

Ready for launch

How Connect provided a video subscription provider with an omnichannel contact centre within 8 weeks

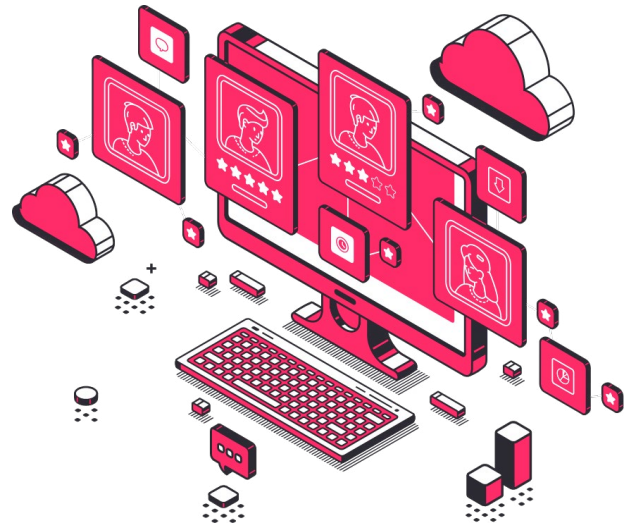


CONNECT

Case study

Overview.

With launch just two months away, this new video subscription service needed to set up its customer support function fast. Connect was appointed to provide a solution built on the Amazon Connect contact centre, that not only offered the features the client wanted but also a flexible pricing model. Every deadline was met, and customers were able to receive the support they needed from day one. Now, the business has renewed its contract with Connect – and one of the parent companies behind the project has opted for a “clone” solution for another part of its business.



Cloud-based
omnichannel
contact centre
**delivered
in 8 weeks**



The business need.

Following a high-profile advertising campaign, a streaming video subscription provider was due to launch to the UK market. Though it aimed to make the service easy to use, it nonetheless needed to ensure that support was available for its new customers, particularly to help them get started with the service.

But with limited capital to invest, and limited information available about the likely demand for support, the provider couldn't justify investing in a traditional contact centre. Instead, with just two months to go before its customer launch, it needed an alternative approach.

Provided a **powerful, intuitive** agent interface

In its request for proposals, the business was clear that it wanted an omnichannel support function, as it expected email and social media to be key channels. It also wanted a solution that could scale easily to meet predicted growth in subscriber numbers and to respond to peaks in demand.

And it needed all of this to be working in eight weeks' time.

Responded effectively to COVID-19, enabling agents to work from home



The solution.

Drawing on its experience as an AWS Select Consulting Partner, Connect recommended putting the Amazon Connect contact centre at the core of the solution. As well as providing the ability to scale up at speed on a technical level, Amazon Connect offers an almost unique pricing model, based on usage rather than agent numbers. For this streaming service, that meant that if demand on the voice channel was low, then so would its costs be.

Connect worked closely with the company's team to map out potential user journeys and ensure that its omnichannel support - including the core information available online - was sufficiently strong that many customers would choose to interact that way. Several web forms were developed to make it easy to send different types of feedback and enquiry.

A third-party solution was chosen to help manage chat, email and social media interactions, organising them by customer rather than by channel. This meant that, once the platform was integrated with the CRM platform, the business's agents would have a single view of each customer's interactions, allowing them to personalise the service offered each time.

Connect also recommended Eleveo for quality management and workforce optimisation.

Despite bringing together different solutions, Connect was able to provide a working beta solution within a matter of weeks. This was then optimised during testing to be ready for the full launch.



Combined Amazon
Connect platform with
third party software for a
best-in-class solution

Outcome.

The subscription streaming service went live on schedule and from the outset the contact centre met all its KPIs, including customer satisfaction. The busiest channels, as predicted, were email and social media, and the solution was comfortably able to manage the volumes. Initially the majority of contacts were support enquiries, but as the months have gone by, the company is now benefiting from a wide range of customer feedback.

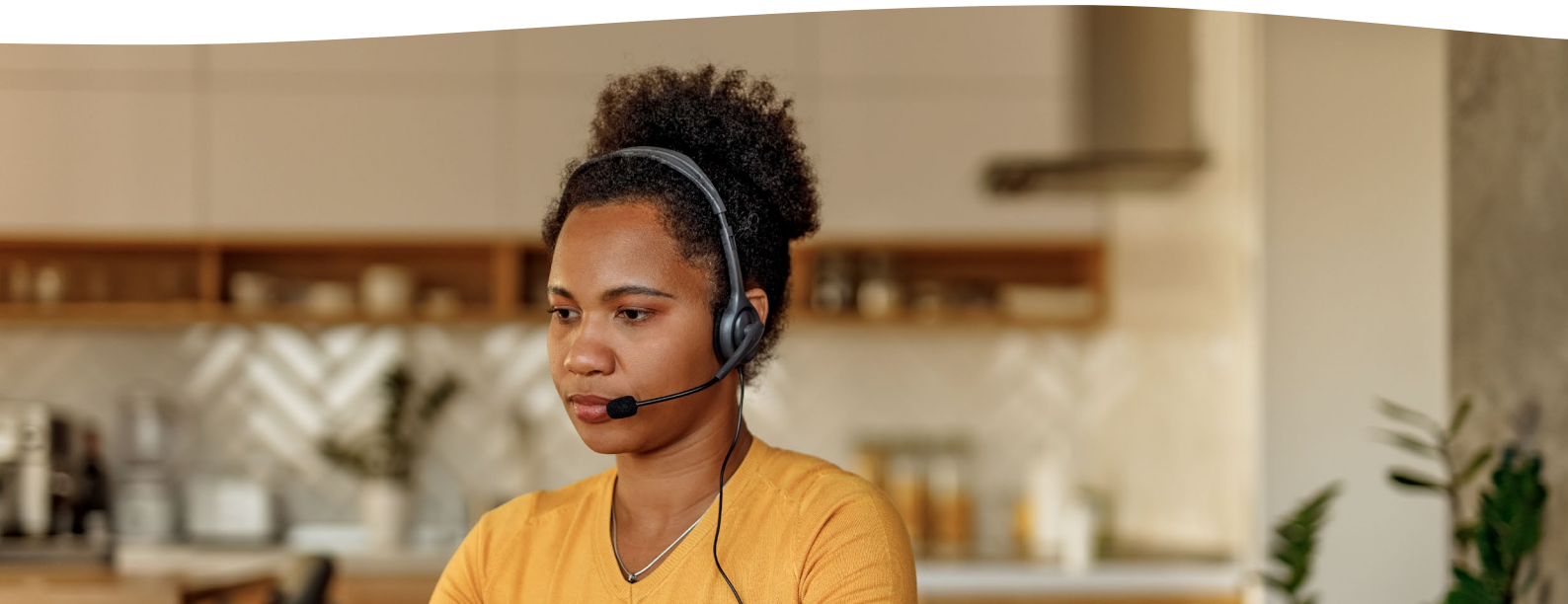
The agents, who are provided by an outsourcer, have found the contact handling interface easy to use, indicating it compares well to other tools they have used. Furthermore, because the Connect solution was fully cloud-based, it could readily be set up to support home working when COVID-19 restrictions made that necessary.

As customer numbers have risen, the solution has scaled up to support a larger team, but equally importantly, it can flex in the short term to meet peaks in demand. The company is now better able to predict these – for instance, when new box sets are made available – and can prepare in advance. A web chat capability has also been added now that demand patterns are more clearly established.

With the solution meeting the client's goals, the contract has been renewed and Connect will continue to support the company.

In a further demonstration of the value of the Connect solution, one of this client's parent companies has also chosen to create a clone of the contact centre to add flexibility to its core customer support operation.

Usage-based pricing supports
growing business



About Connect.

Connect are the independent communications experts who can transform how your organisation communicates - both internally and externally. We deliver solutions and services that join up your employee and customer communications across platforms, across sites and across countries, in three core areas: Contact Centres, Unified Communications and Network Services. We provide simple, elegant solutions to the most complex problems. To find out more visit www.weconnect.tech

About Amazon Connect.

Amazon Connect is an easy-to-use omnichannel cloud contact centre that helps companies provide superior customer service at a lower cost. Today thousands of companies ranging from 10 to tens of thousands of agents use Amazon Connect to serve millions of customers daily.

Connect with us.

To discuss a communications challenge or find out more about our capabilities, get in touch with us today.

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