

Executive Summary

L'Oréal UK and Ireland consists of 36 beauty brands offering unique products. Providing outstanding customer service is one of the main goals of the group and the provision of call centre services have been outsourced to Hinduja Global Services (HGS). Cloud Fundamental, in partnership with Marathon Managed Services (MMS) were requested to enhance the already existing Amazon Connect call centre for a new requirement.

Customer Challenge

L'Oréal experienced times of heavy service utilisation and wanted to be able to warn customers that the waiting time to speak with an agent could be extended during these periods.

High-level operational requirements included:

- Provide a toggleable facility to inform users of long wait times
- Update the existing 36 brand Contact Flows within Amazon Connect to support the new functionality

L'ORÉAL

L'Oréal S.A. is a French personal care company headquartered in Clichy, Hauts-de-Seine with a registered office in Paris.

It is the world's largest cosmetics company and has developed activities in the field concentrating on hair color, skin care, sun protection, make-up, perfume, and hair care.

- 36 brands
- 150 countries
- Established in 1919
- Employing 88,000 people
- 497 patents
- Annual sales top €30bn.



Why AWS?

The AWS platform was able to respond to all the customer challenges, offering a tightly integrated, flexible, scalable telephony platform in Amazon Connect, and other supporting services all competitively priced with excellent security, auditing and reporting.

Why Cloud Fundamental?

Cloud Fundamental were chosen due to their expertise with AWS and the Amazon Connect platform. Cloud Fundamental provided the skills and insight to correctly interpret the customer needs and architect a solution which was secure and functional.



Partner Solution

The L'Oréal AWS solution was delivered by a previous technology partner of HGS. Upon understanding the requirement, Cloud Fundamental inspected the existing Amazon Connect Contact Flows. It was established that one Contact Flow and one Whisper Flow existed per brand (making a total of 72 flows). The flows were identical except for brand information.

This setup made administration of global changes a headache and led to inconsistencies between brands. In addition, the provisioning of new brands was also time-consuming.

Cloud Fundamental recommended that this be changed to a one Contact Flow and one Whisper flow for the whole solution with dynamic brand detection and messaging.

A new Amazon Connect Contact Flow was developed by Cloud Fundamental including an AWS Lambda Function which used the incoming number (the number/brand the customer called) to look up brand information in a Amazon DynamoDB table. This information was inserted into custom attributes which were used in the prompts throughout the Contact Flow and subsequently in the agent Whisper Flow.

Utilising the Amazon Connect Check Queue Status block's timing and queue capacity, flow logic was added to play the high call volume messaging (this was the original requirement) when thresholds were exceeded. This solution prevented the call centre operations team from having to toggle the messaging on and off, thus making the service more dynamic.





Results and Benefits

The solution provided by Cloud Fundamental exceeded L'Oréal's expectations by providing the following unexpected benefits:

- Consolidation of 36 contact flows into 1 making management and maintenance easier
- Dynamic brand detection and messaging
- Dynamic slowdown messaging based upon defined thresholds (original requirement) with no need for management
- Simple provisioning of new L'Oréal brands



Next Steps

HGS have requested that Cloud Fundamental perform analysis on the overall AWS solution implemented for L'Oréal by their previous partner company to look for other optimisations and improvements.



About Cloud Fundamental

At Cloud Fundamental, we're inspired by the sheer potential of cloud technology and how it revolutionises the way in which private and public sector businesses operate. Avoiding unnecessary technical jargon and working in a collaborative way, our days are spent developing new solutions and migrating legacy applications and data securely to the cloud. Our focus is on solutions that make business sense for you, our partners, like reducing IT overheads, increasing flexibility and enhancing productivity.

Cloud solutions that enable you to concentrate on what matters most – growing your business.

