

# Contact Center on the Cloud

Supporting the decision to move towards a Contact Center on the Cloud

## SECTOR

Telecommunications

## COMPETENCIES



Tech Consulting



Cloud Foundation



Cloud Strategy

## CLIENT

**logiRAIL**

## SERVICE PROVIDER



## THE CHALLENGE

To implement a state-of-art contact center in a short timeframe, taking advantage of the new technological contact center paradigms, customer centric, with embedded analytical capabilities that offer consumption based pricing models.



## OUR SOLUTION

The proposed approach for the Contact Center model definition considered both the design of the new Contact Center operation and the technological capabilities design. The first one, the Operating Model, was directed towards the definition of the Customer Journey and Customer Experience and the definition of the operating model with respect to business strategy.

The second stream consisted of the definition of the technological capabilities and ramp-up, leveraging on AWS and Amazon Connect components like Contact Lens.



## RESULTS

As result of the Contact Center Strategy, a multi-year roadmap has been defined with 3 major milestones defined for the first year. In addition an evolving Amazon Connect architecture has been envisioned. The designed solution provides the desired flexibility to swiftly respond to changing market environments whilst making use of best-of breed technology.

## BENEFIT



**Quick deployment and ramp-up** of Amazon Connect



Cognitive capabilities, sentiment analysis and other **analytical capabilities defined**



**Multi-year roadmap defined**, for 2 different business units



## Contact us

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