



Revolutionize Today's Contact Center

And prepare for tomorrow's opportunities
with Deloitte and Amazon Connect

In collaboration with
Deloitte.

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#1

investment priority for contact centers is adding new self-service capabilities.

55%

of contact centers have implemented some form of right-channeling.

81%

of contact centers use voice or text analytics to improve service quality.

Navigating a new contact center landscape

New realities are reshaping contact centers across all industries. Currently, 69 percent of digital contact centers have a work-from-home program, up from just 34 percent in 2018.¹ How agents get work done has been affected by advances in artificial intelligence (AI), generative AI, and predictive analytics. Customer behaviors and preferences have also been impacted. From retail to healthcare to financial services, expectations for always-on, instant self-service options that include texting and social media are on the rise. Customers don't necessarily want to engage the way they have in the past.

A challenging convergence

All these changes are converging to challenge what were once effective talent strategies, operating models, channel capabilities, and technologies for contact center service. Improving customer experiences and cost control are still the top priority. But with the shift to more distributed operations and connected virtual interactions, organizations need to adapt these strategies, models, capabilities, and technologies to address the new requirements of agents and customers.

More specifically, remote access, agility, and instant scalability are accelerating the move of essential contact center technologies to the cloud. In the past two years, investments in the cloud technology that supports contact centers has increased by 50 percent.¹

What does successful transformation look like?

A successful contact center transformation requires more than a move to the cloud or investment in AI. A shared strategic vision, team collaboration, and access to all customer data, insights, and capabilities are critical.

Deloitte, with its vast industry experience, can help customers across many different sectors achieve this vision, collaboration, and data access using Amazon Connect, a structured methodology, and pre-built accelerators. This ebook explains how.

¹ Deloitte digital, "New realities drive new models for contact center transformation," 2023.

Transforming your contact center to exceed expectations

Transforming your contact center can drive business growth and customer loyalty while reducing operating costs. The ability to use AI and generative AI enables faster call resolution, personalized engagements, improved predictability, and greater agent effectiveness through next-best actions. Moreover, AI and generative AI improve contact centers by automating agent evaluations.

A data-driven, customized approach and Amazon Connect

Deloitte can help with an approach to accelerated contact center transformation that is based on years of experience with delivering solutions for organizations in every industry worldwide. At the core of this approach is Amazon Connect, an omnichannel cloud contact center service that makes it easy for any business to deliver better service at a lower cost.

Amazon Connect makes it simple to anticipate and meet customer needs. In just a few clicks, you can set up a cloud contact center and onboard agents to help customers right away. Plus, non-technical users can also manage agents and track performance metrics—no specialized skills required. Amazon Connect also taps into advanced AI and machine learning (ML) capabilities, including the generative AI-powered assistant, Amazon Q. With AI-powered chatbots, for example, you can deliver natural and intuitive self-service in multiple languages that save customers time and effort.

Smart, engaging experiences and enhanced processes

Using Amazon Connect, AI, and other key AWS technologies, Deloitte can help you deliver smart and engaging interactions while enhancing your contact center processes and keeping costs low. A multitude of industry-specific accelerators enable the creation of an experience tailored to your specific sector, business, and customer needs.

Deloitte has the experience with Amazon Connect needed to help your contact center exceed customer expectations in an agile environment. Built-in cloud, AI, and analytics capabilities combined with industry-specific accelerators prepare you for whatever challenges and opportunities tomorrow may bring.

Why Amazon Connect?

30-50% less expensive

You avoid legacy cloud technology costs, plus you gain capacity that will grow as your business grows.

24% less call volume

Seamless self-service when properly informed by data improves customer experience, decreases the number of calls, and lowers agent costs.

31% lower subscription costs

Pay as You Go offers feeds that reflect only what you use.



Delivering the right service, on the right channel, right now

Deloitte has developed an innovative set of accelerators for service transformation to help organizations create better customer experiences and more efficient contact centers using Amazon Connect. The set of accelerators leverages advanced technologies like AI, generative AI, and analytics to improve service quality, scalability, and cost.



Service accelerators offer ready-to-go relevance

The following accelerators are included in the set:

- **Conversational AI-Driven Self-Service** is a cross-channel experience that leverages AI to drive human-like interactions and call deflection.
- **Orchestration and CCaaS** is a flexible orchestration layer and scalable suite of contact center capabilities built in the cloud.
- **Centralized Admin Console** creates a unified end-to-end experience to manage users, operations, and services.
- **Next-Generation Agent Experience** is an agent console that brings intelligence and speed to the customer-agent interaction.
- **Workforce Engagement + Insights** is a set of workforce management, quality management, and insight-generation functions.



Key expected benefits



Contact prevention and deflection

Decrease volumes in the live agent channel with added self-service capabilities.



Enhanced customer experience

Understand and meet the needs of customers with greater accuracy to enrich customer experience.



More efficient contact handling

Expedite contact resolution, decrease transfers, and reduce overall call time.



Increased employee retention

Provide agent-enabling technologies and upskilling opportunities to improve retention.



Improved quality management

Monitor service quality and compliance more comprehensively using AI.



Accelerated time to value

Realize value from the investment sooner with an accelerated implementation.



Technology that stands apart

Address growing customer demands and increasing pressure to reduce costs with a proven framework for contact center transformation. Deloitte offers unmatched capabilities, including:

- Thoughtful, right-channeling design for optimal efficiency
- Pre-built, industry-specific use cases focused on value
- Full integration across the technology stack
- Continued support for ongoing optimization
- Partnerships aligned with business outcomes



Just what you need for contact center operations

Deloitte's service accelerators and digital transformation experience provide just what you need to migrate, implement, and streamline your contact center operations using Amazon Connect. The result is an efficient and effective service experience tailored to the expectations of your customers.

Exploring powerful contact center solutions in action

Deloitte's industry experience, relationships, and contact center storefront experience have enabled organizations around the world to use AI and Amazon Connect to transform how service inquiries are handled. Industrywide, Deloitte customers are delivering quick, targeted, and satisfying customer experiences.

NGO organizations respond to calls for help with IRENA

Conflicts around the world have displaced populations, creating tens of millions of refugees. In one such area, multiple NGOs needed to provide vital information quickly to refugees who were calling for help, despite limited human and technological resources. It was clear that a scalable contact center had to be deployed—fast. The NGOs turned to Deloitte.

The Deloitte team launched the Immediate Refugee Need Assistance (IRENA) solution in just weeks with:

- Automated calling and messaging
- Support for ticketing, reporting, and analytics across multiple channels
- Self-service and dynamic content delivery to address common issues
- A recognition voice bot that returns vital information



IRENA's impact

- 12 NGOs from 5 countries were onboarded within 5 weeks
- 170 contact center volunteers are equipped with the tools to help refugees
- 24/7 support provides answers and escalates cases even when no human operator is available
- 10,000 daily calls were managed at the onset

A national health plan delivers omnichannel self-service

A leading national health plan wanted to consolidate and modernize their contact center operations that serve their clinical and telesales business functions. They wanted to increase contact center scalability and optimize member and associate experiences. Deloitte designed a platform that enabled the health plan to create a cloud-based omnichannel contact center powered with Amazon Connect, Amazon Lex, Amazon Polly, Amazon Transcribe, Amazon Load Balancing, and more.

The contact center solution delivers:

- Self-service for both chat and voice that is enabled by natural language understanding
- Compliance with the organization's security policies and governance rules
- Personalized and member-centric experiences

Improving each touch point with members

- 50% reduction in member engagement costs
- \$70 subscription cost savings per user per month
- 80% reduction in average turnaround time for outbound member outreach



Deloitte with Amazon Connect: Leaders in customer satisfaction

With Amazon Connect, you can anticipate your customer needs and resolve their issues faster and more efficiently. The result is customer satisfaction and loyalty. And Deloitte knows how to tailor Amazon Connect to specific business priorities and significantly increase customer satisfaction.

With more than 18,000 AWS certifications and over 6,000 people focused on customer experience and contact centers across the globe, Deloitte is a leader in global contact center transformations for a reason. Delivering contact centers for healthcare, insurance, banking, retail, technology, media, life sciences, and other industries has enabled deep expertise in customer experience.

Get connected with Deloitte and AWS to engage on how we can help you transform customer experience.

In collaboration with

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