GLOBAL EDUCATION LEADER

Streamlining Operations and Achieving $500k+ Annual Savings

How a global leader in education overcame legacy contact centre challenges to achieve operational excellence with Amazon Connect, managing over 80 million call minutes annually.

THE CHALLENGE

- Rigid licence-based contract with no flexibility for seasonal scaling
- Legacy platform unable to support AI or machine learning enhancements
- Slow development cycles blocking innovation and improvements
- High per-seat costs driving operational budget overruns
- Fragmented customer data across multiple disconnected systems

THE SOLUTION

- Full migration from legacy platform to Amazon Connect with zero downtime
- Unified all contact channels (voice, chat, email) into a single pane of glass
- Integrated Amazon Connect with existing CRM and customer data platforms
- Deployed Amazon Connect Contact Lens for real-time analytics and quality management
- Introduced AI-powered bot to handle simple, repetitive enquiries autonomously

$500k+	**$7M**	**50%**	**80M+**
ANNUAL OPERATIONAL SAVINGS	PROJECTED 3-YEAR SAVINGS	REDUCTION IN EVALUATION TIME	CALL MINUTES MANAGED ANNUALLY
Achieved through consumption-based pricing and automation of routine enquiries	Across licensing, infrastructure, and agent productivity gains	Contact Lens automated quality scoring replaced manual review processes	Seamlessly handled at scale with no capacity constraints

KEY TAKEAWAY

This engagement proved that migrating away from a rigid legacy platform doesn't mean disruption — it means liberation. With consumption-based pricing, AI-powered automation, and real-time analytics, the client unlocked $500k+ in year-one savings while simultaneously elevating the experience for 140 million customers.

Technology Stack: Amazon Connect   Amazon Lex   Amazon Contact Lens   AWS Lambda   Amazon S3   Amazon QuickSight