

Partner Case Study:

COVID Response Network

Overview

The COVID-19 pandemic has had a significant impact on businesses worldwide, leading to a widespread shift towards work from home arrangements for employees. One of the most significant impacts of COVID-19 on businesses has been the need to adapt quickly to remote work arrangements. Many companies have had to rapidly implement remote work policies, provide their employees with the necessary technology and tools to work from home. This required development of new strategies for collaboration and communication.

Overall, COVID-19 has accelerated the trend towards remote work, and it is likely that many businesses will continue to embrace this model even after the pandemic is over.

Client Background

The customer needed to immediately provide a cloud contact center for its 700+ work from home employees while simultaneously expanding support staff to meet overnight change in demand. Based on several factors they choose to move to Amazon Connect powered by TechM BPS Services as a single partner providing both technology and the additional BPO staffing required.

Amazon Web Services (AWS) is the world's most comprehensive and broadly adopted cloud, offering over 200 fully featured services from data centers globally. Millions of customers—including the fastest-growing startups, largest enterprises, and leading government agencies—are using AWS to lower costs, become more agile, and innovate faster.

Specific to customer experience, AWS offers a single robust platform to support all the major contact center requirements in a simple pay per use model that can be rapidly deployed.

Challenges

Moving a contact center to the cloud while relocating agents to home in a short timeline poses multiple challenges. Some of the key challenges were:



Security:

Security aspects involved when moving from an on-premise environment requires adjustments to the cloud as a greater use of internet is involved.



Agents:

For agents used to working from the office, a sudden work from home full time can be a challenge and disruptive as new patterns evolve.



Access:

Maintaining and monitoring access to systems needed to complete the work and ensuring platform scaling for usage

Most of the time these changes happen over time as a migration and not overnight as was the issue forced on us all by COVID. These mix of challenges were all undertaken by the Tech Mahindra BPS team to meet the customer's needs.

Tech Mahindra's CX offerings provide unprecedented advantage to clients in bringing profound customer insights, technology enablers, operations capabilities to help transform & partner in their pursuit to embrace Digital disruption. We offer improved connected experience across the customer lifecycle with an interplay of digital strategies across multiple channels. Tech Mahindra and AWS Practice / Partnership

- Global scale of resources
- 4 AWS competencies
- 4 partner AWS partner programs
- 10 AWS service validations
- 2k+ AWS certifications
- 200+ AWS customer launches
- Proven record of customer success

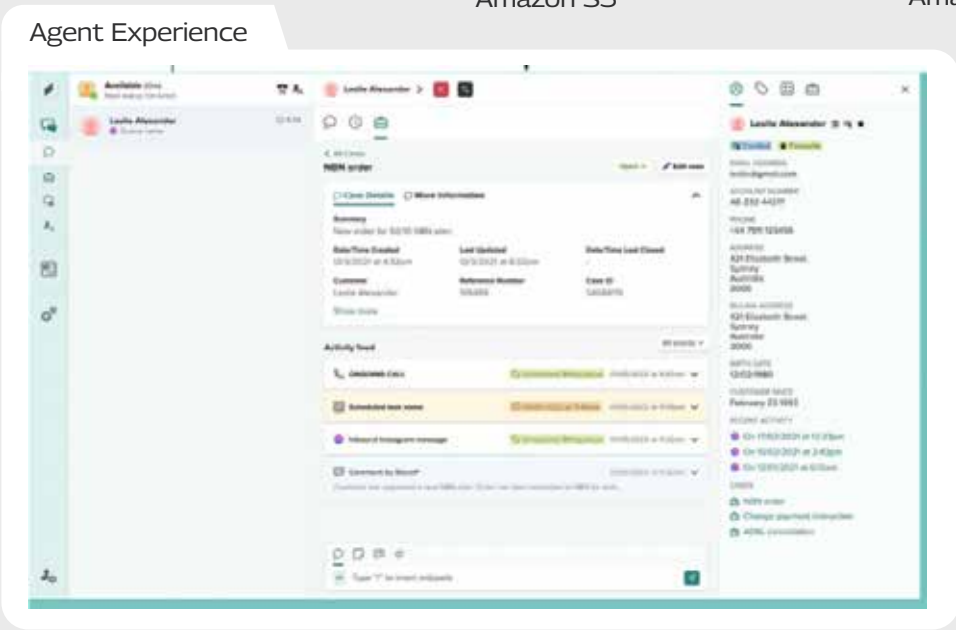
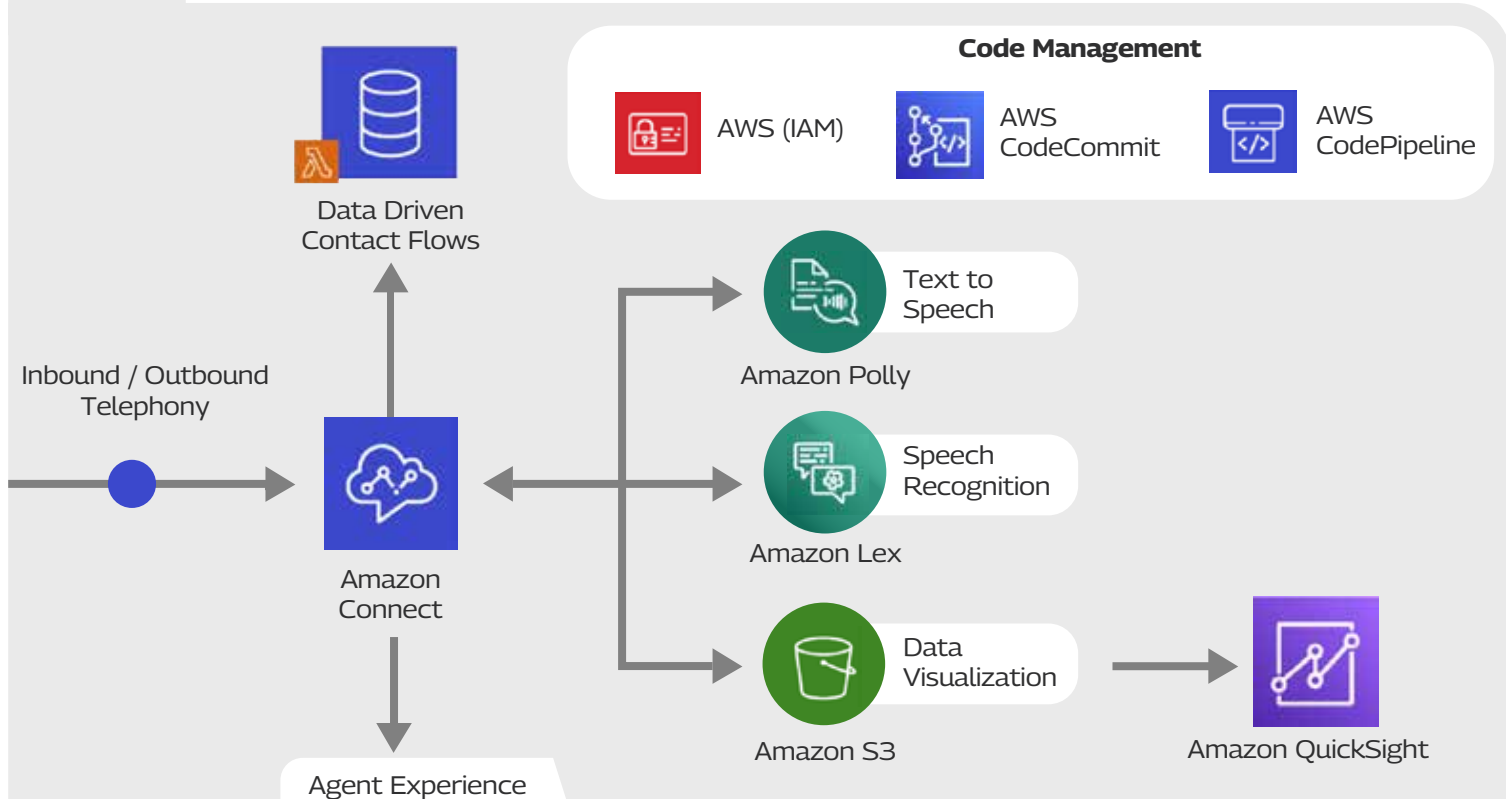
Our Approach and Solution

A solution based around TechM BPS staffing and Amazon Connect along with other related services provided the customer all the requirements they needed. The solution incorporated the existing case management system that was already in place. Customers calling in would be verified against their phone number, contact attributes then associated the call based on that data then routed to the right queue based on Amazon Lex speech recognition in the IVR. Agents take the call using the standard integration between Amazon Connect and Salesforce that allows all work to be completed in a single interface.

The customer did leverage standard historical and real-time reporting from inside Amazon Connect, but also choose to have data sent to AWS QuickSight for enhanced dashboards and historical Business Intelligence level reporting.



AWS East Region - Production



Business and Community Impact

- Usage Based Model
- Cost Savings Globally
- Integration Case Ticketing System
- Technology, People, and Process as a Service
- Demand for Increased Support Incidents Achieved

About Tech Mahindra

Tech Mahindra offers innovative and customer-centric digital experiences, enabling enterprises, associates and the society to Rise for a more equal world, future readiness, and value creation. It is a USD 6.5+ billion organization with 152k+ professionals across 90 countries helping 1290+ global customers, including Fortune 500 companies. It is focused on leveraging next-generation technologies including 5G, Metaverse, Blockchain, Quantum Computing, Cybersecurity, Artificial Intelligence, and more, to enable end-to-end digital transformation for global customers. It is the only Indian company in the world to receive the HRH The Prince of Wales' Terra Carta Seal for its commitment to creating a sustainable future. It is the fastest growing brand globally in 'brand value rank' and amongst the top 7 IT brands globally in brand strength with AA+ rating. With the NXT.NOW™ framework, Tech Mahindra aims to enhance 'Human Centric Experience' for its ecosystem and drive collaborative disruption with synergies arising from a robust portfolio of companies. Tech Mahindra aims at delivering tomorrow's experiences today and believes that the 'Future is Now'.

TECH
mahindra



www.youtube.com/user/techmahindra09
www.facebook.com/techmahindra
www.twitter.com/tech_mahindra
www.linkedin.com/company/tech-mahindra
www.techmahindra.com
top.marketing@techmahindra.com



Brand Finance®
Awards

TOP 10
STRONGEST
IT SERVICES BRAND



Brand Finance®
Awards

FASTEST-GROWING
IT SERVICES BRAND
IN BRAND VALUE RANK

Copyright © Tech Mahindra 2023. All Rights Reserved.

Disclaimer. Brand names, logos and trademarks used herein remain the property of their respective owners.