

DialogWorld AG Modernizes Its Customer Service to Amazon Connect and Paves the Way for Customer Experience in the GenAI Era

Success Story: DialogWorld AG

tecRacer[↑]



Dialogworld AG, one of Switzerland's leading BPOs in the customer experience sector, has migrated its infrastructure from a traditional phone system to Amazon Connect from AWS with tecRacer. The cloud solution not only offers AWS-typical high availability but also seamlessly integrates additional services from the AWS ecosystem – from AI-powered chatbots using Amazon Lex and Amazon Bedrock to AWS Lambda for customized workflows and third-party system integrations. This opens up new dimensions of self-service, and both employee productivity and customer experience (CX) increase measurably.

Challenge

With a primary focus on customer experience, DialogWorld AG offers a wide range of services as a BPO. With over 450 employees across three Swiss locations and one location in Austria, they primarily serve customers in the Alpine region. To deliver an outstanding customer experience for their more than 140 clients, they handle over 6 million interactions annually in 4 different languages.

Customer service plays a central role in providing comprehensive support to all customers and ensuring a customer experience that meets DialogWorld AG's high standards: Every interaction is a customer experience.

The existing on-premise infrastructure of a traditional phone system needed to be replaced by a flexible, future-proof cloud solution. This had to integrate seamlessly with existing internal and client-side systems, enabling the 450 employees – customer advisors, sales consultants, and team leaders – to access relevant information immediately. This allows them to act as true professionals in customer contact and offer customized services.



Solution - From CCW Conversation to Successful Express Migration

At CCW in February 2025, tecRacer held discussions with DialogWorld AG about their ongoing customer service migration. The challenges quickly became apparent: The project had already fallen behind schedule while operational requirements still needed to be met.

Our proven Amazon Connect expertise and dedicated know-how in implementing cloud-based customer service solutions convinced DialogWorld AG. They placed their trust in our team to successfully complete the time-critical migration within a challenging timeframe.

The migration roadmap comprised four key phases:

- 1. Assessment & Inventory Analysis:** Comprehensive inventory of existing infrastructure, analysis of call routes, IVR structures, and integration requirements for seamless transitions
- 2. Pilot Implementation:** Building a functioning pilot line as a „quick win“ to build confidence and test critical components under real conditions
- 3. Enablement & Training:** Targeted training for administrators, management, and customer advisors to ensure a smooth transition
- 4. Full-Scale Roll-out:** Phased migration of all remaining telephony lines from the legacy system to Amazon Connect within the tight July-August timeframe, with minimal impact on ongoing operations

Through close, direct, and goal-oriented collaboration between DialogWorld and tecRacer, the originally multi-month planned migration was successfully integrated into a compressed timeframe – without compromising quality or functionality.

Result - Proven Performance: From Migration to Successful Operations

With the migration of the entire workload to Amazon Connect, DialogWorld AG has reached a significant milestone in the transformation of its customer communication. Since September, the system has reliably handled the entire workload of approximately 250,000 monthly customer calls with an impressive total handling time of more than 1 million minutes – all while maintaining consistently high quality.

Particularly noteworthy is the stability of Amazon Connect, which operates without performance degradation even during peak times and was able to scale seamlessly to production volume. The new platform not only offers higher reliability but also significantly more flexibility in adapting to changing business requirements.

An Ongoing Partnership for Continuous Innovation

The successful migration marks not the end, but the beginning of a long-term innovation partnership between tecRacer and DialogWorld AG. The Amazon Connect environment is continuously enhanced with forward-looking solutions through AWS services.

The focus is on technologies that sustainably improve both quality and performance: from further automation of quality management to the expansion of generative AI agents and even deeper system integrations. DialogWorld AG has thus created a platform that not only meets today's requirements but, thanks to the versatility of the AWS ecosystem, is optimally equipped for advanced developments – today and in the future.

Customer Contact Person:

Martina Bischofberger, CDO DialogWorld AG

„With the support of tecRacer, we were able to successfully migrate over 250 service lines within three months. The migration included comprehensive training for our administrators, management, and customer advisors. Furthermore, numerous integrations and application-specific solutions, such as an app for individual callbacks, were successfully built during this period.“



This is tecRacer

tecRacer stands for deep AWS expertise, a clear focus, and a partnership-driven mindset.

As the only AWS Premier Tier Services and Advanced Tier Training Partner in the DACH region, we support companies on their cloud journey – with pragmatic solutions, personal engagement, and a focus on real business impact.

Solution-oriented, passionate and with a healthy dose of pragmatism – this is how we create competitive advantages and ensure future security for our customers. With our team of experienced experts and a strong partner network.

Get to know our team, our values, and what drives us at www.tecracer.com or contact us at sales@tecracer.com.

