



AWS BUSINESS GROUP WEBINAR

VIDEO TRANSCRIPT



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Main Video Subtitles

Connect is not only 100% cloud-based, it is the only Contact Centre technology that was built from the ground up directly on AWS services and infrastructure, which makes it incredibly robust and flexible, capable of scaling to handle the most demanding Contact Centre workloads, and with a unique consumption pricing model that makes it an effective choice for businesses really of any size at all. And we have customers from the smallest to the very, very largest deployments in the world.

Given just the innovation muscle of a partner like Amazon and the fact that they also use Connect for their own voice and Contact Centre capabilities means that as and when they innovate, we will automatically benefit from that innovating. That's why we are very excited to be partnering with them. We are very clear that we want to be a future-ready organisation. We've been around for 158 years and we want to be around for the next 158 years. Now one of the key characteristics of being a future-ready organisation is the ability to partner with those that will be critical, and this is the reason why we've partnered with Amazon for this purpose. Now just to talk a bit about future-ready and how

Amazon Connect comes into the picture, is that some of the key characteristics of being a future ready organisation is that one, you have to delight your clients, so we want to offer great client experience. Secondly, we want to use data in a clever way where we are able to delight our clients and offer them personalised experiences. We want to do that while at the same time actually running with the best efficient capabilities possible. And lastly, we want to do that running in that cloud environment. The beauty about Amazon Connect is that it gives us all these capabilities all at once, that's why we have chosen to partner with Amazon and to use AWS Connect as the capability that would give us that. In our personal capacities, we have some sort of a supplier that actually provides us with service, and we are always there for that experience where you have to phone a call-centre and you have to press one for this, press two for this, and you know that if anything changes that's not on the standard queue, actually the experience is just going to be terrible. And this is the same case as well for financial service organisations. Our observations and also our own experience is that typically we run these old capabilities that we have to run on our own on-premise environments that are what I call, analog capabilities, meaning that if you have to change your flow, you have to run a whole project to change your flow, and doesn't really give you the ability to be agile and to adapt to the fast-changing client environment. Now, what we are seeking to do is we are seeking to solve for all of these things in a way that will not only give us short-term client experience



improvement, but can give us long-term sustainability in terms of the partnerships that we make. It's very interesting that, you know, many people think about that channel as the channel of last resort. I have to say that we think differently about it. We think about this omni-channel experience, which is currently what we are is a very good omni-channel organisation, but we know that as we transition to become a successful platform business, we have to first be great in becoming an omni-channel. And the way we see Amazon Connect is that it's able to actually enhance our current omni-channel experience, meaning that if a client decides to come to us via voice, it comes through the same capabilities as if a client goes to one of our digital platforms and want to connect with us via in-app messaging, or they decide to send us a text message or they actually decide to walk into one of our physical channels. It all comes through the same capability and we have to really been looking for something that gives us that true omni-channel experience, but at the same time allows us to shift to this future-ready state where in that world is not really only what we call the traditional clients of the bank that will be connecting with us. It could be large corporate partners, business partners, or consumers that are not traditional banking clients but have a way to connect with us. And the beauty about Amazon Connect, it gives us the ability to transition to that state.

It is clear from what we have heard thus far that, done right, Amazon Connect could be a key enabler of personalised experiences for your clients and employees. Embark on this journey with a partner that brings certainty of outcomes and converts the vision of creating awesome experiences to reality.

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