Deliver a personalised customer experience with data.

The challenge.

Capturing your customer's digital profile

Customers come for the product or service then stay for the experience. But what happens when the insights that can influence that experience is lost in a seemingly never-ending trail of unreadable data? With many customers opting for the digital buying experience, being able to create a digital customer footprint that covers your customer's wants, needs and behaviour online is the difference between a personalised experience and a sub-standard engagement that ends up costing your business to correct. Whilst many have an idea of the data they want, what's missing is an intelligent solution capable of capturing and drawing insights and then presenting powerful visualisations from the data they need to deliver the experience their customers want.

The ECS solution.

Complimenting your customer's digital footprint every step of the way

Customers turn to businesses at times of need, which is why ECS leverages AWS's managed services to provide an end-to-end solution that bridges the gap between businesses and their customers when it matters most. Using Amazon Connect, ECS implement an omnichannel contact centre for customer interactions, linking Amazon Lex, Transcribe and Comprehend to improve customer satisfaction and sentiment through chat and call automation and analysis. Amazon Personalise leverages machine learning, and alongside clickstream analytics, allows us to further understand and predict customer needs, behaviours and trends. We also adopt Amazon QuickSight to visualise the customer's entire data footprint and can incorporate Amazon Pinpoint to find and engage prospective customers.

Benefits.

Fully integrated contact and analytical resources that significantly reduce the running costs for you.

Customer profiling

A vast range of information can be captured to create a virtual customer profile, helping you drive an enhanced service and better customer experience.

Omnichannel contact centre

Fully managed "as a Service" omnichannel contact centre that lets customers select their preferred method of contact.

Speedy transformation

Within days of deciding to digitalise the customer experience, we can initiate a swift transformation using tailored managed services.

Predictive marketing

We implement customised ML models so you can create a predictive marketing approach that tells you not only what the customer might be interested in, but when they might be interested.

BI and data visualisation

Understanding the customer data footprint is key to a great customer experience and we implement AWS QuickSight to help extract and interpret all that information with cloud-native BI tools and powerful data visualisations, that support decision making.

Features.

Sales and marketing automation

The beauty of data is that it can be leveraged for analytics and built into ML induced tools. These tools can then enable your business to automatically promote your offerings and services at times when you're more likely to catch your customer's attention. Analytics-driven promotion can also help customers make the right buying decisions, improving your sales pipeline and increasing revenues with relevant and engaging sales experiences across the buyer journey.

Enhanced customer experience

ECS specialise in helping business capture and understand their remote customer data, which contributes immensely towards improving customer engagement and loyalty. We also personalise the experience using omnichannel platforms that enable your agents to work with the customer in the right channel every time.

Case study: a leading online retailer.

Challenges

Our client wanted a way to better understand their customer's digital footprint and create a more memorable experience across multiple channels, but time to production for complex and custom solutions was proving testing.

Solution

ECS leveraged Amazon Connect to provide an omnichannel contact centre solution with the ability to capture in-depth customer data using Amazon Comprehend and Transcribe. Amazon QuickSight to visualise the customer's entire data footprint. Amazon Pinpoint and Personalise also helped provide a next level marketing platform.

Results

After delivering a centralised and easily scalable model with insight/context driven campaigns, operating marketing costs were reduced by 20-30%. Our client saw online cross-sell rise by 15-20%, with their customer satisfaction/NPS experiencing an uplift too.

ECS on AWS.

ECS is known in the industry for delivering first-class solutions that leverage our knowledge of best practices as well as industry wide legislations. This experience makes us best suited for crafting hassle free solutions – and has helped us best serve our customers for over a decade. Our recognition with AWS as an Advanced AWS Partner means we work inseparably with AWS providing a peak level of service at a standout velocity. Partnering with ECS also means you gain the best Architects and Solvers who can translate customer aspirations accurately right from the go.

ecs

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Get started with ECS solutions on AWS

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