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FSI205-PT1

Barclays: Transforming customer experience with Amazon Connect

Milos Cosic
Senior Solutions Architect
AWS

Sean Charlton
CIO of Contact Centres
Barclays

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Trends in contact center modernization



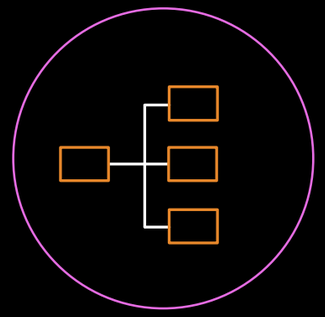
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Introduction to Amazon Connect

Easy-to-use, omnichannel cloud-based contact center service that scales to support businesses of any size

The fastest path to customer service innovation



Skills-based contact routing



Voice & chat recording

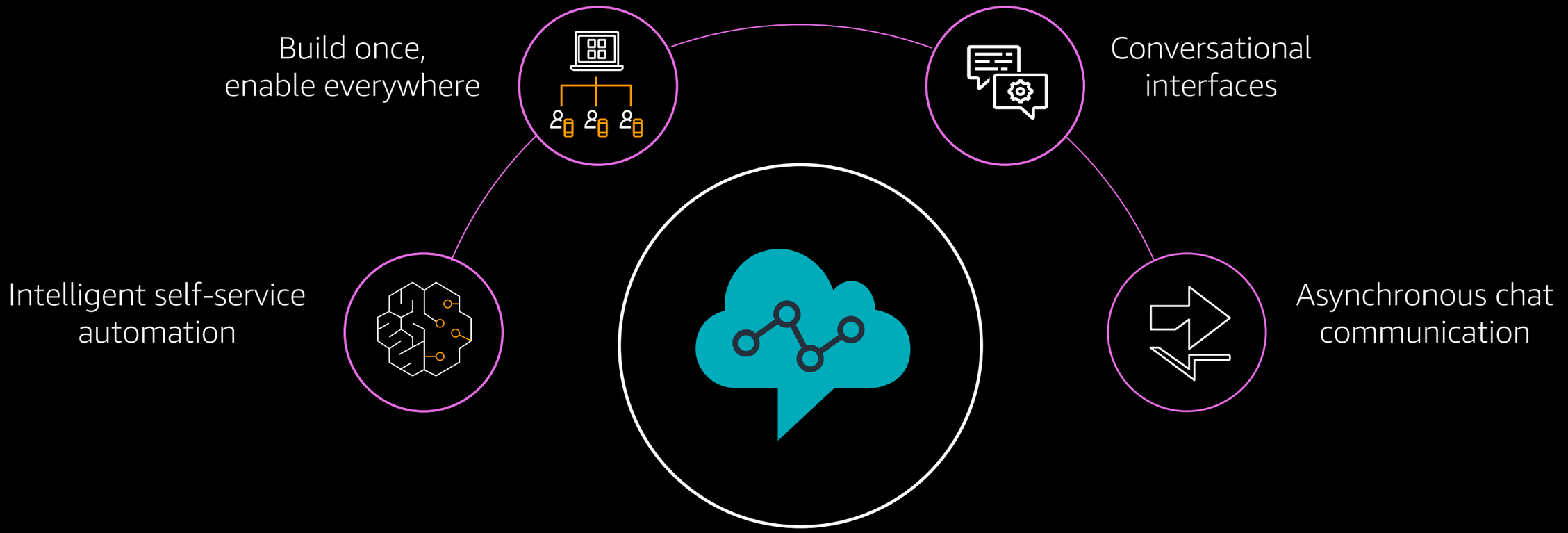


Real-time and historical analytics



High-quality voice capability

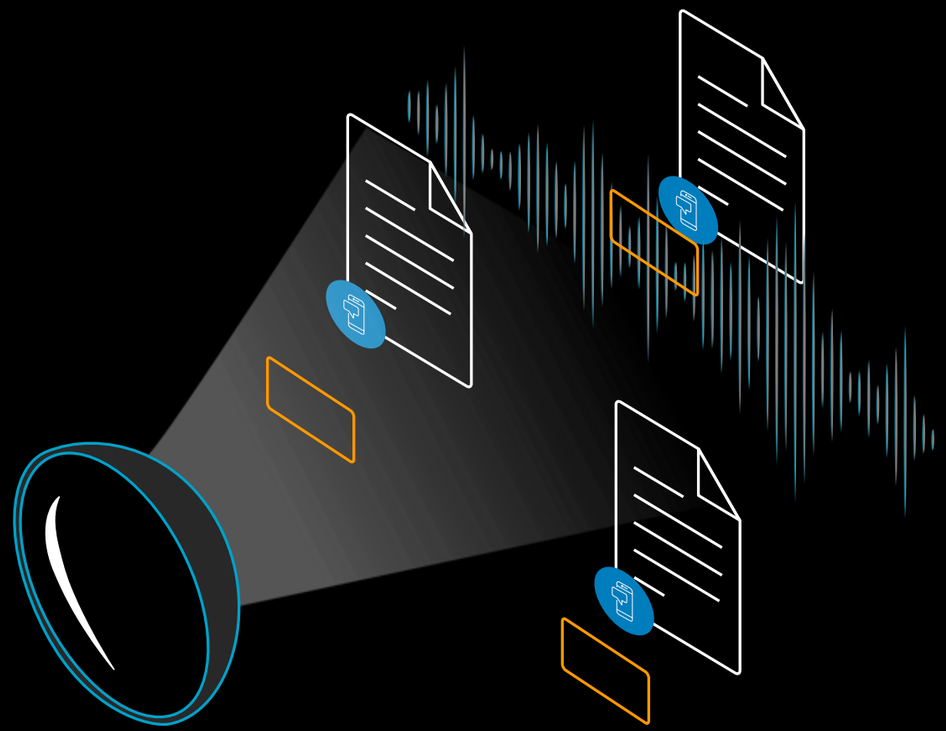
Transforming customer experience



Reimagining the contact center

Harnessing AI/ML technologies for compliance

- Amazon Connect Contact Lens
  - Machine-learning based speech-to-text and natural language processing (NLP)
  - Automatically transcribe contact center calls
- Quality Analysts can easily track whether agents are complying with guidelines and regulatory requirements
- Define and manage categories based on specific criteria
  - Keywords and phrases mentioned during the call
  - Compliance use-case: Identifying calls with vulnerable customers



Barclays: Transforming customer experience



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Barclays Contact Centres Strategy

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Sean Charlton, CIO of Contact Centres



How we accelerated our strategic direction at pace during the pandemic, enabling our colleagues to work from home to maintain the operational resilience to continue to support our customers.

Contact Centres Strategy

2019 | 2020 | 2021 | 2022 | 2023

The Contact Centre is a Cost Centre – the driver for problem resolution

Automation is effective for single purposes

Focus to solve fragmented high-friction services

One common global telephony platform
"Re-usable" capabilities & telephony services that can be globally consumed

Focus to harmonise the channel experience

Drive for personalised & proactive services



Goodbye Contact Centres…

…Hello "Customer Experience Hub"



Customer-centric Services

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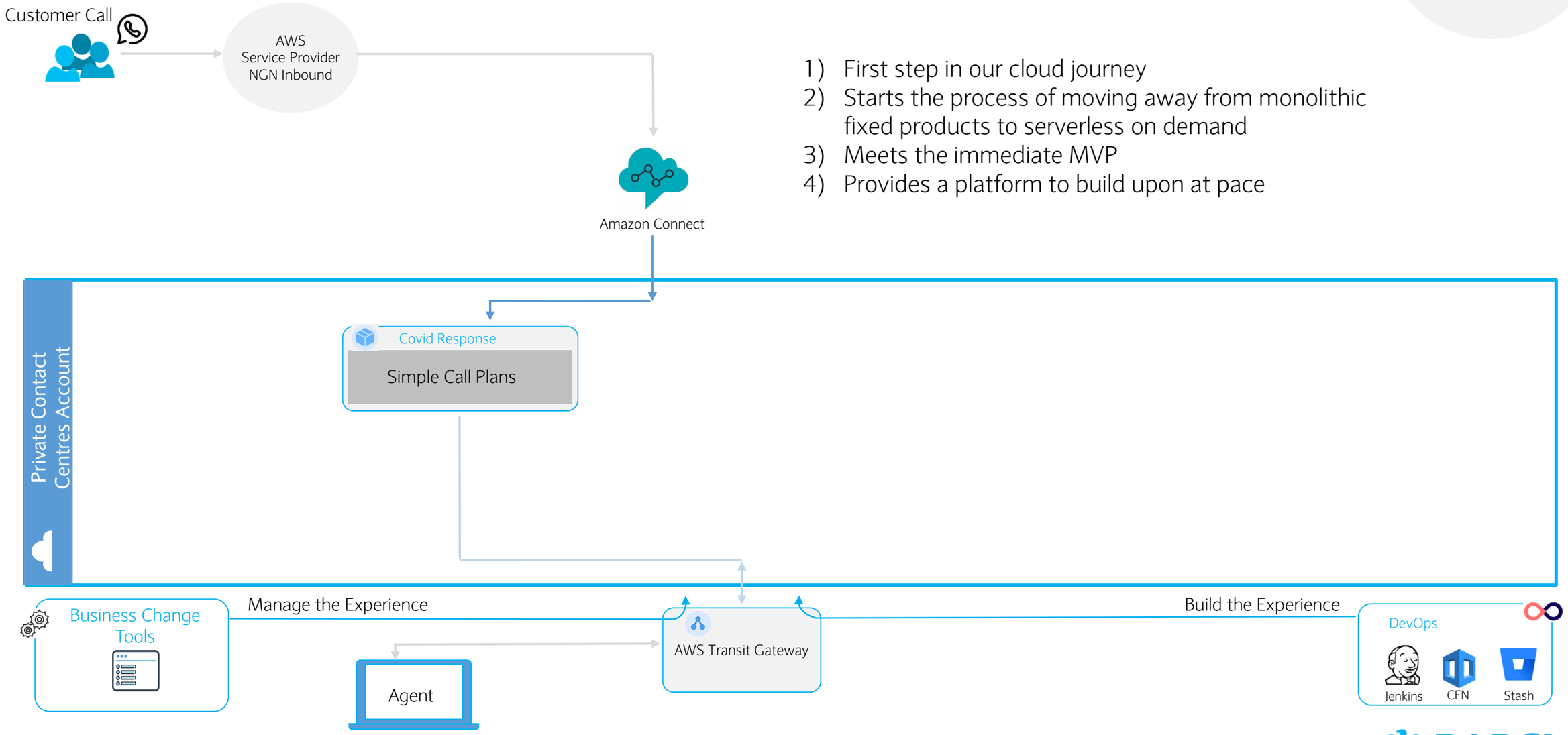
Contact Centres Response to Covid-19



2019	Mar	May	Aug	Dec
Integrated Platforms	Covid Response	Fast Followers	Data Exploitation	

Covid Response: Getting Started

Cloud Vision



1) First step in our cloud journey
2) Starts the process of moving away from monolithic fixed products to serverless on demand
3) Meets the immediate MVP
4) Provides a platform to build upon at pace

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Strategic Journey: Building

Cloud Vision

Customer Call

AWS
Service Provider
NGN Inbound

Amazon Connect

1) Building blocks of capability easily added to service
2) Features based on reusable, loosely coupled services
3) Data orchestration to meet needs for now and for the future
4) Data insights enhanced customer experience

Private Contact Centres Account

Contact Recording
Data Segregation

Covid Response
Simple Call Plans

Speech Analytics
Data Insights

Customer Experience
Personalised Customer Journeys
Consistent Data

Management Information
Performance Insights

Business Change Tools

Manage the Experience

Agent

AWS Transit Gateway

Build the Experience

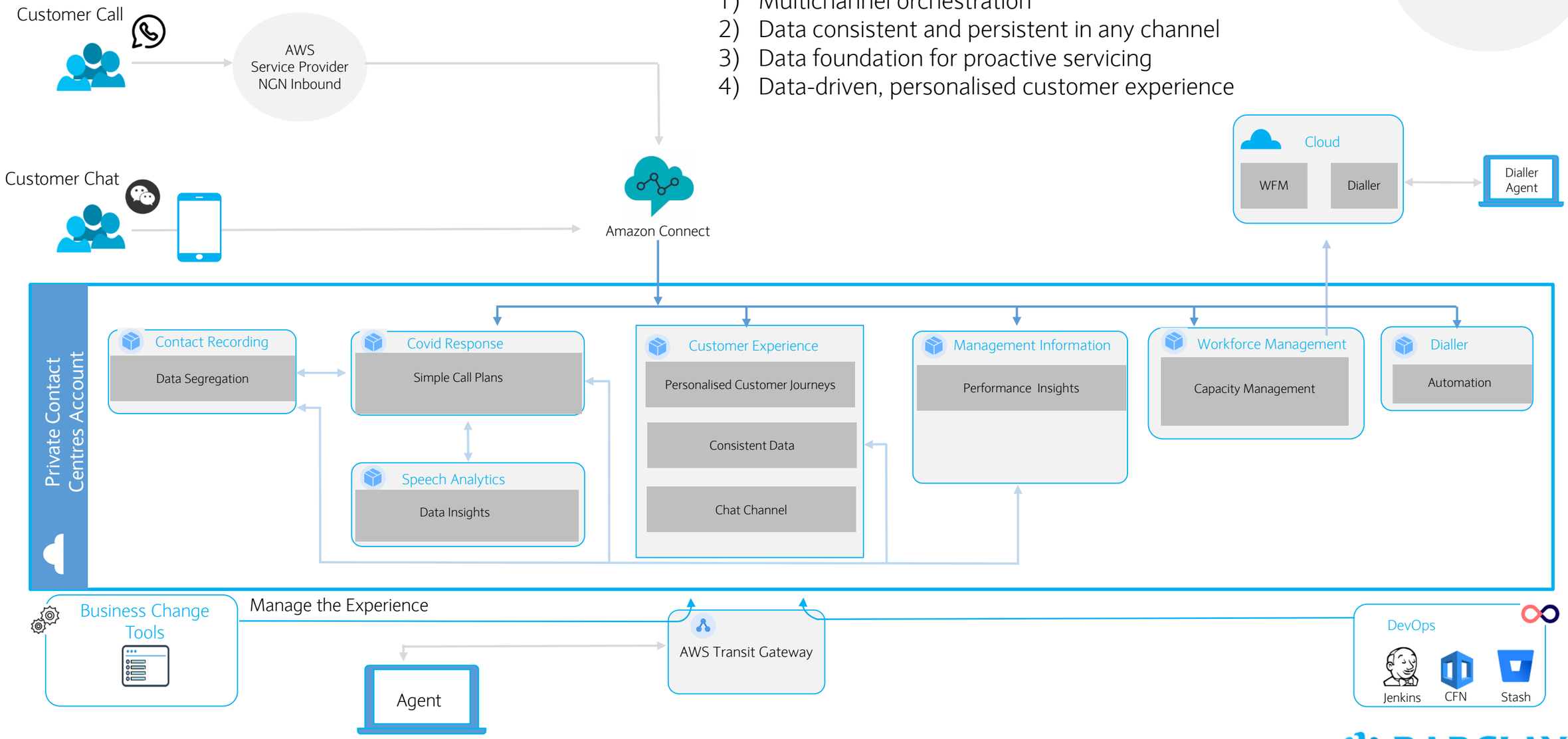
DevOps
Jenkins
CFN
Stash

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Strategic Journey: Personalised and Proactive Experiences

Cloud Vision

1) Multichannel orchestration
2) Data consistent and persistent in any channel
3) Data foundation for proactive servicing
4) Data-driven, personalised customer experience



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False Certainty vs. True Uncertainty





- Constant upgrade cycles reduces available investment
- Complex sequencing Tech upgrades across multiple partner estate proves frustrating
- Delivery takes longer than planned
- “Solid & reliable” product roadmaps
- Commercial protection

- Evergreen platform drives focus to customer investment
- Simplified architecture creates capacity
- Undefined customer-centric roadmaps
- Partnership over commercials
- Consistent focus on reduced pricing

Critical success factors

1

Responsiveness

- Senior leadership buy-in and support
- Direct access to the leaders able to resolve issues and remove blockers - at pace

2

Partnership

- Participation from key specialist areas include internal and external teams
- Strong engagement with security and compliance to gain approval to proceed

3

Rapid Decision Making

- Technology Led: Contact Centres directed what capabilities would be available; Business flexed around the technology.
- UK and US AWS instances split - UK London Campus stood up

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Thank you!



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