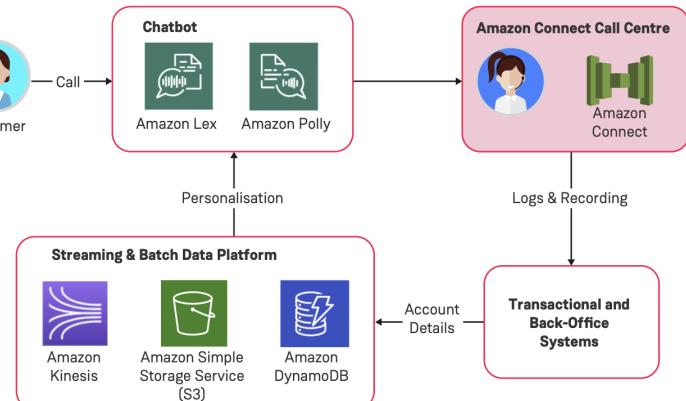
When a customer calls into the call centre you can have that call answered by Lex, Amazon's chatbot service.

Lex works closely together with natural language processing services such as Amazon Polly (text-to-speech) and Amazon Transcribe (speech-to-text). In this example, the customer might be prompted at this point to press one to submit a meter reading.

If the customer answers yes, they are then asked to confirm the last three digits of their phone number – this step uses Amazon Lambda to access the customer's data.

There are two key benefits to all of this integration:

- 1) The high degree of automation works to deliver a smooth customer interaction and removes the need to speak to another human. This is good for the business since it lowers cost to serve and it's good for the customer too – they can call up out of hours and get served quickly and easily.
- 2) The data and knowledge that you already have on each customer can be leveraged to personalise and enrich the customer experience.



#3 | Intelligent Self-Service: Help Your Customers Help Themselves

Rather than just offering a support ticket, intelligent cloud solutions can be leveraged to provide automated support, recommendations, articles, content etc. from wherever the client is: the ‘help’ page, the shopping cart, or a mobile app.

The capabilities of the public cloud provide opportunities to build out powerful self-service solutions.

These can relieve your teams of significant pressure while providing customers with what they need.

Enabling Customer Self-Service at Speed and Scale with a Cloud-Native Chatbot for a Leading UK Bank

Contino built a scalable cloud-native platform on Azure, on which we enabled a chatbot to serve 8 million mobile banking customers.

The platform was built using Azure Kubernetes Service (AKS) to allow the bank to quickly onboard engineers and develop new applications and products.

Immediately Relieves Pressure

Using sentiment analysis, the chatbot directs users to the appropriate department so they can get answers faster and easier than before.

This reduces pressure on the call centres, resulting in significant time and cost savings and demonstrating the value of cloud-native.

616,750 chatbot conversations to date

14,000 conversations per day

33% faster customer response time

The chatbot has proved critical in coping with a surge in customer demand.

Being cloud-native, the chatbot has **automatically scaled to handle an 180% increase in traffic.**

Almost 50% of customer queries are resolved with the chatbot, massively relieving pressure on the bank’s call centres and freeing up time to respond to more urgent customer needs.

#4 | Data Is the New Oil

Those questions you want answers to...

...what do my customers want?

...how can I improve my services?

...what should I do next?

The answers are in your data.

If you can interpret multiple data sources to understand the market then act on this at speed...sailing these treacherous seas become easier!

To do so, organisations need to have a data-driven strategy that enables more informed decision making across each tier of the organisation.

Automated, User-Driven Knowledge Base at a Major Utility Company

Contino built a customer-driven knowledge base to help guide the client's customer support content to reduce call centre volumes and close any gaps in their support content.

The service automatically harvested key customer questions from mobile search queries, page hits and customer service calls. The resultant data was fed into content writers who could respond by creating content to meet real customer needs.

A highly-efficient content management system hosted on AWS used GitHub to push new FAQ content live in seconds.

New content that meets real customer needs can be surfaced, created and published quickly and easily.



The current crisis will pass.

Don't let the opportunity to transform your business pass with it.

For every major change, there needs to be a major 'why'.

This crisis is the most compelling 'why' of our lifetimes so far.

We can help you to make the most of it.

Contino is a global technical consultancy specialising in DevOps, data and cloud computing.

We can help you to accelerate strategic digital transformation projects while upskilling your teams in modern, cloud-native ways of working

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