



Cloud
Interact

A New Chapter in Customer Service Transformation: Laying the Foundation for Long-Term Success

Transforming a contact centre is no small task. It requires expertise, reliability, and a deep understanding of a business's unique challenges. That's why a leading online healthcare provider turned to us to lay the foundation for their next chapter. With a shared commitment to driving efficiency and improving customer outcomes, this partnership is built on the core principles of CloudInteract's Trust Equation: Credibility, Reliability and Intimacy.

This story is just the beginning of a transformational journey, powered by Apollo, our data intelligence solution, and Amazon Connect's cutting-edge capabilities.

Starting the Journey: Understanding the Challenges

When this healthcare provider approached us, they were seeking more than a quick fix. They needed a partner to guide them through a complete operational overhaul, starting with understanding their pain points:

- **High Call Volumes:** Handling over **3,800 calls per month** in their top three queues, they lacked the tools to analyse and optimise interactions.
- **Manual Processes:** Workforce management relied on tools like Google Sheets, and agents were burdened with repetitive tasks like transcription and customer identification.
- **Data Silos:** With no **Customer Profiles** integration, they couldn't connect calls or messages to individual cases, missing opportunities for personalisation.
- **Missed Opportunities for Automation:** Key Amazon Connect features like Contact Lens and Quality Management were either underutilised or missing entirely.



The Apollo Solution: Bringing a Foundation for Success

This partnership began with a detailed proof of concept to demonstrate how Apollo, combined with Amazon Connect, could transform their contact centre. Early wins include:

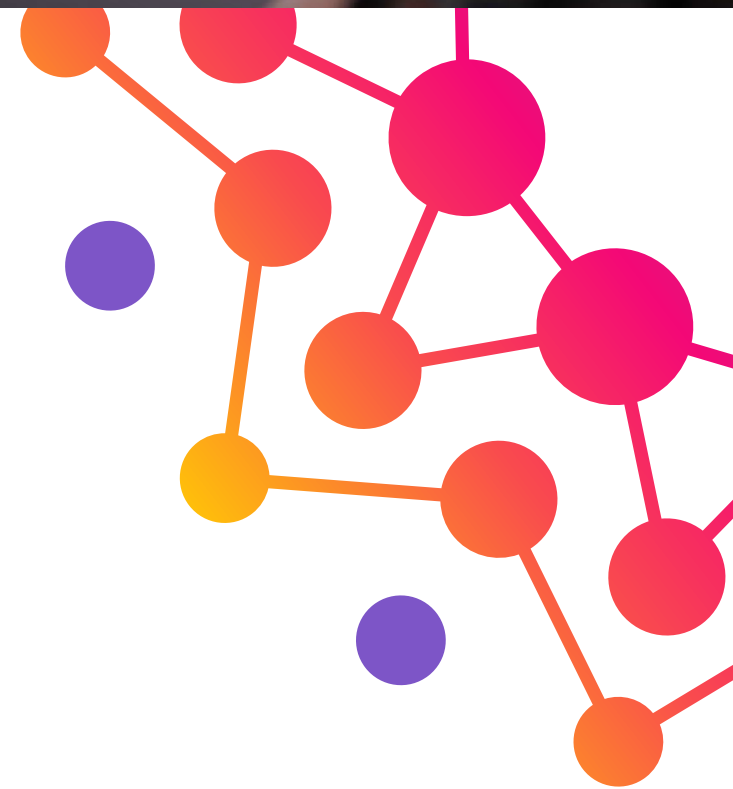
- **Credibility:** Activating **Contact Lens** has allowed us to provide actionable insights into call sentiment, revealing inefficiencies in handling routine enquiries and laying the groundwork for future automation.
- **Reliability:** By enabling transcription and real-time analysis of their **720 monthly minutes of voice interactions**, we're already uncovering patterns to guide their strategy.
- **Intimacy:** Our collaborative approach has focused on deeply understanding their needs, whether integrating **Customer Profiles** for personalised support or streamlining processes for agents.

From the start, we've prioritised their success, focusing on automating tasks, reducing costs, and improving service - demonstrating measurable value even in the project's early days.

Laying the Groundwork: Immediate Focus Areas

The journey has just begun, but the path ahead is clear. Over the coming weeks, we'll:

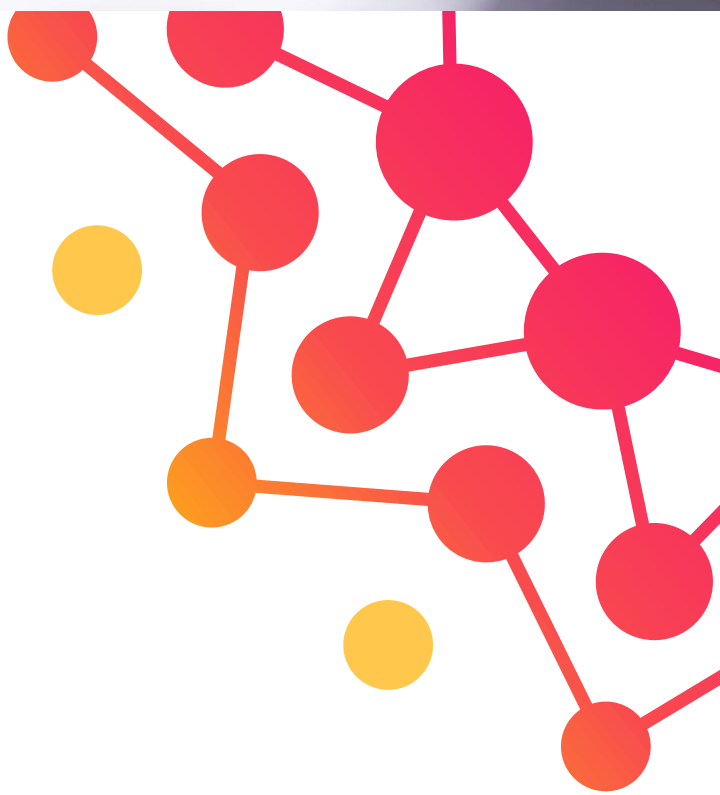
- **Deepen Automation:** Leverage Amazon Bedrock's GenAI capabilities to automate repetitive tasks like call categorisation and customer authentication.
- **Enhance Workforce Management:** Replace manual rostering with Amazon Connect's tools to improve efficiency and forecasting.
- **Provide Actionable Insights:** Continue analysing call and message data to pinpoint opportunities for efficiency gains and improved customer satisfaction.





Why This Partnership Works

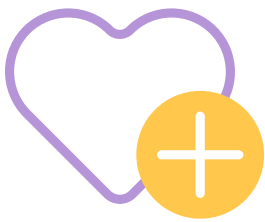
This collaboration reflects the principles that drive every CloudInteract project:



Credibility: Our expertise in Amazon Connect and Apollo is unlocking opportunities that were previously out of reach.



Reliability: Early results are delivering on our promise to provide measurable value, with automation opportunities already identified.



Intimacy: We’ve taken the time to understand their unique needs, ensuring every solution aligns with their goals.



Self-Interest in Check: The focus remains firmly on creating long-term success for their contact centre, not just delivering a one-time solution.

Looking Ahead

This is more than a project - it’s the start of a long-term partnership, where every step builds toward a shared vision of operational excellence. With Apollo as the foundation and Amazon Connect’s advanced capabilities, this healthcare provider is positioned to achieve sustainable growth, enhanced customer satisfaction, and lasting success.

Together, we’re shaping the future of their contact centre - one step at a time.

