PEARSON

Streamlining Operations and Achieving $1M+ Managed-Service Savings

How Pearson migrated 6,000+ advisors across 16 business units from Serenova to Amazon Connect, handling over 80 million call minutes a year and saving more than $1M in managed-service cost.

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

$1M+
MANAGED-SERVICE COST SAVED
Delivered savings in managed-service cost after migrating from Serenova

$7M
CLIENT-PROJECTED 3-YEAR SAVINGS
Client projection over three years across licensing and operational efficiency

6,000+
ADVISORS MIGRATED
Across 16 business units with 1,500+ numbers ported and zero downtime

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, Pearson unlocked more than $1M in managed-service savings (with a client-projected $7M over three years) while elevating the experience across 16 business units.

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

© CloudInteract 2026 ·