



SCORING A BETTER CUSTOMER EXPERIENCE

Amazon Connect delivers
a seamless booking system
to get golfers tee times

Industry: Sports and entertainment

Location: North America

Tech and services: Amazon Connect

Challenge

- Millions of registered users had to navigate a confusing Interactive Voice Response (IVR) system to book tee times at golf courses around the world
- Existing system did not provide a seamless and consistent customer experience
- Client also faced limitations with static, per-seat licensing model as well as challenges with the annual review cycle
- Requested an omnichannel solution that delivered a consistent, integrated experience with the potential to implement chat and text functionality



Solution

- Leveraging our Amazon Connect experience, Capgemini architected an overall solution and implementation blueprint
- Integrated with the client's existing Salesforce system, including the customization configuration of three Amazon Connect LEX bots
- All metrics were exported to a custom Salesforce object after each call, and dynamic emergency after-hours calls were routed based on a calendar
- Built-in Amazon Connect functionality and call flows including directory look-up by number within each flow
- Using Agile delivery, the implementation was completed in sprints for design, build, integration, testing, and UAT
- Implemented chat functionality, and ad-hoc voicemail was limited to emails containing both a transcript and audio attachment



Result

- Improved customer service with a centralized, cloud-based IVR system
- The ability to handle three different categories of customer support – B2C, B2B, and an answering service for golf courses
- Shifted to an operating expense model, taking advantage of pay-as-you-go pricing
- Can add capacity as needed to support peak times without having to procure additional hardware or software upgrades
- Additional functionality can be added with minimal downtime, and the need for capital investment is eliminated





Learn more about our
Amazon Connect experience.

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

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