

# How We Enable Digital Transformation for Partners

## Evolving Contact Centre Technology [To Enable Digital Transformation](#)

If you're proposing a digital transformation solution to a potential client, Conn3ct's knowledge, resources, and expertise can help fill in the gaps. We can work in partnership with you to win new business, enhance your offering and provide even greater value to your customers.

## The Customer Experience [Revolution](#)

At Conn3ct, we understand the importance of digital engagement, and the increasing demand on businesses to be more connected with their customers. No two customers are the same, and with a multi-generational audience base, the need to provide both traditional telephony and IVR systems and digital communication solutions — such as social media messaging and web chat — is greater than ever.

By combining these approaches, we can help your clients to create a unified, consistent experience for their customers through digital transformation — without sacrificing the need for a more flexible, tailored service.

## The Key Challenges [Facing Customers Today](#)

The way businesses interact with their customers is evolving. Frustrations with Telephony and IVR systems such as delayed response time or unavailable options, and lack of personalisation, prohibit customers from resolving their queries, and businesses from communicating effectively and efficiently.

Now, more and more businesses are diversifying the way they communicate with customers. Social media messaging and chatbots, and an increase in resource allocation to email and web chat ensure their customers feel heard.

## Using Our SET Methodology For Success

Drawing on over 30 years' experience, our tried and tested methodology — 'Stabilise, Enhance, Transform' — offers an in-depth consultation of every aspect of your clients' needs.



Through our unique blended operational and technical consulting programme, and vendor-agnostic method, we can define your client's plan for digital transformation and evolve their Contact Centre technology with clear outputs at every stage. We work in partnership with key stakeholders to develop clear outputs at every stage.

Typically, we consult in four workstreams:

- Capture business vision, strategy, and objectives.
- Conduct an audit of the current technology estate.
- Design a solution, clear migration path, and statement of work.
- Test solutions in our innovation lab — volumes and optimisation.

From technical and operational consultants and programme managers to commercial teams (for contract negotiations with chosen vendors) and visionary executive sponsors we build teams dedicated to your client. The team will have industry and platform knowledge, and experience across best of breed customer engagement platforms and their ecosystem partners. Meaning our teams will choose suitable solutions based on a balanced 'scorecard', rather than a 'one-size-fits-all' approach, like many of our competitors.

*“We understand how to take customers through the digital transformation journey, to mitigate the risks and the costs by blending our deep operational and technical experience across a broad range of vendors.”*

*Martin Cross, CTO, Conn3ct*

## 1. SBC Managed Service For UC Cloud Transformation

Our SBC (Session Border Control) Managed Service helps businesses save by turning capital into operational expenditure — making it ideal for clients wanting to simplify their Telephony and Contact Centre systems while reducing costs.

Outsourcing most services to third parties can be costly to run, not to mention time-consuming and complex to manage, particularly with multiple vendor solutions which don't offer a unified solution for the workforce. Multiple legacy ISDN trunks are also expensive to operate and offer limited flexibility for resilience.

But at Conn3ct, we consult with businesses to fully understand their existing estates and future requirements in detail before recommending solutions for a unified communications platform for all users.

Our solutions leverage technology from:

- Session border controllers that support connectivity into Microsoft Cloud UC, as well as integration into legacy PBX systems and ISDN connections.
- Proactive availability and quality monitoring and reporting across advanced unified communications estates including Microsoft, Ribbon, Cisco, and Avaya.
- Managed Services — bespoke solutions to complement clients' own IT and Telecoms teams.

Unlike competitors, our regulatory expertise and heritage in unified communications allow us to integrate without interfering with current operations, while our network of 6,000 engineers covers 114 countries across the globe.

## 2. Global SIP Service

Employee collaboration and multi-channel customer engagement are strategic imperatives. Now more than ever, businesses are reviewing the quality of their global communications and the cost of improving or replacing legacy systems.

But where do companies start when planning a long-term strategy for their phone and Contact Centre systems — possibly their most business-critical IT investment?

The rise of SIP as an intelligent, low-cost enabler of essential collaboration services has created a new starting point for businesses to build their communication strategies. Crucially, the global availability of SIP now allows multinational businesses to capitalise on reliable voice and multimedia communications worldwide, with simpler management and reduced cost. Uniquely, these two capabilities are now available as a single SIP service.

Conn3ct can take your multinational clients on a journey to improve communications globally. Our global SIP service is delivered across the world's biggest voice network, offering unmatched PSTN replacement opportunities and a simplified platform for a centralised transition to cloud communications.

Our service includes:

- QoS monitoring
- Multi-country billing
- Microsoft certification
- Fraud detection
- SIP trunk aggregation

Through our global SIP service, your clients will experience the following benefits:

- **End-to-end Managed Service.** Clients can manage their voice and collaboration network with a single contract, SLA, billing and access link. They can monitor performance centrally and achieve visibility and administrative control through portal and API access.
- **Improve performance, reduce complexity.** Centralise their voice and collaboration connectivity and minimise their WAN capacity needs. Consolidate PBX assets and licences and reduce the number of vendors.
- **Leverage your legacy investment.** Capitalise on the experience of specialists from our Operations Centre, with expertise in legacy systems, interoperability, and multi-vendor

deployments. Clients can gain a consistent user experience across offices without replacing their existing legacy investment.

- **Scale with demand.** Clients can offload traffic to the SIP cloud, avoid over- or under-provisioning of WAN bandwidth, and save the cost of WAN upgrades and Internet gateways.

### 3. Amazon Connect [For Scalable CX Deployment](#)

To provide the level of support today's customers need, businesses often have to purchase costly licenses and build platforms with thousands of extra users. The flexibility of the Amazon Connect commercial model addresses this very challenge.

Amazon Connect — Amazon's Contact Centre service — allows businesses to manage sharp peaks in demand that require tens of thousands more agents than on a typical day. The scalable service means businesses only pay for the services they use during peak times. So, if a client wishes to add 10,000 additional agents to assist on a promotional day, they can do so without further cost implications.

#### Lex Voice [Application](#)

Traditional Contact Centres rely on interactive voice response (IVR) systems, which require customers to select multiple keypad options before waiting to speak to an available agent. This can make for a tedious experience, often leaving customers flustered and frustrated.

But with Lex voice application, businesses can leverage natural language processing and personalised services to optimise efficiency, reduce costs, and create an enhanced customer experience. Benefits of Lex include:

- **Interactive customer engagement.** Lex understands customer intent and interacts with them to ensure their query is resolved quickly and efficiently.
- **Cost-effective model.** Lex voice application offers a flexible approach, meaning businesses pay on a usage basis only (per sentence it understands).
- **Personalised customer experience.** Lex allows your client to integrate the voice speech engine into their backend systems, providing visibility across every action a customer has taken before an interaction.
- **Reduces agent costs.** Businesses can enable multiple Alexa's simultaneously, leading to a reduction in agent costs and automatic follow-up actions.

## Machine Learning and AI Capabilities

At a time when big data and the customer insights they hold are forming the basis for meaningful customer interactions, Amazon Connect machine learning and AI applications can enable clients to sift through huge volumes of data to identify patterns and glean unique customer insights and intelligence.

By implementing Amazon Connect in the Contact Centre, your client can make use of these machine learning capabilities to reveal key customer insights on a flexible, pay-as-you-go basis. Benefits of machine learning and AI include:

- **Identifying data patterns.** AI capabilities can analyse over 10,000 interactions per second and analyse patterns from customer queries, enabling businesses to track consistent issues or opportunities for improvement.
- **Voice recognition and understanding.** Machine learning can identify the tonal range in your clients' customers' voices, relating this directly to how they address queries and complaints.

By providing our knowledge, resources, and expertise through our SET methodology, SBC Managed Service, Global SIP Service, and deployment of Amazon Connect, we can work in partnership with you to win new business and increase the value you provide to customers.

## About Conn3ct

Conn3ct is a truly vendor-agnostic communications partner that helps multi-site organisations across the world to solve their communications challenges by providing simple solutions to complex problems.

Conn3ct draws on over 30 years of experience enabling digital transformation to deliver exceptional customer experience, improve efficiencies, and enhance business performance. Central to this is our consultative approach. As a trusted IT service provider, we share our expertise and educate your team throughout your transformation journey, delivering your company's personalised project to budget and on time.

## Book A Free Consultation

We listen and learn to understand your business challenges, so we can deliver the best solution that will fix them.

LET'S TALK

conn3ct.com

A decorative grey curved shape in the bottom right corner of the page.