



# **Turn every customer contact into a conversation**

Improve customer satisfaction, retention, and  
loyalty with a data-driven contact center.

# Turn CX from a cost center into a profit center with a CCaaS upgrade

Your contact center represents an opportunity to build brand loyalty and reduce customer churn, but only if it's working to meet the expectations of modern customers. Business leaders recognize the value of customer service to their organizations: according to a Harvard Business Review survey, 94% of respondents believe that customer service directly impacts the bottom line, and 91% see it as critical for customer retention. The best way to realize that value is by implementing a data-driven CX solution like Amazon Connect as part of your innovation strategy.

Attentive, fast, and empathetic customer service remains the best way to build brand loyalty and retain happy customers, across a variety of channels. Delivering that level of service presents several challenges:

## Rising call volumes

More than 60% of contact center leaders said their call volumes have increased since 2020. Gartner predicts a further 16% rise in customer interaction volume by 2028. Further complicating the situation, permanent closures of many international contact centers during the COVID-19 pandemic and a tight U.S. labor market hamper your ability to meet these demands.

Self-service tools can direct up to 10% of interactions away from agents, balancing workloads and freeing agents up for urgent or sensitive calls where customers prefer a human agent. But that only fills a portion of the demand gap.

## More channels, more problems

For nearly a decade, Gartner has recommended omnichannel customer experience offerings to build loyalty and trust, yet only 7% of contact centers currently offer omnichannel service that seamlessly transitions customers between channels while preserving interaction data, history, and context for the next agent or system.

<sup>1</sup>Harvard Business Review: Elevating the Value of Customer Service through a Data-Driven Approach, 2023

<sup>2</sup>McKinsey: [The State of Customer Care](#), 2022

<sup>3</sup>Gartner: [Forecast Analysis: Contact Center, Worldwide](#), May 2024

<sup>4</sup>Gartner: [Forecast Analysis: Contact Center, Worldwide](#), May 2024

<sup>5</sup>Gartner: [Prioritize Omnichannel Investments to Ensure Seamless Customer Experience](#)

### Lack of focus on customer connection

According to McKinsey, a customer experience (CX)-led growth strategy can yield significant financial benefits, including:

- Improve customer satisfaction and engagement by 20%-30%.
- Increase cross-sell rates by 15%-25%.
- Boost a company's share of wallet by 5%-10%.

Yet for many organizations, legacy CX infrastructure that lacks advanced data functions bogs down responsiveness.

### Solving for CX

SoftwareOne's Customer Experience team takes a pragmatic, results-driven approach to leveraging Amazon Connect. We start by analyzing your entire customer journey to uncover opportunities for impact. From there, we design tailored Amazon Connect solutions that address key pain points—streamlining customer interactions, enhancing agent productivity, boosting response times, consolidating customer data across channels, and automating support workflows. Beyond implementation, we provide ongoing, proactive augmentation to ensure your solution continues to evolve and deliver measurable business outcomes.

**1****Higher customer satisfaction**

Personalized experiences can improve Net Promoter Scores (NPS) and Customer Satisfaction (CSAT) ratings.

**2****Increased customer loyalty**

Better service can motivate customers to buy more and recommend your brand to others.

**3****Greater operational efficiencies**

Optimized workflows and smarter resource management reduce costs without compromising service quality.

**4****Stronger customer relationships**

Agents empowered with real-time data and insights can deliver more empathetic, human-centered interactions that foster trust.

## Contact center complexity impacts customer trust, agent retention, and business growth

Difficulties locating relevant information, underutilized data, and overwhelmed agents resulting from overly complex contact center systems negatively impact customer engagement.

### Data siloes and a poor customer experience

Contact centers collect vast amounts of customer data, but many fail to appropriately utilize it due to data silos across organizations. Inefficient or disconnected workflows affect at least 40% of contact centers, limiting their ability to respond effectively to customer needs. This results in long wait times and frustrated customers as agents struggle to access contact histories and account data across channels. Implementing a true multichannel CCaaS platform eliminates siloes and promotes easy data access on demand.

### Missed opportunities

Siloed systems don't just impact agent support. They also impact critical decisions.

For example, many contact centers record calls for quality assurance. But they often fail to use this data to spot trends, analyze customer behaviors, or enhance their CX. Not leveraging this wealth of information is leaving low-hanging fruit on the tree. You'll miss out on easy wins and may waste money addressing the wrong issues.

### Staffing shortages and high agent churn

Turnover of up to 50% and increasingly demanding customers strain most contact centers' ability to deliver, affecting both customer and employee engagement. New agents often lack the experience and deep product knowledge needed to solve complex issues quickly and effectively.

The strain of staff shortages also results in overburdened agents. Combined with a trend of increasingly high-conflict customers, this can increase agent churn further, costing you time and money.

### Balancing efficiencies with customer engagement

The key to solving many customer service challenges is to take a strategic, incremental approach focusing on increasing operational efficiency, thereby reducing agent workloads, shortening resolution times, and freeing up agents to focus on high-need customers.



## Drive customer engagement with an advanced contact center platform

As customer expectations evolve, having an advanced contact center platform like Amazon Connect is vital to delivering the personalized experiences your customers require. These solutions aren't just about managing channels or recording calls for QA; they unify all contact center capabilities in a single platform, offering:

- AI-driven voice, SMS, chat, and other digital channels for dynamic interactions.
- In-depth analytics on speech, sentiment, call summaries, and inferred customer feedback.
- Real-time agent assistance to boost service quality and help them find answers quickly.
- Automated interaction scoring to pinpoint agents' strengths and areas for improvement, enabling more targeted coaching.
- In-band customer feedback capture, reducing the need for external surveys.
- Dashboards showing real-time operational and experience data for actionable insights.
- Integration with your existing business intelligence and data tools for streamlined operations.
- Security, data privacy, and scalability without custom development or changes to your IT infrastructure.

Integrated systems and real-time insights—combined with human-centered service—help you deliver an engaging customer experience across all touchpoints.

<sup>6</sup> Deloitte Digital: [A new era of contact center transformation](#), 2024

<sup>7</sup> McKinsey: [Experience-led growth: A new way to create value](#), 2023



# 3 ways advanced contact centers improve customer engagement

## 1. Give customers personalized and consistent omnichannel experiences

Advanced contact centers bring every touchpoint under one roof—including phone, email, social, SMS, and chat. Customers can use their preferred channels and move between them with ease. Real-time, omnichannel data helps agents address concerns quickly to improve customer satisfaction and first-call resolution (FCR) rates.

### The possibilities: Financial services



Banks often have disjointed experiences, where customers must repeat their account details when moving from chat to phone support. An advanced contact center streamlines support so customers can start an inquiry through their website or mobile banking app, pick up the conversation over the phone, and wrap it up with a confirmation email—all without needing to restate their information.

This smooth omnichannel experience can help banks reduce customer complaints, resolve issues faster, and improve FCR rates to increase customer trust and account retention.

## 2. Empower agents to deliver empathetic and proactive support

Amazon Connect gives agents real-time insights about customers so they can infuse more empathy into every conversation. This ability to provide human-centered support creates emotional connections that drive loyalty and trust.

Access to real-time customer data also empowers agents to excel at their jobs. When agents quickly find the insights they need, they can make every interaction more positive. This doesn't just enhance their service—it also boosts morale. Heightened job satisfaction can significantly reduce burnout and lower turnover rates, creating a more motivated and stable workforce.

### Success story: Orange County United Way



211 Orange County is a 24/7 hotline that connects community members with health and human service resources. As call volumes increased, the Orange County United Way wanted to improve its technology and service delivery to keep pace. But, like many nonprofits, it had limited resources to do so.

SoftwareOne's custom-designed Amazon Connect deployment helped 211 Orange County better analyze trends and patterns so its affiliated organizations can provide targeted preventative services. These measures are helping the organization avert crises and save the county millions in social services costs.

A new chatbot function also helps the organization do more with less. It **automates 30%-40% of call traffic**, freeing agents to concentrate on sensitive crisis scenarios.

### 3. Boost efficiencies with smarter resource management and self-service

Amazon Connect's smart forecasting tools predict busy times so you can schedule agents more efficiently, cutting down on wait times and improving your CX.

#### Success story: Ameriflex



Self-service options can also help with resource management. Automated FAQs and chatbots let customers find answers on their own, on demand. These features can free your agents to focus on more complex interactions.

Ameriflex, a leading provider of employee benefits, saw calls spike during open enrollment periods. With Amazon Connect's data analytics, the company learned that customers asked the same questions repeatedly. Ameriflex resolved 40% of all customer inquiries by creating a conversational FAQ bot with five intents that callers could choose from while they wait in queue.



<sup>8</sup> Harvard Business Review: Elevating the Value of Customer Service through a Data-Driven Approach, 2023 Forrester's

<sup>9</sup> [Christina McAllister via Marketplace.](#)

# Improving customer engagement in your contact center: 5 keys to success

## 01

### Start with a targeted problem

Choose one specific problem that will have a big impact when you solve it.

A good starting point is using generative AI to review call transcripts. Identifying common keywords will show you exactly why customers are calling. With the resulting insights, you can refine your available information to address unexpected customer needs.

Another quick win is authenticating customers with voice biometrics, multi-factor authentication (MFA) tools, or by capturing knowledge-based authentication responses while waiting in queue to significantly reduce handle time.

## 02

### Use data to prioritize your investments

Customer interaction data can help you pinpoint where you need to make investments. If customers frequently request password resets, for example, it might be time to make your account recovery process easier. One-click password reset links or biometric logins can reduce account-related support calls.

Customer data can also help improve your products and services. Your customers share their views on your brand, your solutions, and how you compare with your competitors. However, many organizations miss the opportunity to capture and utilize this invaluable feedback. By systematically gathering and analyzing customer insights, you can prioritize investments that enhance your CX and help you outperform the competition.

## 03

### Enlist a cross-functional team

Since the customer experience impacts your entire organization, you need a cross-functional team to oversee it. Invite Marketing, Operations, Finance, and Sales leaders to gain diverse insights that help you prioritize your next steps.

## 04

### Get a platform that will support your future needs

Customer needs and behaviors constantly evolve, so your advanced contact center platform must be agile enough to adapt to new use cases. A flexible platform like Amazon Connect can help you respond to market changes and customer demands.

## 05

### Work with an experienced partner

While some organizations believe they can manage the transition to an advanced contact center platform internally, partnering with an expert will help you innovate effectively within your business landscape and build a strong foundation for long-term success. Amazon Connect Premier Tier partner SoftwareOne can bring deep knowledge and proven frameworks that accelerate your deployment and help your team adapt to new systems without the friction or resistance that plagues up to 45% of agents after adoption.

<sup>10</sup> Gartner via CX Today: [Contact Center Agents Are Avoiding New Tech – Gartner](#)



# Transform your contact center experience with SoftwareOne and Amazon Connect

SoftwareOne's Customer Experience Advisory provides strategy, expertise, and support to help you plan a CCaaS and generative AI deployment that works for your customers, teams, and business—meeting you wherever you are on your cloud and CX journey.

As an Amazon Web Services (AWS) Premier Tier Services Partner, SoftwareOne can help you use [Amazon Connect](#) to gain efficiencies and rapidly scale your customer service capabilities.

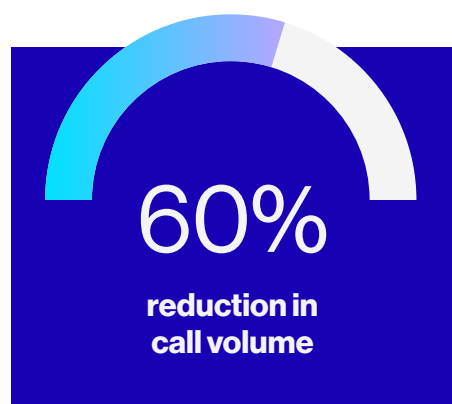
## We help our customers to:

- Assess the customer journey to plan the most effective ways to design and implement contact center innovation.
- Determine the most effective integrations to ensure your CCaaS platform will perform for your team and your customers.
- Integrate Amazon Connect with your existing tools.
- Make the most of Amazon Connect's data analysis and generative AI features.
- Ensure your migration will support your needs now and in the future.
- Find efficiencies so you can free your IT budget for other initiatives.

## Give customers a better experience while lowering contact center costs with Amazon Connect

Amazon Connect is a cloud platform that helps contact centers deliver personalized support, anticipate customer needs, and resolve issues faster. Thousands of companies—with 10 to 10,000+ agents—use it to serve hundreds of millions of customers every day.

The platform's generative AI features can help you predict, manage, and respond to customer needs faster and more efficiently. They also give you deeper insights into customer engagement patterns so you can enhance your contact center services and increase customer loyalty.



<sup>11</sup> AWS: [Accelerate CX innovation at a lower cost](#), 2024

<sup>11</sup> AWS: [Accelerate CX innovation at a lower cost](#), 2024

<sup>11</sup> SoftwareOne: Reimagine the Customer Experience, 2023

Ready for a modern contact center that drives customer engagement?

[Learn More](#)

# About SoftwareOne

SoftwareOne redefines how companies build, buy, and manage everything in the cloud. By helping clients migrate and modernize their workloads and applications using analytics, ML, and AI technologies, SoftwareOne unlocks the business value of technology.

Our adoption-focused approach bridges the gap between the Global Integrators - that outsource your operations, and the small agile practices - that have a limited skill set and relevance to your organization.

The result? We deliver revolutionary results in less time.

SoftwareOne provides a breadth of capabilities with the rapid adoption approach to ensure you realize the value of your investment more quickly and move on to create even greater experiences.

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.

## CONTACT US TODAY

Find out more at

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