

Transformation

# PwC for Amazon Connect - Public Sector

Be transformative:  
Geared for unstoppable reinvention



# PwC for Amazon Connect for Public Sector

## Human connection, in a digital way

### The challenge

Existing customer service models are outdated and unfit for purpose, with a heavy reliance on the traditional legacy contact centre systems that are often unable to offer the agility and flexibility organisations need to address the key drivers of change.

#### Personalisation & Accessibility for Diverse Citizen Needs

What approaches can public sector organisations take to design services that are inclusive, accessible, and personalised for all citizens?

#### Seamless Multi-Channel Citizen Experiences

What steps can public sector organisations take to deliver a consistent and connected experience across digital, phone, and face-to-face channels?

#### Data Silos & Interoperability Issues

In what ways can public sector organisations improve data sharing across departments and agencies to enable more efficient and joined-up services?

#### Delivering More with Fewer Resources

What strategies can help public sector organisations optimise resources, reduce costs, and enhance service delivery amid financial and workforce constraints?

#### Long Wait Times & Operational Inefficiencies

How can public sector organisations streamline processes, cut wait times, and improve service accessibility for citizens?

#### Trust & Transparency in AI Adoption

What role does AI and automation play in enhancing service delivery, and how can organisations build trust and transparency around their use?

#### Business Intelligence & Analytics

How can public sector bodies implement AI-driven solutions that are ethical, transparent, and trusted while improving service delivery?

#### Legacy System Limitations

What are the best ways for public sector organisations to modernise ageing IT infrastructure without disrupting critical public services?

#### End-to-End Fulfilment

How can public sector bodies move beyond simply directing citizens to information and instead provide complete, seamless service fulfilment?



# The solution

## Design, execute and sustain a modern contact centre built for the changing customer.

Contact Centre as a Service offering provides a structured, hands-on approach to assessing and implementing Amazon Connect, AWS-based contact centre solution. This process allows clients to evaluate cloud-based automation, validate use cases, and set a clear path toward full-scale deployment.

### Solution overview

The solution provides a structured six-week technical assessment that helps clients explore cloud-based contact centre automation through a tailored Proof of Concept (PoC). Leveraging AWS best practices, this solution enables clients to test features like interactive voice response, AI-driven analytics, and chatbots while evaluating technical configuration, use case alignment, and cost. This comprehensive approach supports a smooth transition from PoC to scalable implementation.

### PwC for Amazon Connect consultancy and delivery engagement provides:



#### Assess

Collaborate to define use cases, set metrics, and perform a full TCO and maturity analysis.



#### Bring to life

Immerse your people in the experience to validate your use cases.



#### Lay the foundation

Build using PwC industry and Amazon Connect best practices in a PoC environment.



#### Design framework

Design a tailored migration solution for your contact centre.

### Solutions deliverables

- A hands-on PoC environment tailored to client-specific contact centre needs.
- A phased assessment report covering use case validation, TCO analysis, and technical readiness.
- A custom migration framework with clear guidance on deploying Amazon Connect at scale.

### Key benefits

#### 01

##### Better understanding and serving your customers

Real time intelligent voice analytics, sentiment tracking and natural speech to text capabilities making predicting, understanding and recording customer interactions quickly and effectively.

#### 02

##### Flexible, agile and scalable

Set up and make changes in minutes not weeks. Easily integrate with contact centre systems such as CRM, workforce optimisation, or workforce management with the ability to scale in response to seasonality or unexpected events.

#### 03

##### User friendly and accessible from anywhere

Bringing user-friendly technology to your contact centre will not only improve the employee experience but allow contact centre staff to offer personalised, fast service via any channel safely and securely from anywhere in the world.



# Modernise and future-proof your people, processes, and technology with PwC

## Business first approach

Our approach focuses on the challenges that matter to you most, and devising solutions to tackle them swiftly and efficiently. Utilising our services, we can gain insight into your requirements and deliver precisely what you need at the right moment.



## Industry expertise

At PwC, we possess a unique advantage in providing industry-specific and technical expertise that seamlessly complements delivery capabilities. Our extensive knowledge that span various sectors, from legal to retail, enabling us to cater to a wider range of industries with precision and excellence.



## Alliance ecosystem

PwC and AWS maintain a well-established and expanding partnership that facilitates technical exploration, solution development, and business expansion. Together, we collaboratively harness technology to address customer challenges effectively.



## Technical expertise

An accomplished team with extensive experience in designing, deploying, and providing support for Amazon Connect solutions across diverse industries and scales. This team's deep understanding of industry nuances, compliance requirements, and emerging trends positions them as trusted advisors.



## Managed services

Our Execution Managed Services division leverages Amazon Connect to provide client support, offering a specialised team dedicated to managing and supporting every aspect of the platform. Our dedicated team brings expertise and commitment to deliver a reliable and efficient Amazon Connect experience for our clients.



## AI-Driven solutions

At PwC, we leverage AI to address complex challenges, enabling smarter decisions and more efficient operations. From predictive analytics to conversational AI, we deliver tailored, scalable solutions that drive innovation and success. With ethical AI practices and strong tech partnerships, we empower our clients to stay ahead in a rapidly evolving world.



## Let's connect



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# Case study

## Reversing the logic of channel shift with voice automation



### Challenge

Birmingham City Council faced an urgent need to replace or upgrade its telephony solution, which was due to expire in 2025. Operating under Section 151 financial distress, the council needed to achieve significant cost reductions while maintaining operational efficiency. With strict budget constraints, it was essential to ensure that critical services, including the contact centre, remained functional without compromising service quality.



### Solution

To address these challenges, PwC and AWS implemented Amazon Connect, a scalable and cost-efficient contact centre solution. Advanced AI-driven voice automation was introduced through Amazon Bedrock and Amazon Lex, reducing the reliance on human agents while enhancing customer interactions. AWS serverless offerings were leveraged to lower infrastructure costs and increase operational agility.



### Results

The implementation of Amazon Connect and AI-driven automation significantly improved Birmingham City Council's contact centre operations. By automating case creation and resolution, customer call volumes were reduced by 50%, leading to faster complaint resolution and an overall enhancement in customer service. The optimisation of agent time and the introduction of AI-driven voice automation resulted in a reduction of over 20 full-time employees, lowering operational costs while maintaining service quality. This transformation enabled the council to create a more efficient, scalable, and cost-effective contact centre model.



[Learn more](#)



Voice automation in Birmingham is about better use of resources but not at the expense of customer experience. Through this project, we've been able to release capacity to focus on other priorities, while giving residents what they want and need. At the same time, we've been able to learn by doing and so equip ourselves to replicate this success in other areas with increasing self-sufficiency.

**Sheraz Yaqub,**

Head of Customer Experience  
and Programme, Birmingham City



# Thank you

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