

HEXAWARE

Contact Center Interaction Analytics with AWS Enriches Customer Experience

Discover AI Insights for Customer Service

Case study



Client

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- Summary

Our client is a global outsourcing provider that specializes in subscription management and order fulfillment. With decades of experience under their belt, they help organizations streamline operations, improve customer experience, and increase revenue. Their solutions make a difference by boosting efficiency, speeding up processes, and saving costs for clients, especially in the publishing, nonprofit, and membership sectors.



Challenge

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Our client's contact center was struggling with several issues related to customer agent performance that were impacting customer experience and operational efficiency. They identified that service quality was inconsistent across agents, leading to variability in customer interactions, which undermined their targeted goals. A pressing concern was the high Average Handle Time (AHT), which not only slowed down service delivery but also strained available resources and increased operational costs.

Additionally, customer satisfaction (CSAT) scores were notably low, indicating a disconnect between customer expectations and the service being delivered. Our client lacked visibility into what was driving these poor outcomes, making it difficult to take corrective actions. Without the right tools to assess agent performance or monitor key aspects of communication, identifying root causes of inefficiency and dissatisfaction was a challenge.

They sought a comprehensive solution to monitor contact center operations in real time, assess agent behavior, and provide actionable insights. The goal was to streamline interactions, develop new communication quality strategies, and improve customer satisfaction for overall contact center efficiency.



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Comprehensive Interaction Analytics with AWS

To overcome limitations in their traditional contact center infrastructure, Hexaware delivered a future-ready, AI-powered interaction analytics platform built on AWS, aligning seamlessly with the client's vision for an insight-driven, customer experience ecosystem.

Our solution helped the client to harness the power of data analytics and GenAI, allowing them to gain deeper insights into customer interactions and agent performance. By adopting a more agile infrastructure, the enterprise was able to swiftly respond to evolving service demands and customer expectations.

AWS Interaction Analytics Solution Fundamentals

Interaction Analytics, built with AWS-native services, offers powerful tools for a comprehensive analytics ecosystem and effective insights. Here are the key components:

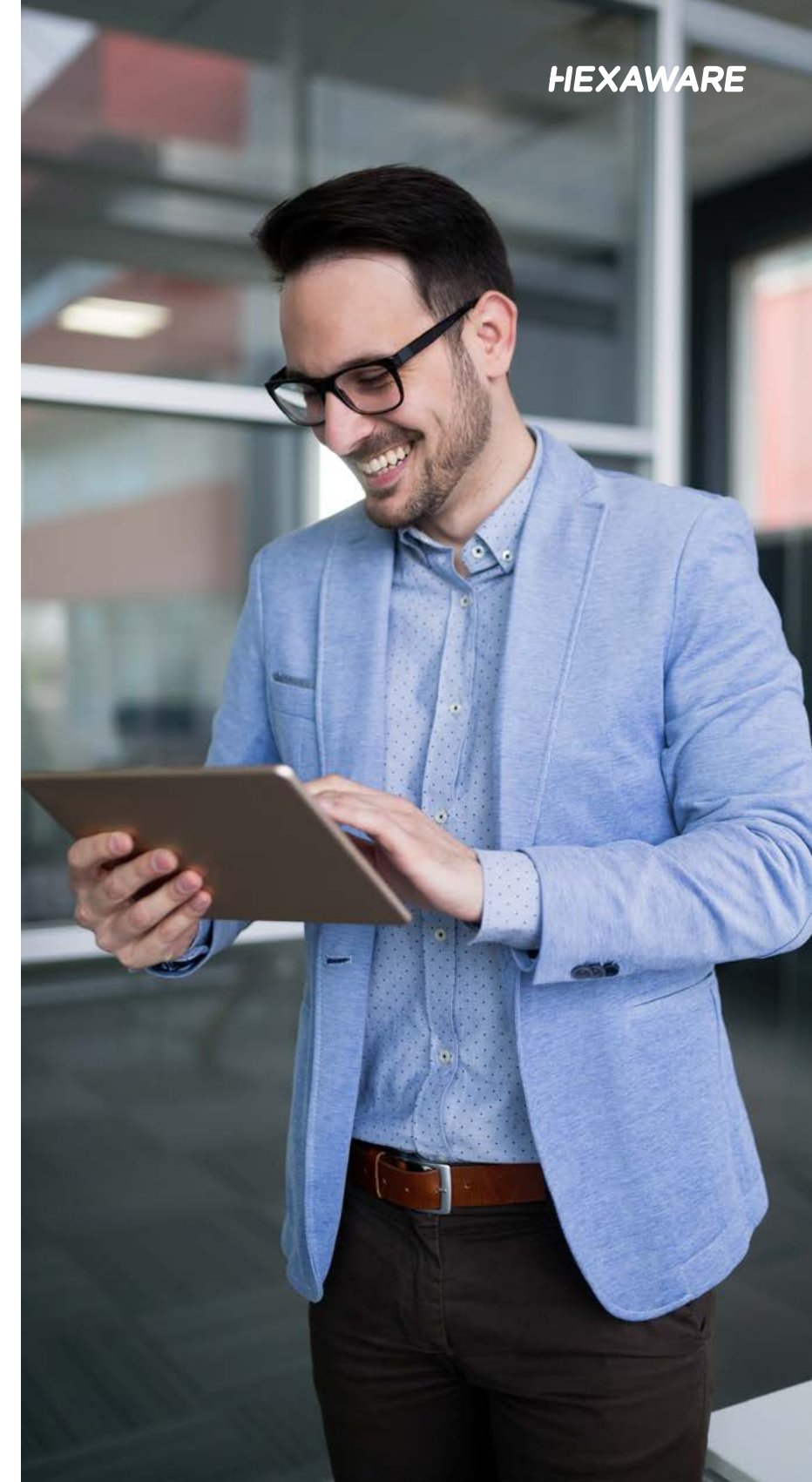
- **Amazon Transcribe** for voice-to-text processing from voice calls.

- **Amazon Bedrock** for GenAI for comprehensive, actionable insights.
- **AWS Lambda and Step Functions** for automation and workflows.
- **Amazon S3** for secure, scalable data storage and AI-ready ecosystem.
- **Amazon QuickSight** for post call analytics and insights dashboards.

Our Solution's Full Range of Capabilities

This solution is designed to provide extensive insights and enhance customer interactions. Key capabilities include:

- 100% coverage on all interactions across call, chat, and digital channels.
- Customer sentiment analysis and agent service improvement insights.
- Performance dashboards to track agent productivity and service quality.



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How We Did It

Step 1: Understanding Client Requirements

Engaged with the client to identify objectives: improve customer satisfaction, reduce Average Handle Time (AHT), and standardize service quality.

Step 2: Data Collection and Integration

Integrated contact center data into AWS, using Amazon S3 for secure storage and AWS KMS for compliance; utilized Amazon SQS for reliable data ingestion.

Step 3: Identifying Key Performance Challenges

Analyzed customer interactions with AI-driven insights from Amazon Bedrock to identify AHT drivers like long silences and repeated queries, orchestrated via AWS Step Functions.

Step 4: Correlating AHT Drivers with Business Impact

Examined the link between high Average Handling Time (AHT) and metrics like Customer Satisfaction (CSAT) and agent performance, highlighting the impact through a dashboard.

Step 5: Highlighting Actionable Insights

Flagged critical communication issues and inefficiencies, prioritizing insights on high-impact call drivers needing attention.

Step 6: Continuous Monitoring and Operational Enhancement

Refined communication strategies based on feedback and implemented continuous monitoring for sentiment tracking and issue identification for ongoing improvements.



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12% Reduction in Average Handle Time (AHT)

Agents streamlined conversations using insights on call structure and interruptions, enabling quicker resolutions and increased contact center capacity.

20% Improved Agent Productivity

Targeted post-call feedback and coaching driven by analytics insights empowered agents to provide consistent, high-quality customer service, and resolve issues faster.

18% Increased Customer Satisfaction (CSAT) Score

Personalized and effective customer interactions backed by training from sentiment analysis insights allowed agents to foster loyalty through improved experiences.

Comprehensive Insights on Customer Interactions

Granular visibility into conversations revealed patterns and pain points, enabling leaders to make informed decisions that align services with customer needs.

Proactive Resolution of Customer Issues

Identifying root causes of dissatisfaction early helped reduce repeat calls and complaints, leading to improved service efficiency.

Stronger Business Outcomes

Enhanced efficiency and customer satisfaction translated into higher retention, better upsell opportunities, and a more agile, insights-driven contact center.



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As customer expectations continue to evolve, contact centers are increasingly seen as strategic touchpoints for brand experience, for which transforming operations with data and AI is essential. Our focus was on elevating service quality, reducing inefficiencies, and driving smarter customer engagement, which we achieved as an AWS partner.

The data and AI-ready environment tackled immediate challenges like high Average Handle Time (AHT) and low Customer Satisfaction (CSAT) and set the stage for future-ready customer experience strategies. Together, we addressed immediate demands while also preparing for future developments in customer service.



About Hexaware

Hexaware is a global technology and business process services company. Every day, Hexawarians wake up with a singular purpose: to create smiles through great people and technology. With this purpose gaining momentum, we are well on our way to realizing our vision of being the most loved digital transformation partner in the world. We also seek to protect the planet and build a better tomorrow for our customers, employees, partners, investors, and the communities in which we operate.

With offices across the world, we empower enterprises to realize digital transformation at scale and speed by partnering with them to build, transform, run, and optimize their technology and business processes.

Learn more about Hexaware at
<https://www.hexaware.com>.

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