



Amazon Connect in the real world: How we built this at Manulife Canada

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Contact Centre Transformation



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We live our Mission.

Decisions made easier. Lives made better.

Manulife is a leading international financial services group that helps people make their decisions easier and lives better. We operate primarily as John Hancock in the United States and Manulife elsewhere.



Insurance



Group
Benefits



Group
Retirement



Investments



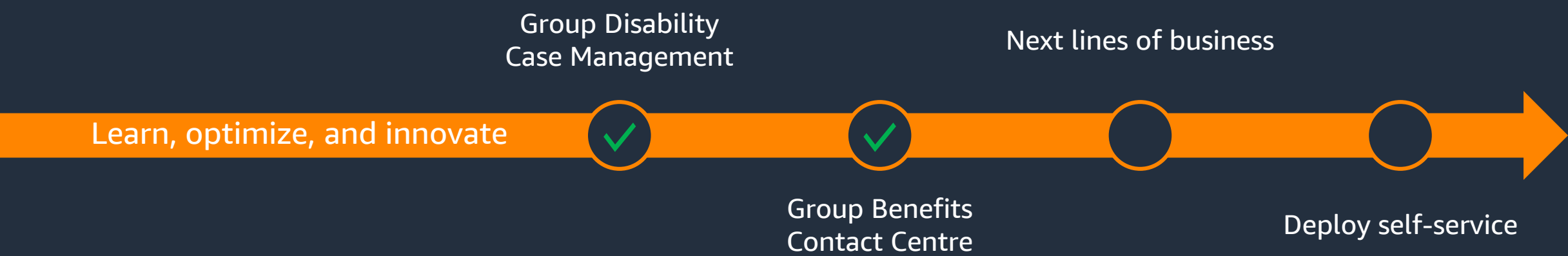
Wealth
Management



Banking

www.manulife.ca

Accelerating contact centre transformation at scale



Enablers

- Agile Foundation
- People, culture, and change
- Infrastructure, networking, telephony, and integrations
- Amazon Connect (routing profiles, contact flows, Amazon Lex), data, report analytics

Modernizing our contact centres

Group Disability Case Management and Group Benefits Contact Centre



~ 2,200 total users

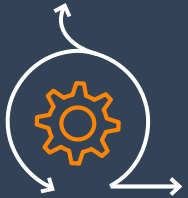


3.9M calls per year

Our teams handle:

- Inquiries from Canadian plan members, plan administrators, and health & dental providers
- Case management support for Canadian plan members on disability

Opportunities with new contact centre technology



Agility



Speed of
innovation



Scalability



One solution



Embedded
AI/ML

Key goals

Improve the customer and agent experience

Simplify contact flows

Reduce caller effort

Deliver efficiency improvements:
consolidate queues, reduce transfers,
provide easier access to
recordings/transcriptions

Operational excellence while modernizing our technology

Move to a scalable cloud-based solution,
integrated with Salesforce Service Cloud

Simplify contact flows, leveraging CRM data

Establish a foundation for
integrating self-serve capabilities

Train our internal squad to be able to
handle future implementations

One team with organizational buy-in and momentum

Partnered with AWS Professional Services to create “one team,” led by our Manulife squad staffed by technical and business resources



12 weeks from start to launch



Agile approach

- ✓ 2-week sprints
- ✓ 1 set of sprint goals for all teams
- ✓ Daily stand-ups, sprint retros, and demos to business teams
- ✓ Non-IT resources handled contact flow builds and configuration

Line of business champions

- ✓ Engaged through regular meetings
- ✓ Feedback through sprint demos
- ✓ Owned key tasks and deliverables
- ✓ Highly involved with user acceptance testing
- ✓ Key points of contact for end users during rollouts

Leveraging the breadth of AWS

Benefit

Decreased total cost of ownership

Improved caller experience

Improved agent experience

Business agility

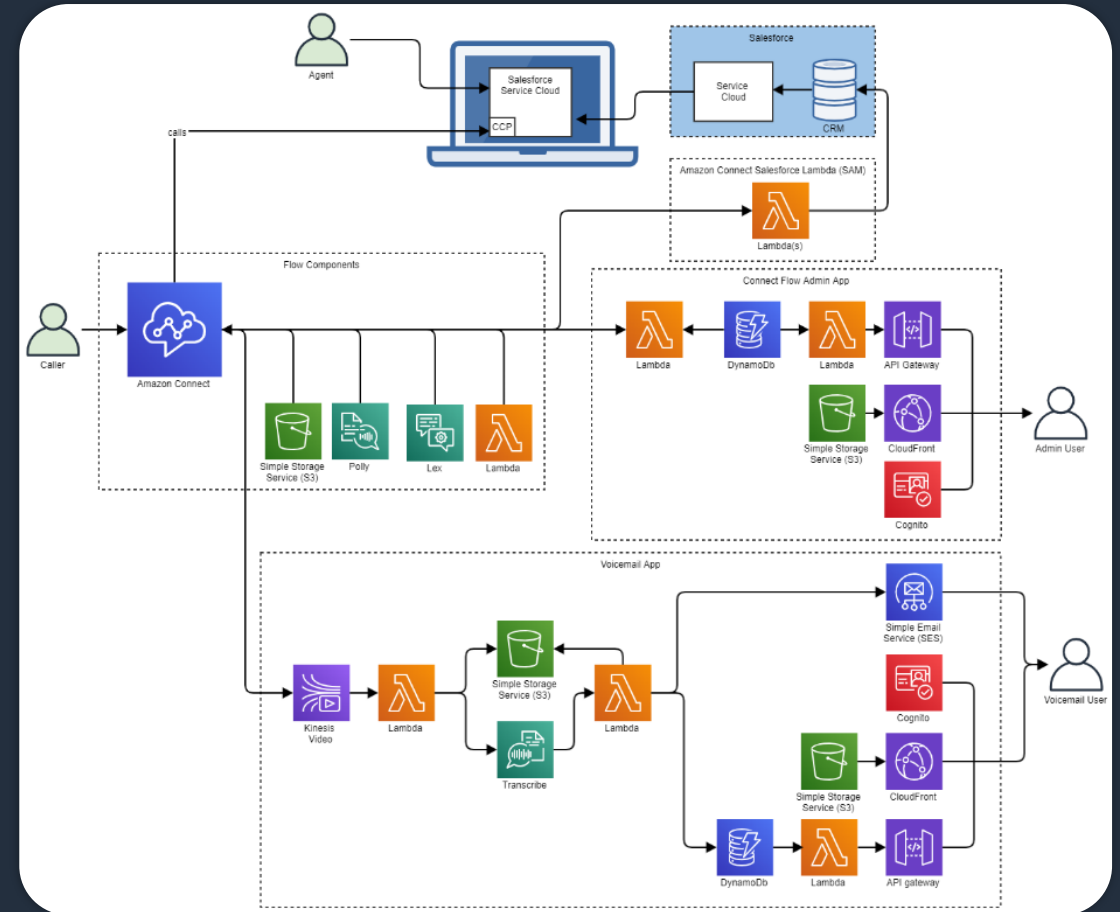
How

Single vendor provides all key capabilities; multi-lingual contact flows; cloud-based implementation

Data driven routing decisions using CRM data

AWS Salesforce CTI Adapter and Amazon Connect Salesforce Lambda SAM modules

Admin application built on AWS to externalize contact flow data



Improved customer and agent experience



Reduced caller
& agent effort

20%

of queues
eliminated

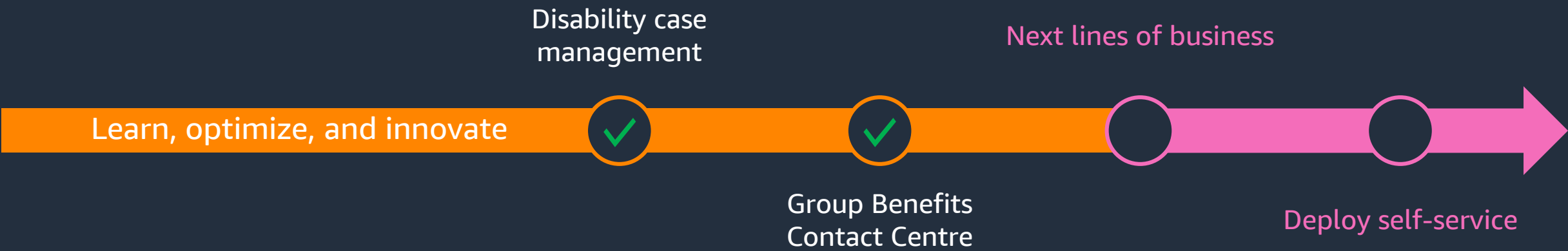
10%

Transfer volume
reduction



Improved
voice quality

What's next for Manulife Canada?



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Manulife

Thank you!

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