




eBook

Reimagine Your Member Experience Leveraging AI + Cloud with SoftwareOne and Amazon Connect



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Deliver easy, personalized, and secure member services with SoftwareOne and Amazon Connect

Credit unions generally cater to clients who want a more personal level of service. Unlike for-profit banking institutions that see customers as transactional, credit unions see members as relationships that last a lifetime.

With the onset of the global pandemic and quarantining in early 2020, the shift in the importance of personal relationships with members has increased. Digital and omnichannel experiences are among consumers' most important factors when switching banking providers. Improving member experience can be the biggest step you take to differentiate from your competitors.

Transform your contact center with a modern, cloud-based approach

In this eBook, learn the three common use cases facing credit union contact centers, how to address them, and the benefits for you and your members.

Discover valuable information on best practices for deploying and migrating your call centers. SoftwareOne, an AWS Premier Tier Services partner, can modernize your contact center with Amazon Connect. This omnichannel cloud contact center service offering helps you deliver superior member experiences at up to 80% lower costs. SoftwareOne can guide you every step of the way along your cloud journey to transform member experiences.

- **Migrate to the cloud:** Does your contact center run on outdated, on-premises infrastructure? Migrating to Amazon Connect will give you the boost you need, with fast results.
- **Modernize and optimize:** Empower your contact center agents to improve the member experience with omnichannel integrations, centralized data analytics, and workflow automation.
- **Augment with artificial intelligence (AI) and machine learning (ML):** Adding AI and ML to your contact center provides real-time data and guidance to agents they need to deliver personalized, responsive service.

Use Cases – Amazon guided AI journeys

Analyze conversations to leverage data

Problem:

What more valuable data source do you have than the members' own words? Yet typically, 90%+ contact center interactions occur without review or analysis.

Solution:

Amazon Connect Contact Lens provides conversational analytics to transcribe conversations, analyze sentiment, discover top contact drivers, track agent compliance with policies, and much more.

Benefits:

- Understand how well agents meet expectations for high-quality service.
- Augment agent coaching
- Make smarter decisions with your contact center data.

Increase security and fraud protection

Problem:

Fraudsters are becoming more creative, gaining access to member accounts.

Solution:

Amazon Connect Voice ID uses machine learning to provide real-time caller authentication and fraud risk detection, making voice interactions faster and more secure.

Benefits:

- Reduce fraud and increase security.
- Decrease authentication time.
- Provide convenient, effortless, and secure authentication.

Enhance member experience

Problem:

Agents lose valuable time searching for information to answer member questions. This can lead to inaccurate and rushed answers.

Solution:

Amazon Connect Wisdom uses real-time speech analytics and natural language processing (NLP) to detect issues during calls and provide agents recommendations and answers.

Benefits:

- Faster issue resolution with improved member satisfaction.
- Drive experiences that are more personal, intuitive, and accurate.
- Increase first contact resolution.

Managing deployments and simplifying integration

Deployments

Contact center solutions currently on the market may support large volumes of consumer inquiries and offer robust analytics that allow for custom voice and chat contact flows. However, they can take months or even years to deploy or require additional contractors to install and configure the necessary hardware and software.

Once the system is operational, upgrades, updates, hardware, and facilities need to be managed and paid for. Licensing models can be expensive, forcing you to pay for more licenses than needed, unwanted features, or make long-term contract commitments. They may also require capacity planning and management of complex telephony carrier network integrations.


Amazon Connect provides a unified set of AI and ML-enabled capabilities for managing member and agent experiences – all available with pay-as-you-go pricing.

Integration

Bringing any new system, process, or technology to an enterprise is a project in itself. Workflows within the contact center must be altered; agents must learn and become comfortable with new processes; systems must dovetail smoothly. And it all must happen with minimal downtime.

Amazon Connect provides opportunities to streamline contact center management from several perspectives, including:

- An open platform that integrates with other contact center systems, credit union cores, digital banking solutions, and custom applications for smarter, richer member experiences.
- Provide 24/7 virtual agents for voice and chat for frequently asked questions (FAQs) and authenticated self-service to reduce agent workloads.
- Amazon AI/ML guided journeys to authenticate members provide real-time agent coaching and strategic insights to understand and improve member satisfaction.



About Amazon Connect

Providing easy, intuitive self-service members expect

Using natural interactive voice response (IVR) and interactive chatbots makes engagement fast and easy for members without transferring them or having them wait for an answer.

For example, organizations can use natural language chatbot contact flows with Amazon Lex (which uses the same automatic speech recognition technology that powers Amazon Alexa), saving the expense and time of live agents.

Beyond the immediate experience, Amazon Connect automates member interactions with natural contact flows and skills-based routing to help ensure a smooth member experience. It tracks member sentiment through real-time analytics and gives members the flexibility to return to a chat without losing historical context through asynchronous chat.

Members can start chatting with contact center agents from any of your business applications, web or mobile. The conversation context and transcript can then be shared across agents and channels, no matter where the interaction continues. Or a member can keep working with the same agent across channels, preserving their interaction history resulting in a seamless experience regardless of agent or channel.

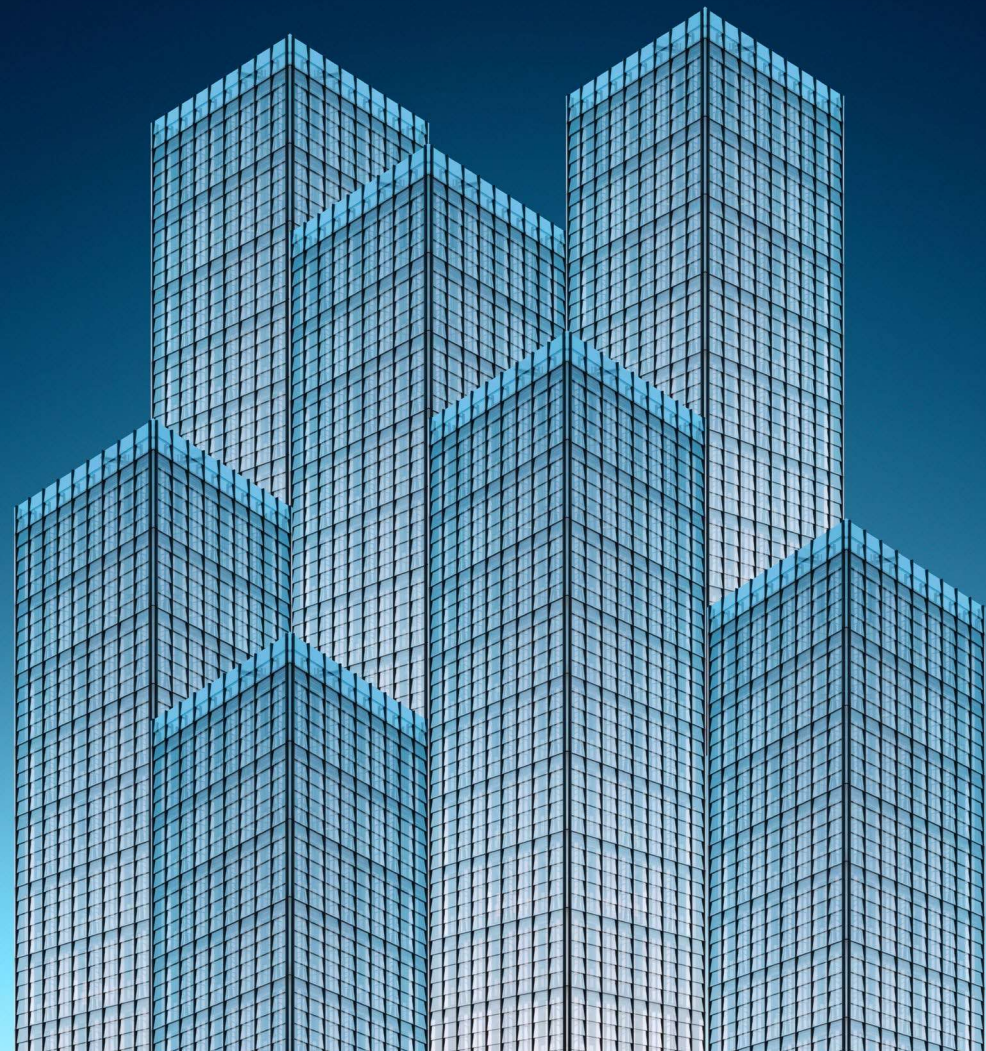
About SoftwareOne

Why work with SoftwareOne?

SoftwareOne redefines how companies build, buy, and manage everything in the cloud. We are an AWS Premier Partner with **extensive financial services experience** and more than 900 certifications. Our CX (credit union) team has implemented over 150 Amazon Connect projects. By helping clients migrate and modernize their workloads and applications using analytics, ML, and AI technologies, SoftwareOne unlocks the business value of technology.

We help IT leaders with their software and cloud purchases and then provide implementation and support--the basis of our real-world commercial advisory. As a technology services provider, we apply these insights when modernizing applications and workloads in cloud-first software-as-a-service (SaaS) environments.

You expect your technology investments to deliver a positive business impact. However, technology doesn't create an impact on its own. It's people who deliver solutions that work.





Jumpstart your member experience journey.

SoftwareOne's Connect QuickStart package can get you up and running on Amazon Connect in as little as six weeks so you can drive immediate value in your contact center.

Want to learn more? Contact us to talk to one of our credit union experts.

Visit softwareone.com or email us at connect.us@softwareone.com to learn more.