



FORRESTER®

Forrester Consulting study analyzes the Total Economic Impact™ of Amazon Connect

Easy to use, omnichannel cloud contact center

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Amazon strives to be earth's most
customer centric company

Amazon Customer Service supports...



Millions
of customers



Dozens
of languages



32
countries

Over 70,000 Customer Service Associates

Products in the marketplace couldn't meet our expectations



Cumbersome
tools



Difficult
integrations



Heavy
professional
services



Hardware,
Telephony
infrastructure,
space



Security,
scalability,
reliability



Complex
pricing

So we built it



Amazon Connect



Easy to use, omnichannel cloud-based contact center service that scales to support businesses of any size

The fastest path to customer service innovation



Skills-based
contact routing



Voice & chat
recording

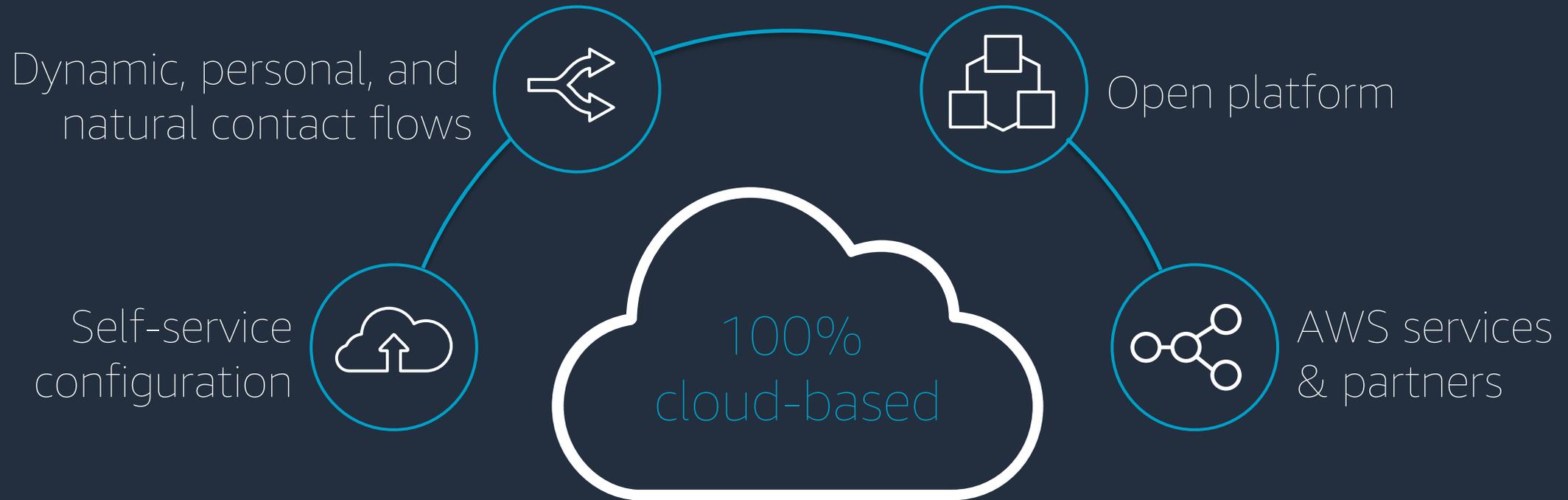


Real-time and
historical analytics



High-quality
voice capability

Amazon Connect differentiators



Pay only for the value delivered to your customers

Market Overview And Trends For The Contact Center

Art Schoeller
VP, Principal Analyst

The customer lifecycle — service as part of the brand promise

Retention:

The likelihood that a customer will **keep existing business with the company**

Enrichment:

The likelihood that a customer will **buy additional products and services from the company**

Loyalty:

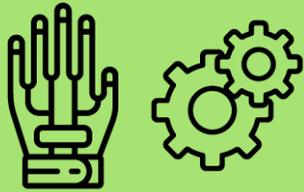
The likelihood that a customer will **recommend the company to others**



The three customer service megatrends for 2020

Fuse AI and agents to drive better experiences

AI is the foundation of customer service operations



- Self-service technologies
- Robotic process automation (RPA)
- Prescriptive AI
- IoT insights
- Robots

AI empowers superagents to focus on work that matters



- Enhanced customer context
- Adaptive experiences
- Collaboration and autonomy

AI transforms the agent workforce

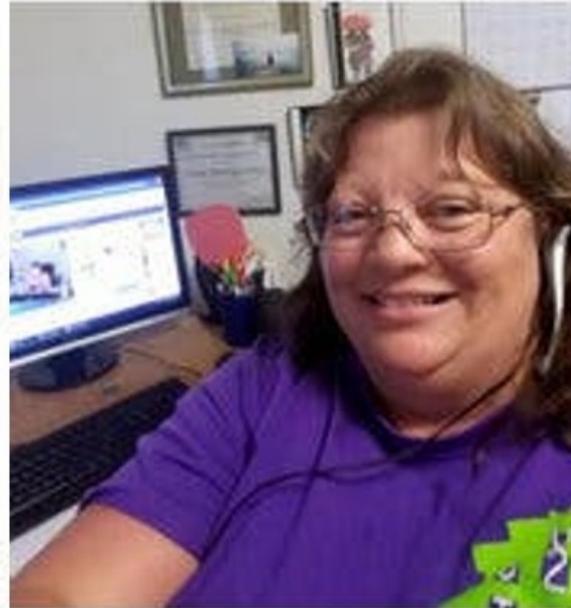


- Staffing practices
- Success measures
- Evolved culture

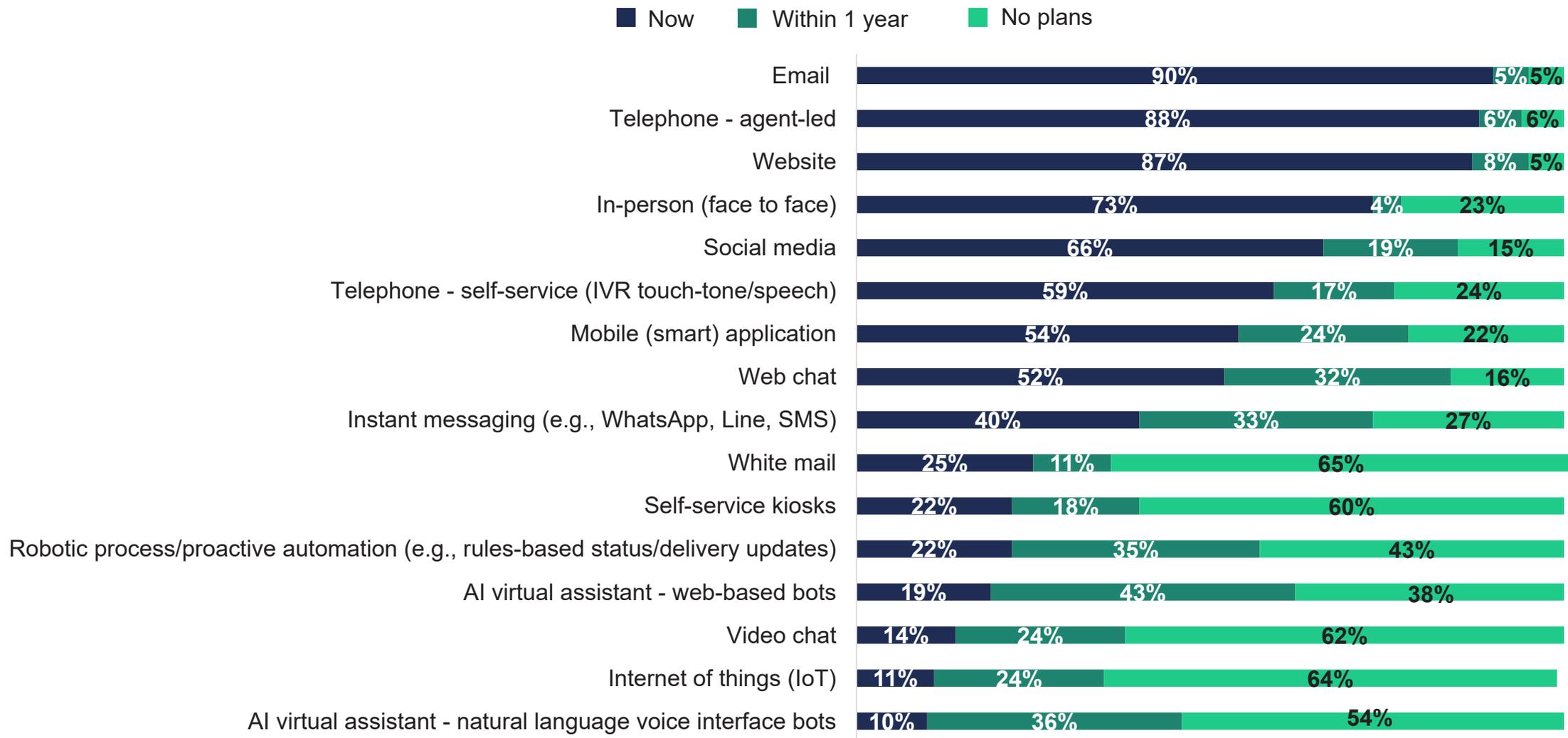
Source: "The Three Customer Service Megatrends In 2020: Fuse AI And Agents To Drive Better Experiences," Forrester Research, Inc., March 19, 2020

Contact center agents — key to delivering on the brand promise

- Increased complexity of contacts
- More judgment, decision making
- Tools continue to be complex
- Lack of context
- Need to uplevel the job requirements



“Which of the following initiatives are likely to be your organization’s top business priorities over the next 12 months?”



Source: “2020 Global Customer Experience Benchmarking Report,” NTT (<https://hello.global.ntt/insights/2020-global-cx-benchmarking-report>)

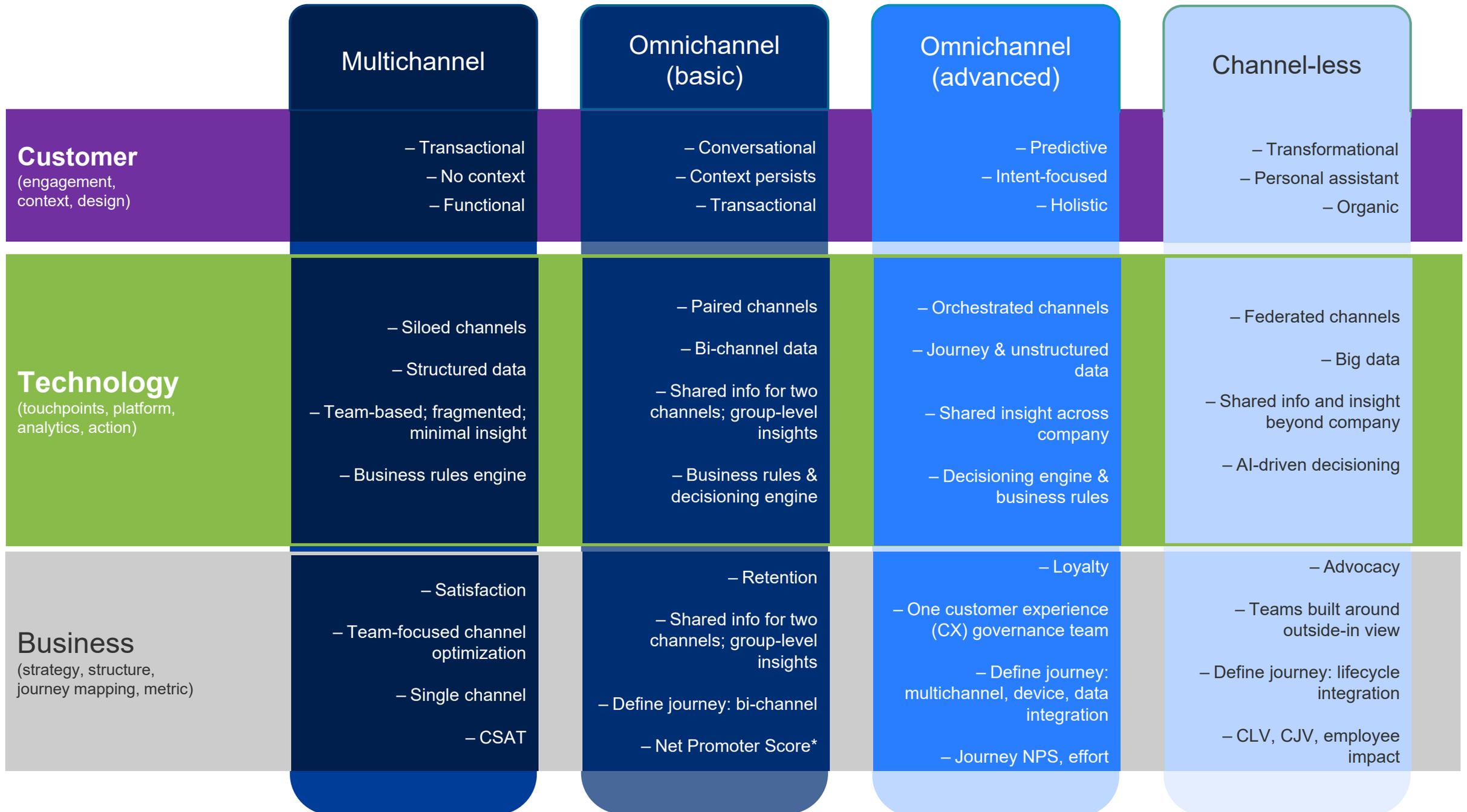
Building a customer-centric contact center — architecture



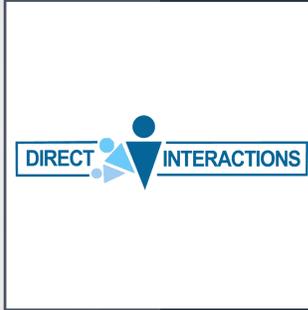
Buy or build? The critical nature of development tools for customer service

Customization criteria:

- Lower cost?
- Availability of resources?
- Differentiation?



Amazon's Perspective On Market Trends For The Contact Center



Empowering agents to work from anywhere

\$27k Monthly savings

20 Minutes to onboard new agents

100% Remote workforce

“Amazon Connect enables us to create job opportunities for people who have a good reason to work from home. To us, that means people with disabilities, military spouses and people in economically depressed areas. The pay-as-you-go pricing allows us to add new agents simply by creating new users in the Amazon Connect console and it helps us save money by doing so. Our agents have found Amazon Connect reliable and we’ve seen a dramatic decrease in agent churn.”

Jonas Nicholson, CEO – Direct Interactions





Scaling to support households in need

500+ Agents

100% Working Remotely

24/7 Availability

"As a fully remote company, we needed a cloud-based soft phone that could easily scale up or down, keep our remote workers connected, and give us the 24/7 availability our clients know us for. Amazon Connect has provided that and more. Amazon Connect easily integrates with our existing systems, and the usage-based pricing accommodates our need for seasonal scalability without financial impact. It was the best choice for both us and our customers."

Natalie Fung, CEO – AnswerConnect



Amazon Connect



Helping to stay connected

Responsive reaction time

Efficient agent onboarding

Automated customer service

Scalability to meet customer demand

The Total Economic Impact Of Amazon Connect

Benjamin Brown

Senior Consultant, Total Economic Impact

Total Economic Impact

TEI™ is a proven, consistent, repeatable methodology to measure and justify the business impact of technology investments

TOTAL ECONOMIC IMPACT



BENEFITS



COSTS



FLEXIBILITY



RISK

Project approach

Forrester took a multistep approach to evaluate the impact of Amazon Connect



Disclosures

The audience should be aware of the following:

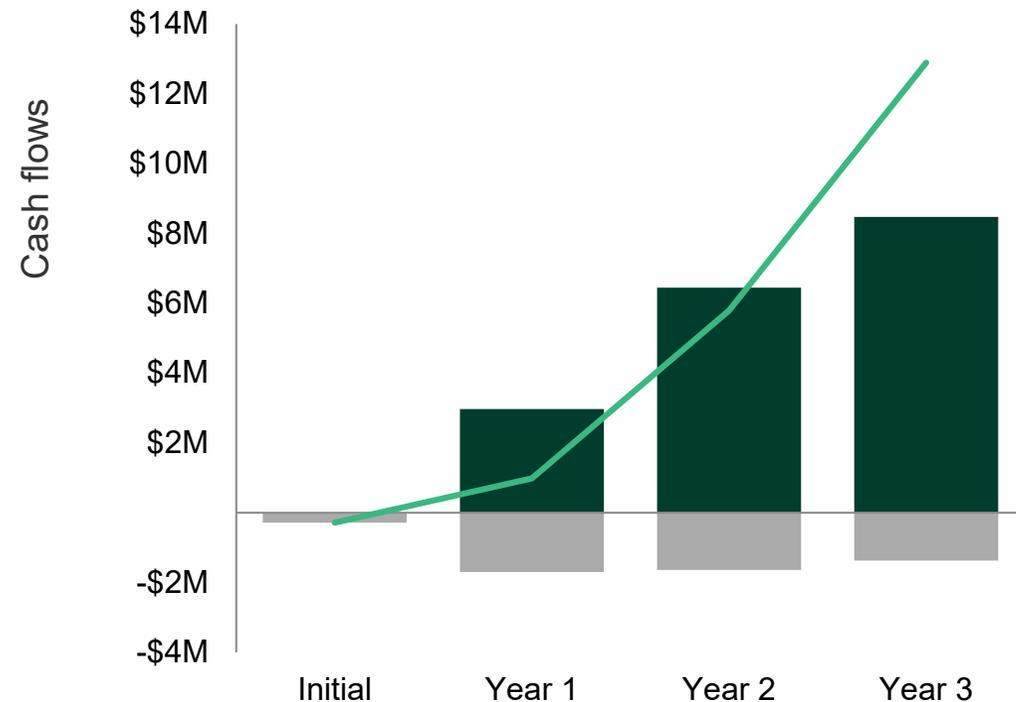
- This document is an abridged webinar version of a full case study (The Total Economic Impact of Amazon Connect, June 2020).
- The study is commissioned by Amazon and delivered by the Forrester Consulting group.
- Forrester makes no assumptions as to the potential return on investment that other organizations will receive. Forrester strongly advises that readers should use their own estimates within the framework provided in the report to determine the appropriateness of an investment in Amazon Connect.
- Amazon reviewed and provided feedback to Forrester, but Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning of the study.
- The customer names for the interviews was provided by Amazon.
- Forrester does not endorse Amazon.

Executive Summary

Three-year impact

Based on an analysis of Amazon customer feedback and quantified benefit, cost, risk, and flexibility factors

■ Total costs ■ Total benefits — Cumulative net benefits



ROI
241%



TOTAL BENEFITS
\$14.4M



NET PRESENT
VALUE (NPV)
\$10.2M

Customer Journey

Forrester interviewed six Amazon Connect customers

Telecommunications – Asia Pacific, technology lead, \$10B+, 300 users

Utility – Asia Pacific, IT operations director, \$100M - \$500M, 500 users

Healthcare services – North America, CIO, \$100 - \$500M, 700 users

Healthcare services – North America, senior director of cloud engineering, \$100 - \$500M, 750 users

Financial services – Global, voice systems engineer, \$1B - \$10B, 750 users

Financial services – Global, senior director, \$25B+, 20,000 users

Customer journey

The interviewees shared experiences from before and after the Amazon Connect investment.

CHALLENGES

- Expensive legacy cloud and on-premises solutions
- Changes took too long.
- Outages are too frequent.
- Interviewees lacked customer sentiment and call trend understanding.
- Expensive integrations with other systems

OBJECTIVES

- Move into the cloud as a software-as-a-service (SaaS) model.
- Deploy and update quickly.
- Reduce total costs and improve cash flow.
- Gain immediate scalability and customization.
- Improve dependability.

VENDOR SELECTION

- Perceived brand trust and reliability from AWS
- Cloud-based service with consumption-based pricing
- Easy and fast DIY deployment
- Extensive ability to scale, customize, and integrate using AWS services

Creating a business case for Amazon Connect

Forrester created a composite organization to convey the aggregate financial analysis.

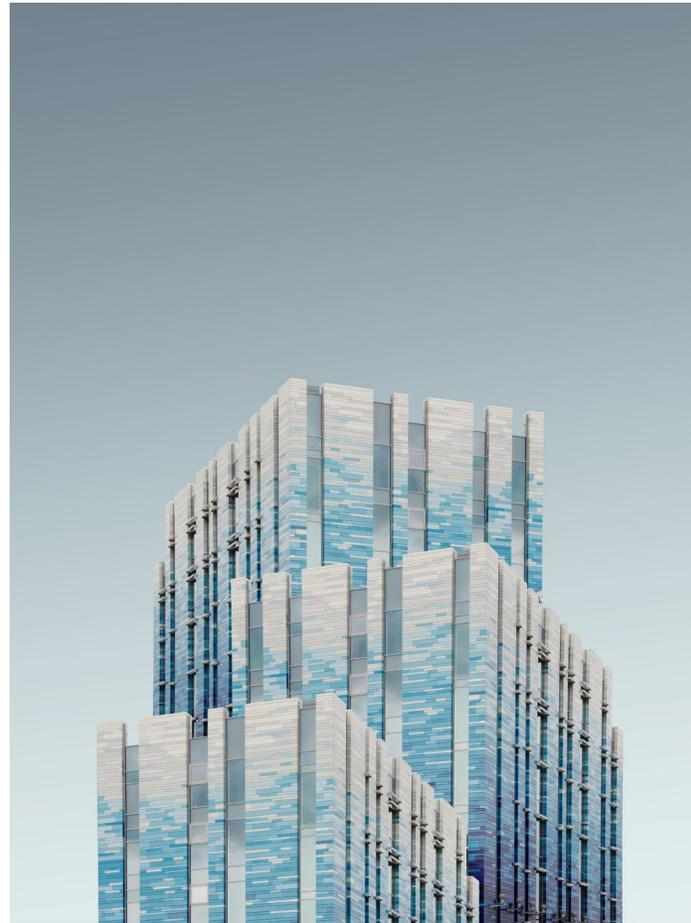
REVENUE

\$500,000,000

EMPLOYEES

600 agent FTEs

50 supervisors



CALL VOLUME

6 million calls per year

AVERAGE HANDLE TIME

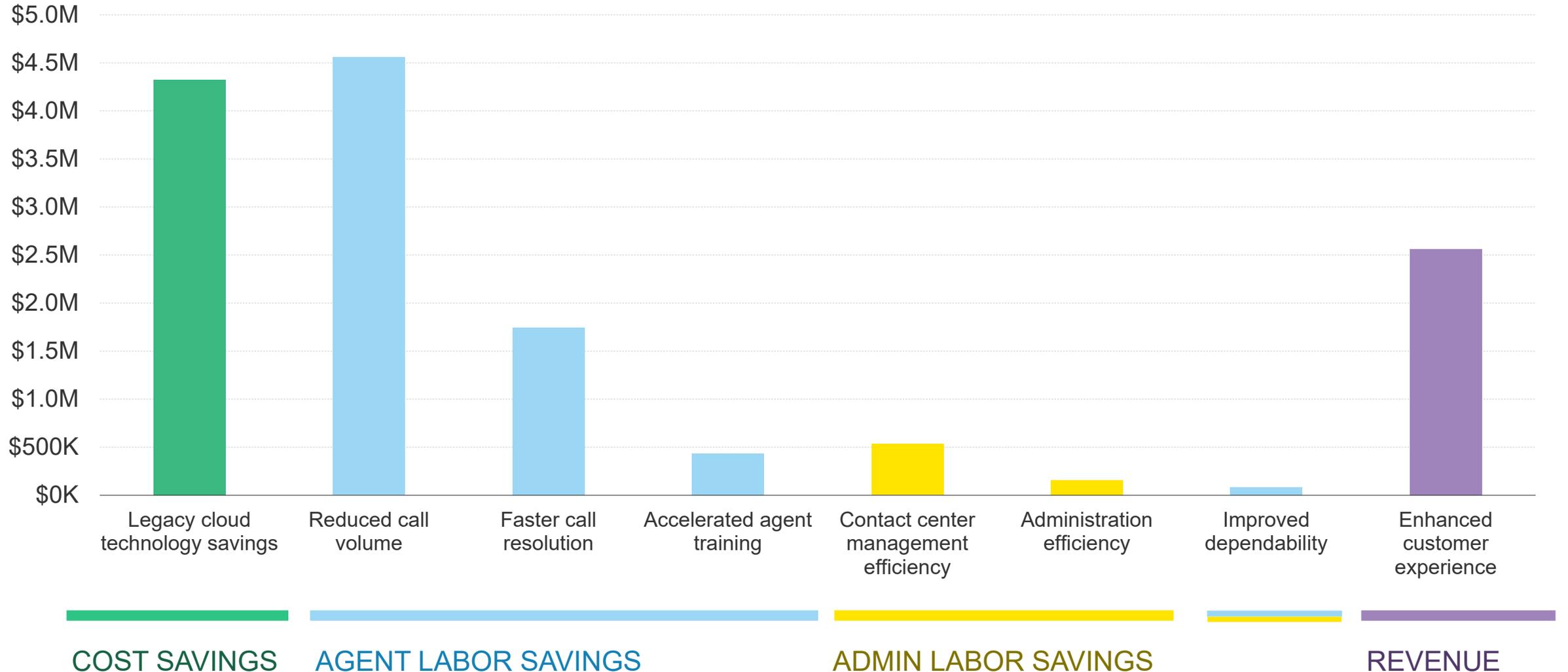
7 minutes

DEPLOYMENT

Replaces a legacy cloud solution with Amazon Connect and AWS services.

Study Results

Three-year total benefits for composite organization



Legacy cloud technology savings

CUSTOMER EXPERIENCE

“Amazon Connect reduced the IT budget by \$2.5 million every year — it was the biggest portion of our budget, and now it isn’t.”

Senior director of cloud engineering, healthcare services

CAPTURING VALUE

950 peak concurrent users

\$187 per user, per month legacy subscription

\$129 per user, per month for Amazon Connect and AWS services*

*This is the estimated per-user equivalent cost of the AWS consumption price model. See the full TEI for a detailed explanation of the cost comparison.

FINANCIAL IMPACT

\$4.3M

Avoided costs

31%

Reduction in annual contact center fees

Amazon Connect reduced costs by 31% for equivalent usage and features — before benefits

User Subscription And Consumption-Based Cost Model Comparison

Category	Legacy solution	Amazon Connect
Peak number of users	950 peak users	950 peak users
Annual call volume	6,000,000 calls	6,000,000 calls
Annual hours of voice usage	<ul style="list-style-type: none"> 700,000 hours connected 400,000 hours IVR and wait time 	<ul style="list-style-type: none"> 700,00 hours connected 400,000 hours IVR and wait time
Core service pricing	\$150 per named peak concurrent user, per month	\$0.018 per minute of voice usage
Additional costs	<ul style="list-style-type: none"> 21% overhead Account-level contracted charges for integrations, recording, and support 	<ul style="list-style-type: none"> 18.1% overhead Usage fees for number of Lex and Lambda calls and gigabytes of S3 call storage
Risk adjustment	↓5%	↑5%
Total risk-adjusted annual cost	\$2,128,095	\$1,473,567
Cost per user, per month	\$186.68	\$129.26
Cost per hour of usage	\$1.93	\$1.34

Reduced call volume

CUSTOMER EXPERIENCE



Agents handled **24% fewer calls** with better routing, IVR self-help, agile IVR updates, and digital improvements informed by AI.

CAPTURING VALUE

2% to 6% increase in first-time fix rate

5% to 10% deflection with better IVR

1% to 8% deflection with AI-informed digital improvements

FINANCIAL IMPACT

\$4.6M

Faster call resolution

CUSTOMER EXPERIENCE

“We’ve been able to avoid rehiring 10% to 15% of our workforce after attrition [with Amazon Connect].”

IT operations director, utility

CAPTURING VALUE

3% to 15% reduction in average handle time (AHT)

Up to 1-minute reduction in AHT, from 7 to 6 minutes

FINANCIAL IMPACT

\$1.7M

Accelerated agent training

CUSTOMER EXPERIENCE



Amazon Connect accelerated agent training by one week.

CAPTURING VALUE

30% agent churn rate for 900 agents

270 new agents onboarded per year

40 hours of training saved per agent

FINANCIAL IMPACT

\$435K

Contact center management efficiency

CUSTOMER EXPERIENCE

“We can see the status of the call center and easily share it across the business. It simplifies workforce planning and management. We can do dynamic workforce planning with our team focused on the big picture.”

IT operations director, utility

CAPTURING VALUE

50 contact center supervisors

4 to 8 hours saved for monitoring, reporting, and planning per week

50% recapture rate for hours saved

FINANCIAL IMPACT

\$533K

Administration efficiency

CUSTOMER EXPERIENCE

“We’re doing fewer operational tasks like managing licenses, T1 trunks, ISDN lines, capacity, redundancy, failover, etc. We used to do constant upgrades and maintenance. A lot of that went away. Now we can be more of an engineering team than an operational team — a team that builds things the business needs.”

Voice systems engineer, financial services

CAPTURING VALUE

40 hours saved per month, per system administrator by decommissioning legacy solution

1,200 recaptured labor hours

FINANCIAL IMPACT

\$156K

Recaptured labor

60%

Reduction in system administration hours

Improved dependability

CUSTOMER EXPERIENCE

Amazon Connect delivered **99.998% to 100% uptime performance**, compared with 99.6% to 99.95% in legacy solutions.



CAPTURING VALUE

18 incidents avoided per year

864 hours saved by agents

40 hours incident remediation avoided by system admins

FINANCIAL IMPACT

\$82K

Enhanced customer experience

CUSTOMER EXPERIENCE

“We have a platform that’s more stable and allows us to connect the customer with the right agent. We can use data to customize flows and screens to help customers as quickly as possible. And then you layer on all the efficiencies, and you have all these building blocks to make the experience better. It definitely improves brand image.”

**Voice systems engineer,
financial services**

CAPTURING VALUE

0% to 2% increased revenue with CX from Amazon Connect

1.5% of annual revenue typically forfeited

5% to 15% avoided refunds, credits, and errors with Amazon Connect

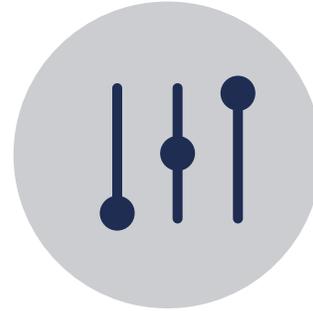
FINANCIAL IMPACT

\$2.6M

There are benefits to using Amazon Connect that the customers couldn't quantify.



Decision making with real-time data, dashboards, and AI insights



Fast and easy deployment



Employee experience for agents, supervisors, admins, and developers

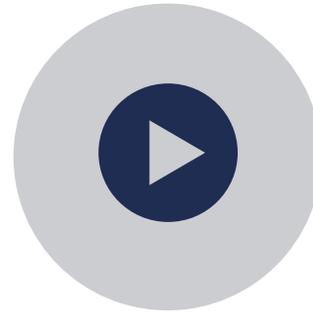


Flexible cash flow scales with consumption

There are benefits to using Amazon Connect that the customers couldn't quantify.



Quickly record prompts and revise workflows.



100% recording capture



Enhanced call, recording, and transcript quality



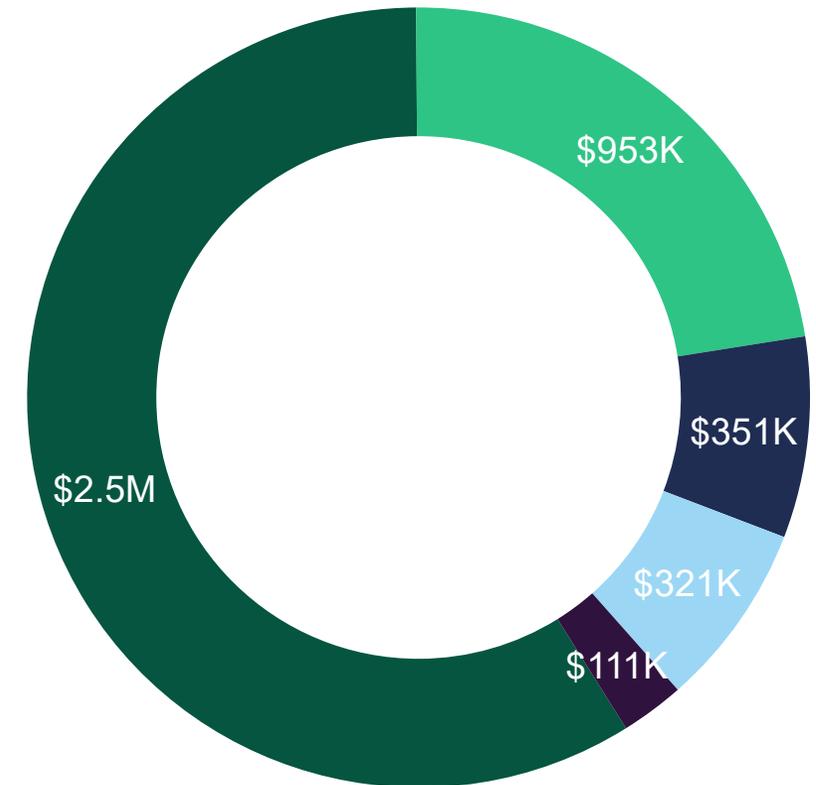
Enhanced platform security, and ability to deploy 2FA and biometric security

Flexibility and business continuity

- Speed of innovation and expansion with AWS
- Eliminate reliance and delays from vendors.
- Lower barrier to work-from-home
- Accommodate significant spikes in call volume, ensure reliability, and adapt to new customer needs with speed.

Three-year, risk-adjusted costs

Incremental cost and effort to implement and use Amazon Connect and AWS services

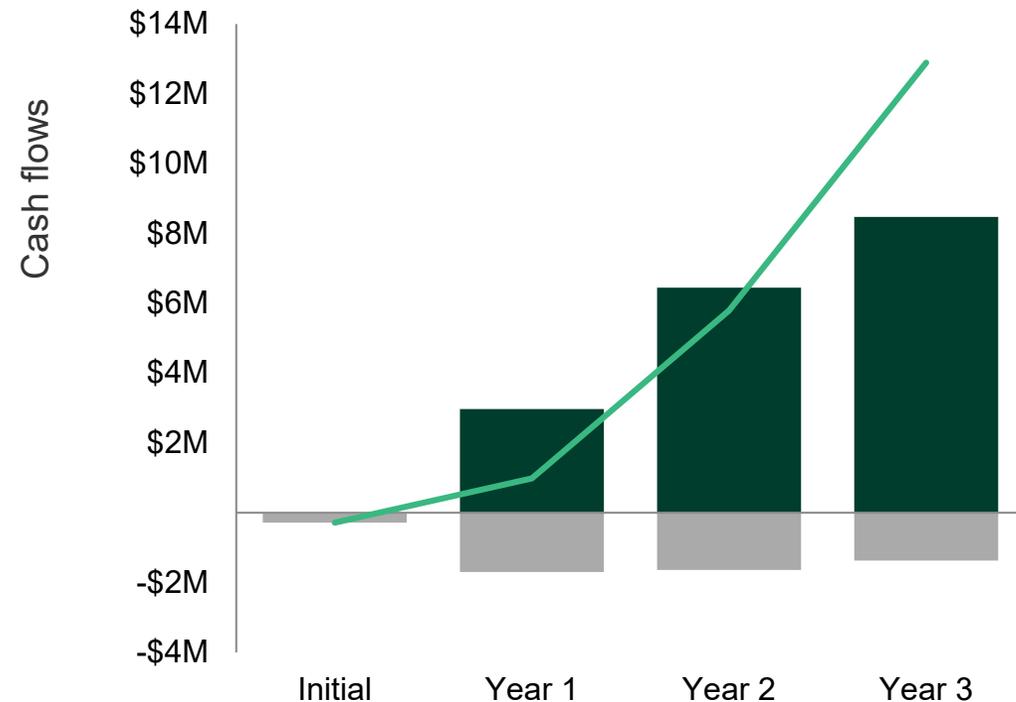


- Amazon Connect and core AWS services
- Contact Lens for Amazon Connect
- Implementation
- Management
- Training

Three-year impact

Based on an analysis of Amazon customer feedback and quantified benefit, cost, risk, and flexibility factors

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ROI
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BENEFITS
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NPV
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Thank you

Download the study at:

https://pages.awscloud.com/Amazon_Connect_Forrester_TEI_Report.html



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