



# INTELLIGENT CUSTOMER OPERATIONS POWERED BY AMAZON CONNECT

Drive frictionless, omnichannel customer experiences with Amazon Connect



GET THE FUTURE  
YOU WANT



**Shortened average handle time**



**Reduction in overall supervisor efforts**



**Reduction in call volume misroutes**



**Reduction in subscription and usage costs**



**Reduction in overall system administrator efforts**

## Reinventing customer experience for the contact center industry

Operating a traditional call center can be costly and technically daunting. Besides the high call volumes, initial investment, and complex integration, maintaining a call center over the long term is also capital and resource intensive. Changing existing processes or scaling up is also time-consuming due to lengthy lead times to plan and reconfigure systems.

Amazon Connect addresses these issues by leveraging the inherent flexibility of the cloud. It also offers greater agility and business continuity with global deployment options for a seamless customer experience.

Capgemini lets you quickly deploy and optimize a secure and reliable contact center solution in the cloud. Built on the Amazon Web Services (AWS) cloud for enterprise-grade flexibility, scalability, and governance, customers can quickly deploy an omnichannel cloud contact center and integrate existing applications to deliver personal and natural customer service.

With simpler management, an intuitive UI for faster changes, and access to integrated AI capabilities and insights, enterprises are freed from thinking about the platform to focus on innovation.

## Drive frictionless customer interactions across the AWS ecosystem

Capgemini's **Intelligent Customer Operations Powered by Amazon Connect** solution leverages enterprise-grade contact center capabilities, security, governance, and operational policies with the breadth, depth, and reliability of AWS – putting the customer at the center of your business to deliver seamless and connected digital experiences.

Our next-generation contact center service solution provides a digitally augmented yet human-centric experience through a persona-led service design that integrates humans and technology. This enables you to drive more meaningful, emotive, and frictionless customer relationships with your clients and partners across your entire customer ecosystem and portfolio.

Our solution delivers enhanced business outcomes, including:

- **15% shortened average handle time**
- **20% reduction in overall supervisor efforts**
- **24% reduction in call volume misroutes**
- **31% reduction in subscription and usage costs**
- **60% reduction in overall system administrator efforts**

From High Tech, CPRD, and Utilities – to Healthcare and Financial Services – our offer leverages data and insights to deliver a frictionless, omnichannel, digital-first customer experience, and increased customer, patient, member, and professional satisfaction.



## The Frictionless Enterprise

The Frictionless Enterprise seamlessly connects processes and people, intelligently, as and when needed. It dynamically adapts to your organization's circumstances to address each and every point of friction in your business operations.

At Capgemini, we have applied the Frictionless Enterprise to enhance cohesion across our entire suite of products and services. This enables us to respond rapidly to your changing requirements and deliver your specific business outcomes in a value-focused way.

We implement ways to detect, prevent, and overcome frictions – leveraging our latest thinking, organizational design, and intelligent solutions to achieve our goal of effortless operations.

Our solution and end-to-end service capability provides increased value and benefits, including:

- **A cloud-based contact center** – transform your legacy contact center by migrating it to the AWS cloud for greater agility and a cost-effective pay-as-you-use model. Integrate backend systems such as customer relationship management (CRM) and workforce management software (WFM) systems to craft personalized experiences
- **Rapid provisioning** – rapidly deliver superior customer experience across multiple channels and intuitive user interface enabling changes to be made in minutes
- **Highly extensible** – leverage cloud-native tools to mine customer engagement data to surface insights, spot trends, and extend deployment footprint to meet regulatory or market needs without building new data centers.
- **Advanced capabilities** – leverage cloud-native capabilities including chatbots, natural language processing, and artificial intelligence (AI) services to transcribe calls and show caller sentiment in real time.

Capgemini's **Intelligent Customer Operations Powered by Amazon Connect** solution drives frictionless customer interactions and synergies across your upstream and downstream process value chain. In turn, this helps you transition to – what we call – the **Frictionless Enterprise**.



## Reshape your CX journeys by leveraging Amazon Connect

Our solution leverages human interaction design, organizational design, and scalable AI-enabled tools to reshape and streamline your customer journey across the varied touchpoints – while designing and delivering an outstanding customer experience that includes:

- **Enhanced business agility** – create new process flows featuring easy application integration with existing CRM and WFM systems
- **Streamlined operations** – leverage the same contact routing, queuing, analytics, and management tools to manage the entire contact center environment

## Implementing a cloud contact center for a leading global insurance company

This leading insurer was seeking a solution to automate claim status calls from providers to enable customer interactions to be handed to higher valued resources.

Capgemini developed and implemented a deployment of integrated technology ecosystem comprising claims, workflow, and analytics.

We customized an interactive voice response (IVR) platform and transitioned to a custom AWS connect omnichannel interaction portal for claims status, first notice of loss, and retrieval of digital explanation of benefits.

In turn, this solution delivered a range of tangible business outcomes:

- **Improved reliability to scale** – quickly and confidently deploy agents as needed, including across multiple geographies and overcome capacity constraints of on-premises IT with the ability to easily scale and meet unpredictable demand
- **Increased cost reduction** – eliminate overheads relating to acquiring and deploying hardware, maintenance, and custom development.

With the rise of the hybrid or flexible workforce, our integrated service management and Intelligent Command Center also provides best-in-class capabilities in intelligent workforce management, holistic forecasting, and skill optimization across your onsite and remote teams.

## A risk-mitigated transition plan with minimal disruption to your business

Capgemini's approach to govern, transform, and deliver value is at the heart of designing and deploying a connected contact center solution, enabling you to create ever more agile and seamless connections with your end-customers:

- Build the foundation
- Develop the future target operating model
- Transition into the new operating model
- Continuously innovate and improve



Reduction in **total cost of ownership**



**Process efficiency** gains



Of all incoming provider calls via **self-service automation**



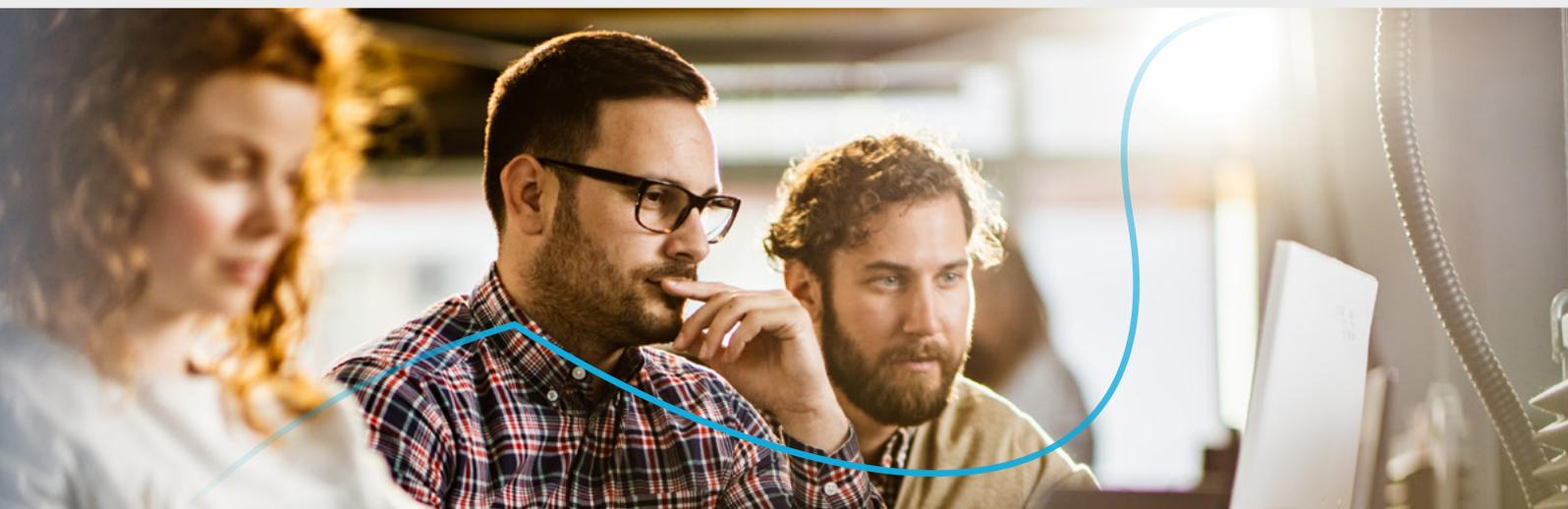
Reduction in **overall costs**



Reduction in total **transaction time**



Increase in **Net Promoter Score**.

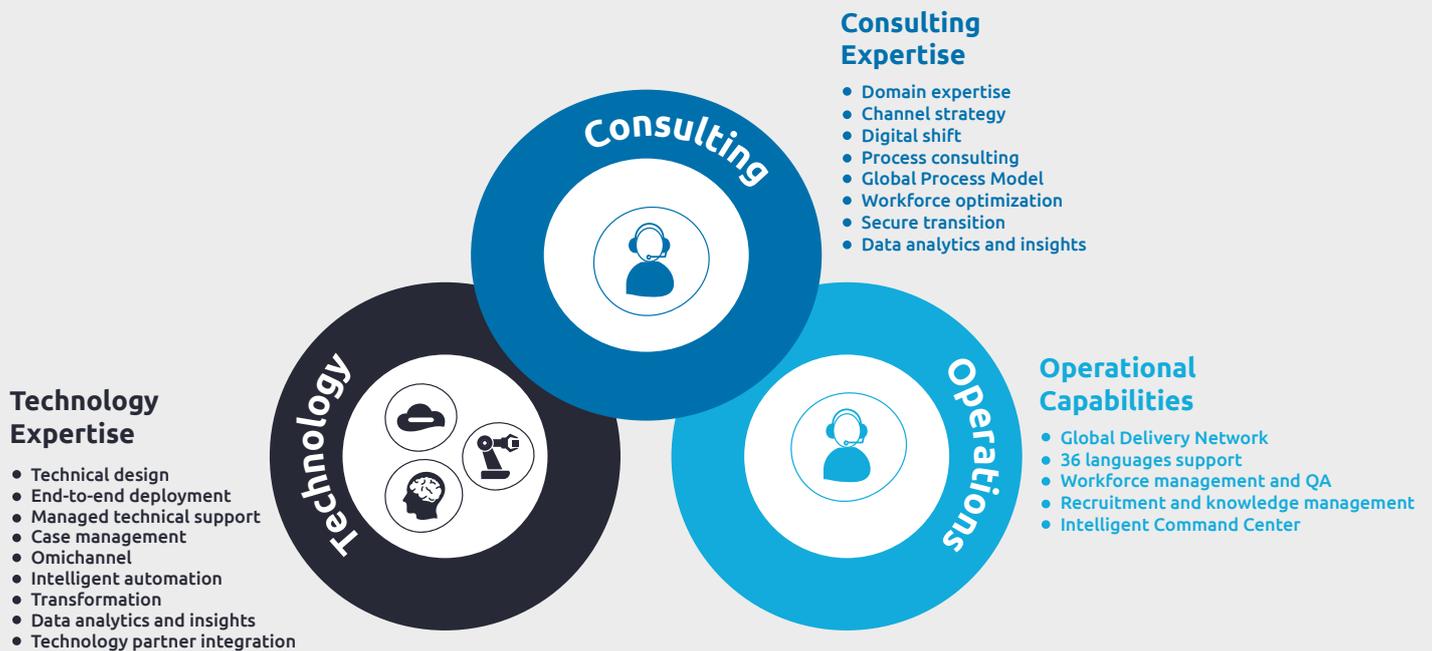


## Why Capgemini?

Capgemini's long history and strong reputation of delivering consulting, technology, and operational expertise in the customer operations space has already made a significant and positive impact on many of our client's bottom line and profitability. Our clients come with their own unique commercial landscapes and broad variety of challenges that require expert, innovative solutions.

With thousands of service agents serving over 165 clients across 10 countries in 38 languages 24/7 from 17 regional delivery centers, we work collaboratively with our clients and technology partners to transform your operations into a world-class, cloud-enabled, digitally-optimized, customer-first organization.

We do this through providing end-to-end technical and operational expertise to define, design, and deploy a AWS solution that drives enhanced business outcomes.



To learn more about how Capgemini's **Intelligent Customer Operations Powered by Amazon Connect** helps you deliver a superior, frictionless customer experience, contact: [businessservices.global@capgemini.com](mailto:businessservices.global@capgemini.com)

## About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 325,000 team members in more than 50 countries. With its strong 55-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fuelled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2021 global revenues of €18 billion.

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