PEARSON

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+
ANNUAL OPERATIONAL SAVINGS
Achieved through consumption-based pricing and automation of routine enquiries

$7M
PROJECTED 3-YEAR SAVINGS
Across licensing, infrastructure, and agent productivity gains

50%
REDUCTION IN EVALUATION TIME
Contact Lens automated quality scoring replaced manual review processes

80M+
CALL MINUTES MANAGED ANNUALLY
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

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