

Contact Center Transformation with Amazon Connect

Sira Sissoko : 8-10 minutes : 6/11/2024

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Shashi Gupta VP & Global Head, FS AWS CoE

Capgemini's Contact Center Transformation Solution with Amazon Connect also enables outbound calling with the ability to automatically document a customer's response. This is ideal when you need to inform customers about fraudulent claims, missed payments, policy expiration, and other notifications. As a 100% cloud-based solution, Capgemini's contact center solution requires no hardware or location setup, and easily scales to support insurance businesses of any size.

Elevator Pitch



Definition: Amazon Connect is an easy-to-use omnichannel cloud contact center that helps you provide superior customer service at a lower cost. It requires no hardware or location setup, and easily scales to support businesses of any size. Plus, it comes ready to integrate with existing customer relationship (CRM) solutions, like Pega Systems and others, so it can be up and running quickly.



Barriers: The main barriers are legacy infrastructure and systems, data security and privacy.



Did You Know? We have helping Barclays US implement Amazon Connect for all their cards



Did You Know? Over 10 years ago, Amazon's retail business needed a contact center that would give customers personal, dynamic, and natural experiences. Amazon couldn't find one that met their needs, so they built it. They've now made this available for all businesses, and today thousands of use Amazon Connect to serve millions of customers daily.



Why Capgemini? Capgemini has a dedicated CoE for AWS with over 1,500 certified professionals worldwide having deep cloud expertise and understanding the FS landscape in different regions.



External Recognition: We have been recognized by AWS as an [Amazon Connect Service Delivery Partner](#) since 2020.



Best-in-class partnerships: AWS

Our Offer Stack:

- End-to-end implementation of Amazon Connect
- Engagement blueprinting
- Testing for Amazon Connect solution
- 20+ Accelerators, Use cases, & Demos derived from our experience to speed up sales process
- Fully self-managed solution a.k.a. CCaaS

Business Goal

Business Vision/Goal

The first impression many large enterprises make on a customer comes from initial contact over the phone or internet. This is particularly true for banks and insurance companies alike. Customer expectations have escalated, and those expectations have now migrated across to the financial services industry, and customers expect the best customer experience from the get-go. Financial institutions' contact centers set the stage for this journey.

#CustomerExperience #CCaaS

Business Issues

1. Poor Customer Experience / High Customer Expectations

When customers call in to make inquiries, issues like long wait times, repetitive queries, and impersonal or ineffective agents are simply not tolerated. Plus, they now expect transaction confirmations and follow-ups via email or instant messaging. We've become an on-demand culture, and that has raised the bar on customer service and the ways it has to be administered.

2. Expensing Operating Costs

Serve customers needs while reducing operating costs (systems, call volumes, agents, etc.) by leveraging out-of-the-box automation, ML & AI, and more

3. Limited Capabilities

Thanks largely to the technological advances made in online retail, customers expect a broad set of features such as omnichannel web, chat, telephony, intelligent routing, personalized experience, or continuous experience.

Solution

Agile, platform-based models can overcome the issues

Capgemini Financial Services' Contact Center Transformation Solution with Amazon Web Services (AWS) Amazon Connect gives financial services customers a smarter personalized experience across their preferred digital channels. Capgemini's cloud-based contact center intelligently serves customers' needs while reducing operating costs and addresses the most common challenges faced by call center representatives and customers alike.

Research Findings

According to Forrester's report on the Total Economic Impact (TEI) of Amazon Connect, Forrester concluded that the three-year financial impact of switching to Amazon Connect helps the average customer:

- Reduction in cloud technology costs of \$4.3 million
- Increased operating income by \$2.6 million
- Subscription cost savings of 31%
- Agent labor savings from reduced call volume of \$4.6 million
- Return on investment (ROI) of 241%

Client Value Proposition

Client Benefits / Business Value

Capgemini's Contact Center Transformation Solution with Amazon Connect addresses the most common challenges faced by call center representatives and customers alike and empower them with features like:

- **Consistent customer view**
- **Service consistency**
- **Customer self-service**
- **Best next offer/action**
- **Knowledge management**
- **Referral management**
- **Sensitive data redaction**
- **Contact categorization**

Why Capgemini?

- **A Recognized Amazon Connect Delivery Partner:** The AWS Service Delivery Program enables AWS customers to identify AWS Consulting Partners with experience and a deep understanding of specific AWS services. These AWS Partners follow best practices for AWS services and have proven success delivering AWS services to customers. See Capgemini here:
<https://aws.amazon.com/connect/partners/>
- **Robust Approach – Engagement Blueprinting:** Capgemini is aware of the challenges faced by agents and customers alike and has designed their solution to deliver optimal experiences for both parties. To address these challenges, an engagement blueprint is built that outlines the customer's journey through the automated system. This includes the options available to the customer at each level in the system and the queries needed to direct them to their desired result. Capgemini follows a robust six-step engagement blueprint:
1. Identify the customer journey (customer experience)
2. Identify the agent journey (employee experience)
3. Identify the flow of the business and processes
4. Identify all back-end applications and integrations
5. Identify data, tech stack, and architecture
6. Identify any additional pain points
- **Accelerated Delivery Timelines:** We have proven client experience in accelerating implementation timelines by up to 50% through our Open Banking platform. We also have 40+ accelerators derived from our vast experience to help speed up delivery of open banking platforms.
- **Best-in-class Partnerships:** We have 20+ ready-to-implement business workflows and use case demos available across both insurance and banking scenarios. We also have existing integrations with legacy systems and CRMs such as Salesforce, Dynamics, Pega, Verint, eGain
- **Capgemini's Contact Center as a Service (CCaaS):** A fully self-managed contact center solution where Capgemini operates entire contact center solution off-site, providing live agents and maintenance as required. Client pay only a monthly subscription fee contingent on the amount of activity.

Clients on this journey

- **Barclays US – Implementation Support**
- **BCBSLA – Strategy, CX Journey**
- **Bupa**- CCaaS**

Selling Strategy

Offerings we sell

- **Amazon Connect Implementation**
- **Strategy/Discovery/Assessment (Engagement Blueprint)**
- **Contact Center, Customer, Agent Experience Journey Transformation**
- **Contact-Center-as-a-Service**

Questions to ask

- **How do you ensure the deployment of the global CX strategy regarding service throughout contact centers?**
- **Are you able to equally address customers' requests on every channel?**
- **How do you measure customer satisfaction regarding customer service, loyalty and advocacy?**
- **Are you happy with your customer retention level?**
- **Do you have a shared 360-degree view of your customers across the company?**

Targets & Deal Size

- **Banks – Tier 1, 2 and 3 Banks. 'As-A-Service' Model available for Tier 2 & 3 Banks**
- **Profiles – COO, CXO, Head of Contact/Call Center, Contact/Call Center Manager, Head of Customer Experience**
- **Deal Size – 1-15 Mn per deal. (We proposed a 12M deal in 2021)**

Keywords to listen for



Notes by Portfolio Team or Experts

Customer Experience
100% Cloud cloud-based contact center that helps you provide superior customer service

Agent Experience
Transform agents experience to be the agents of Change

Scalable & Flexible
Built to enable flexibility and leverage the best-in-class solutions and upgrades as needed

Cost Effective
Pay as you go Model to move away from License based legacy models and save cost

Data & Intelligence
Personalized CX via AI and Empower agents with Machine Learning models

Integrated Omnichannel Platform

Consistent customer view.
Let your customer reps know the reason for the next call before they take it and let them generate new cases (service requests) or view existing ones.

Service consistency.
Provide your customers with consistent interactions regardless of the service channel they use with pre-built, configurable lightning flows.

Customer self-service.
Enable your customers to record their responses to common outbound call requests (like fishy transaction alerts and missing payments) without engaging call center representatives.

Best next offer/action.
Proactively suggest beneficial products and services to the client using information already known and information they disclose.

Knowledge management.
Serve relevant articles to call center representatives to address common questions without the need for research.

Referral management.
Automate referrals and introductions of clients across lines of business when the situation warrants the introduction of teammates.

Sensitive data reduction.
Automate the redaction of sensitive data, such as personally identifiable information (PII), for both transcripts and audio recordings.

Contact categorization.
Automate the contact categorization process leveraging AI and machine learning capabilities from Amazon Connect.

Key documents

Contact Center Transformation with Amazon Connect_The Modern Contact Center_June2024

Contact Center Transformation with Amazon Connect_Brochure Banking_June2024

Contact Center Transformation with Amazon Connect_Brochure Insurance_June2024

Contact Center Transformation with Amazon Connect_Contact Center as a Service powered by Amazon Connect_June2024

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Offer Owner

Person responsible for offer.

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