

Capitec's contact center takes to the cloud with Amazon Connect for a better customer experience

Client profile

Capitec is a leading South African financial institution that offers innovative banking solutions to individuals and businesses. They're known for their simplicity, affordability and accessibility because of their transparent and affordable banking services. Established in 2001, Capitec has quickly grown to become a major player in retail banking, with over 22 million active clients and 860 branches across the country.

Why NTT DATA?

- Existing relationship with Capitec
- Expert Amazon Connect partner
- AWS recommendation
- AWS Premier Tier Services Partner



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With the support of NTT DATA, we migrated two of our most critical call centers (600+ agents) in five days. The migration included a multitude of platform integrations, agent training, as well as monitoring and visibility. Our largest call center delivered an SLA of 95% on day two.

Michiel Grobbelaar, Product Manager, Capitec

Business need

- Drive higher self-service rates
- Seamless changeover between platforms
- Integrate cloud-calling solution with existing systems

Solution

- Proof of concept: internal IT service-desk
- Contact center migration to Amazon Connect
- Integrations: Salesforce, workflow management, live wallboards
- User training and support

Outcomes

- Reliable solution with high uptime
- Enhanced customer experience
- Improved agent productivity

Business need

Support a great customer experience with a cloud contact center

Capitec is South Africa's largest retail bank with a reputation for offering affordable, straightforward banking. Their services are designed to be user-friendly for everyone from the tech-savvy smartphone user to people who are less comfortable with technology.

Their contact center is critical to supporting all customers and delivering an experience that reflects Capitec's commitment to making customers' lives easier and empowering them to take control of their money. They also wanted to use the contact center to increase self-service options for customers.

To improve and modernize their contact center, the bank wanted to retire their on-premises solution and move to the cloud. The new solution had to integrate with their other systems, so all 2,000 agents could easily access the information needed to help customers and advise them on services that could benefit them. The integrated cloud solution would also enable hybrid working.

The bank had started to investigate using Amazon Connect, an AI-powered contact center from Amazon Web Services (AWS), as part of their larger strategy of moving to AWS Cloud.

Solution

Proof of concept paves the way to an integrated calling solution

To accelerate Capitec's transition to Amazon Connect and to enable the rapid transfer of skills to their internal IT team, Capitec partnered with NTT DATA.

After discussing their contact center needs, we decided to use their IT service desk to test Amazon Connect. Using an internal system for the test meant the outcome would not affect their customers.

The migration provided an opportunity to set up a guided chatbot for the bank's IT service desk. The chatbot helps employees resolve common IT problems, such as printer malfunctions, themselves. The employee describes their problem to the chatbot and receives step-by-step instructions on how to resolve it. Live chat with service-desk agents was also enabled. If necessary, support cases can be automatically logged and assigned for resolution. This level of integration automated many of the service desk's manual tasks.

The proof of concept was a resounding success, so Capitec decided to switch their contact center to Amazon Connect. Besides the contact center development and deployment, additional integrations and components were needed to enable a well-rounded user experience. The bank therefore took a phased approach to the migration.

The bank's Salesforce customer relationship management solution, as well as their employee management tool and live dashboards were integrated with Amazon Connect solution. This allowed them to display live dashboards on large screens in the contact center to show how their teams are performing against expected metrics.

Outcomes

Empower agents to delight customers

With Amazon Connect, Capitec has enhanced their customer experience using a reliable cloud contact solution. The quality of voice calls has been improved, communication between agents and customers is more effective. The solution drives higher self-service rates and enables the bank to update their internal IT service desk rapidly.

Reliable, uninterrupted service

Uninterrupted service is essential to upholding Capitec's reputation as a leading and innovative digital bank. The cloud-based solution eliminates the risk of on-premises system failures and provides infrastructure that can handle high call volumes during peak times.

Zero-fuss migration

Thanks to our user training and user support, the phased migration to Amazon Connect went so smoothly that some agents described the switchover as a "nonevent".

Improved agent productivity and sales

The integrated contact center solution enables agents to access information and systems that give them the insights needed to provide personalized service to customers. Agents can now upsell and cross-sell relevant products and services to further help the bank's customers manage their financial affairs.

An ongoing partnership

This is part of the ongoing collaboration between NTT DATA and Capitec as they continue to migrate other workloads to Amazon Connect and leverage the power of innovation to change the banking experience for customers through AI and other capabilities available through AWS.