aws

Empowering Customers to Transform their Business through Amazon Connect

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Table of contents

Navigate shifting markets with a future-ready contact center

Recent years have seen a significant shift in customer expectations, with consumers demanding a more personalized connection to brands and faster service. Therefore, organizations today focus on self-service, artificial intelligence (AI), omnichannel deployment, and other technology-reliant modalities in their quest for the holy grail—a 360-degree view of the customer leading to an improved customer lifetime value (CLV).

Customer service provided through contact centers plays a significant role in building and retaining customer loyalty. To achieve this, you need a future-ready contact center that is built in the cloud to take advantage of the inherent agility, scalability, sustainability, and cost benefits that it offers. That said, a wholesale migration of your customer contact center is best addressed methodically, considering key questions across your entire organization.

While modernizing a contact center calls for deep collaboration across a cross-functional team, those teams can have different questions before modernization begins:

Business owners

- What do the migration incentives look like?
- What is the projected return on investment (ROI)?
- What does an omnichannel strategy for our organization look like?

Operations teams

- How do we leverage data to route customers to the correct agents on first contact?
- How can we increase self-service capabilities for customers?
- How can we improve the customer and agent experience?

IT teams

- Is a lift-and-shift migration the starting point with a phased modernization plan?
- What methodology should we follow?
- How are we going to phase it?
- What are the kind of resources and skilling we need to plan for?

Why migrate your contact center now?

What makes contact center modernization relevant today—in addition to meeting customer expectations—is the outdated technology that earlier contact centers were built on. Maintenance, costs, limited innovation, and the inability to cater to global markets—these are all hurdles that even the most customer-centric organizations struggle with. Additionally, the market imperative to leverage artificial intelligence and machine learning (AI/ML) for generating a 360-degree customer view to build customer loyalty, will not be met by legacy systems.

Organizations that don't keep up will likely lose two key pillars of their business: employee trust and customer loyalty.

Migration Triggers	Priority Outcomes
Aged infrastructure	Reduce costs
Difficult integrations	Streamline operations
Acquisition/Divestiture	Enable and accelerate innovation
Changing markets/ Customer expectations	Increase agility
Digital transformation (e.g. omni channel)	Improve customer and agent experience
Lack of elasticity	Scalability on demand
Siloed product ecosystem	Unified view of products
Lack of AI/ML based business intelligence	Intelligent insights to aid business decisions

Cognizant and AWS deliver on the promise of the cloud

As a leading global professional services company that provides a wide range of digital, technology, consulting, and operations services, Cognizant helps companies modernize technology, reimagine processes, and transform, building experience-centered modern contact centers. Operating in more than 40 countries, Cognizant has deep expertise working across various industries.

Cognizant and AWS credentials

9
AWS Competencies

10,000+
AWS Solution Consultants

Amazon Connect Delivery
Service Delivery Partner

AWS Contact Center Intelligence (CCI)
Solutions Partner for AI/ML enablement and integration with enterprise platform

Re-seller of Amazon Connect
and AWS customer experience services

Recognized Service Cloud Voice Partner
enabling Connected CX with Salesforce and Amazon Connect

500+
AWS customer launches

The Cognizant approach to building a modern contact center

Relearning the ABCDs

Cognizant takes a holistic and unified approach to contact centers that is being validated by modern businesses as they realize that centering any one aspect is outdated. It uses the lens of experience from different, interlinked perspectives to build a robust contact center, delivering actionable insights into the flow of work for your agents, customer outcomes, and better business operations. Building from the ground-up, to decode what each stakeholder segment expects from a contact center, goes back to the basics, literally the ABCDs:

A for Agent Experience

Agents are typically looking for remote solutions that reduce operational challenges, track performance metrics, offer access to reliable and user-friendly knowledge tools and resources, and build a 360-degree view of the customer to resolve customer issues at first contact.

B for Business Experience

Business owners seek efficient and cost-effective operations that help meet business goals and targets; high levels of customer satisfaction and retention, and effective use of data and analytics to inform decision-making and optimize performance.

C for Customer Experience

Customers want prompt and personalized attention to their inquiries and concerns, consistent and reliable communication across multiple channels, and efficient and effective issue resolution with minimal wait times.

D for Developer Experience

Developers would like access to modern tools and resources (like low- and no-code capabilities) to build and maintain contact center applications; opportunities for innovation and experimentation.

While this approach ensures the build out of experiences for each type of stakeholder, it also connects them all through various touchpoints to create a unified and streamlined service.

Cognizant Intelligent Interactions drive accelerated time to value on the AWS cloud

To foster design thinking-driven transformation, Cognizant has built **Cognizant Intelligent Interactions (CII)**, an in-house engineering solution suite, natively built with AWS services, that provides businesses with ready to use plug-and-play toolkits that easily itegrates with client's existing CX ecosystem, and can accelerate Amazon Connect implementation cycles by 50%. CII helps clients get started quickly by leveraging re-usable codes, assets, and frameworks, and can reduce build costs by up to 60%. Here are five important solutions from the suite:

Cognizant Dynamic Interaction Routing: Dynamic data models for configuring contact center messages, queues, toll-free numbers, lines of business, languages, and other parameters from a unified GUI.

Cognizant Survey Management: A no-code survey application which can be rendered across channels – voice, chat, SMS, email, and Whatsapp to create, manage, and provide survey results in a dashboard.

Cognizant Customer Journey Maps: Captures the customer journey across the channels at individual and aggregated levels to understand the longest paths, shortest paths, and abandoned paths.

Cognizant Agent Desktop: A custom agent desktop built on Amazon Connect CCP, this integrates advanced caller details across CRM systems and knowledge articles across knowledge management tools used by various business units.

Cognizant Interactions Analyzer: A CX analyzer solution to evaluate customer and agent conversations for advanced insights with AI-based analytics, this displays real-time customer and agent sentiments, call transcripts, and language translation.
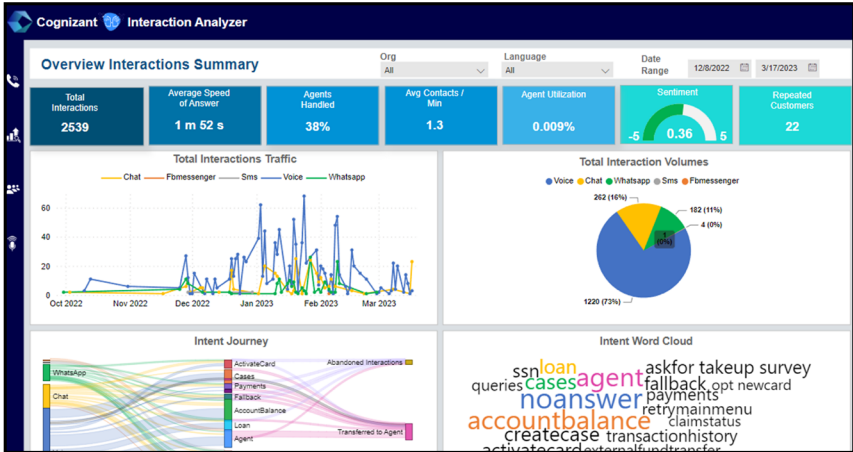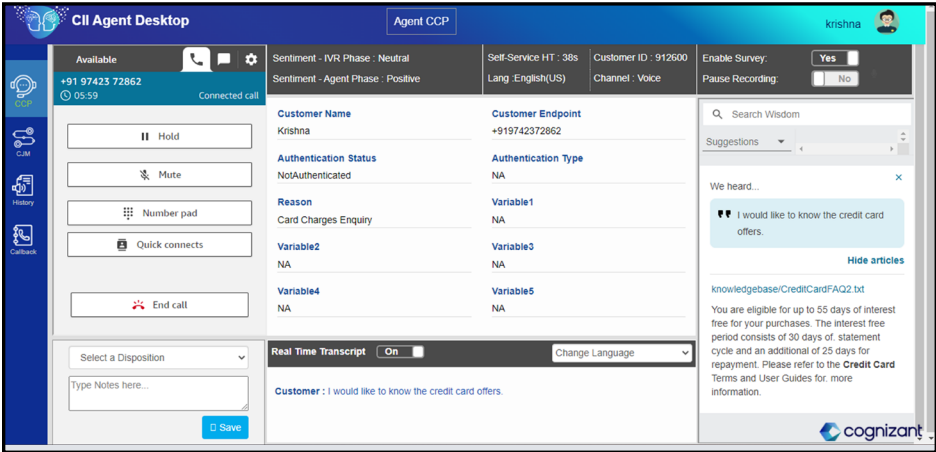
Industry results: from toll booths to banking

How Cognizant and AWS helped organizations to transform their customer operations across industries

Insurance: Insuring the future

Challenge: A leading insurance company needed to transform its outdated legacy contact center systems to help retain customers by delivering experiences that increase satisfaction and loyalty.

Solution: With Amazon Connect, they achieved a 100% web-enabled contact center platform, and improved customer experience through modernizing the IVR, deploying self-service functions, and real-time sentiment analytics.

Results:

- ✅ 9% reduction in calls
- ✅ 25% reduction in average handling time
- ✅ 28% increase in self-service containment
- ✅ 2200 agents migrated

Banking: Money well spent

Challenge: In one of the largest implementations for any global system integrator in North America, Cognizant addressed key issues faced by a US-based bank. This bank needed to improve their high total cost of ownership from old legacy hardware platforms, and remove roadblocks to enable better digital functions.

Solution: Through the digital enablement of Amazon Connect as their next-generation contact center platform on AWS, they improved operations and customer experience and became future-ready with conversational IVR.

Results:

- ✅ 9000 agents migrated
- ✅ 45% reduction in infrastructure cost
- ✅ 72% IVR containment rate
- ✅ 15% reduction in average handle time

Automotive: Accelerating impact for car dealers

Challenge: An automotive company's on-premises call center platform was experiencing delayed response time and impacting the experience for 520,000 dealers and customers. It needed to modernize to streamline and improve the contact center experience for both users and agents, an important initiative for automotive companies.

Solution: We modernized the contact center platform by moving to Salesforce Service Cloud with Amazon Connect voice capabilities fully integrated into the Salesforce agent desktop. The new cloud-based omnichannel CX suite was designed, developed, and implemented by Cognizant in just nine months.

Results:

- 15% increase in call containment
- 8% reduction in average queuing time
- 10% boost in agent productivity
- Lower total cost of ownership (TCO) with a pay-as-you-go

Transportation: Driving results at toll booths

Challenge: A leading toll booth operator in the UK, was looking to address toll transaction losses, data center redundancy, and license plate recognition issues.

Solution: An end-to-end digital transformation with Amazon Connect. With advanced AI, self-service, and cognitive capabilities to deliver omnichannel customer service, they saw significant cost savings in several areas of their operations.

Results:

- 15% improvement in self-service
- 90% cost elimination from infrastructure refresh
- 80% reduction in data center leasing and maintenance costs
- 50% savings on annual software license costs
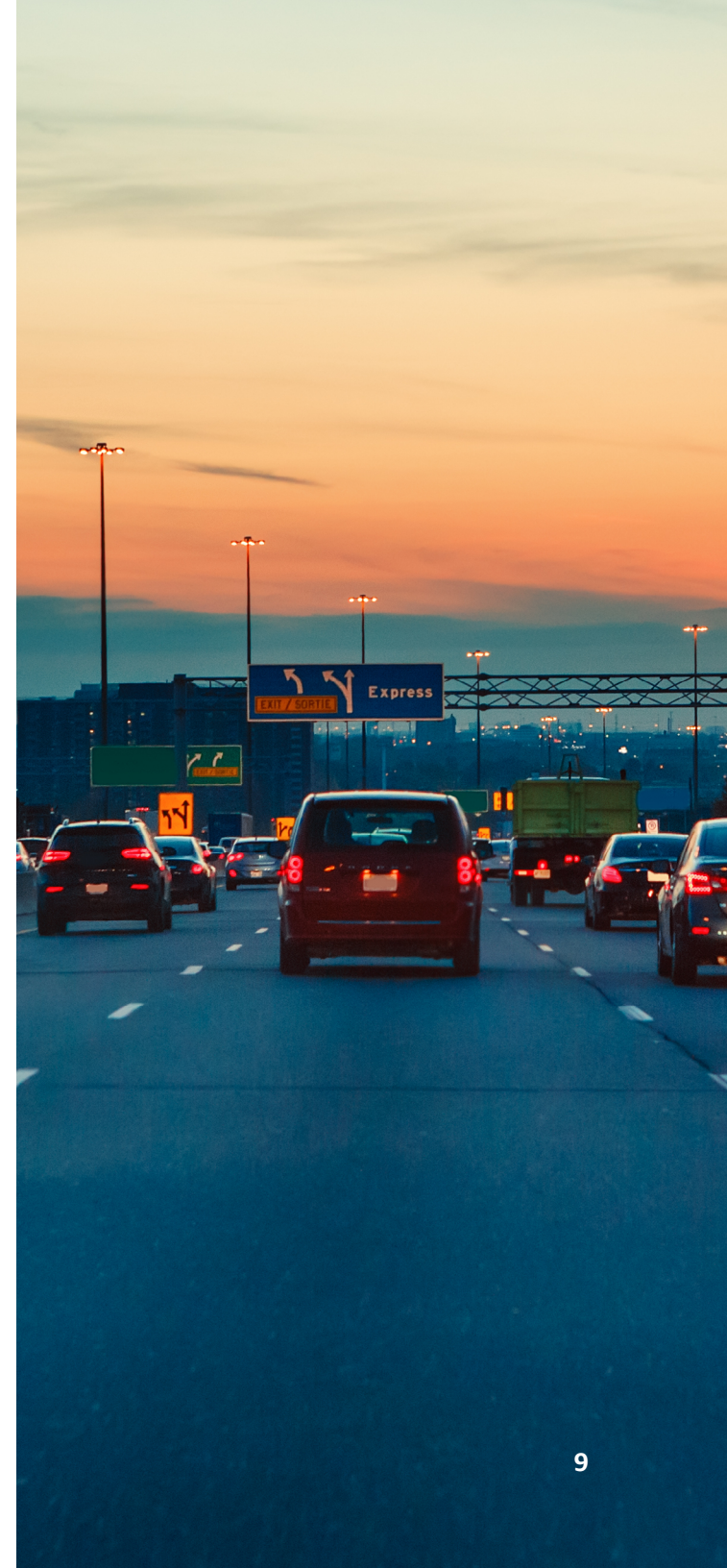
Get your head in the cloud

Cognizant and AWS can help you in your journey to transform your customer service irrespective of your CX maturity. The Cognizant client team works with their customers to uncover CX challenges by understanding their needs. Whether you've just begun, or your transformation is underway, Cognizant offers expertise and experience in all aspects of a modern contact center. The Cognizant service portfolio includes:

- Building out your conversational AI leveraging natural language processing (NLP)

- Building full-fledged contact centers in the cloud

- Engineering personalized user experiences

- Injecting agility, intelligence, and automation into your business processes

Importantly, all of this starts at the very beginning—with your needs. Cognizant and AWS work to understand the ABCDs of your organization, so that we can build out a tailored and intelligent contact experience that works for all your stakeholders.

Learn how to start your customer service transformation with Cognizant and Amazon Connect ›

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