

CUSTOMER: SIEMENS GLOBAL BUSINESS SERVICES (GBS)

## tecRacer creates a Contact Center for Siemens GBS using Amazon Connect

Siemens Global Business Services (GBS) responsibly and reliably manages the business services of its customers. This allows them to concentrate on their core business and gain resources. In this way, Siemens GBS maximizes business flexibility: customers can respond quickly to specific business challenges and market needs. tecRacer created blueprints for a cloud-based, standardized contact center platform based on Amazon Connect. This forms a flexibly expandable and scalable basis for innovative functions such as self-service voice bots or AI-supported agent assist.

### Flexible and scalable - with Amazon Connect

Siemens GBS decided to implement Amazon Connect to be able to deploy a flexible, scalable, and innovative contact center solution in a cost-effective manner. The prospect of high reliability and call quality as well as the possibility to easily activate Artificial Intelligence (AI) functionalities was convincing. tecRacer, as an established AWS Premier Consulting Partner with extensive experience in such projects, quickly provided support. Within only two months of project time, tecRacer developed a scalable contact center platform tailored to the customer. Since it can be flexibly extended with AI services, it is completely future proof.



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### Requirements definition, creation of the functions and enabling of the customer

It all started with a precise and comprehensive definition of the requirements for the contact center blueprints. On this basis, tecRacer designed and implemented the contact center routing, considering best practice experiences. Cloud-based standardized blueprints for contact centers were created based on Amazon Connect. These allow a fast roll-out, also by Siemens GBS itself. This is because tecRacer enabled the customer Siemens GBS to roll out the blueprints independently in the future and have the contact centers managed by the individual units themselves. In addition, tecRacer provided the scripting of voice mailboxes, an absence calendar, and a comprehensive agent cockpit.

### ROI on project costs within six to 16 months

The innovative strength and speed of Amazon Web Services (AWS) was an important decision criterion for Siemens GBS. With its extensive knowledge of Amazon Connect, tecRacer proved to be the right choice as a flexible and reliable partner. As a result, small contact centers for individual units were realized and successfully deployed within just six to eight weeks. The potential cost savings ranged up to 57 percent. Depending on the contact center, the return on investment can be expected within 6 to 16 months.

### Contact person at the customer:

Philip Hechtel, Head of Artificial Intelligence and Digital Service Management, Siemens GBS:

*„The innovative strength and speed of Amazon Web Services (AWS) was an important decision criterion for us. The cost savings potential of up to 57 percent is enormous. tecRacer convinced us as a flexible and reliable partner with broad Amazon Connect knowledge.“*



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**Project goals**

- Schaffung einer skalierbaren Contact Center Plattform auf Basis von Blueprints – zukunftsfähig und flexibel erweiterbar um AI-Services mit folgendem Fokus:
  - o kostengünstiger Service
  - o einfach durchführbare Anpassungen
  - o schnelle Umsetzbarkeit
  - o einfache Aktivierung von AI-Funktionalitäten
  - o hohe Gesprächsqualität und Zuverlässigkeit
- Befähigung des Kunden, die Blueprints zukünftig selbst auszurollen und die Contact Center eigenständig zu managen

**Project period**

August/September 2020

**Project Services by tecRacer**

- Definition of contact center requirements and creation of a target architecture
- Creation of blueprint contact center environment and routing according to best practice
- Scripting of features like SAML authentication, voice mailboxes, out of office calendar, comprehensive agent cockpit

**About tecRacer**

tecRacer, headquartered in Hannover and with locations in Duisburg, Frankfurt, Hamburg, Munich, Vienna, and Lisbon, offers AWS (Amazon Web Services) Consulting & Training Services from a single source - seamlessly integrated, across the entire cloud lifecycle - from strategy to implementation to operation.

The strategy continues to be a clear focus on Amazon Web Services. Within AWS, according to an independent study by Crisp Research, tecRacer is probably the most competent and important partner in Germany. And the focus on AWS proves tecRacer right: in 2021, tecRacer was "AWS Consulting Partner of the Year (DACH)". The owner-managed company, which was awarded as a Top Employer for medium-sized companies, now employs more than 130 permanent staff, has trained more than 7,500 participants in AWS and has already successfully implemented more than 250 AWS Consulting projects.

tecRacer has an experienced Amazon Connect team consisting of consultants, developers and solution architects who will implement your Amazon Connect Contact Center and provides you with competent support.

For more information please visit [connect.tecracer.de](https://connect.tecracer.de) or [www.tecracer.com](https://www.tecracer.com) or contact us at [connect@tecracer.de](mailto:connect@tecracer.de)

