

# PwC for Amazon Connect

## 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Existing Customer Service models are outdated and unfit for purpose, with a heavy reliance on the traditional legacy contact centre systems that are often unable to offer the agility and flexibility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.

#### High Customer Expectations

Do customers expect more from the organisations they interact with, seeking personalised, efficient, and secure service?

#### Competition for Talent

How can companies compete for and retain staff amidst high attrition rates and demanding job requirements?

#### Evolving technologies

With the rapid progress and plethora of options in digital technologies how do businesses make informed choices?

#### Customer Personalisations

As customer needs are changing, what can be done to meet the challenge of delivering personalised customer experiences?

#### Automation & AI

How can businesses harness the power of AI and automation to enhance the delivery of exceptional service?

#### Business Intelligence & Analytics

Data is a differentiator - what is the route to extracting valuable insights from the vast amount of available customer data?

#### Cost Efficiency

What is the return on investment (ROI) for investing in a digital transformation?

#### Seamless Customer Journeys

How does embedding automation capabilities make the shift appear seamless for customers?



## The Solution

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

PwC for Amazon Connect consultancy and delivery engagement provides:



#### Assess

Collaborate to define use cases, establish metrics, and conduct a comprehensive TCO and maturity analysis



#### Lay the foundation

Build with PwC Industry and Amazon Connect solution best practices within a PoC environment



#### Bring to life

Immerse your people in the experience to validate your use cases



#### Design Framework

Design a migration solution for your contact centre environment, meeting your specific requirements

### Key benefits

#### Better Understanding & 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.

01

#### Flexible, Agile & 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.

02

#### User Friendly & 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.

03

## Modernise and future-proof your people, processes, & 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 assessment 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 spans various sectors, from legal to retail, enabling us to cater to a wider range of industries with precision and excellence.

### 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.

### Secure by Design

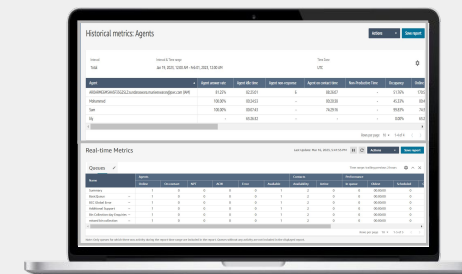
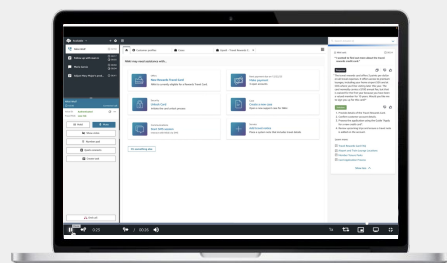
We harness our cloud security capabilities, by proactively addressing potential threats by prioritising security in every aspect of an organisation's operations. Our proactive and resilient approach to safeguarding data and systems, making security not just a consideration but a fundamental principle.

### 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.



Insight and actions are configurable based on your requirements

## Case study

### Reversing the logic of channel shift with voice automation

#### Challenge

London Borough of Hillingdon, like many councils, traditionally focused on driving demand to online channels and managing the rest in the contact centre to achieve incremental efficiencies. However, due to the complexity of services, voice demand remained high, leading to a customer contact team of nearly 70 full-time employees. The council faced the challenge of needing significant cost reduction with limited options for achieving substantial savings.

01

#### Solution

PwC deployed a solution that swiftly cut contact centre costs without the need for lengthy and costly digital transformation programs. We provided a consistent customer experience and outcomes through the voice channel, available 24/7, at only 5% of the cost of a human handling the same call, all by utilising technology that powers to Alexa to instantly access and convey information to callers or web browsers.

02

#### Results

By reversing the traditional channel shift approach, the initiative achieved a 5:1 return on investment over three years, releasing 22-28 FTE of capacity. It eliminated call waiting times, improved the online experience through conversational AI in automated voice and web chat channels, and empowered the client to continue these advancements as part of their regular operations. Notably, this deployment marked the first large-scale implementation of automated voice in any local authority in the UK.

03

## Let's connect



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HILLINGDON  
LONDON

*'The performance improvement we have gained from an approach based on AI means that the council is more accessible to residents, council staff can focus on more challenging and rewarding work and we have new skills that make us self-sufficient.'*

**Tony Zaman – Chief Executive,  
London Borough of Hillingdon**

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