

SUCCESS STORY | HEALTHCARE

One of the world's largest healthcare products company migrates from on-premise contact center to Amazon Connect

Ensuring agility, scalability, and agent productivity while working from home



About the client

The client is one of the world's largest manufacturers and distributors of healthcare products. The client has more than 130,000 employees across the globe and develops medical devices, pharmaceutical, and consumer packaged goods. The client has over 250 subsidiaries with operations in 60 countries and products sold in over 175 countries.

Requirement

The client was facing several operational challenges in supporting work-from-home and implementing new CX initiatives. It could not meet the most crucial contact center metrics due to a surge in abandoned calls and average wait time (AWT). The client urgently

wanted to migrate their contact center to the cloud and seamlessly enable work-from-home and gain agility, flexibility, and scalable CX solutions in a secure environment.

Solution

Servion, a go-to Amazon Connect partner, migrated the client's on-prem contact center to Amazon Connect, a scalable, easy-to-use, pay-as-you-go, and omnichannel cloud contact center. The solution helped meet their business requirements while leveraging their existing investment in AWS.

- Servion deployed Amazon Connect (CCaaS) to replace the on-prem solution with a single instance hosted in the Singapore region, supporting 3 ASEAN countries

(Singapore, Malaysia, Indonesia) in phase 1 and supported more countries in later stages

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- Servion built a custom agent desktop with CTI screen pop, providing customer information, interaction history, wrap up, and various other features like holiday listing, routing voice mail to agents as an interaction, call guide, and survey
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- Servion configured IVR in three countries and moved them to Amazon Connect after five days of UAT testing
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- The primary AWS services used in the solution also include Lambda, Kinesis (Stream, Firehose), Step Function, S3, WAF, API Gateway, CloudTrail, CloudWatch, KMS, Route53, VPC, CloudFront, Kibana, RDS, ElasticSearch Service, and Step Function to configure contact center and agent desktop solution.

Business outcomes

The cloud migration brought about several tangible benefits for the client, including:

- Enabled agents to work from home without compromising on customer experience
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- Better understanding of customer behaviour with access to abandoned call report
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- Improved first call resolution by empowering agents with screen pop that includes customer information and interaction history
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- Ability to deploy new technologies without additional investments. Client is now looking to enable multi-channel (chat) contact center

For more than 25 years, Servion has been trusted by customer-centric brands for designing, building, running and optimizing Contact Centers and Customer Experience (CX) solutions. Our 1100 CX professionals apply their passion and deep domain expertise to the entire design-build-run-optimize solution lifecycle. For more information, visit <https://servion.com/>.



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