



# Secrets to success:

Amazon Connect cloud-based  
contact center



## Introduction

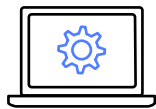
Contact centers are vital to modern businesses, but traditional contact center solutions can be complicated. They often use dated tools, have complex pricing, integrate poorly with innovative technologies, and take months to deploy.

That's why businesses are increasingly choosing Amazon Connect. Amazon Connect offers businesses a better way, with a simple-to-use, pay-as-you-go contact center at a fraction of the cost.

Based on the same contact center technology that Amazon customer service associates around the world use, Amazon Connect is a self-service, cloud-based contact center solution that:



Makes it easy for enterprises of any size to deliver better customer service at a **lower cost**

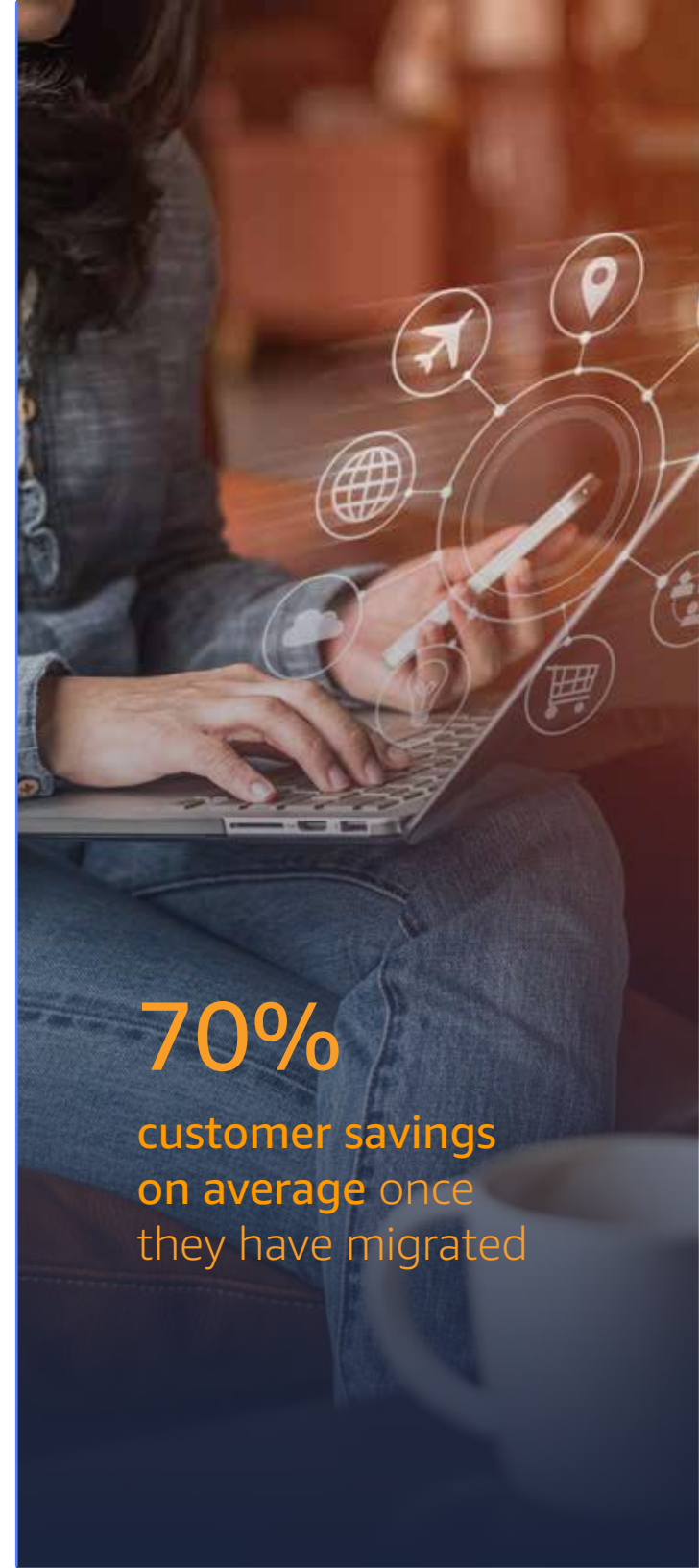


Is designed to **dynamically adjust** to the changing needs of your customers in real time



Enables enterprises to **engage** with customers easily and naturally

With Amazon Connect offering so many advantages, what's the secret to Amazon Connect's success? It's simple. Choose the right partner to help you make the move, an Amazon Connect Delivery Partner. These AWS Consulting Partners help companies build cloud contact centers with Amazon Connect. By leveraging Amazon Connect, these AWS Partners can help you improve customer experiences and outcomes at a lower cost.



**70%**  
customer savings  
on average once  
they have migrated

## Why choose HCL

HCL is one of the very few global systems integrators to have completed the Amazon Connect Service Delivery Partner and AWS Contact Center Intelligence credentials. In this digital age, your business expects you to be agile, cost-effective, and sophisticated. When it comes to your customer experience architecture, Amazon Connect helps you achieve that. With deep expertise and experience, HCL has:

- ✓ Dedicated practice for Amazon Connect and AWS CCI
- ✓ 360-degree collaboration with AWS
- ✓ Ring-fence customers with a robust ecosystem of partners
- ✓ State-of-the-art AWS Lab for contact center



## HCL solution

HCL is a AWS Premier Consulting Partner and a proven leader in the customer experience transformation space. HCL brings deep expertise in redefining customer journeys, enabling self-service, and enhancing and streamlining agent interactions. HCL has released product-based offerings over Amazon Connect and AWS CCI solutions that are specific to industry verticals, such as the Ziva Intelligent Assistant for financial services zero-code and future-proof plug-and-play model.

HCL is well positioned to drive your transformation roadmap in the AWS customer experience stack, with end-to-end solution offerings across the contact center portfolio. We offer complete lifecycle services from consulting to transformation to day 2 and managed services.



## Success stories

HCL provides customers with cloud-native solutions with usage-based pricing models. This allows our customers to start small and flexibly scale in response to business requirements without contractual obligations and formality. We enable our customers to connect to everything from PSTN to modern digital channels, with the essential channels available by default in Amazon Connect. With global reach, Amazon Connect is expanding to more countries and languages.

# 100%

cloud platform ensures maximum scalability and flexibility.



### Swedish travel partner

A Swedish travel partner faced obstacles, including the lack of an automatic, authentication-based user registered number and the lack of self-service capabilities. HCL was able to deliver a consumption-based public cloud solution for intelligent contact center with out-of-the-box integration with Amazon Connect as well as integration with ServiceNow.



### British multinational oil & gas company

A British multinational oil & gas company faced challenges, including the lack of automatic language detection based on caller profiles or caller preferences and no ability to work inside the service management system. HCL was able to deliver a public cloud solution that ensured an efficient, optimized cost delivery model for migration, seamless integrations, and operations for an end-to-end transformation.

HCL Technologies (HCL) empowers global enterprises with technology for the next decade today. HCL's Mode 1-2-3 strategy, through its deep-domain industry expertise, customer-centricity and entrepreneurial culture of ideapreneurship™ enables businesses to transform into next-gen enterprises.

HCL offers its services and products through three lines of business—IT and Business Services (ITBS), Engineering and R&D Services (ERS), and Products & Platforms (P&P). ITBS enables global enterprises to transform their businesses through offerings in areas of applications, infrastructure, digital process operations, and next-generation digital transformation solutions. ERS offers engineering services and solutions in all aspects of product development and platform engineering while under P&P. HCL provides modernized software products to global clients for their technology and industry-specific requirements. Through its cutting-edge co-innovation labs, global delivery capabilities, and broad global network, HCL delivers holistic services in various industry verticals, categorized under Financial Services, Manufacturing, Technology & Services, Telecom & Media, Retail & CPG, Life Sciences, and Healthcare and Public Services.

As a leading global technology company, HCL takes pride in its diversity, social responsibility, sustainability, and education initiatives. As of 12 months ending on June 30, 2021, HCL has a consolidated revenue of US\$10.53 billion and its 176,499 ideapreneurs operate out of 50 countries. For more information, visit [www.hcltech.com](http://www.hcltech.com).



To get started transforming your business,  
innovating faster, and growing ahead of  
the curve, write to us at  
[awscloud@hcl.com](mailto:awscloud@hcl.com)



**HCL**

## Conclusion

More than a decade ago, Amazon needed a contact center that would give their customers personal, dynamic, and natural experiences. So they built it. Now it's available to your business, too. We can help harness the power of Amazon Connect and seamlessly accelerate your customer experience.

