

Flight path

A North American Airline takes their call center to the cloud





Call for change

An Airline with a clear vision for the future

Prior to the COVID-19 pandemic, this North American Airline served nearly 12 million passengers each year. Throughout its nearly 100-year history, the Airline has continually improved its services, its fleets and its technical innovations.

Most recently, the Airline turned its attention to upgrading one of its interactive voice recognition (IVR) systems. The legacy system, which handled calls for multiple functions—from baggage claims to crew scheduling and employee support—was reaching the end of its life. It was difficult to maintain. With limited capabilities, it was even more difficult to enhance. Adding new functionality or capacity could take a month or longer. Critically, the old system was also becoming increasingly unstable. This not only affected operational efficiency, but the extended downtimes also negatively impacted customer and employee experiences

The Airline's leaders knew the time was right to find creative and pragmatic ways to work and get back to growth. This meant replacing the legacy IVR system with a modern platform that was reliable, secure, responsive, and

easily enhanced. After reviewing its options, the Airline selected Amazon Connect as the new omnichannel, cloud-based contact center solution. Several factors contributed to the decision, including Amazon Connect's proven resilience and high degree of flexibility. The fact that the new contact center solution ran on the Amazon Web Services (AWS) cloud infrastructure was particularly appealing. It not only aligned with the Airline's "cloud-first" strategy, but also ensured scalability, redundancy, and access to native cloud features such as analytics, AI and machine learning.

For help with setting up the new system, the Airline turned to Accenture. In addition to having a proven record of helping the Airline improve its operations and technical environment, Accenture brought deep knowledge and expertise in architecting and implementing Amazon Connect contact centers. Accenture's strategic alliance with AWS and the caliber of resources from Accenture's AWS Business Group and cloud capability network sealed the deal.

When tech means human ingenuity

Taking their call center to new heights with Amazon Connect

This North American Airline and Accenture quickly migrated seven contact centers to the Amazon Connect solution. Because Amazon Connect runs on AWS, the team was able to take advantage of several native AWS capabilities such as S3 storage, disaster recovery and Lambda automated computing during the solution's design, build and test phases.

Originally, the team was planning to complete a “like for like” migration—namely, retaining the old IVR functionality but in a new and more resilient environment. However, it soon became clear that Amazon Connect could easily accommodate new features and functions. Agile methods

were employed to enable the team to quickly configure the new solution to meet users' needs. New callback features, a customizable contact control panel, and new call-recording functionality were just some of the enhancements made.

Throughout the engagement, the team shared knowledge, know-how and system documentation with approximately 200 system users and system administrators. Training sessions for trainers and end users further ensured that the Airlines' people could easily navigate the new system and that there would be no business disruption when the new system went live.



A valuable difference

A blueprint for a truly cloud-first organization

In just eight weeks, the Airline was ready to transition from an unstable, on-premise IVR system to a robust, resilient and highly secure cloud-based contact center solution. Customers and employees now have a stable and reliable means of communicating with the Airline across multiple channels. The improved audio quality of the Amazon Connect system is particularly noteworthy. That translates into more efficient service and better customer and employee experiences.

From an operational perspective, AWS' disaster recovery processes and three availability zones help ensure the system will stay up and running even during outages. For employees, the browser-based user interface is much more appealing and easier to use. Dashboards provide real-time insights and metrics into call volumes and contact center performance, allowing administrators to continually optimize staffing levels and service delivery.

Additionally, the new system is highly adaptable. Whereas adding new features or call capacity to the old system could take a month or longer, the Airline can now design,

implement and test new instances, features or configuration changes in just a matter of days. Resources that used to spend considerable time managing system outages can now focus on improving caller experiences.

According to Manager of IT Engineering and End User Services at the Airline, the speed and success of this engagement was due in large part to Accenture's skills and collaborative approach.

"Our relationship with Accenture is quite strong. They know our business, our systems and our day-to-day stresses. And throughout this engagement, they were accessible, responsible and committed to working with us, side-by-side, to transform our contact center experiences."

While this North American Airline will continue monitoring the performance of its new system, which Accenture now runs, it expects to use this rapid deployment as a model for additional cloud modernization programs. In that regard, the Amazon Connect deployment provides a valuable blueprint for building a truly cloud-first organization.



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