



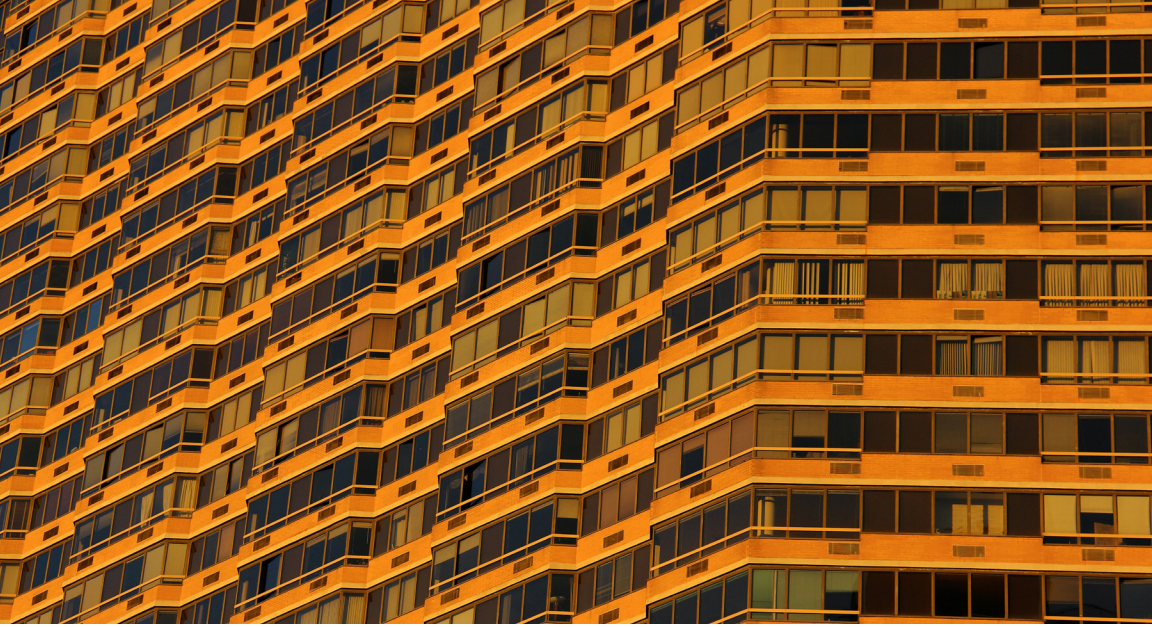
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# Driving Your Contact Center Operations Forward with Solutions in AWS Marketplace



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## 1 | Challenges of maximizing Contact Center effectiveness

Today, organizations are looking for efficient ways to communicate with customers. However you're selling or supporting your products and services, customers expect to connect with your support teams through a growing number of communication methods.

*Over **80 percent** of customers say the experience a company provides is as important as its products and services.<sup>1</sup>*

In the modern era, customers' expectations for support and services are evolving from single channel of contact to multichannel engagement. To meet these expectations, customer service teams face a variety of challenges. Delivering customer services and Contact Center operations becomes more complex each day—and these complexities have a direct effect on customer experience.

A traditional call center solution restricts customer service teams to a single or few channels—such as telephone, chat, or email—to handle customer requests. These solutions are often cumbersome to maintain and update, limiting the ability to deliver timely and effective customer engagement. Additionally, many don't provide the ability to efficiently capture and analyze customer data and correlate it against external sources, hindering efforts to better understand your customers and identify new opportunities to create more meaningful and engaging customer experiences. As organizations increasingly compete on the basis of customer experience, it's crucial to ensure quality and depth in your customer interactions. However, without in-depth analytic capabilities, it's difficult to make certain that you're providing workforce efficiency, quality management, and exceptional customer satisfaction.

<sup>1</sup> Salesforce. [State of the Connected Customer Report Outlines Changing Standards for Customer Engagement](#). June 2019.

## The challenges many organizations face with their existing Contact Center or call center solutions deployed on premises include:

- **Limited customer engagement functionalities** restrict effectiveness to keep pace with and enhance modern business requirements. Many older Contact Center solutions lack the flexibility and reliability to integrate with the different customer engagement scenarios required to move from single channel to multichannel customer engagement.
- **Lack of a consolidated view of customers, agents, and calls** across different contact channels leads to poor analytics and insights, which means you're not able to measure the quality of customer service and engagement performance. It can also bring inaccuracy in forecasting workforce demand, which may cause you to under- or over-resource staff.
- **The inability to support varied Contact Center organizational needs**, such as a small help desk for geographic expansion needs where operations and technology requirements differ from those of the larger core customer service operations.
- **Expensive and complex scaling of on-premises application infrastructure** makes it difficult to serve unpredictable spikes in customer requests due to seasonal interest, product launches, or other reasons.
- **Limited scope for trying and testing new features** holds back innovation. Deploying multiple dedicated environments for development and testing is often too time-consuming and expensive.

**32 percent** of Contact Center employees believe customer queries and demands will become more complex over time. On top of that, **45 percent** of agents believe that customers will continue to expect more from the company, and they'll expect it faster than ever.<sup>1</sup>

With the help of a modern Contact Center solution, you can maximize the customer experience, delivering personalized services while trimming down the customer engagement cycle. With a cloud-based solution, you're also able to amplify use of technologies such as scalable and agile infrastructure; advanced capabilities for customer data collection, analysis, reporting, and orchestration of repetitive tasks; and more—all while staying cost efficient.



<sup>1</sup> Calabrio. [The Health of the Contact Center: Agent Well-Being in a Customer-Centric Era.](#)



## 2 | Contact Center solutions for your business

With modern, cloud-based Contact Center solutions, you can greatly enrich your engagement with your customers, empower agents, and optimize your workforce. Contact Center solutions involve automating processes, data visibility, complying with legislation, and solving business problems related to staff. Cloud-based Contact Center solutions allow you to efficiently manage an omnichannel customer service experience. Plus, using self- and assisted-service capabilities through these solutions, you're able to conduct multichannel customer interactions holistically—both from a customer experience and an employee-engagement perspective.

Modern Contact Center solutions focus on addressing the following essential aspects of ensuring better customer engagement:

- **Connected omnichannel experience.** Create channel-agnostic experiences to connect customer interactions, including advanced interactive voice response (IVR) capabilities, text- or voice-based communication, and social media.
- **Automated customer engagement process.** Support increasingly complex and personalized customer engagements by automating support request distribution, skill-based routing of text- or voice-based communication, call recordings, and workflows.

- **Artificial intelligence and machine learning.** Deliver the most appropriate customer engagement by providing context-driven text support, suggestions based on the repetitive nature of support requests, and escalation to the right agent at the right time.
- **Efficient staffing and resource management.** Develop and maintain engaged staff based on the understanding that empowered employees make stronger customer experiences possible.
- **Deep visibility with insight.** Provide customer and operational insights for quality assurance teams to get predictive and prescriptive insights that can help in anticipating customer pain points, identifying patterns and trends of customer conversation data (whether text or voice), and discovering new opportunities for improvements, while recommending next best actions across all functional groupings.
- **Intelligent self-service capabilities.** Reduce customer engagement time with optimized IVR systems and intelligent virtual agents, assessing customers for commonly raised or repetitive support requests.

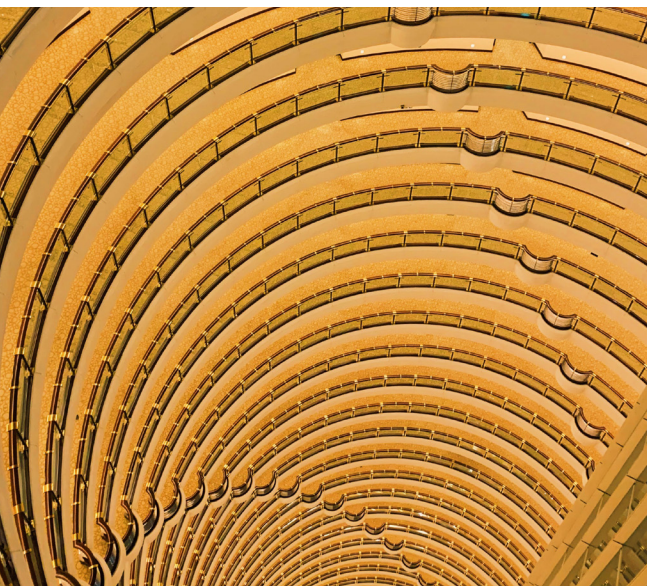
By 2022, **70 percent** of customer interactions will involve an emerging technology such as machine learning applications, chatbots, or mobile messaging, up from **15 percent** in 2018.<sup>1</sup>

<sup>1</sup> Gartner. Critical Capabilities for the CRM Customer Engagement Center. September 2019.

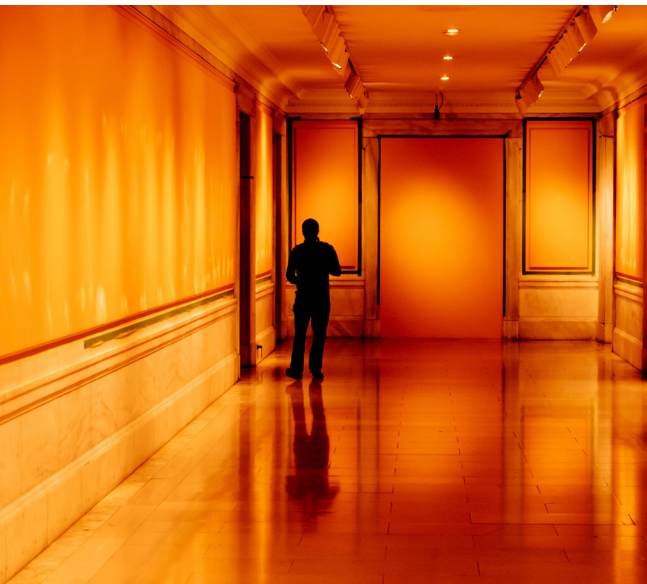
### 3 | Success stories: Managing Contact Centers with solutions from AWS Marketplace

Many organizations have already achieved meaningful benefits from Contact Center solutions procured in AWS Marketplace. AWS Marketplace is a curated digital catalog that makes it easy for customers to find, buy, consume, and manage third-party software and data to help them build better solutions and run their businesses.

The following are examples of how AWS Marketplace customers streamlined contact management capabilities and engaged their end customers more efficiently.



**Vodafone takes customer experience to new levels**



**Rackspace powers automated, data-driven staffing**



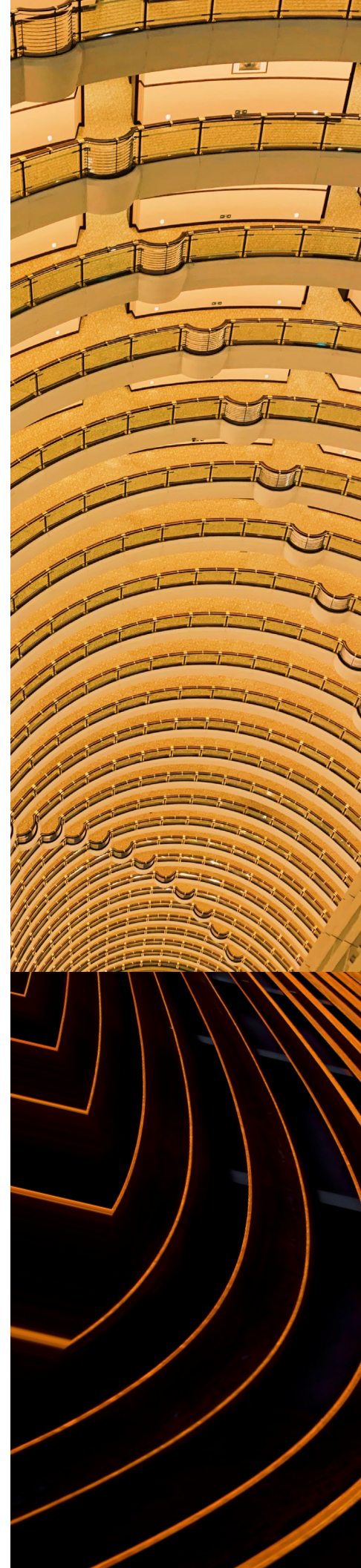
## Vodafone takes customer experience to new levels

Vodafone Germany has more than 8,000 agents handling approximately 5 million assisted and 13 million unassisted contacts every month. With their communication channels operating in silos, Vodafone knew they needed to make a change to prevent frustration with their customer service.

With the help of Genesys solutions, procured in AWS Marketplace, people and technology were brought together into one virtual Contact Center. Now, customers get served 30 seconds faster and agents can see a customer's complete previous contact history at a glance. It all contributed to a Net Promoter Score (NPS) turnaround.

*"This is the best Contact Center (Genesys solution) I could have imagined. We've been ranked the number one Vodafone Contact Center worldwide. And with the new innovative channels we've developed, we know there's a lot more to come."*

**–Jörg Knoop, Head of Contact Center and Telesales Capability,  
Vodafone Germany<sup>1</sup>**



<sup>1</sup> [Genesys customer stories: Vodafone.](#)

## Rackspace powers automated, data-driven staffing

With a customer service environment spread over multiple disparate systems, applications, and services, Rackspace needed better forecasting to prevent overprovisioning of agents during peak times and a single queue to manage support tickets.

Turning to Calabrio, Rackspace now maintains superior customer satisfaction and agent engagement by better managing support tickets and scheduling—ensuring the right number of agents are available at the right time.

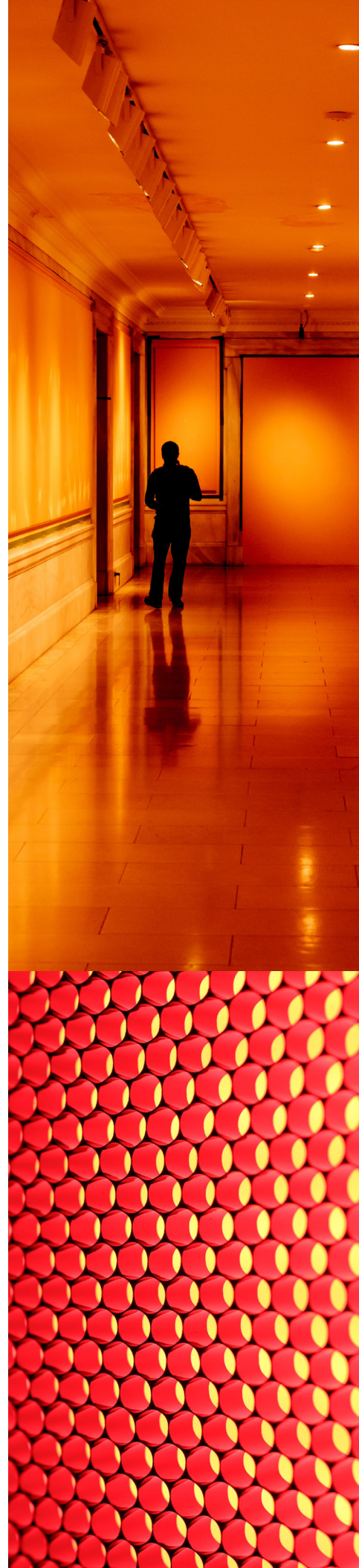
*"We've improved our ticket latency times and phone answer rates because we have the right staff in place at the right time. Before Calabrio, a shift would get hammered with calls and tickets, and the next shifts would have to spend their time digging through that first shift's queue backlog. And then it would start all over again. It was soul-crushing for our agents. Now, we can flatten out call patterns, so that doesn't happen."*

**—Chris West, Workforce Optimization (WFO) Program Manager, Rackspace<sup>1</sup>**

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Like organizations in these stories, AWS Marketplace enables you to realize Contact Center benefits through a wide range of cloud solutions, all from a single place. You can procure solutions matching your business goals, driving your organization toward enhanced operational efficiency, customer experiences, and business agility. AWS Marketplace also simplifies software licensing and procurement with flexible pricing options and multiple deployment methods.

<sup>1</sup> [Calabrio customer success stories: Rackspace.](#)





## 4 | Procurement innovation: AWS Marketplace is the new normal

Procuring, provisioning, and managing cloud solutions has traditionally meant dealing with multiple vendors. This is often a manual—and time-consuming—process. As a cloud marketplace, AWS Marketplace provides an alternative that streamlines the procurement process, allowing you to rapidly and securely deploy solutions while improving your operational oversight and reducing your total cost of ownership.

*According to IDC, for businesses engaged in digital transformation, cloud marketplaces help modernize and streamline procurement processes while driving efficiencies by integrating large globally distributed ecosystems.<sup>1</sup>*

Acquiring innovative cloud solutions in AWS Marketplace helps you realize the effectiveness of your investment quickly and enables you to take advantage of purchasing and cost benefits. For example, you can use standardized terms with an Enterprise Contract for AWS Marketplace to purchase software offered by sellers in AWS Marketplace, which reduces friction in contract negotiations. Or you can negotiate customized pricing and terms through private offers and satisfy your AWS Enterprise Discount Program (EDP) volume commitment. The EDP program provides enterprises with a discount on AWS services in exchange for a minimum annual consumption commitment.

<sup>1</sup> IDC. [AWS Marketplace for B2B IT Procurement Transformation](#). Doc # US45668119. December 2019.

Additionally, AWS Marketplace provides Private Marketplace, which allows you to create a customized private catalog of pre-approved products. By displaying only products that comply with your company's procurement policy, you can efficiently govern which products you want your end users to run on AWS. You can use procurement system integration with AWS Marketplace and enable centralized governance of software provisioning while aligning with existing procurement and approval workflows.

You can choose from a pool of leading third-party solutions all in one place, removing barriers often encountered when researching, manually deploying, or configuring solutions suitable for your organization. Through simplified procurement and provisioning, you're able to reduce your procurement cycle and get quick time-to-value.





## 5 | Contact Center solutions in AWS Marketplace: Realizing the benefits

In procuring your Contact Center solution through AWS Marketplace, you can take advantage of benefits such as:

### Speed and governance while procuring software

- **Quickly deploy pre-configured software, data, and machine learning models** to improve customer service, productivity, and reporting metrics.
- Launch the desired solution directly from AWS Marketplace, so you can run software instantly and **decrease the length of your purchase cycle**.
- Get peace of mind knowing that the thousands of verified software offerings in AWS Marketplace are **continuously scanned to detect and prevent malware and other vulnerabilities**.

### Flexible pricing, terms, and payment options

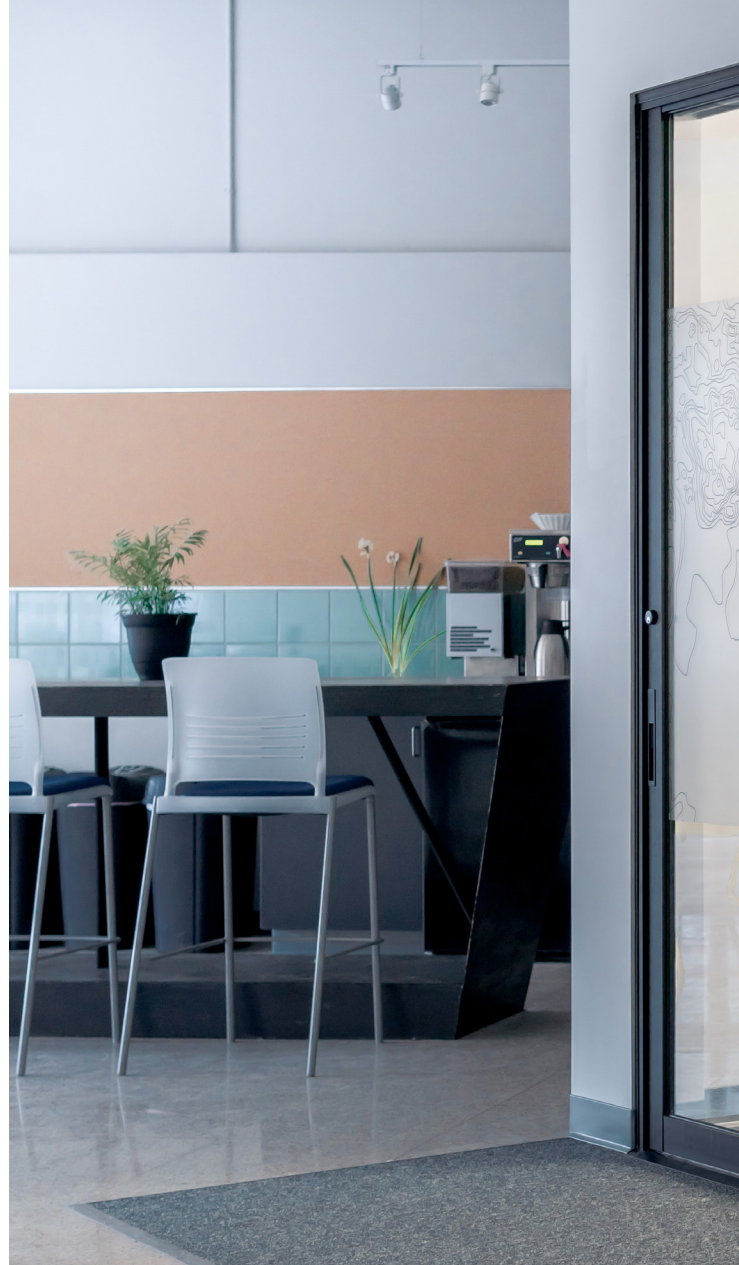
- **Simplify contracting, speed procurement, and get optimal software pricing** with pre-reviewed standardized cloud license terms in the Standard Contract for AWS Marketplace.
- **Choose from flexible pricing options** including a free trial; hourly, monthly, annual, and multi-year contracts; and a custom payment scheduler.
- **Negotiate customized terms** through an Enterprise Contract for AWS Marketplace, with the software seller, or with a consulting partner to create unique agreements.

## Simplified AWS billing

- **Consolidate AWS billing and cost analysis** using AWS Cost Explorer and subscription management.
- Ensure purchases in AWS Marketplace **qualify against your EDP commitment.**

*“Enterprise Contracts for Marketplace brought us real value in terms of speeding up our procurement processes. Especially the possibility to adapt the T&Cs in general according to our German needs was a big help.”*

–Annette Kemnitz, Category Manager,  
Hardware Communication & Infrastructure,  
Axel Springer SE<sup>1</sup>



<sup>1</sup> Provided by [Axel Springer](#).

## 6 | Next steps

With AWS Marketplace, you can create cost-effective and flexible solutions for your users faster with a procurement process that's easier to navigate.

Now that you've learned about the advantages of procuring Contact Center solutions through AWS Marketplace:

- Explore [Contact Center solutions](#) available in AWS Marketplace.

