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Create Purpose-Driven Customer Journeys

Elevate experiences through a human + machine model

Customer experience has long been a core contact center focus and responsibility. **Now customer experience *is* your business.** What does it take to design and orchestrate purpose-driven journeys for customers? Companies in the business of delivering great experiences focus on enabling the journeys across three pillars— Experience, Workforce, and Technology—and using proven delivery models and innovation.

CX: Still driving growth?

Customer experience (CX) is the science of orchestrating marketing, sales, and service touch points to prudently and cost-effectively acquire, convert, engage, and retain customers. Focusing on CX has been a winning strategy for growth in the digital era. In fact, 64% of executives who said CX is important to their organization's investment priorities believe their company is more profitable than the companies of their competitors.[1] Artificial intelligence (AI) is emerging as one of the most valuable tools for serving customers, with 75% of customer-service organizations planning to invest in AI or process automation.[2] By 2022, 70% of customer interactions are expected to involve

emerging technologies, such as Machine Learning (ML) applications, chatbots, and mobile messaging.[3] And Gartner predicts that by 2025, 80% of customer-service organizations will have abandoned native mobile apps in favor of messaging.[4]

81%

Brands achieving stagnant growth from CX investments

85%

Elite brands with "stuck" CX scores

65%

Brands achieving a moderate CX score. This was unchanged from 2017 to 2019.

Source: Forrester CX Index 2019

While CX may have been a powerful differentiator in the past, old definitions and models of engagement and service are failing to meet increased customer expectations. Though investment in traditional CX remains necessary, it is increasingly difficult to translate such investments into differentiated returns.

In other words, good CX is now mainstream. To differentiate, you must change how you deliver experiences. And while this trend was already taking shape before COVID-19, the pandemic has amplified and accelerated it.

An experience mindset reset

To grow, organizations must broaden the view of "experience"—shifting focus from simply optimizing customer touch points to reimagining how the entire business delivers purposeful experiences anytime and anywhere.

When experience becomes part of your company ethos, you begin to connect customer journeys with your company mission. You're clear about who you are, what

your purpose is, and why it matters. You create a culture that proactively identifies customer needs and works to provide experiences that reinforce the "why" of your organization. You then add value to customers' lives as a natural extension of your company's expertise.

In short, you become a customer journey-led business to enable your customers to achieve the outcomes that are most important to them. It's an approach that pays off, with businesses of experience leaders outperforming CX-oriented companies by six times in year-on-year profitability growth.[5]

This shift is key to meeting customers' expectations for personalized, omnichannel experiences. It requires you to modernize operations, to transform call centers into contact centers of the future, to aggregate and engineer data from across the front office—and to embed AI throughout.

" Whether you're responsible for supporting sales, customer care, or operations journeys, how can you deliver the amazing experiences your customers crave?

There's no question that AI plays a key role. And yet, 'amazing' doesn't start with technology. 'Amazing' starts with people. Your people will teach your AI and learn from it, too, as you infuse best practices into the tools. They will also be the ones who create your experience solutions, maintain them, and continually improve them.

To deliver amazing experiences, you need a flexible and scalable solution that you can shape according to your needs, that integrates with your existing systems, and that offers the speed and flexibility advantages of the cloud. "

— John Bolze
Senior Managing Director,
Global AI Solutions Lead, Accenture

Becoming journey led

Customer journey-led businesses design, architect, engineer, and scale personalized, omnichannel service experiences. They embrace AI not as a solution to a single challenge but as a transformative force for the entire organization. They reimagine service not as a one-off interaction but a journey that's continuous, conversational, and conclusive. And they seek new service pathways that yield simpler, more satisfying experiences for customers—even when they're addressing more complex tasks.

But while 84% of C-suite executives believe they must leverage AI, 76% struggle with how to scale it.[6] Bringing purpose-driven journeys to life is complex and challenging—but can be significantly simpler when you leverage proven delivery models and technologies.

The power of Amazon Connect and ACE+

Together, Amazon Connect and Accenture's Advanced Customer Engagement+ (ACE+) offer an integrated delivery model for connecting many dots to orchestrate purpose-driven journeys. ACE+ powered by Amazon Connect provides a model for building the three pillars of any successful journey-led business.

EXPERIENCE	WORKFORCE	TECHNOLOGY
Omnichannel Experience by Design	Human + Machine Culture	AI Technology & Platform Enablement

Experience: Omnichannel experience by design

Given customer expectations for personalized and efficient omnichannel experiences, start reimagining customer service not as a one-off interaction but as a journey. These journeys are asynchronous (occurring at different times across multiple days), omnichannel (possible across multiple devices or methods), and conversational (engaging multiple actors). To that end, we architect new customer service pathways using prebuilt, industry-specific solutions that enable complex, personalized, omnichannel journeys—resulting in simpler and more satisfying experiences.

To personalize customer experience, you need data and the ability to make sense of it. For instance, data and analytics connect the touch points and even predict why a customer is calling. When and how can you provide upsell recommendations in which customers find value?

With ACE+ and Amazon Connect:

- **Create personalized experiences** through predictive analytics and machine learning.

- **Preemptively solve** inbound customer service inquiries with predictive intelligence.

- **Increase digital sales** and reduce costs via increased conversion (AI-enabled digital sales), increased cross-sell and upsell, and shorter cycle time.

- **Gain first-call resolution** and decrease call wait times.

ACE+ IN ACTION
Public services company in the US

Due to the COVID-19 pandemic and the early 2020 oil crisis, a public services company experienced an unprecedented surge in new unemployment insurance claims—one that overwhelmed its website and call center. It went from receiving an average of 10,000 claims per week to a peak of over 98,000 online claims in a single day. Using Amazon Lex, the company worked with Accenture to develop a virtual assistant that can understand common text questions and offer a reply much like a human would. Accenture's Advanced Customer Engagement platform merged AI, data, and analytics to help the company refine its processes and improve the customer experience. To date, Larry, the virtual assistant, has assisted over two million of the company's customers and answered over nine million questions. It can now support around 100 questions and 20,000 concurrent users—a 233% increase in capacity from when it was first launched.[7]

" Digital disruption and changing customer expectations have accelerated the need to reinvent sales and service.

With the customer life cycle no longer linear, customers want companies to engage and meet them in their channel of preference and provide relevant interactions that demonstrate an understanding of their needs.

Now is the time to mobilize to an integrated workforce, capitalizing on intelligent data, digital levers, and engagement channels to delight customers.   "

— **Pasquale DeMaio**
General Manager, Amazon Connect

Workforce: Human + machine culture

To deliver next-generation service, we tailor a pre-integrated human + machine operating model that brings together your people, process, data, and AI/ML. This model puts customer insight and intelligence at the core, continuously guiding and improving customer, employee and business performance.

This helps ensure that all customer journeys are handled more efficiently, intelligently, and intuitively. It allows for more complex journeys across days and channels— creating a new experience of partnership with the customer. And it offers opportunities for new skills and roles to manage performance levers that will make self-service and agent experiences more successful.

With ACE+ and Amazon Connect:

- **Leverage cloud to deliver the best** possible experience for both customers and employees.

- **Use AI sentiment analysis** to allow virtual assistants to sift customers' comments to understand customer needs and wants.

- **Provide real-time customer data** and insights to agents to leverage human skills to ascertain the optimal resolution.

- **Cultivate trust** that helps agents upsell or cross-sell with less friction.

Public services company in the US

A public services company in the US serves more than 300,000 customers via its employee retirement system. It handles more than 380,000 calls and 100,000 visits to walk-in centers per year. The company sought to increase its rate of first contact resolution so that customer service representatives can focus time on more complex inquiries.

With ACE+, the company now uses a virtual agent and knowledge base to handle low-value, simpler transactions and Salesforce Service Cloud to streamline case management. In response to the pandemic, they quickly embedded the ACE+ COVID-19 Virtual Agent into its existing AWS cloud environment—enabling queries on COVID-19 to be redirected to the correct agencies.

Technology: Actionable insights through AI

Crafting a human + machine operating model requires a holistic view of use cases, requirements, and technological capabilities. We help you develop a roadmap to an intelligent architecture that prioritizes key customer intents based on value delivered and derived. Interfacing technologies that provide intuitive experiences need to be informed by enabling platforms that integrate data from across the front office.

Together ACE+ and Amazon Connect offer you an intelligent service stack that blends intelligent technologies and cloud with enterprise platforms and a suite of Contact Center Accelerators (see sidebar on page 7) to ensure rich data, maximum efficiency, speed to value, and global scale.

With ACE+ and Amazon Connect:

- **Scale quickly to meet unpredictable demand** without compromising quality or increasing cost.

- **Gain a holistic view** of your customer journey to help inform business decisions.

- **Tap into historical and in-conversation dashboards** and analytics.

- **Access accurate, clean, and cataloged data** to search and provide insightful analytics at a holistic level.

- **Integrate data** from across disparate sources, including external and unstructured data.

- **Leverage pay-as-you-go pricing**, minimizing cost versus the sunk cost of legacy systems.

ACE+ IN ACTION
Fortune 500 financial services company

A financial services company developed a set of transformational initiatives to address customer service scalable contact center models. The company implemented Amazon Connect and Amazon Lex, for voice-to-voice AI. Beyond the benefits of scaling, Amazon Connect and the Accenture accelerators have instilled more measurement points, enhanced the organization's ability to extract and act on those metrics, and created more ways to bring existing data into the mix.

About Amazon Connect

More than a decade ago, Amazon's retail business needed a contact center to give customers personal, dynamic, and natural experiences. Unable to find one that met its needs, Amazon built its own—Amazon Connect—and made it available for all businesses. Today thousands of companies—with teams ranging from ten to tens of thousands of agents—are using Amazon Connect to serve millions of customers daily.

Designed from the ground up to be omnichannel with AI embedded, Amazon Connect provides a seamless experience across voice and chat for customers and agents. It includes a single set of tools covering Skills-Based Routing, task management, powerful real-time and historical analytics, and intuitive management tools. With pay-as-you-go pricing, Amazon Connect simplifies contact center operations, improves agent efficiency, lowers costs, and enables agents to work remotely. In minutes, an organization can set up a contact center that can scale to support millions of customers from the office or as a virtual contact center.

Experience + workforce + technology = outcomes

Powered by Machine Learning with underlying Natural Language Processing and intelligent automation capabilities, ACE+ helps you quickly build and scale the capabilities essential to orchestrating purpose-driven journeys. Backed by ACE+ and Accenture assets, experience, and intent libraries, you can use Amazon Connect to help scale and automate operations while delivering a more intuitive user experience for customers and employees alike.

Beyond that, ACE+ and Amazon Connect make it possible to unlock omnichannel insights from previously untapped data, so you can make informed decisions that improve your bottom line and your customer satisfaction—and take your customer experience to the next level.

Imagine what's possible when you combine Experience, Platform, and Workforce:[8]

- **Revenue growth of 2% to 15%** through increased sales conversion, increased cross-sell/upsell opportunities, and shorter sales cycle time.

- **Service OpEx savings of 10% to 40%** through increased call deflection and left-shifting of operations through less-expensive customer channels, as well as increased agent productivity and performance.

- **Improved experience and 2x to 3x higher net promoter scores**, thanks to better proactive journeys and seamless omnichannel experiences.

ACE+ powered by Amazon Connect and the AWS ecosystem taps into AI's rapidly changing capabilities to evolve your operations into an integrated "digital brain." By running analytics across a variety of internal and external data sources—from call logs to CRM records to search topics—you can uncover insights that inform and improve future customer interactions.

This sophisticated knowledge base can then be used to optimize both virtual assistants and human advisors to make more complex, customer-centric decisions. The result: increasing customer engagement and the power to unlock the full capacity of a human + machine workforce.

Accelerating better experiences

In addition to proven expertise, Accenture offers Contact Center Accelerators to help you leverage the full potential of AWS services, including Amazon Connect:

Unified Agent Portal
This omnichannel, multitenant, cloud-native, serverless product provides consolidated access to voice, chat, email, text messaging, videoconferencing, and reporting. Powered by services native to AWS, including Amazon Connect, these capabilities are essential to providing better customer and agent experiences. In addition, the Unified Agent Portal can integrate with Converse, XaaS, and Artemis, further extending the reusability and consolidation of Accenture's assets.

Contact Center Accelerator (CCA)
With this collection of cloud-native serverless features, agents can use CRM interfaces to access advanced omnichannel experiences within the CRM and powered by AWS. The Contact Center Accelerator integrates tightly with Converse and Artemis to expand the capabilities of the CRM.

Converse
Use this conversational AI low-code/no-code platform to automate creation and management of multilingual digital agents and chatbots while orchestrating integrations with third-party systems across cloud providers.

Artemis
This Accenture accelerator minimizes the time and effort required to set up a data lake. It provides data ingestion and basic curation functionality in a well-defined zonal and secure architecture, enabling fully automated data movement using AWS native services.

XaaS
This journey-orchestration low-code/no-code platform organizes end-to-end solutions powered by digital and analog channels across cloud providers. It is supported by a centralized data foundation store geared toward deriving insights from data collected across all micro-moments within journeys.

Bring your purpose. Begin your journey.

We believe the best companies are in the journey business. They're purpose driven. They're orchestrators of experience. And they excel at delivering experiences that truly set them apart in the market.

Becoming a journey business is a journey too—one that you can accelerate by engaging partners with the right model, expertise, and technologies.

Combined solutions like ACE+ and Amazon Connect from AWS offer you the opportunity to fully leverage the newest capabilities of AI and ML and to create purpose-driven journeys for your customers. Fully integrated and truly omnichannel customer engagement will transform your enterprise from reactive to predictive, driving growth and competitive advantage—and cultivating the next generation of customer loyalty.

Start today by getting in touch with us.

CONTACT US

1 "The Value of Experience: How the C-Suite Values Customer Experience in the Digital Age," *The Economist*.

2 "Top Artificial Intelligence (AI) Predictions for 2020 from IDC and Forrester," *Forbes*.

3 "These Five Emerging Customer Technology Trends Should Inform CIOs' Customer Experience (CX) Strategy," Gartner.

4 "Top Customer Service and Support Predictions for 2021 and Beyond," Gartner.

5 For more research and analysis on business of experience, see "Growth: It Comes Down to Experience".

6 "AI: Built to Scale," Accenture.

7 "Chatbots Help Texas Officials Cope with Flood of Coronavirus Unemployment Claims," *Wall Street Journal*, April 23, 2020.

8 Accenture analysis.