

Amazon Connect Call Centre Solution



Executive Summary

The Pension Regulator (TPR) Automatic Enrolment (AE) scheme is a government initiative to help more people save for later life through a pension scheme at work. TPR outsource the contact centre that supports this initiative and in 2021 Cloud Fundamental in partnership with Marathon Managed Services (MMS) and Hinduja Global Services (HGS) were awarded the contract to design, build and deliver this service which provides a secure, cost effective and easy to manage solution.

Customer Challenge

TPR needed a solution capable of dealing with approximately 15,000 calls per month with approximately 120 agents working remotely from home.

Other high-level operational requirements included:

- Out of hours, public holiday and emergency handling
- Accurate routing and/or hand offs of end user contacts, including to TPR and other third parties as appropriate
- Recording of all inbound and outbound telephone calls and retention of those recordings for a specified period
- 3 incoming telephone numbers offering different services and options
- Quality analysis access from TPR
- Agents needed visibility of live queue information
- Ability for team managers to monitor calls
- Detailed reporting on call outcomes



The Pensions Regulator (TPR) is the public body that protects workplace pensions in the UK.

TPR work with employers and those running pensions so that people can save safely for their retirement.

TPR are responsible for:

- making sure employers put their staff into a pension scheme and pay money into it (known as 'automatic enrolment')
- protecting people's savings in workplace pensions
- improving the way that workplace pension schemes are run
- reducing the risk of pension schemes ending up in the Pension Protection Fund (PPF)
- making sure employers balance the needs of their defined benefit pension scheme with growing their business





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 solution designed and developed by Cloud Fundamental for The Pensions Regulator exclusively utilises managed services from AWS, this approach gives several benefits:

- Simplifies the management and maintenance of the solution
- Scales automatically to support demand
- Leverages the built-in resilience of the services
- Mitigates disaster recovery

Amazon Connect

Amazon Connect is the core of the solution, it provides the robust telephony services required by TPR.

Agents are authorised to access Amazon Connect from Microsoft Azure via SAML federation and AWS IAM controls.

Several Amazon Connect Contact Flows are used to control the flow of calls through the system to the agents. TPR specified that interactive voice response menus be offered to callers to ensure consistency with their previous telephony offering. Custom attributes have been used to track option selection for later analysis via Management Information reporting.

AWS Lambda is utilised as part of the Amazon Connect Contact Flows to check for the availability of the TPR service (bank holidays, emergencies etc.) via a updatable Amazon DynamoDB "Events" table. Callers are also warned of heavy service utilisation via a custom message.

Callers are offered a call back if not answered promptly.



Management Information Reporting

The HGS Management Information team require detailed call information from Amazon Connect to enable them to analyse the service provision and plan resources. Every evening a process runs to produce a report of information of the calls for the day. This process uses Amazon EventBridge and AWS Step Functions for the scheduling, AWS Glue for the collation of the data from Amazon Connect streams and Amazon Athena for analysis of the data.

Agent Dashboard

One of TPR's requirements was for agents to work from home, however, it was vital that the agents be able to also see the current call volumes and service levels being provided.

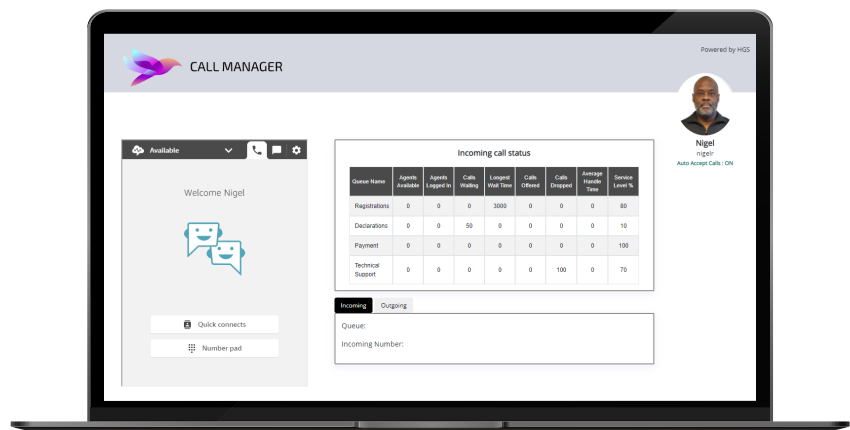
Fortunately, Cloud Fundamental have a tool for that!

Call Manager

Cloud Fundamental's proprietary Call Manager tool offers a user-friendly view for agents to access their dialler, caller data and agent statuses.

Features:

- Embedded Amazon Connect CCP for handling calls
- Realtime/historic queue data
- Call categorisation and notes
- Outbound caller ID customisation
- Automatic log out when the service is closed
- Automatic idle log out



Results and Benefits

Initially built and configured in our dedicated development environment, the TPR build passed detailed testing in our quality assurance environment in the month prior to production go live.

- This approved solution went into production for 75 agents in August 2021
- Since going live, the service has handled an average of 15,000 calls per month
- An average of 120 agents have been logged on concurrently and there have been no service outages





Next Steps

TPR have requested additional functionality including the implementation of a customer satisfaction (CSAT) survey solution. This will be built using Amazon Connect Contact Flows and is expected to be introduced in the next 3 months.

TPR also plan to add further queues and options to the solution.



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.



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