

DATA SHEET

Cloud customer experience transformation

Delivering winning experiences at speed and scale.

Tactics for optimizing and innovation your contact center interactions

Virtusa's Customer Experience Transformation service (CxT) combines human-centric design with cutting edge tech from AWS to enable clients to create experiences that help to gain and retain customers. As enterprises gain market share based on their approach to customer engagement, everyone needs to evaluate how they can serve customers better. Blending on-line and phone support seamlessly, and using AI to make sure that the customer gets the right thing first time.

The CxT service can be tailored to create an experience for a one-off campaign, or to evolve your end-to-end customer journey.

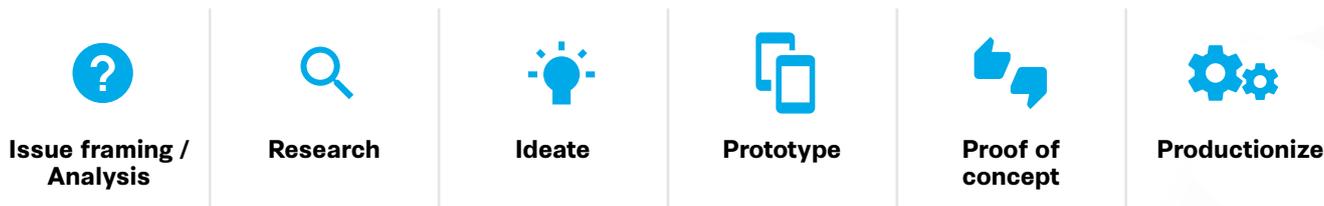
Virtusa CxT: Powered by Amazon Connect

As an Amazon Partner Network (APN) Premier Partner, Virtusa specializes in helping customers of all sizes design, architect, build, migrate, and manage cloud solutions for banking contact centers, across four business themes:

- **Growth:** Winning new customers and growing wallet share
- **Customer Satisfaction:** Creating better engagement at moments that matter
- **Optimize:** Applying tech to increase contact center efficiency
- **Innovate:** Apply new tech to create better outcomes for customers and colleagues

How we work

The CxT approach has six phases, producing a solution tailored to your business objectives and customer's needs.



Designing & delivering exceptional experiences

Virtusa blends analysis and design with a deep understanding of technology and industry processes to help clients explore better ways to engage with customers. Using AWS core components and bespoke Virtusa proprietary tools, tech and talent, we deliver new cloud native solutions in days not months.

Virtusa can help you at each part of your customer journey, with solutions that focus on:

- Loan application (personal & business)
- Peer-to-peer money transfer
- Change of address
- Lost credit card management
- Urgent check/transaction cancellation
- Banking app adoption coaching
- Loan refinancing application
- AI conversational CSR prompts
- CSR well-being monitoring.
- Proactive Rewards

Why Virtusa CxT?



Simple gateway projects

Use pre-built components help you instantly launch new automated services for campaigns or crisis management.



Launch cloud native contact centers

Transform your contact center into a cloud solution, benefiting from scalability, efficiency savings and easy new tech adoption.



Automate and humanize

Create new interactions that dynamically define whether bots or CSRs provide the best experience for customers and applying the human touch for customers that benefit from it most.



Fast design to production cycles

Virtusa's human-centered design approach assure that you're building the right thing for customers. Our cloud native engineers assure that your building the solution right.



Outcome focused

All projects are underpinned by commercial and experience business cases. They are evaluated against three criteria:

- Desirability (experience)
- Viability (easy run)
- Feasibility (easy build)



Cost-Effective

Minimize the upfront investment needed to launch new contact center services.



Embrace the benefits of AWS across your call center environment, and recognize how you can achieve quick ROI, while reducing your total costs.

To set up an assessment today, please email marketing@virtusa.com

About Virtusa

Virtusa is an APN Premier Consulting Partner and holds AWS Competencies in Data & Analytics, Migration, DevOps, Financial Services, and Life Sciences.

Virtusa Corporation (NASDAQ GS: VRTU) is a global provider of digital business strategy, digital engineering, and information technology (IT) services and solutions that help clients change, disrupt, and unlock new value through innovation engineering. Virtusa serves Global 2000 companies in Banking, Financial Services, Insurance, Healthcare, Communications, Media, Entertainment, Travel, Manufacturing, and Technology.

Virtusa helps clients grow their business with innovative products and services that create operational efficiency using digital labor, future-proof operational and IT platforms, and rationalization and modernization of IT applications infrastructure. This is achieved through a unique approach blending deep contextual expertise, empowered agile teams, and measurably better engineering to create holistic solutions that drive business forward at unparalleled velocity enabled by a culture of cooperative disruption.

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