



Cloud Interact



When extraordinary minds face challenges, Pearson turns to CloudInteract for solutions



Dedicated to shaping the future of learning through innovation, Pearson Plc fosters the collaboration of leading minds, driven by a commitment to excellence and impact.

This is a place where extraordinary partnerships are formed, tailored for those who seek a long-term, strategic relationship that meets the ever-evolving demands and ambitions of lifelong learning.

Pearson creates experiences that help over 160 million users worldwide realise their aspirations. Whether it's advancing in their careers, excelling in their education, achieving academic success, or mastering a new language, Pearson supports individuals in their continuous journey of growth and discovery.

This was not the place for ordinary, this was not the place for a supplier, this was the place for a long-term, strategic partnership that could match the constant demands and ambitions exhibited every single day.

The Struggle

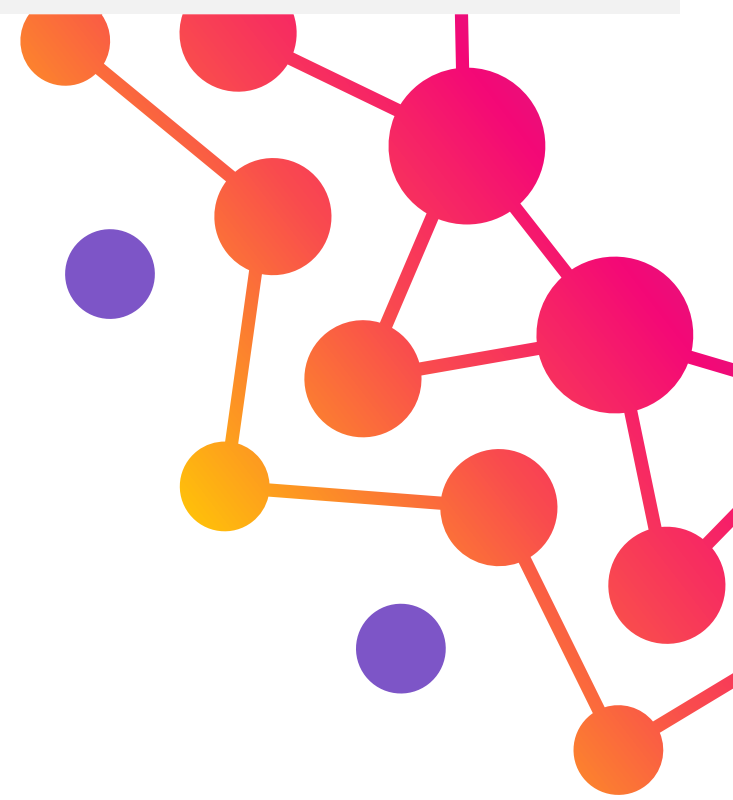
As a leader in education, Pearson felt the weight of serving diverse learning needs, from traditional education to workplace skills and non-academic learning. However, their legacy contact centre platform was failing to deliver the instant, accurate, and personalised service their customers required.

Locked into a rigid licence agreement, Pearson struggled with slow development cycles, high costs, and the inability to scale efficiently during peak times. This not only risked customer loyalty but also stifled innovation and growth.



“We are thrilled to manage over 80 million minutes of voice calls with a predicted 20% reduction in our agent workforce. By enabling simple questions to be answered by a bot, we believe we are creating an industry-leading experience for our 140 million customers. The potential to harness the intelligence from the Amazon Connect platform and become truly data-driven in our contact centres excites us beyond measure.”

Senior IT Implementation Team



The Breakthrough

Enter CloudInteract and Amazon Web Services (AWS). We collaborated closely with Pearson to identify the right technologies to transform their contact centres. AWS provided the flexible, future-proof solution Pearson needed, allowing them to leverage AI and machine learning to enhance their service capabilities.

The Transformation

CloudInteract's expertise in AWS and Amazon Connect enabled a smooth transition from Pearson's legacy platform.

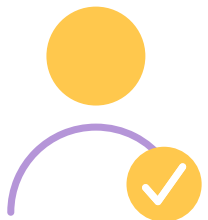
By integrating all contact mediums with Pearson's customer data platform, we optimised agent productivity and ensured minimal disruption.

Importantly, we involved Pearson's in-house team throughout the process, ensuring they could independently manage and innovate on the new platform.



The Triumph

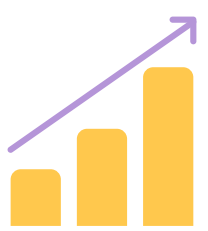
The transformation brought immediate benefits:



Quick Adoption: Within six months, 50% of agents were using Amazon Connect, and 100% adoption was achieved across four business units in just four months.



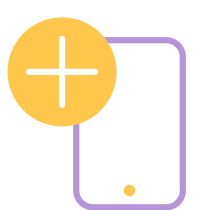
Cost Savings: Pearson saved over \$1 million in professional services costs and projected a \$7 million saving over three years due to reduced licence, data centre and operating costs.



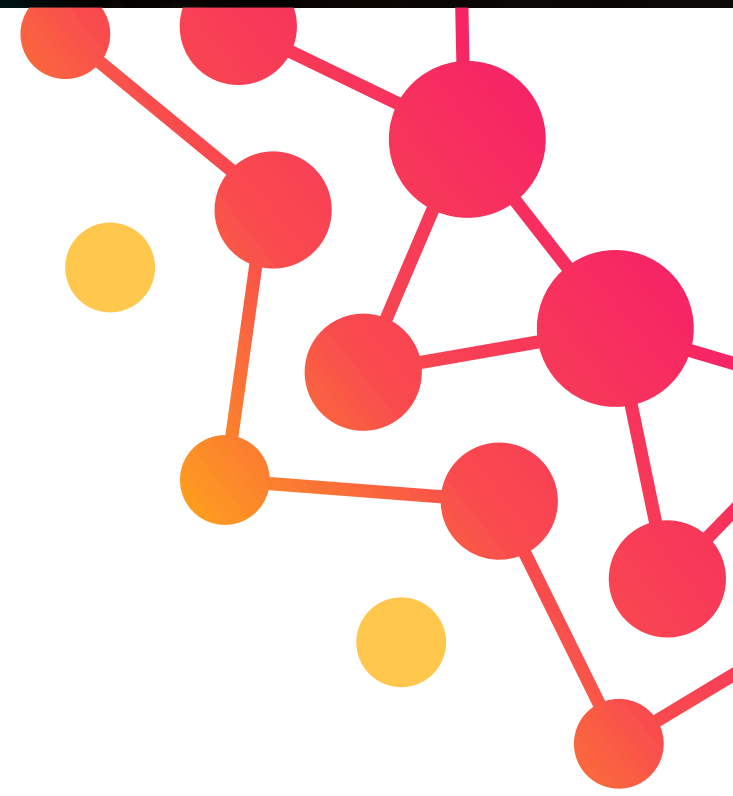
Efficiency Gains: The new system handled over 80 million call minutes annually with a reduced agent headcount, and automated account number lookups saved significant time per call.



Enhanced Customer Experience: The intuitive technology and smooth Salesforce integration resulted in uninterrupted service and better customer outcomes.



Empowered Agents: Agents experienced increased job satisfaction, focusing on skill-building and complex queries, thanks to the streamlined processes and enriched data access.



The Future

Pearson's new contact centre solution is not just a fix but a foundation for future innovation. With the flexibility of AWS, Pearson is well positioned to continue evolving their services, embracing new technologies, and maintaining their status as a global leader in education.

This partnership with CloudInteract and AWS exemplifies the power of strategic collaboration, driving significant improvements and setting the stage for long-term success.



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