

Provident Insurance's journey to a next-gen contact centre with Amazon Connect

Challenge:

Provident Insurance found itself at a crossroads with an ageing contact centre system, struggling with reliability, scalability, and system integration difficulties, hampering its ability to deliver seamless customer service. They required a reliable solution that could seamlessly integrate with its infrastructure and provide advanced support features to optimise customer service operations.

Solution:

Digital Island proposed an overhaul of Provident Insurance's contact centre to future proof the system and equip the team for scale. The Digital Island experts recommended transition to a cloud-based contact centre solution which leveraged Amazon Connect and allows seamless integration with Provident Insurance's existing systems. The solution aimed to modernise Provident Insurance's operations, ensuring a scalable, reliable, and efficient system that could meet the demands of its growing business.

To enable a smooth transition, Digital Island delivered expert support and tailored strategies that significantly optimised Provident Insurance's customer service operations. By providing comprehensive training, Digital Island ensured Provident Insurance's team could fully leverage the capabilities of the new technologies and were on hand to trouble-shoot any teething issues throughout the process and train the team to do so on an ongoing basis.



Amazon Connect

provident
insurance

"Moving to Amazon Connect allowed us to fundamentally transform how we manage our customer interactions," says Provident Insurance's Chief Information Officer Paul Natac. "The platform aligns with our technology roadmap and digital strategy, and its integration features enable us to increase efficiencies, personalise services, and complement our other technology investments."

Business results:

The migration to Amazon Connect was swift and minimally disruptive, allowing Provident Insurance to maintain business continuity while integrating advanced functionalities. The AWS platform provided Provident Insurance with the ability to scale dynamically, ensuring that its team could handle fluctuations in call volumes during peak times with ease. Improved call routing features meant that customers were directed to the right person at the right time, significantly reducing handling times, improving first call resolution (FCR) and enhancing the overall customer experience.

Challenges such as compatibility issues during integration were swiftly addressed by Digital Island's team through collaboration with Provident Insurance's IT department. Comprehensive training resolved initial knowledge gaps, ensuring agents were equipped to adapt to the new platform.

Enhanced reporting and analytics capabilities provided Provident Insurance a clear view of its contact centre's performance, enabling its team to make data-driven decisions to continuously improve service quality. The new system allows Provident Insurance to maintain a hybrid operational model, integrating Amazon Connect with its Telepo cloud PBX system to meet diverse communication needs without compromising performance.

Continued evolution

As a result of the shift to Amazon Connect, Provident Insurance continues to make efficiencies within its contact centre. Within the last year to August 2024 Provident Insurance's customer hold time decreased 27%, and between January and August 2024 average handle time decreased 2%, with agents able to respond to customer queries more efficiently and provide better customer service.

Provident Insurance's upgraded contact centre now maintains a system uptime of 99.99%, providing a more seamless, reliable, and responsive service, addressing the critical pain points of its old setup. With Digital Island's expertise and AWS technology, Provident Insurance has not only resolved its immediate operational challenges but has also positioned itself to continue delivering best-in-class customer experiences.



"Digital Island's proactive approach and exceptional support have been instrumental in our success. They understood our unique challenges and tailored solutions to meet our needs, making them the ideal partner for our transformation journey."



The next phase

Provident Insurance is committed to building on its successful contact centre transformation by leveraging further innovations within the AWS ecosystem. The next phase of their journey involves deepening the integration of Amazon Connect's capabilities with automated workflows and AI-driven customer insights such as voice sentiment analysis. With Provident's shift to dealing with customers directly plans are underway to allow scale by introducing intelligent chatbots and self-service options, allowing customers to resolve queries independently, while complex issues are escalated seamlessly to live agents. Provident Insurance is also exploring advanced predictive analytics to anticipate customer needs and proactively offer solutions. This continuous evolution will ensure their contact centre remains an industry leader, consistently delivering efficient, personalised, and responsive service to every customer interaction.

A bright future for flawless customer support

The move to Amazon Connect, with Digital Island's expertise, has positioned Provident Insurance to deliver exceptional customer experiences now and in the future. Enhanced contact centre capabilities ensure faster response times, improved service reliability, and a seamless customer journey, reinforcing Provident Insurance's commitment to innovation and customer satisfaction. This technology-forward approach aligns perfectly with Provident Insurance's strategic goals, ensuring the flexibility and agility needed to continually exceed customer expectations.

Why Digital Island?

Digital Island is one of the leading Cloud Communications and Contact Centre experts in NZ. We help clients successfully navigate their digital transformation journey with the perfect blend of best in breed technology and a superior service experience.



Digital Island

Stay connected,
stay professional and
stay ahead of your competitors

0800 999 010

digitalisland.co.nz/amazon-connect