Transform customer experience and drive growth with Amazon Connect

Implement your ideal contact center supported by Slalom

slalom | **aws**

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Customer experience is key to growing business

Exceptional customer service (CX) is critical for driving growth and differentiation, especially for businesses that depend on customer loyalty to offset acquisition costs and increase customer spend. When companies make it a priority to meet customer needs and preferences, they are likely to be 60 percent more profitable than those that do not.[1] Also, 93 percent of customers are likely to make repeat purchases from companies that offer excellent service.[2] After more than one bad experience, around 73 percent of customers would rather do business with a competitor.[3]

Today, however, contact centers must also play a role in growing business and improving operations through technology transformation. And they are willing to invest in tools and solutions that enable this transformation. Yet, in a 2024 McKinsey study, only 8 percent of North American companies and 5 percent in Africa, Europe, and the Middle East reported CX or operational improvements after adopting new tools and solutions.[4]

The reason for these underwhelming results could be the challenges that also affect your own contact center transformation:

Contact centers must remain fully operational
Contact centers need to be continuously improved without disrupting service.

Resources are constrained
Your IT teams are small and spread across projects, and your customer care teams mainly focus on customer interactions.

Time is limited
Your teams don't have the capacity to deploy, maintain, or adopt complex contact center solutions.

There are budget restrictions
You are being pressured to cut costs and implement solutions that provide immediate value.

Contact center modernization can address these challenges, while increasing customer satisfaction, agility, revenue, and the scale of your business. It begins with a successful transition from on-premises infrastructure to the cloud. This ebook explains the role Amazon Connect can play in your transformation journey and how Slalom can help.

Modernizing your contact center, elevating your CX

Imagine your ideal contact center. It would empower your business to grow, enable self-service for issue resolution, use artificial intelligence (AI) to improve engagement, and provide multiple ways for customers to interact with you through multiple channels like chat, text (SMS), email, phone, web, and more. It would also deliver on key performance indicators (KPIs) and use real-time insights to improve operations and the customer service journey. Not only would it benefit your customers, but it would also benefit your agents, contact center leaders, and your entire organization.

To realize this ideal state, you need a contact center solution that is:

Affordable with scalable and flexible pricing

AI-driven, with AI solutions at the heart of every interaction, making it easy to deliver real-world results, all without requiring extensive technical expertise

Supported by contact center experts who help with smooth transitions, continuous improvement, and success

Amazon Connect can make all this happen, regardless of the number of call center employees in a business. Powered by AI, Amazon Connect is a cloud contact center that supports superior, scalable customer service at a lower cost than other platforms on the market. It can help you grow your business, transform CX, and modernize your contact center so that it benefits:

Your customers

Deliver personalized, efficient, and proactive experiences, meeting customers where they are. In fact, organizations using Amazon Connect with its AI capabilities, like Amazon Q, report an approximately 15-percent increase in customer satisfaction.[5]

Your customer care team

A unified, generative AI-powered workspace for agents with holistic views of the customer reduces customer service complexity and improves productivity, including reducing first-contact resolution rates by 15 percent.[5]

Your contact center leaders

AI-powered analytics and optimization capabilities detect and address issues with customer experience, agent performance, and contact center operations in real time. As a result, contact center leaders can implement initiatives that improve service quality and reduce transfer rates by 50 percent.[6] Coaching insights increase the ease of customer service representatives (CSR) upskilling and volume forecasting that optimizes staffing.

Your organization

The potential real bottom-line value of implementing, scaling, and innovating with Amazon Connect is considerable, including cost savings of 40 percent and a 23-percent increase in sales.[7]

With Amazon Connect, you can transform your contact center quickly and optimize your costs so that you can efficiently deliver an exceptional CX.

Discover why Amazon Connect is right for your business

Amazon Connect benefits all businesses. For those with growth aspirations, these benefits include reduced operational costs, frictionless customer interactions, agent productivity, and insights from customer support data. Here are some other examples of its advantages.

Flexible pricing

Amazon Connect is a pay-as-you-go cloud contact center that puts you in control. There are no required minimum monthly fees, long-term commitments, or upfront license charges. Pricing is not based on peak capacity, agent seats, or maintenance. You can scale up and scale down as your business evolves, and you only pay for what you use. The result? A platform that supports rather than inhibits your growth.

Built-in generative AI

Amazon Connect can help your organization fundamentally reimagine how to build, nurture, and sustain the customer relationships that lead to growth. By using generative AI, your agents can focus on quality customer connection and issue resolution rather than administrative tasks. They can support super-charged self-service experiences that improve the customer experience. Using generative AI, Amazon Connect is paving the way for a future where every customer interaction is an opportunity to delight and foster long-term loyalty.

Built-in generative AI in Amazon Connect

The generative AI features in Amazon Connect include:

Sentiment analysis for understanding customer emotions in real time

Recommended actions that suggest the next best step to help agents deliver faster service

Low-touch, post-contact summaries that free up agent time and focus

Trend analysis that reveals recurring issues affecting customer satisfaction

Agent assistance for resolving customer issues quickly and accurately

Expert guidance from Amazon Connect Partners like Slalom Consulting

Businesses that have made transforming and innovating their contact center experience a part of their business growth strategy must make critical change decisions that affect people, process, operations, and technology. Amazon Connect and its AI features offer you a multitude of options to modernize and fundamentally reshape your CX, while engaging with Amazon Connect Partners can enable you to take full advantage of the platform. Amazon Connect Partners have deep technical experience, proven methodologies, and a demonstrated track record of successful Amazon Connect implementations. Amazon Connect Partners like Slalom Consulting bring the right combination of perspective, expertise, and experience to guide you through the decisions necessary to drive new results.

Let's explore more how a partner like Slalom can help you meet your customer experience goals and business objectives with Amazon Connect.

Amazon Connect Partners get results

Slalom has used its strategic and technical expertise through several Connect implementations across multiple industries and enterprises.

Slalom has the flexibility and resources to help you build your contact center faster. We design engagements that include components that best align with your existing knowledge, resources, and future goals so that you can transform your contact center and customer experience.

Using key Amazon Connect features, Slalom rapidly iterates business process change. We work with you to improve integration, storage, communication, and usability while keeping sensitive data where it belongs and adhering to compliance standards like HIPAA, PCI-DSS, and ISO 2700x.

Slalom is a Premier AWS Partner with:

Over 2,500 certified Amazon Web Services (AWS) practitioners

Depth across a wide variety of AWS services

17 competencies that demonstrate practical and applied expertise, including Amazon Connect Service Delivery Partner Certification for North America

How Slalom helps you realize Amazon Connect benefits

Slalom has delivered hundreds of contact center transformation programs for small, medium, and enterprise organizations. More than 50 Slalom transformation delivery accelerators drive speed and quality across industries. Service modernization with Amazon Connect has led to millions of dollars in value realization and scores of improved customer touchpoints driving loyalty and increased share of wallet. Slalom has seen significant reductions in total cost of ownership, with some clients experiencing up to 70 percent cost savings.

Slalom works with organizations to design solutions that answer questions such as:

- How do we get the most out of Amazon Connect from a cost and capability perspective?

- What service inefficiencies can be rapidly resolved with process reengineering and Amazon Connect capabilities?

- Where should we use AI and automation to reshape customer interactions and agent operations?

- When can I expect ROI?

Modernizing Customer Experience: How Slalom Transformed a Regional Bank's Call Centers

When a regional bank recognized that its aging call center infrastructure was hindering customer experience and driving up costs, it partnered with Slalom to chart a new path forward. In just a few months, Slalom modernized operations by implementing Amazon Connect and building a flexible, automated telebanking solution. By reimagining its technology approach and leveraging cloud-native tools like Amazon Lex and AWS Lambda, the bank not only cut costs but also laid the foundation for long-term agility and innovation.

Key outcomes Slalom delivered for this customer

Replaced legacy systems with a scalable, cloud-based contact center powered by Amazon Connect

Shifted IT structure to a product-focused model for continuous innovation

Deployed a modern IVR using Amazon Lex and AWS Lambda for smarter, automated banking

Boosted agility to quickly adapt to customer needs and future challenges

Delivered lasting impact through lower costs, improved experiences, and future-ready operations

The successful transformation of the regional bank's call center operations demonstrates the power of modern cloud technology to drive meaningful change. By leveraging Slalom's expertise and AWS solutions like Amazon Connect, Amazon Lex, and AWS Lambda, the bank reduced operational costs, enhanced service flexibility, and positioned itself for future innovation. This initiative not only modernized infrastructure but also empowered the internal technology team to sustain and evolve the solution—ensuring long-term value, resilience, and a better experience for both customers and employees.

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Slalom: Moving contact centers from cost to value centers

Slalom is a trusted leader in cloud-based contact center transformations. Using deep expertise in the business of customer care delivery and Amazon Connect, we help organizations modernize their customer service operations. Our approach integrates strategic consulting, cutting-edge technology, and human-centered design. Using this approach, we create scalable, resilient, and intelligent contact centers that, instead of being viewed as cost centers, drive measurable customer value.

Meeting you where you are

From pre-launch consultation and service model design to implementation of services and phased rollouts of new features to ongoing change management and optimization, Slalom can support your modern contact center throughout. With these services, Slalom will help your business achieve improved customer experience results and contact center performance, regardless of where your organization is on your journey.

Simplifying and accelerating migration to the cloud

Slalom reduces Amazon Connect implementation time and risk when compared to learning and building everything internally from scratch. When evaluating solutions, Slalom architects rely on their considerable knowledge around deploying complete voice and chat solutions using only AWS technologies, like Amazon Connect and Amazon Lex. Likewise, Slalom experts can offer dozens of pre-built accelerators that can be plugged in to increase productivity and provide a robust agent and customer experience. They will help demystify the various options and recommend the right solution.

Strengthening customer journeys with AI

Slalom can offer its experience in defining new customer journeys and building AI-driven, omnichannel engagement functionality, seamlessly integrating voice, chat, email, and social through Amazon Connect. AI-powered self-service solutions—such as chatbots, conversational AI, and intelligent IVR—automate inquiries, reduce call volume, and improve containment rates, freeing agents for high-value interactions regardless of where your organization is on its AI realization roadmap.

Next steps in your contact center journey

Slalom offers a broad range of services to enable contact center modernization with Amazon Connect. Slalom can help with defining, designing, building, implementing, stabilizing, and improving:

- **Agent and customer experiences**

- **AI solutioning and design**

- **Amazon Connect and AWS design and implementation**

- **Service operations excellence**

- **Change management and training**

- **Service model design**

- **Service strategy and road mapping**

- **Technology assessment and optimization**

Learn more about Slalom's contact center transformation or talk to us.
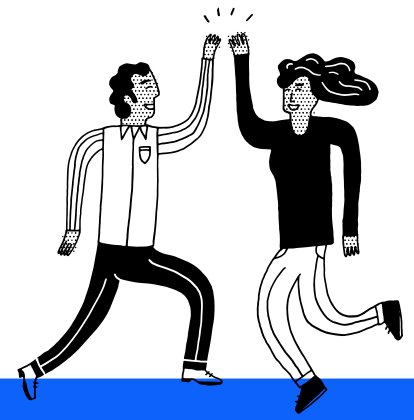
Together, Amazon Connect and Slalom can deliver a cloud contact center solution that supports your vision for new customer innovation and improved business results.

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