



## CUSTOMER STORY Optimizing Agent Performance

Leading hospitality brand drives consistent performance using Central and Amazon Connect



### USE CASE

Reservations and Service Desk

### TECHNOLOGY

Contact Center, Amazon Connect Performance & Engagement, Central

### CENTRAL'S IMPACT

Sales conversion ↑29%  
Customer satisfaction ↑8%



#### Challenges

For a leading global hospitality brand, too many disconnected systems, lack of data visibility, and inefficient frontline management processes prevented customer service and sales agents from performing their best, impacting customer satisfaction and sales. The Company was looking for a way to bring together agent scorecards, learning, and coaching in an engaging platform that would also support recognition and rewards to motivate agents to improve.



#### Solution

The Company chose Amazon Connect as their cloud contact center solution and Central as their frontend agent performance, engagement, and self-improvement platform. Central was also used to support team leaders in scaling their efforts by providing actionable AI-driven insights (via a seamless integration with Amazon Connect).



#### Results

↑29%

increase in sales conversion within 6 months by reservations desk agents highly engaged with the platform.

↑8%

higher customer satisfaction scores overall from service agents. Employee satisfaction surveys are showing that team leaders agree that "Central is a game changer."

## Take care of your employees and they will take care of your customers

Amidst the COVID-19 pandemic, a leading hospitality brand with thousands of properties around the world faced mounting challenges. To come out on top and achieve its customer satisfaction and loyalty goals, as well as increase overall sales, the Company needed to step up its efforts to deliver an exceptional level of service.

Realizing that frontline contact center employees are a critical driver of customer satisfaction and sales, the Company set out to simplify and improve the experience for its reservations and service desk agents. Another focus area was enhancing learning and coaching processes to increase proficiency and performance levels. To succeed, they needed to address the following:

- Eliminate the barriers to success created by the plethora of tools and platforms agents were required to navigate to get their jobs done.

- Keep agents aligned with their performance against goals by consolidating operational data and providing a single source of truth on performance targets and goal achievement in real-time.
- Empower team leaders who struggled to adequately personally guide their teams and demonstrate the Company's coaching culture during the shift to work from home.

With these objectives in mind, the Company set out to find a solution that would personally guide both frontline agents and their team leaders in driving engagement and performance improvement. Gamifying the experience and keeping it fun would be a great bonus.

## Partnering with a company that unlocks employee potential, at scale

Looking at a variety of tools, the company quickly narrowed in on Central for its reputation and proven track record impacting business results by increasing employee engagement and performance in a fun, friendly and gamified solution. The Company deployed Central for its reservations desk and service center agents, connecting it to Amazon Connect and other data sources to present relevant KPIs to agents. This created clear focus and alignment with company goals for agents.

To meet its objectives around learning and to enable agents to take ownership in their development, the Company:

- Connected Central to existing learning modules
- Delivered fresh content on a regular basis to keep agents engaged
- Branded the platform to create an experience aligned with the company culture
- Implemented a rewards and recognition program

**"We found that by letting agents know what their goals and results are, supporting them with on-the-job training and coaching, and recognizing their efforts, they help us drive improvement."**

**– GLOBAL VICE PRESIDENT OF OPERATION**



Last, but certainly not least, the Company activated the Central manager console, to provide team leaders instant visibility into their teams' performance across a wide range of KPIs, actionable AI-driven insights to help them target and respond to agents in need of support and recognition, and a variety of powerful coaching and recognition tools to enhance their ability to personally manage and support their teams, from anywhere.

## “If you build it, they will come”

The combined launch of Central and Amazon Connect drove immediate impact. Within 6 months, the Company saw an **8% increase in customer satisfaction** and **29% higher sales conversion**. Results also demonstrated the positive correlation between team leaders' engagement and their teams' results, with **35% higher overall scores** and almost double the completion of learning missions for teams with highly engaged team leaders. “Together, Amazon Connect and Central provides a well-rounded customer facing and agent facing solution, creating a stellar customer and agent experience, one that's reflected in the results we've seen since implementing the solution,” said the Company's Global Vice President of Operations.

Satisfaction surveys are showing that team leaders strongly agree that the platform makes coaching highly effective and performance discussions with agents more productive and transparent. “Central optimizes time spent to gather KPI information and on administrative duties for rewards and recognitions. We found that by letting agents know what their goals and results are, supporting them with on-the-job training and coaching, and recognizing their efforts, they help us drive improvement,” added the Company's Global Vice President of Operations. “I've found that agents are very responsive to challenges and competition, and so are their managers.”

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