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BIZ305

How Best Western built a modular and dynamic contact center

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Agenda

- Who is Best Western?
- Best Western’s contact center landscape
- Challenges in legacy environment
- Best Western’s solution and key features
- Architecture deep dive
- Demo



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About Best Western Hotels & Resorts

"THE VISION OF BEST WESTERN INTERNATIONAL IS TO LEAD THE HOSPITALITY INDUSTRY IN SUPERIOR CUSTOMER CARE"

Best Western Hotels & Resorts, headquartered in Phoenix, Arizona, is a privately held hotel brand within the BWH Hotel Group global network

With 18 brands and approximately 4,700 hotels in over 100 countries and territories worldwide, BWH Hotel Group suits the needs of developers and guests in every market



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Best Western’s contact center landscape

CUSTOMER EXPERIENCE OVERVIEW

- Inbound contact center market—North America and Europe
- Contact reasons: Reservation bookings, upgrades, modifications, and customer care
- ~500 agents supporting 14 different languages globally across 100+ countries
- 800+ domestic and international toll-free numbers
- >10 million minutes inbound voice annually
- 24/7/365 global workforce



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Challenges in legacy contact center

CUMBERSOME AND EXPENSIVE

On-premises, multi-site infrastructure

Manual semiannual software upgrades

STATIC AND INFLEXIBLE

Multiple call flows per country (14 different languages) with zero predictive / dynamic capabilities

MONOLITHIC AND COST HEAVY

LACK OF AI CAPABILITIES

Prerecorded audio prompts for 14 languages

Dependency on voice talent availability and slow to deliver changes

DELAYED INNOVATION

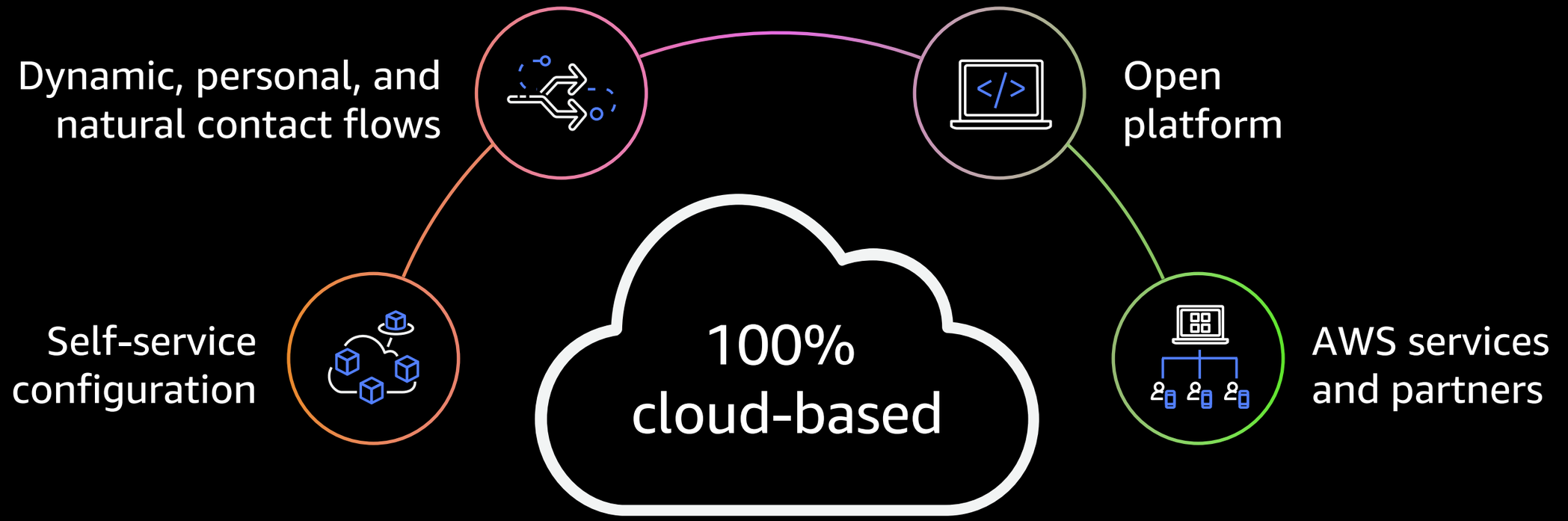
Difficult to make changes to the Interactive Voice Response (IVR) customer experience

Difficult to scale and grow

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Solution: Amazon Connect

EASY-TO-USE, OMNICHANNEL CLOUD-BASED CONTACT CENTER



PAY ONLY FOR THE VALUE DELIVERED TO YOUR CUSTOMERS

Key features adopted

BEST WESTERN'S JOURNEY TO A SCALABLE MODULAR AND MODERN CONTACT CENTER

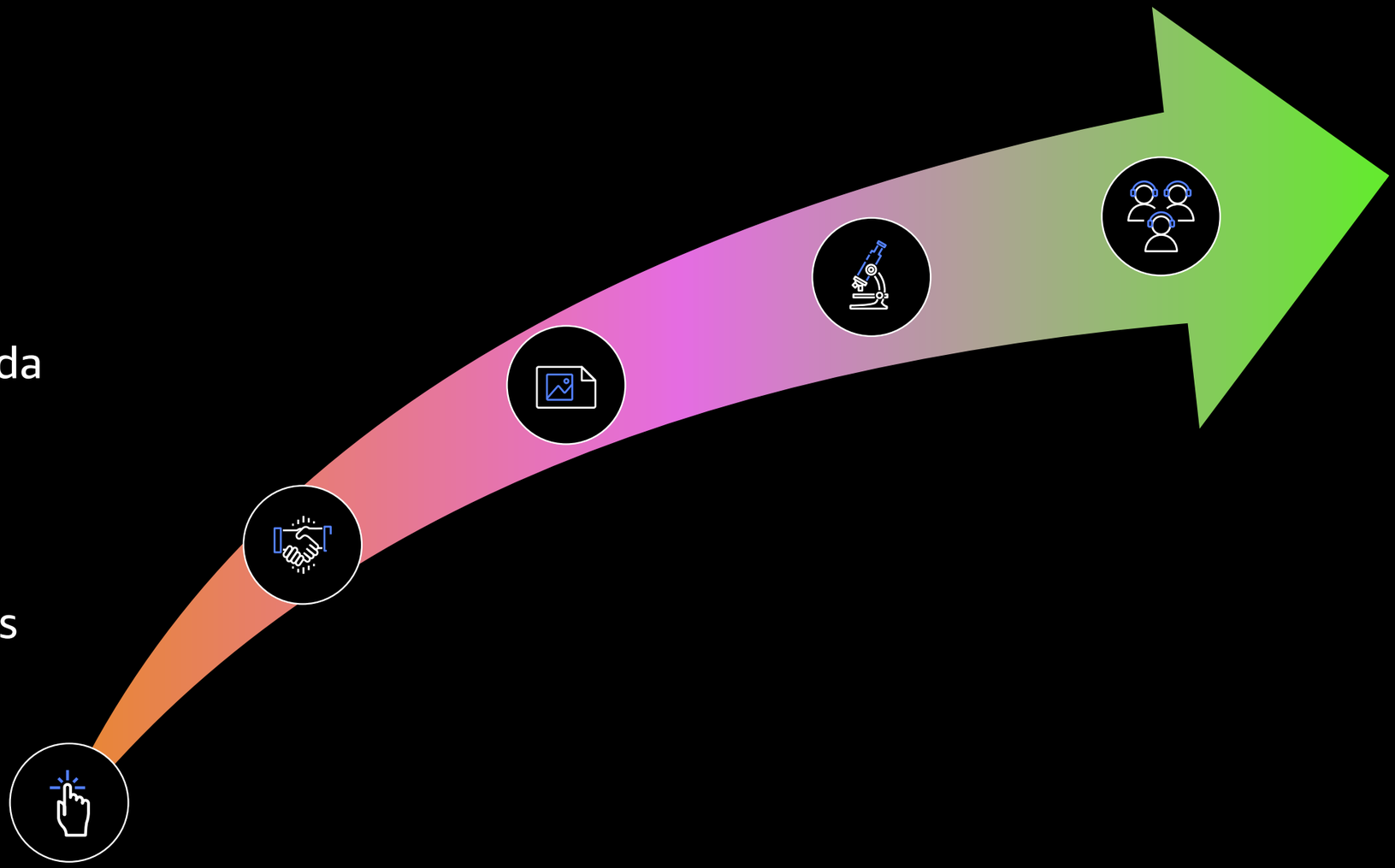
Dynamic and repeatable
Amazon Connect contact flows

Personalized and predictive
customer experience using
Amazon Connect and AWS Lambda

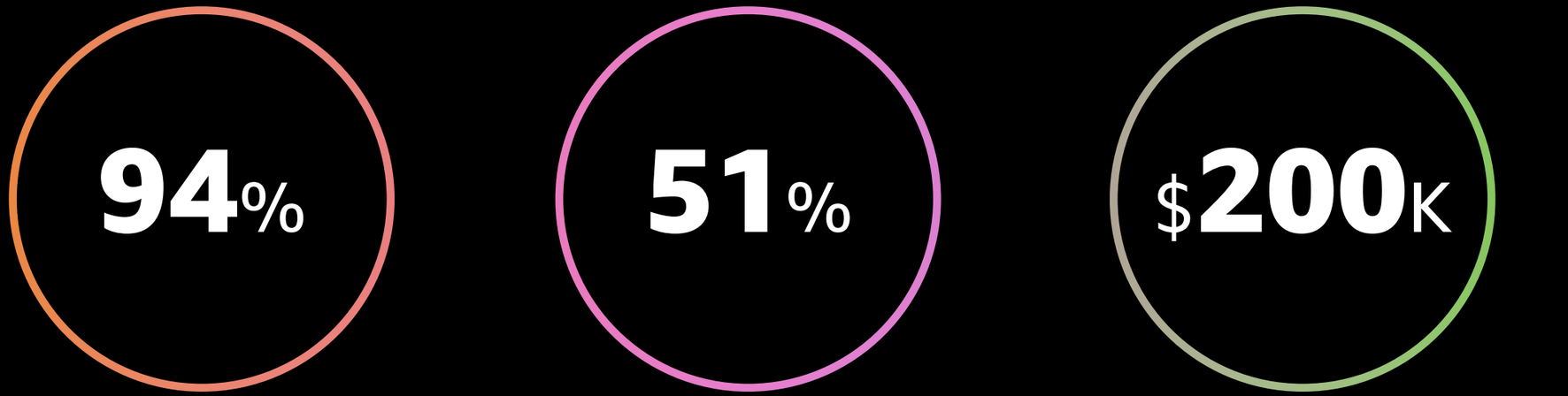
AI-driven prompt support for 14
languages using Amazon Polly

Enhanced contact center analytics
using Contact Lens (NA only)

Increased speed to market,
faster delivery of changes



Transformative results for Best Western



Text-to-speech prompt conversion

Routing logic reduction

Cost reduction (Telecom and hardware)*

* Annual savings for support only

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Architecture deep dive

MODULAR AND DYNAMIC AMAZON CONNECT CONTACT FLOWS



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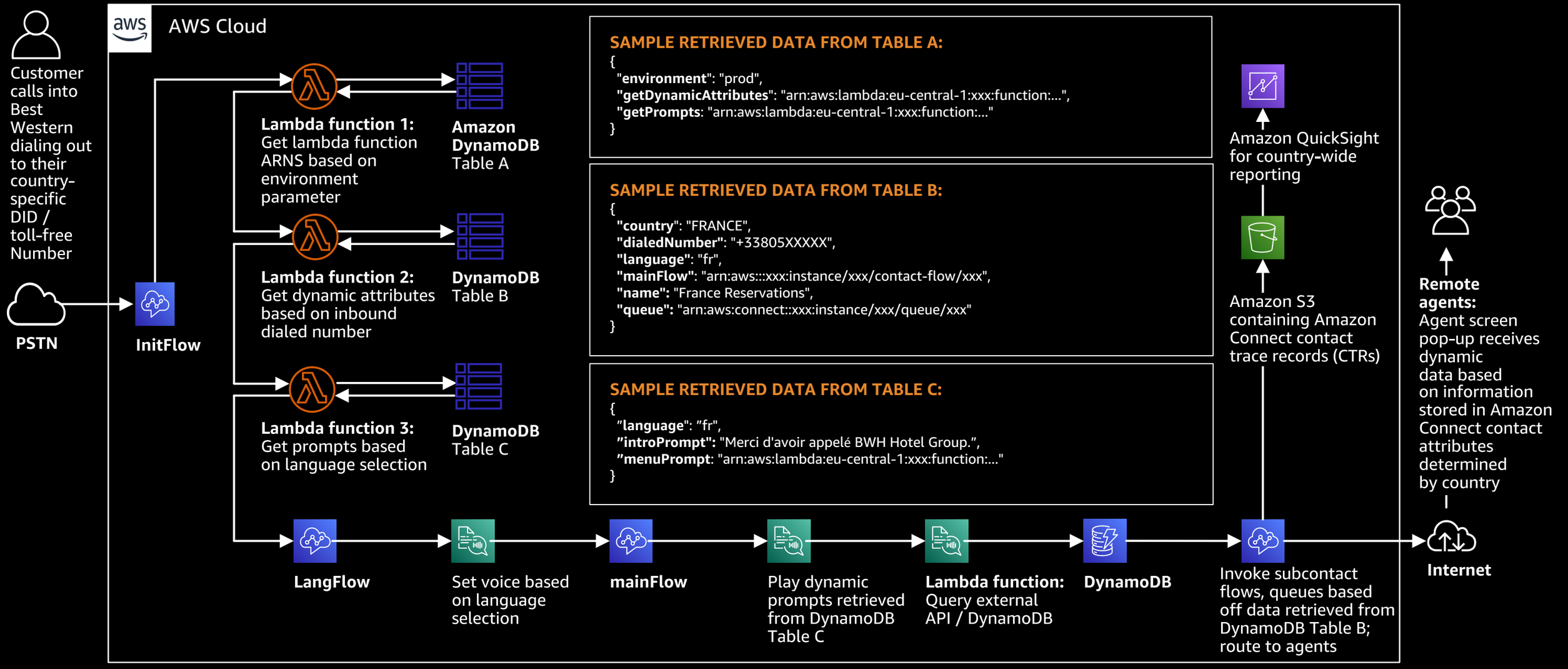
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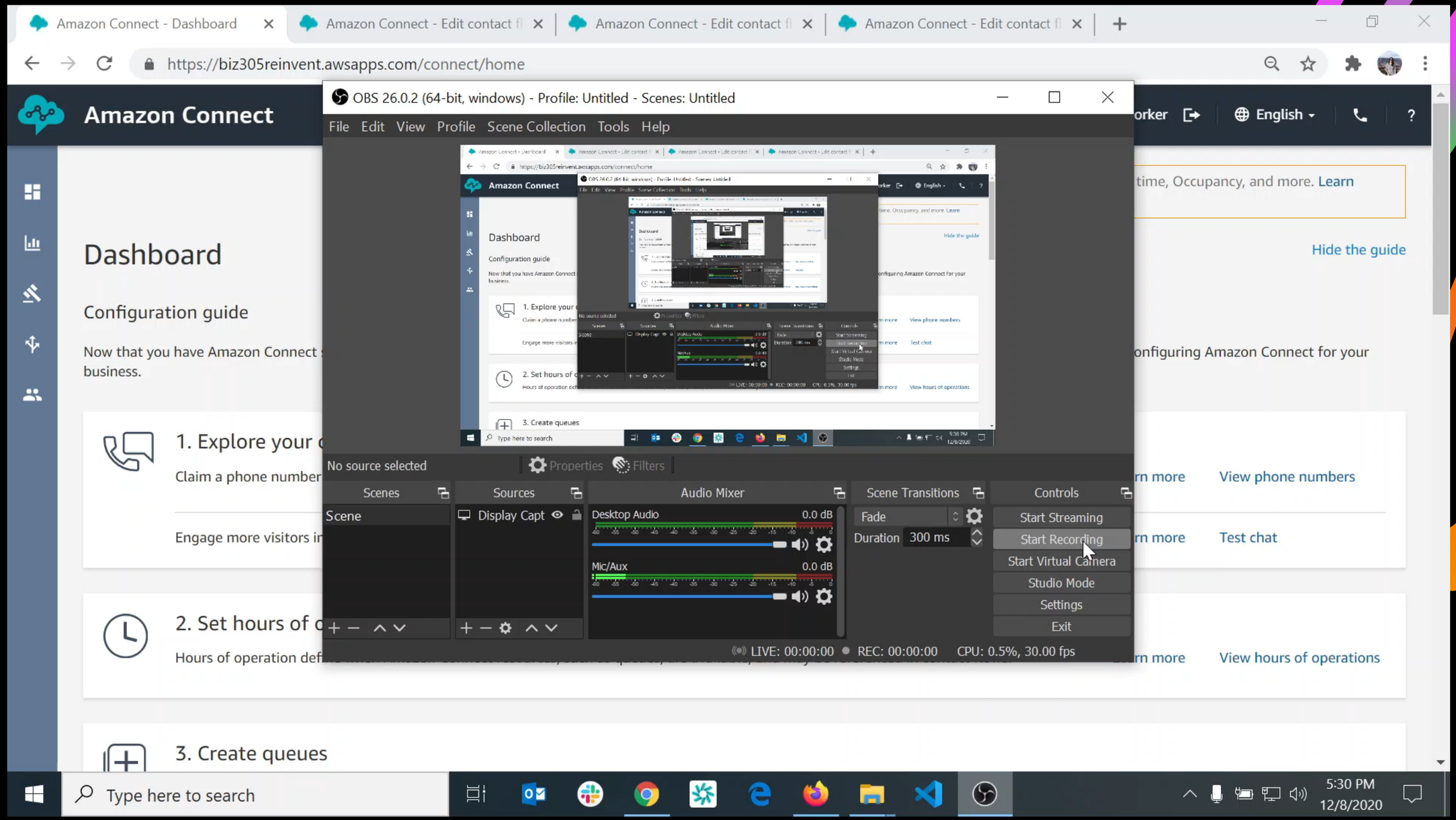
Dynamic capabilities in Best Western's Amazon Connect contact flows

Reduced the contact flow management footprint by reusing the same set of Amazon Connect contact flows to dynamically traverse through various experiences:

DEPLOYMENT ENVIRONMENT	Dynamic variable determines environment, such as dev, staging, prod
BACKEND INTEGRATIONS	Environment variable (such as dev, staging, prod) determines AWS Lambda function ARNs, Amazon DynamoDB and API connection strings
LANGUAGE SUPPORT OFFERED	Over 30 countries with multiple toll-free and DID numbers determine language support to be offered (14 languages supported)
PROMPT MESSAGING BASED ON LANGUAGE	Dynamically retrieving prompts and messages based on language selected by user (14 languages supported)
SUB-CONTACT FLOWS	Dynamically retrieving sub-contact flows within a main flow based on country, languages, and user experience selected by caller
QUEUES	Dynamically determining queue transfer information based on country, language, and contact reason
EXTERNAL TRANSFERS	Dynamically retrieving external transfer phone numbers based on time of day, country, and call reason
AGENT SCREEN POP-UP	Assigning call information to contact attributes based on country for agent visibility
AMAZON QUICKSIGHT REPORTING	Assigning call information to contact attributes to create custom country-wise reports off contact trace records (CTRs)

Architecture overview





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Solution resources



GitHub: General repository for prebuilt Amazon Connect solutions, code snippets, and more

https://github.com/amazon-connect



GitHub: Solution sample of Best Western's dynamic contact center

https://github.com/amazon-connect/amazon-connect-snippets/tree/master/projects/DynamicContactCenter



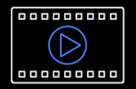
Blog post: How to keep your contact data clean by using perpetual session attributes

https://aws.amazon.com/blogs/contact-center/keep-your-contact-data-clean-by-using-session-attributes-in-amazon-connect/

Watch Amazon Connect re:Invent sessions

BIZ201

Amazon Connect and the future of cloud contact centers



WPS213

Rapidly deploying social services on Amazon Connect



BIZ205

Origin Energy delivers great agent and customer experiences



BIZ302

Pushing contact center boundaries with Salesforce and AWS



BIZ203

Responsive customer service with Amazon Connect



FSI205-PT1

Barclays: Transforming customer experience with Amazon Connect



Get started today



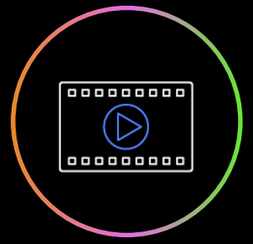
SET UP TODAY

https://aws.amazon.com/connect/



LEARN ABOUT NEW CAPABILITIES

https://aws.amazon.com/blogs/contact-center/



FIND MORE INFORMATION

https://aws.amazon.com/connect/resources/

Thank you!



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