

GLOBAL EDUCATION AND TRAINING PROVIDER

Transforming High-Scale Support Operations with Custom Agent Workspaces, CRM Integration & AI

Replacing rigid siloed tools with a unified Connect workspace that enforces strict access controls, streamlines ticketing and summarises email trails with AI, improving supervisor productivity by 25%.

THE CHALLENGE

- Hundreds of agents supporting up to 20,000 seasonal workers
- Over 600 highly specific queues functioning simultaneously during extreme seasonal peaks
- Sensitive HR complaints needed to be securely separated from general support tickets
- Limited ability for non-contact centre personnel to track ticket lifecycles seamlessly
- Manual reporting took around 8 hours every week

THE SOLUTION

- AI summarisation of full email trails using Amazon Bedrock, giving agents instant case context
- Case access scoped to membership of groups: any number of groups, linked to email, phone number or IVR selection
- Case data remains in Amazon Connect, even though the UI is custom
- Integrates with the client's in-house CRM and employee records via AWS Lambda
- Accessed by agents via Agent Workspace, providing a natural integration for accepting calls and emails

25%**IMPROVEMENT IN SUPERVISOR PRODUCTIVITY**

Advisors and supervisors focus on helping people, not managing systems.

11 weeks**REPORTING EFFORT SAVED PER YEAR**

Automated reporting replaced 8 hours a week of manual data extraction.

High-Velocity**PLATFORM SCALE & ONBOARDING**

Hundreds of agents supporting up to 20,000 seasonal workers across 600+ queues, with temporary staff reaching proficiency faster.

Secured**HR CASE WORKFLOWS**

Strict access controls ensure teams only see relevant tickets, keeping sensitive HR cases visible exclusively to key staff.

KEY TAKEAWAY

When enterprise compliance requires highly specific data boundaries, extending Amazon Connect Cases via custom API integration delivers the security and scale enterprise HR teams need, without leaving the AWS ecosystem.

Technology Stack:

Amazon Connect Customer

Amazon Connect Cases

Customer Profiles

Amazon Bedrock

AWS Lambda

Amazon API Gateway

AWS Amplify

Amazon DynamoDB

Amazon S3

Amazon CloudWatch