CIRCLE
CONSULTING & SOFTWARE

Amazon Connect Case Study

Trustpower is New Zealand's fifth largest electricity generator and the fourth largest electricity retailer (in customer numbers). They operate a multi-product retail business in New Zealand, that provides electricity, gas, and telecommunications products with approximately 270,000 electricity customer connections, 38,000 gas customer connections and 91,000 telecommunications customer connections.

Trustpower used a customer contact centre that utilised a typical configuration; a premise-based PABX, supported with a vendor maintenance contract, agent-based licensing and cycles of upgrades and enhancements that were project based and capital intensive.

Although Trustpower had spent time evaluating options for a Contact Centre refresh, they hadn't landed on a future path. Then in March 2020, Covid-19 arrived and presented both challenges and opportunity.

Trustpower moved quickly and realised that they couldn't continue doing things the way they had, particularly with the need to have agents working from home for extended periods. A move to the cloud was the best option. As a result, they made the decision to implement an Amazon Connect Contact Centre in parallel with the existing technology to evaluate the technical, functional, commercial and flexibility components of the service. After implementation Trustpower's, evaluation team realised that the benefits they had expected could be quickly and easily realised and the decision was made to fully implement Amazon Connect across the business.

To achieve their aspirations for integrating CRM, Billing, and other 3rd party systems into Connect, Trustpower realised they would require a custom desktop application for the Agents, and specialist integration services. After reviewing these requirements and understanding Circle's depth of expertise and experience in these types of engagements, Trustpower engaged Circle in October 2020.

Circle's brief was to provide Professional Services to assist with refinement and enhancement of the new Amazon Connect environment and included design and integration advice and engineering effort. The services Circle provided included:

- Integration of the Connect Control Panel (CCP) into a .NET Core MVC application using Amazon APIs and the Connect Streams API to add additional functionality to the softphone that's not found in the native CCP;

- Creating a .NET MVC application to manage custom queue messaging in Connect Call Flows using AWS API Gateways, Lambdas and DynamoDB;

- Enhancing the Trustpower customer experience by integrating Connect Call Flows with Trustpower's CRM via Lambda functions to enable services such as account balance checks and gas bottle orders without the customer having to speak to an agent.

Rachel Southon, Trustpower's Project Lead said "Circle quickly embedded themselves as part of the virtual team, and the work completed has been to a high standard and instrumental to the success of the Amazon Connect implementation. Circle have proven to be a valued, proactive and competent partner and we would recommend them to any AWS customer."