



Contact Center Modernization – Banking

Capgemini's Contact Center Modernization connects together the world-class CRM functionality of Salesforce with Amazon Connect ensuring call center employees have the current information about incoming calls before answering the call. The Amazon Connect integration enables outbound calling with the ability to document the customer's response (use cases can include potential fraudulent transactions, missed loan payments, or many more!).

Using Amazon Connect, an outbound call can be generated to the customer with details about an item needing the customer's attention with, for instance, details about the transaction, missing payment, or any other reasons. At the same time, the solution automatically creates a case in Salesforce. Therefore, if the customer wishes to speak with an agent at the bank, the customer would be routed to a call center representative who has direct access to case information.

Additionally, when a customer calls in, using Amazon Connect, the customer can be routed to the appropriate call center representative that has access to the details of the interaction previously captured and directly presented. This enables call center representatives to quickly begin the research process without requiring the customer to reconfirm already stated information.



Benefits of Capgemini's Contact Center Modernization



- **We get banking:** The solution and POV are designed and built by bankers with many years of experience on the Salesforce platform, with AWS, and with the knowledge of how banks operate. Additionally, our experts get the challenges faced by banks in many areas including sales, service, marketing, compliance, and management.
- **Future proof your Salesforce environment:** Reduced technical debt, easier long-term maintenance and faster implementation through use of our configuration based reusable accelerators, enhanced data model, and lightning components. Solution components can be plugged in and configured across multiple environments and easily changed as business and regulatory requirements are updated.
- **Marry together Salesforce and AWS:** Call routing can be cumbersome. Customers don't want to repeat the information they've provided to the IVR. The power of a partnership between AWS and Salesforce will enable call center representatives access to the information in the CRM system to ensure a seamless customer experience.

Common Banking Service Challenges Addressed



- **Customer View** – Empower your call center representatives with a consistent view of the customer, and the reason for their call before interaction; including the ability to generate new cases (service requests) and view existing cases that may be open.
- **Service Consistency** - Provide your customers with consistent interactions regardless of the service channel, leveraging our pre-built, configurable lightning flows.
- **Customer Self-Service** – Enable customers to record their responses to common outbound call requests (like fishy transaction alerts and missing payments) without engaging call center representatives.
- **Next Best Offer / Action** – Proactively suggest products and services to the customer directly using information already known about them, coupled with the information they self-disclose.
- **Knowledge Management** – Serve up relevant articles to call center representatives based on the case (service request) type so that common questions can be addressed without the need for research.
- **Referral Management** – Automate referrals and introductions of customers across lines of business when the situation warrants the introduction of teammates.

**To learn more about this solution,
please contact**

awsleadership.fssbu@capgemini.com





About Capgemini

Capgemini is a global leader in consulting, digital transformation, technology and engineering services. The Group is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms.

Building on its strong 50-year+ heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. Today, it is a multicultural company of 270,000 team members in almost 50 countries. With Altran, the Group reported 2019 combined revenues of €17billion.

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