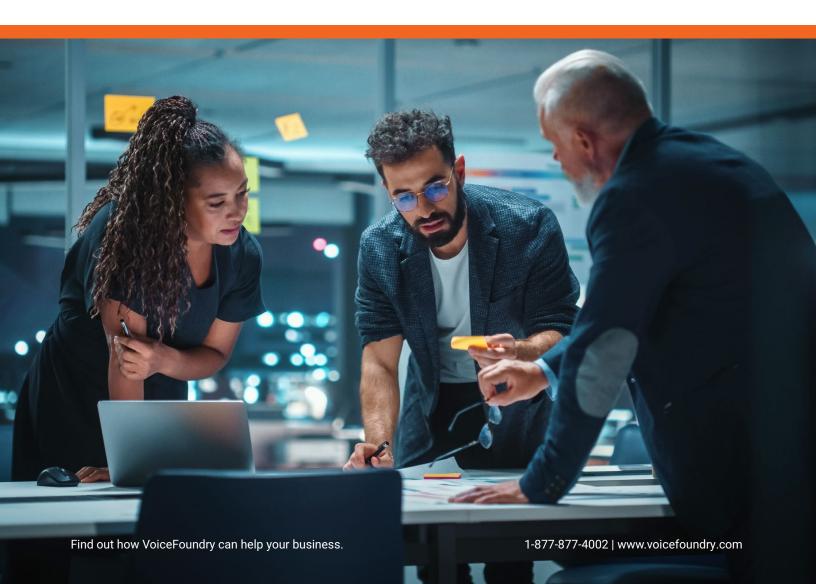# 10 Tips For a Seamless Migration To Amazon Connect

Introduction

When migrating your contact center to the cloud, no two journeys are the same. However, through a multitude of customer migrations, we've found that many similarities among obstacles, solutions, strategies, and successes also exist. We've developed our unique migration methodology around those learnings to make migration a smooth and successful journey for every customer we work with.
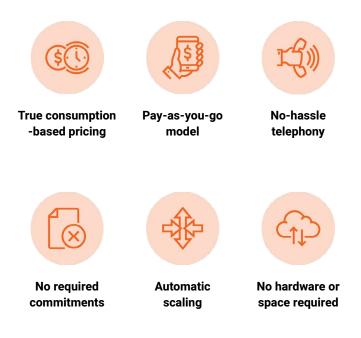
When going through organizational change and migrating a contact center to the cloud, many organizations contend with the same questions: How do I create a solid strategy to migrate my contact center to the cloud? How can I quickly and easily make the transition to the Amazon Connect cloud contact center? What other customer experience (CX) services do I need to take into consideration?

We are here to help make your migration to Amazon Connect nothing less than spectacular. Based on our extensive experience in designing and deploying contact centers on the Amazon Connect platform, we have compiled our top 10 tips for you to consider as you migrate to an Amazon Connect cloud contact center.

01.

Dig into the benefits of Amazon Connect

Amazon Web Services (AWS) is a giant when it comes to delivering technology solutions that support and drive businesses every day. Amazon Connect is the solution for contact centers looking to improve performance, drive productivity, and reduce costs to serve. That said, it's important to understand how Amazon Connect works. Amazon Connect doesn't attempt to rebuild or replace every facet of your contact center but rather helps you rethink the entire approach to customer experience.

The success of Amazon Connect stems from its unparalleled architecture, unmatched pricing model, and truly groundbreaking AI capabilities, like Amazon Lex and Amazon Polly, that save your contact center agents and customers time, energy, and resources.

True consumption -based pricing

Pay-as-you-go model

No-hassle telephony

No required commitments

Automatic scaling

No hardware or space required

02.

Assess your technology and business objectives

Contact centers are constantly evolving and, as a result, can quickly become a complicated mess of multiple vendors, outdated applications, and bolt-on technology. However, it's critical to understand what you have, how it's connected and integrated, and what services could be impacted before introducing new systems. Your technology assessment should align with your business objectives and the experience you hope to provide your customers. Understanding these three areas will help in your assessment of available providers and technology.

Key questions to ask during this phase include:

- How do you envision the experience for your customers when they contact you?

- Is your goal to reduce agent expense? Increase product revenue? Provide reliable internal support? Enable work from home (WFH) agents?

- How frequently are you updating your user interfaces? Does your system understand why your users are calling and do these insights get transmitted to your agents before they answer a call?

- Who in your organization is tasked with managing and supporting ongoing change? Who is empowered to modify, create, and administer key interfaces?

03.

Define your approach to automation

When developing your business objectives, a key component is evaluating how automation is currently used to support customers and agents. Consider call flow integrations to expand the linkages between front-end and back-end systems to streamline agent experiences (computer telephony integration, or CTI), empower agents to serve your callers (workforce management, or WFM), and measure performance across the contact center (reporting). What are some key areas you can enhance or revamp to deliver a better experience for both customers and agents?

Amazon Connect offers unmatched capability by introducing Amazon Lex and Polly into your automated service flow. The innovative solution delivers on Natural Language Interactions (NLI) by harnessing the same technology used by Amazon Alexa, creating a solution that allows people to connect to devices and services in intuitive, humanlike ways.

As you explore automation, your organization should consider these key questions:

- What could we do in our service channels if existing systems weren't holding us back?

- How can we replicate our best human-to-human interactions with technology?

- Could we leverage additional AWS tools to store, mine, and derive insights to create dynamic, accurate service for every customer?

- What is our strategy for proactive outbound communication? Can we better serve our customers by reaching out to them rather than having them reach out to us?

- How are we aligning the other tools we are providing to our customers (e.g., website, mobile app, self-service options) with our customer service strategy? Are they disjointed? Can our agents track behaviors in these systems to better understand why the caller is reaching out?

- Are we assigning profiles to our customers in order to provide tiered service based on the relative value of the customer to the business?

- How are we leveraging easily developed 'bots' to serve specific use cases for our customers? Could 'bots' be deployed more rapidly than macro-overhauls to our existing interactive voice response (IVR)

04.

Explore other AWS services

When developing your vision, evaluate other AWS services that can add value to your bottom line. Adding speech to self-service applications, collaboration to advanced applications, or simply enhancing your reporting and analytics will have a material impact on the servicing costs within your organization. AWS has an extensive portfolio of products that deliver real business results and easily integrate with Amazon Connect services.

Migrating to Amazon Connect will likely offer exciting and ample opportunities for migrating your contact center's support systems to AWS in a way that eliminates traditional barriers around networking and linkages. From database storage and management to real-time analytics using Amazon Kinesis, the possibilities are endless.

Cloud-based contact center transformation with Amazon Connect

The Challenge:
A large financial institution wanted to expand a new line of business and sought a cloud-based contact center solution to support the customer and agent experience within it. They set out to find a highly scalable solution with state-of-the-art features and a pricing model that fit their business objectives. AWS and VoiceFoundry demonstrated the benefits of Amazon Connect, as well as our deep contact center expertise, to deliver a solution that met all their business needs.

The Solution:
VoiceFoundry started with a Proof-of-Concept (POC) with Amazon Connect that was delivered and functional within 30 days of the project's launch. The rapid pace of development, along with the ability to scale, clearly demonstrated the effectiveness of the solution. Providing voice-enabled, self-service capabilities with Amazon Lex allowed customers to automatically check the status of their benefits, claims, and banking payment information all without the involvement of a live agent. The successful POC was soon transitioned into production and resulted in the delivery of services across 300+ seats.

05.

Deliver real business results

As with any technology investment, it's critical to compare the up-front costs of the change with the long-term benefits to your business operations. With a switch to Amazon Connect, businesses gain greater control to more easily make changes that support service initiatives. Plus, AWS continues to roll out new features to provide ongoing value to your business despite changing needs and evolving markets.

The AWS distribution model makes it easy to explore the migration of smaller initiatives that might be on the backlog. Just because your contact center is tightly intertwined and may take a while to untangle doesn't mean that you can't look at focused initiatives that would deliver rapid, immediate business value. Think of opportunities for improvement—like payment card industry (PCI) compliance or a single set of service functions, like checking an order status or changing a pin number—and identify ways to move these applications to Amazon Connect while working on a broader plan for migration. Not only will these endeavors prove worthwhile in learning about the platform, but the rapid deployment capabilities will establish longer-term justification for rapid migration to the cloud.

VoiceFoundry has developed rapid pricing tools to help you realize the TCO and ROI for moving to the Cloud. Ask us how to leverage these pricing models as you build out your business case.

06.

Develop a roadmap
for smooth migration

As with any complex technology undertaking, planning will prove infinitely valuable as your project progresses. Be sure to consider all the different technology areas that are impacted by your contact center platform and verify that you have reviewed not only what they do, but how they work with your other systems. Can your existing outbound system work with Amazon Connect? Can your existing workforce management system work with Amazon Connect? Is your organization prepared to handle code pipelines and automated testing in order to publish and support ongoing technical capabilities?

Some questions worth considering:

•   How do calls get routed in your contact center?

•   Do your agents collect information about each call through a computer telephony integration (CTI) link?

•   How does your existing customer relationship management (CRM) integrate with your existing solution? Are your agents juggling multiple desktop windows for each call?

•   Could you better leverage knowledge-based capabilities like Amazon Kendra to consolidate known information and put it in the hands of your agents easily and efficiently during each call?

•   How many different desktops are your agents juggling throughout a call and how could consolidation reduce the overall average handle time for each interaction?

•   Are your call records integrating with your workforce management systems for agent planning and scheduling?

•   How are you supporting "next best action" capabilities with your agents today? Are you extending known strategies that help more productive agents be more efficient and drive the value of every customer interaction to the maximum extent possible?

Once you have a baseline for your current operations and a vision for where you want to go, you're ready to create a project roadmap. The journey is best laid out in phases and delivered on milestones to prove out the solution as you go versus an all-in-one replacement. Roadmap planning should also include a rollback plan should the implementation not perform as expected, enabling you to revert to your previous system and continue providing consistent customer service.

07.

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Consider the customer experience

When building new applications or implementing new services, envisioning the ultimate customer experience is an integral part of the planning. How the customer will interact with the system and, in turn, whether it will meet their ever-changing expectations for service is important to understand. How have customer interactions evolved from when your existing systems were first implemented? Are more interactions coming from your website now? Spend time documenting the caller experience use cases you want to achieve, regardless of what they look like today. You can set these critical success factors when planning and measuring the performance and success of the migration.

Remember that tangible user-impacting change doesn't necessarily have to be complicated or complex. It can be as simple as improved routing or messaging around an interaction. Simple things like sending a post-call SMS with call details or offering a proactive call-back during a standard wait can make a big impact on your overall service offerings and on your customers' satisfaction. Amazon Connect makes these capabilities simple and easy.

08.

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Prove the concept

For many businesses, getting organizational buy-in to move to the cloud can be a time-consuming and process-laden endeavor. Leveraging Amazon Connect allows businesses to quickly prototype existing features or functions while broader adoption support is being explored.

Some of the most common proof of concepts (POCs) types we encounter are:

• Standing up dedicated service lines for new products or capabilities

• Creating a comprehensive service scenario to link omnichannel interactions, like blending voice and chat

• Rerouting after-hours or overseas calls through more aggressive automation tiers

• Exploring integrations with new enterprise applications not currently synced

POCs are critical when migrating to the cloud. With the cloud, it's as easy as turning on the service and spending a short amount of time in setup and configurations for specific applications. When conducting a POC, it should be done with a minor application and on the live service to ensure it's a real production roll out and aligns with your objectives. This allows you to test your processes for migration without impacting your existing service interaction.

09.

Optimize and measure

Like every good project, start with the end in mind and make sure you realize that user touchpoints must evolve. Toward this end, your ability to gauge, measure, and understand your users' behavior is essential in maintaining your strategic roadmap.

Understanding this concept early will prepare your organization for the ongoing tuning and tweaking necessary for improved CX and performance. As part of your roadmap and objectives, create a checklist of performance factors (automation percentages, containment rates, Net Promoter Scores, agent satisfaction scores, abandonment rates, average handle times, etc.) that will enable you to determine success and identify target areas where additional improvements might be needed.

10.

Establish ongoing support

Ongoing support is a huge factor in selecting new technology and a new provider. Before making a final decision, be sure you understand the support options provided by your cloud provider and its partners for the specific applications you're investing in. While cloud solutions offer the ability to take control and manage costs and changes to your system, it can be helpful to have a trusted partner available and willing to provide backup. A dedicated support partner can provide proactive maintenance and monitoring, new solutions and integrations, and curated resources and training to help things run smoothly on the back end, allowing your agents on the front end to fully focus on the moments that matter with the customers who do.

Choose the right partner for the journey

Migrating an existing contact center to the cloud can be a challenging project with many moving parts. You want a swift, secure, and smooth transition. And once you're in the cloud, you'll need to evolve. Join us on the journey to Amazon Connect and leverage the benefits that VoiceFoundry can bring from our unparalleled experience, methodologies, and best practice approach to cloud migration.

Let us unravel the complexity of migrating your contact center to the cloud and help you create the optimal roadmap for the journey. Our team will help optimize your applications and enable you to quickly achieve your business objectives.

Contact us to start your migration to Amazon Connect today.

https://voicefoundry.com/contact-us/

Contact Us

About VoiceFoundry

VoiceFoundry, a TTEC Digital Company, provides customized contact center solutions that empower our clients to deliver intelligent and dynamic customer experiences across all channels by leveraging AWS. Boasting one of the longest-tenured relationships with the Amazon Connect platform, our expertise is uniquely focused on deploying Amazon Connect and other AWS products and services that enable a seamless customer experience. VoiceFoundry offers migration services, customer experience automation, end-to-end managed and support services, and custom software add-ins such as proprietary connectors to Salesforce and ServiceNow and custom agent desktop interfaces.