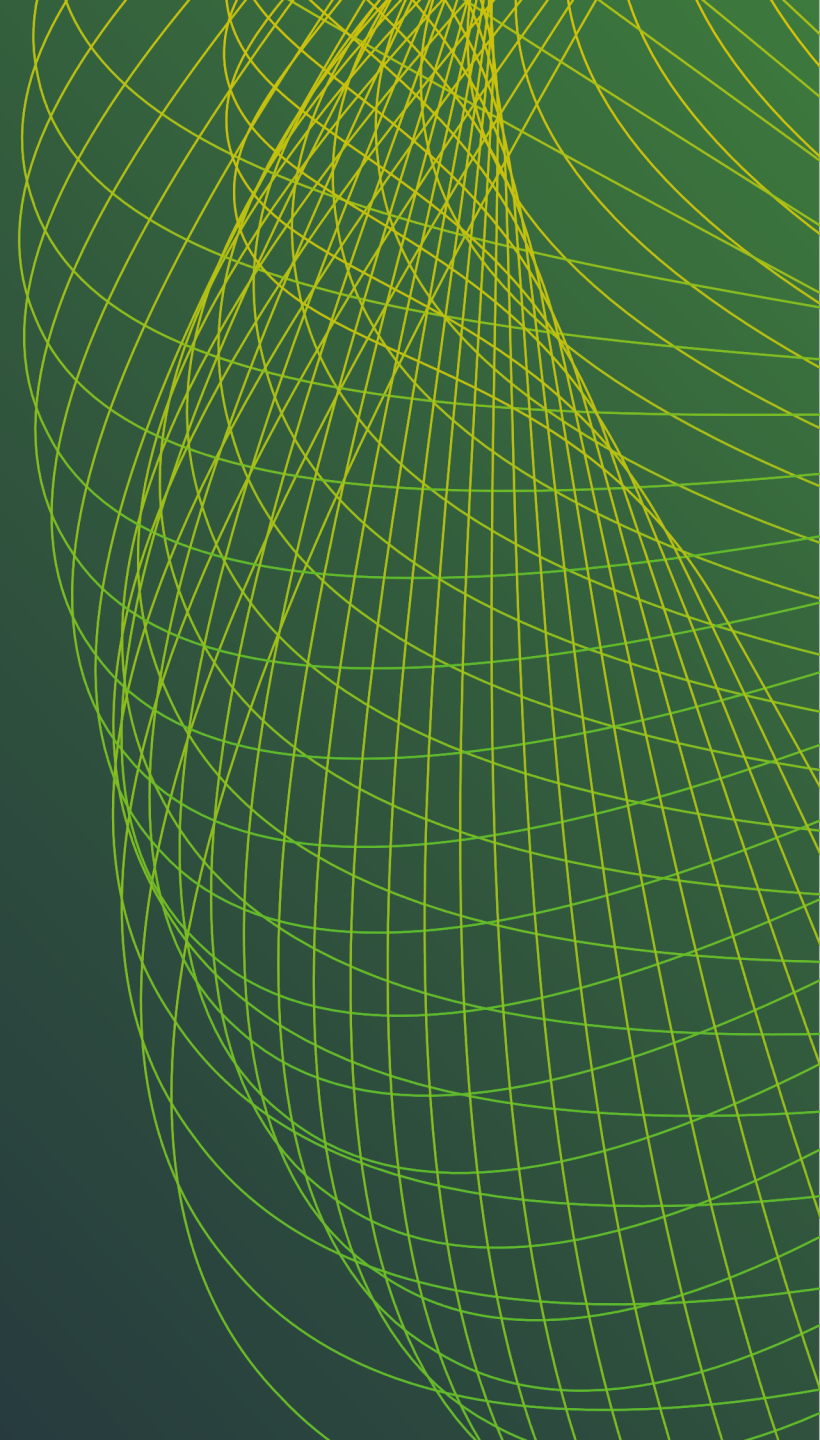




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MAY 4, 2021





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FSI201

Meeting Changing Consumer Expectations

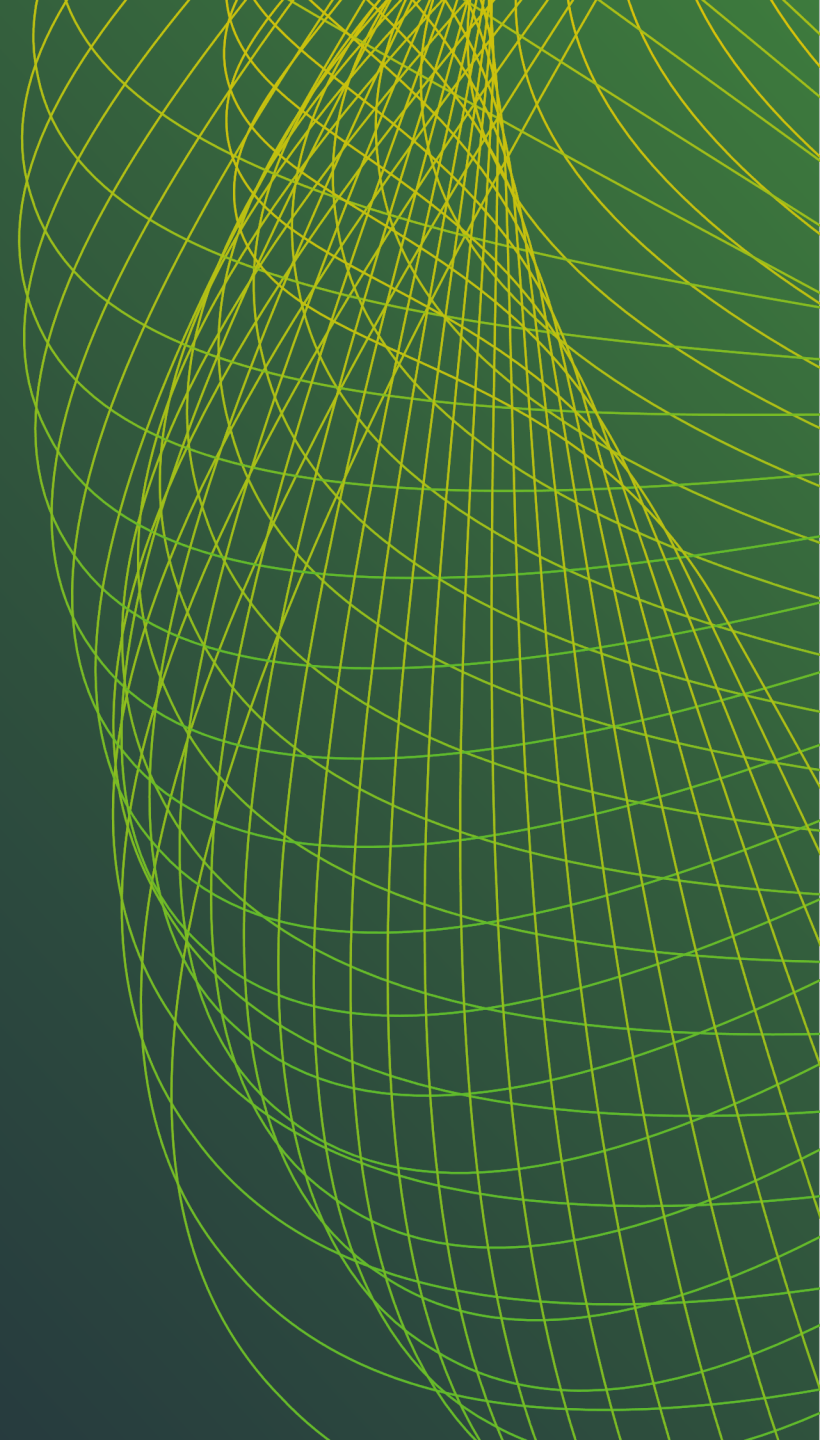
How John Hancock is enhancing the customer and employee experience by modernizing its contact center

Kedar Jalihal

AVP, Principal Product Owner,
Connect and Contact Center
John Hancock Insurance

Shaughn McCluskey

Insurance Specialist
AWS GFSI GTM



Agenda Layout

- ❖ A bit about Amazon Connect
- ❖ A bit about John Hancock
- ❖ The business problem
- ❖ The evaluation process
- ❖ The POC
- ❖ Business outcomes
- ❖ Customer & Agent Benefits
- ❖ Lessons learned
- ❖ Strategy moving forward



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Enhancing the Customer and Employee Experience



Amazon Connect

Easy-to-use omni-channel cloud contact center



A bit about John Hancock Insurance

“ At John Hancock our mission is making decisions easier and lives better for all our customers. But we are equally committed to making a positive impact on the communities where we live and work. ”



\$538.4B

assets under management & administration

\$458M

in core earnings

\$13.9B

wealth & asset management gross flows

\$137M

in life insurance sales

What business problems was John Hancock looking to solve?

- **Poor customer experience:** it was a struggle to connect customers to the right agent
- **Poor agent experience:** multiple applications and tools to juggle
- **An aging, legacy on-premises platform:** high development and maintenance costs



The business was searching for solutions, not IT or Telecom

Evaluation process

The John Hancock Shared Services Contact Center team took it upon themselves to find the best solution. Key criteria required:

- A “future-proof” cloud solution
- Ability for contact center to manage basic changes
- Easy agent/user management
- Ability to allow work from home
- Increase containment within IVR
- Improved customer and agent experience via enhanced routing
- Easy integration with CRM and WFM



The POC

Supported by the Amazon Connect service team, John Hancock started with a small pilot in production for 20 agents:

- VoiceFoundry was introduced to help support the POC
- Up and running within 5 weeks
- The business realized immediate results:
 - Improved audio quality
 - Easy user management



Business outcomes

With the implementation of Amazon Connect in the US, John Hancock realized the following benefits:

- Reduced call center costs
- Chat implemented in a few weeks to help staff impact with Covid-19 volumes
- Reduced Average Handle Time
- Migration to AWS based SaaS model is enabling reduction in cost of telephony support
- Increased containment within IVR
- Improved customer and agent experience via enhanced routing
- Increase in employee engagement score after implementation
- Easy integrations with emerging technologies



Customer Benefits



Customers

- More self-service options
- Great audio quality
- Intelligent agent routing to prior agent/subject matter expert
- New chat option (native to Connect)
- Call back option (native to Connect)

Employee Benefits



Customer Service Agents

- Exciting new, modern cloud solution
- Easy learning curve, faster training on Amazon Connect
- More information at their fingertips
- CSRs feel more involved in feedback loop value as product owners
- Easy-to-monitor contact center performance

“ Amazon Connect really advances our call center capabilities. It truly puts us on the cutting edge in terms of technology. We’re one of the few large insurance companies using something like this today. ”

Tracy Kelly

AVP, Shared Service Contact Center

Lessons learned

- Verify network performance especially for offshore and WFH agents
 - Avoided big bang approach
- Amazon Connect development team built mainly by transferring contact center resources to IT
 - Helped to build better product
 - Better relationship with Operations/Contact Center
- Continued support with VoiceFoundry



Strategy going forward

- Migrate remaining queues in John Hancock to Amazon Connect
- Extend Amazon Connect Live Chat on all websites and portals
- Detect customer issues on live calls using Contact Lens
- QA Automation using Contact Lens





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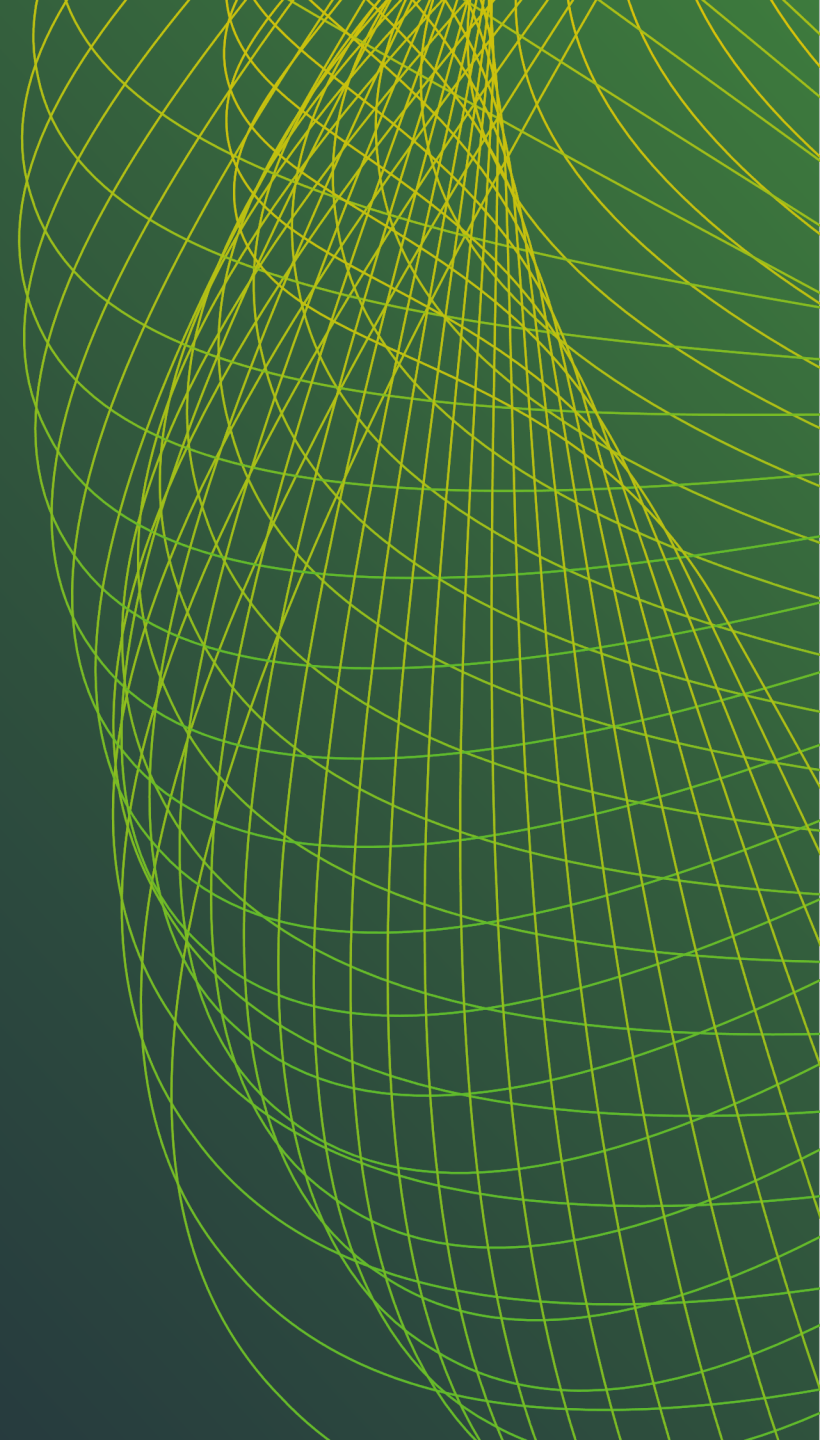
Thank you!

Kedar Jalihal

Kjalihal@jhancock.com

Shaughn McCluskey

mshaugh@amazon.com





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