

The background features a dark blue gradient with large, overlapping, semi-transparent shapes in shades of purple, pink, and orange, creating a modern, abstract design.

AWS re:Invent

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CEN102-S

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Reimagining the client experience in banking

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Agenda

- The challenge
- Identifying the solution
- Our approach

The challenge

A large US bank engaged in a merger and had to address merging contact centers in the voice channel, as well as reconcile the chat channel and experience



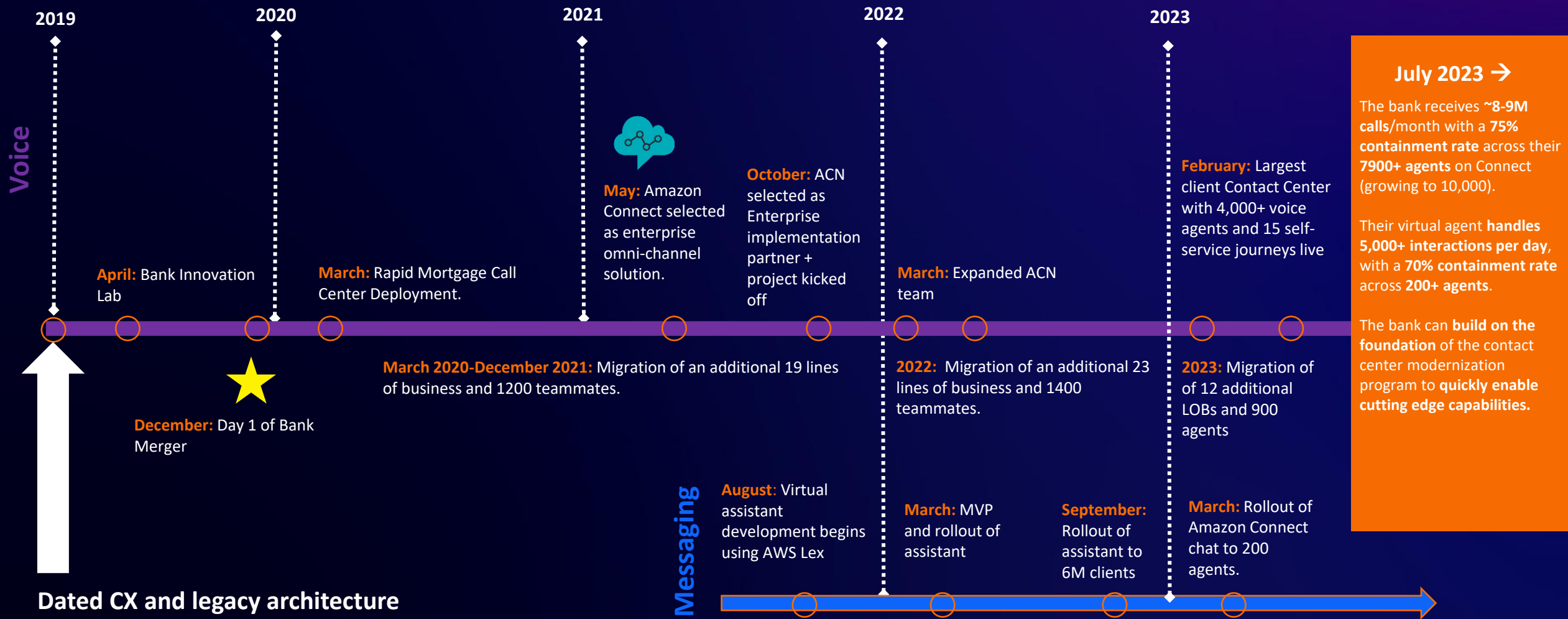
Identifying the solution

The four questions we had to answer before we started:

1. Will we build a platform?
2. What technology will we use?
3. How do we get comfortable with that technology?
4. How do we iterate on the platform and get buy-in as we roll-out the solution?



Program timeline

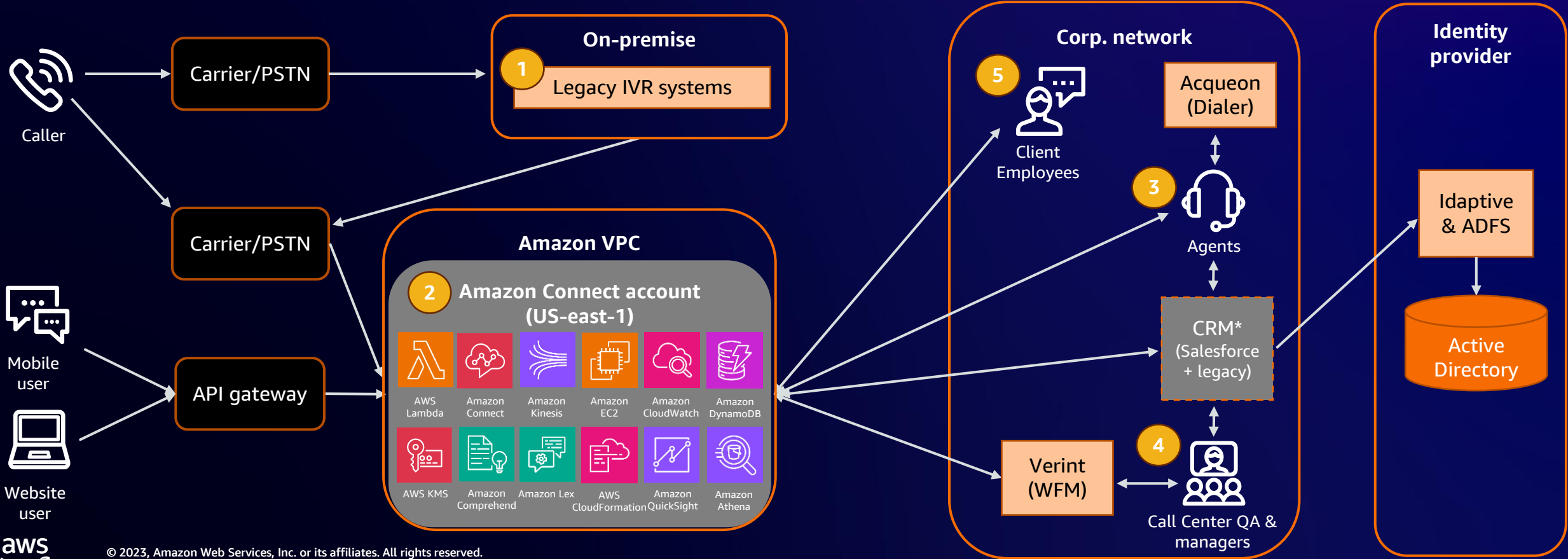


Dated CX and legacy architecture



High-level architecture

- Legacy IVR systems**
 - Client Authentication
 - Self Service Functions – Balance Inquiry, etc.
 - Call Routing
- Omni-channel platform powered by AWS**
 - SAML federated login for teammates
 - Call flows route to agents
 - Provides callback option to callers
 - Application configuration info is stored in DDB
- Contact Center agents**
 - Uses Amazon Connect SoftPhone to receive inbound, make outbound, and transfer calls
- Contact Center managers**
 - Uses Amazon Connect UI to listen to call recordings, view metrics, manage users, etc.
- Teammates**
 - Uses Amazon Connect chat interface to communicate with Amazon Connect agents



* CRM does not physically sit within the Corporate Network

Delivering at scale:

- Consistent voice experience across 60 distinct lines of business
- 25+ voice self-service journeys
- A single virtual assistant for consumer customers
- Containment parity at go-Live
- No productivity impacts at go-Live

We are now positioned to continue adding intents and to do some deep analytics and insights on customer behaviors

As of late 2023:

- **8M** calls per month at a **79% containment**
- Rapid implementation of **Amazon Connect Contact Lens** for sentiment analysis for new experience insight
- **150+** chat intents and **1,000+** trained utterances
- Virtual assistant available to **6M** customers on mobile platforms and web
- Virtual assistant supporting **250K+ interactions** a month and increasing

How Accenture helped



Deployment strategy and governance



Solution architecture and infrastructure support



Experience-led design and requirements



Platform development, integration, and testing



Go-Live support and BAU transition

Program success learnings

Over the course of delivery, we identified several opportunities to improve both velocity and experience across clients and agents

01. Planning

02. Dedicated Resources

03. Technology and Accelerators

04. Change Management



CCaaS implementation best practices



Optimize

- Avoid a lift and shift from the current call center platform
- Start with optimized lift and shift of current capabilities
- Think of this as building a customer engagement platform

Benefits

- Out of the box immediate callback functionality
- Condensed, streamlined routing where appropriate
- Out of the box real-time and historical metrics
- Text to Speech functionality prompt updating



Transform

- Full redesign and implementation of the contact center operating model
- New, patterns, capabilities, and features designed from the ground up
- Longer implementation timeline, but more value for business and technology

- Moving from DTMF to NLP
- Custom backend data dips for self-service
- Voice biometrics
- Upgraded reporting
- Unified agent portal
- Agent assist



Enhance

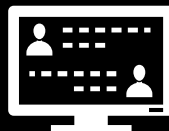
- Enable proactive messaging
 - Contact Prevention
- Digitize personal experiences
 - Channel choice
 - Chat, SMS, Email channels
- Empower human interactions
 - AI Powered Agent assistant

- Improve
 - Customer lifetime value
 - Revenue
 - Customer satisfaction
- Decrease OPEX

Accelerators



Amazon Connect
Playbook



Unified
Agent Portal
(UAP)



Amazon
Lex Bot
Builder



Intent
Libraries



Cyara
Tool



Thank you!



Please complete the session survey in the mobile app

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