

SUCCESS STORY | DIGITAL & CLOUD TRANSFORMATION

Multinational food and beverage chain in the US migrates to Amazon Connect

For a complete digital & cloud transformation supported by omnichannel capabilities, including email and self-service.



About the client

The client is an American multinational coffee and baked goods chain with more than 11,300 restaurants, with 8,500 spread across 41 US states and more than 3,200 spread across 36 countries. It has an estimated revenue of \$1.37 billion and serves more than 3 million customers daily.

Requirements

The client was looking for a technology partner to migrate its outdated on-premise Avaya technology to the cloud and add digital channels communications for branch

and restaurant teams to reach out to the contact center outside the voice channel. It desired a complete digital transformation of its contact center that would enable consistent experience across all the channels, such as voice, SMS, chat, and email, with self-service, enabled chatbots.

Solution

Servion, a global service delivery partner of Amazon Connect, adopted a phased, frictionless migration strategy for the client to move the existing infrastructure to Amazon Connect and add digital channels and CX experience features. The phases include:

- Phase 1: Inbound voice channel, ServiceNow CRM integration, and custom reports (real-time dashboards and historical reports with multiple data sources) implemented to meet the basic requirements
- Phase 2: Agentless high-volume outbound channel, powered by AWS Lex to reduce the agent workload
- Phase 3: Two-way SMS and chat channels powered by AWS Lex to handle self-service and transfer to the agent when required
- Phase 4: Email and speech-based IVR for the inbound channel with custom reports to provide a complete, consistent omnichannel CX to the end customers and 360-degree customer insights to contact center managers, supervisors, and agents.

Key benefits

The quick and smooth migration from on-prem to the cloud without compromising the customer and agent experiences has brought about several tangible benefits, including

- Increased self-service
- Reduced agent workload
- Reduced TCO
- Ability to easily capture user feedback and resolve the ticket.
- Better custom reports and insights, providing business KPIs and BOT containment information
- Improved CX

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