



CREATING THE CONTACT CENTER OF THE FUTURE, NOW

Capgemini and Amazon Connect deliver an
omnichannel customer experience in the cloud

Customer expectations are increasing. Research shows 90 percent of customers expect to receive a consistent experience no matter how they contact a company, and 75 percent believe it takes too long to reach a live agent.

Every customer interaction is important. But the challenge for companies is to meet rising expectations without increasing costs. Frequent outages impact revenue and service and integrating traditional contact-center systems can be complex.

The role of the contact interaction center is critical. Capgemini and Amazon Connect can help companies evolve their contact centers into experience hubs that provide individualized interactions at a lower cost. By adding technology to assist agents, companies can improve customer satisfaction ratings, reduce the cost per call, decrease complexity, and improve the scalability of their platforms without sacrificing customer experience.

Creating a single, unified hub

Amazon Connect provides an omnichannel Contact-Center-as-a-Service (CCaaS) solution built from the ground up on AWS cloud that can scale to any business requirement.

Amazon Connect offers more interaction and channel opportunities than on-premises options. Companies with eight or more channels have significantly better customer ratings than those with fewer than four.

A single, unified contact center using Amazon Connect manages voice, chat, and task management. Bot technology can help agents deliver a great customer experience. It supports voice and chat interactions out-of-the-box. By leveraging artificial intelligence and machine learning, contact centers can improve self-service and containment.

Unlike traditional contact center infrastructure pricing, a cloud-based pay-as-you-go approach frees companies from per-seat and fixed upfront pricing models and focuses on consumption only of the services used.

Capgemini's Amazon Connect service also links seamlessly with major third-party CRM platforms such as SAP, Salesforce, and ServiceNow. And certified partner solutions can easily be added through AWS Marketplace.

Moving to an experience hub

Contact centers need to deliver individualized customer experience via technology and agents.

Capgemini's Amazon Connect services team can create complex call flows easily, with the ability to build conditional logic based on parameters as well as custom logic through serverless functions such as AWS Lambda.

Web and mobile chat features provide new channels to connect with customers while leveraging the same call flows.



Amazon Lex bots with AI and machine-learning use natural language processing (NLP) for assessment to craft appropriate automated responses.

Amazon Connect is purpose-built to enable seamless connection across all relevant applications, with the ability to make changes in a few clicks, with no custom development. In general, it is easier to stand up, operate, and manage than traditional contact-center platforms.

The open platform makes integration easy. And machine-learning analytic capabilities are immediately accessible for sentiment analysis, search, and real-time performance visibility. According to a recent [research report](#), moving to Amazon Connect can save up to 30 percent of contact-center costs almost immediately.

By creating an experience hub, smart technology handles most requests while agents manage more complex customer interactions. At the same time, companies can lower costs, get greater visibility into customer interactions, be more scalable, and deliver experiences that are natural, dynamic, and personalized.

Decisions can be driven by data delivered in real-time dashboards and historical reports. And your data remains your data.

A better experience at a lower cost

Capgemini has proven experience implementing Amazon Connect for global clients. We have partnerships with certified Amazon Connect providers for end-to-end contact-center features including outbound calling, email and SMS campaigns, workforce management, and post-call surveys.

Capgemini's Amazon Connect Cloud Center of Excellence (CoE) provides a global team of specialists with a track record of successful implementations in multiple industries.

The omnichannel cloud contact-center experience hub also provides the flexibility to allow agents to be located virtually anywhere, so companies can offer work-from-home options for their agents.

It is more than an opportunity to innovate the customer experience. Capgemini's Amazon Connect services deliver tangible results at a reduced cost.

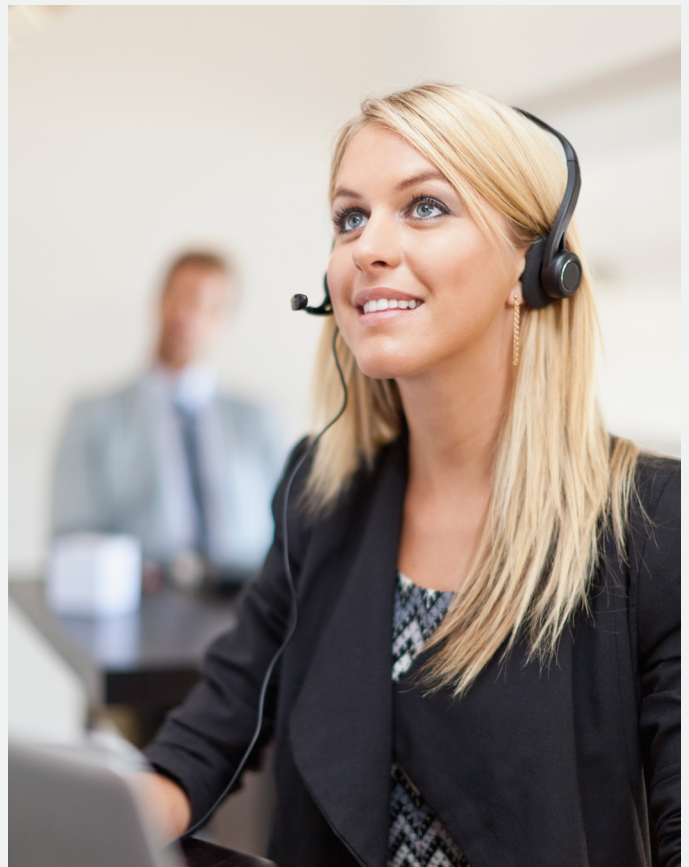
Why Capgemini and Amazon Connect

A [recent study](#) analyzed six large Amazon Connect customers and determined they had an average 241 percent return on investment over other cloud contact-center providers.

Capgemini is an Amazon Connect Competency Partner with an established track record for enterprise-grade Connect implementations.

But it is about more than just reducing hard costs. Our clients have also experienced efficiencies in other areas, including training time, system administration effort, and average handle time.

Build a better way for your service agents to engage with your customers. Move away from your legacy contact center and IVR platform and build a single, unified contact center so you can deliver an exceptional omnichannel customer experience.





About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 270,000 team members in nearly 50 countries. With its strong 50 year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2020 global revenues of \$19.3 billion.

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Note: current conversion is €1 to \$1.20 (2/17/21)

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