

AI-driven Contact Center Transformation with Amazon Connect

Success Story: kfzteile24 GmbH



kfzteile24 is Germany's best-known brand for car parts and vehicle accessories. The Berlin-based omnichannel company employs over 600 staff across 6 locations and serves more than 3 million customers. Both the online shop and customer service have won multiple awards. The portfolio includes additional brands such as autoteile24.de, kfzteile.com and the international brand carpardoo, as well as three branches with master workshops. In 2022, the company was awarded „BEST BRAND“ by auto motor und sport.

The Challenge

Fragmented Systems, Limited Data, High Costs

The existing contact center system had reached its limits: the data foundation was insufficient for informed decision-making, while operation and maintenance were disproportionately expensive. A fragmented email infrastructure across various departments led to data silos and prevented unified reporting. Additionally, there was no efficient data capture before agent routing, meaning employees wasted valuable time repeatedly requesting basic information. kfzteile24 needed a future-proof solution with a central data hub for better transparency and more efficient processes while maintaining personal customer contact.

The Solution

Intelligent Cloud Telephony with Amazon Connect and GenAI

tecRacer implemented a forward-looking platform based on Amazon Connect, which will be progressively enhanced with additional AI features. Success began with intensive workshops: In several online sessions, tecRacer worked closely with the kfzteile24 teams to optimally design the customer and agent experience. Together, they conceived call routings, developed IVR structures, and defined integration requirements – always with a focus on intuitive usability for employees and seamless customer experiences across all channels.



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Intelligent Omnichannel Communication with AI-Supported Preparation

The solution seamlessly combines voice and email. Amazon Bedrock enables AI-supported call routing through intent recognition, while an Amazon Lex Voice Bot automatically captures order and purchase numbers and collects all relevant information before the call is transferred to an employee. kfzteile24 deliberately focuses on personal contact: every customer is connected with an agent, not only to answer inquiries but also to actively leverage advisory and cross-selling potential. The upstream AI-supported data capture relieves the team by pre-capturing basic information and enables agents to immediately focus on value-adding consultation. The platform automatically checks existing email conversations and provides employees with a 360-degree view of all customer interactions.

For insurance domain knowledge, the AI is taught through a glossary which specifics apply to definitions. Or do you know when wind becomes a storm?

Contact Lens for Continuous Improvement

Amazon Contact Lens transcribes and analyzes all conversations for training and coaching. The data gathered creates the foundation for sentiment analysis, trend detection, and predictive customer insights – the basis for future AI models that proactively identify customer problems.

Data Foundation and Modular Architecture

All data is stored centrally in the backend system and visualized with Tableau – a solid foundation for business intelligence and machine learning. The AWS-native architecture enables seamless integration of additional AI services, from generative AI agents for intelligent agent support to automated quality assurance.

Project Implementation in 3 Months

tecRacer realized the migration until go-live in summer 2025 with:

- Design of a future-proof architecture and customer experience
- Consulting on and implementation of Amazon Connect
- Comprehensive agent training for Amazon Connect and AI features
- Go-live hypercare as managed services support

Customer Contact:

Michael Arndt, Head of Customer Care, kfzteile24

“The collaboration with tecRacer was characterized by high professional competence from the start – and at the same time super pragmatic and to the point. In three months, we consolidated our fragmented contact center landscape and built an innovative, AI-based solution with Amazon Connect. tecRacer didn’t just implement technically, but thought strategically alongside us. Today we have a platform that grows with us and truly supports our AI plans.”



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.

