



Reimagine customer and agent experience

Modernize with an intent-driven contact center solution with Virtusa and AWS

Delivering winning experiences at speed and scale

Virtusa and AWS are transforming the customer and agent experience by delivering Virtusa's Next-Gen Contact Center on the back of AWS' professional service best practices and delivery framework.

Next-Gen Contact Center - Moving from data to insights that drive insightful and contextual customer service

Organizations continue to invest heavily and focus on digital enablement programs. However, a lack of focus on contact center transformations, specifically on improving the agent experience, has resulted in an influx of calls, negative customer NPS, increased.

Traditional contact center challenges are holding enterprises back

Business challenge

- High call handling time increasing 'cost to serve'
- Repeat customer calls due to the inability to resolve the problem right the first time
- Frequent hand-offs and high call wait times resulting in low NPS Inability to use the customer call to increase revenue/up-sell
- Manual intensive operations leading to high OPEX cost

Technical challenge

- Agents to access multiple applications to serve customer
- Large amount of data of consume and interpret while on call
- Limited customer insights to drive contextual conversation and messaging (IVR)
- High learning curve due to complex application ecosystem
- Limited automation for routine tasks and fall-outs



Harness the power of AWS across your call center environment and accelerate ROI

Virtusa's Next-Gen Contact Center is an intent-based, cloud-ready solution enabling CSPs to provide insightful and contextual customer experience. The solution moves away from delivering static customer data to building real-time insights that empower agents to be effective and efficient. This is a key differentiator in improving overall customer and agent experiences while reducing the average handling time.

Solution features include

- Dynamic UI-rendering based on the predictive intent of the customer call
- AI-driven recommended next-best-actions across sales, service, and billing
- Real-time sentiment analysis to understand the point of escalation
- An intelligent virtual assistant to provide multitasking capabilities that allow faster query resolutions
- The ability to monitor agents' interaction with the application to drive a personalized experience

Technical architecture

Agent portal

IVR

Smart Query	Customer Insight	Real-time AI Assist	NLP Based IVR	Voice Authentication
Smart Widget	Network Insight & Tools	Chatbot Guided Journey	Predictive Call Reason	Smart Agent Routing
Recommendation NBA	Knowledge Base	Dynamic Escalation	Web Hooks	AI Assisted Features

Digital Experience Layer Support Agent Portal, IVR Channel

Microservices	CRM	Network insights	Billing	Sales	Service
	Customer insight	Network diagnostics & prediction	Analytics	Product recommendation	Resolution recommendation
	Call prediction			Call summarization	
	Sentiment & escalation	Customer micro interactions	Digital FAQ	BOT service	Knowledge base

AI

ARPU CHURN CLV	NLP Classification Entity Extraction	Sentiment Call Prediction
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BSS | OSS applications

CRM	Billing	Mediation	Ticketing	Network inventory
Product & pricing	Order management	Service management	Network performance	Diagnostics



Amazon Connect



Amazon Lex



Amazon Lambda



Amazon Connect VOICE ID



Amazon EC2 Image Builder



Amazon Simple Storage Service (Amazon S3)



Amazon Virtual Private Cloud (Amazon VPC)



AWS WAF



Amazon Route 53



Amazon RDS Rational Database Service (Amazon RDS)



Amazon Kinesis



Amazon Elastic Kubernetes Service (Amazon EKS)



Elastic Load Balancing



Amazon CloudWatch

Architecture highlights include

- Dynamic business widgets with reusable components
- Enhanced services aligned to care journey for both agent and customer experience
- Comprehensive information regarding insights and predictability
- AI Engine-driven engagement platform enabling
 - AI-based resolution
 - AI-based knowledge base
 - Predictive service capability
 - Agent assist
 - Sentiment and call analysis
- Chatbot: from linear interactions to a conversational and contextual approach
- Containerization that enables a personalized journey to cloud

Key benefits

By combining AWS's abilities with Virtusa's deep engineering and analytics expertise, underpinned by a human-centric experience design, this joint solution is helping businesses deliver:

- An improvement in customer NPS for the contact center
- A reduction in "cost to serve"
- A reduction in average call handling times
- Advances in cross-selling and up-selling opportunities
- Reductions in agent training costs

SUCCESS STORY

Virtusa and AWS successfully delivered an Omnichannel Contact Center Experience with 100% automation

A global retail bank was spending over \$1B a year on its contact center operations — with a vision to bring its cost to under \$400M. Virtusa built an IVR solution on AWS, powered by intelligent conversational bots. Early results show that the customer experience is at par or better than the existing digital channels. Furthermore, the AI-powered Product Recommendation Engine offers personalized solutions for customers. With these self-learning bots, the bank can now eliminate Level 1 Support.

With the speed of a single voice command, there is now zero hold time. The bank has been able to cross-sell and up-sell IVR's capabilities and has successfully empowered other channels through knowledge gained on the self-servicing IVR platform.

From a process-centric perspective, the bank has moved to a more customer-centric IVR, adding self-service features and future-proofing integration capabilities with other AI-powered solutions. In the end, it has experienced a significant reduction in call handling time and greatly reduced money spent — making its engagement with Virtusa and AWS a worthwhile investment.

virtusa



Ten Years of Innovation

Virtusa has been a key AWS partner for more than ten years and has developed deep relationships and expertise. In 2021, Virtusa extended its Strategic Collaboration Agreement (SCA) with AWS to empower global organizations to unlock more value, efficiency, and profitability via cloud-based services. Virtusa was also named the 2021 AWS Industry Solution NSI Partner of the Year-U.S.

- AWS Premier Services partner since 2017
- 8 Competencies | 6 Partner Programs | 4 Service Validations
- 100+ AWS Customer Launches
- 2,100+ AWS Certifications
- AWS ProServe Strategic Partner
- Database Freedom Program Partner
- AWS ISV 'Workload Migration Program' partner for Pega

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