

# Clarity Benefit Solutions saves \$100,000 per year by migrating its call center to the AWS cloud

## Company Summary

Clarity Benefit Solutions (Clarity) provides comprehensive employee benefit solutions through technology and quality customer service. Founded in 1992, its goal has been to use technology to simplify the administration of benefits, reduce costs, and empower consumers.

Clarity offers benefit administration, employee benefits, compliance, and wellness programs as well as a user-friendly experience with customizable portals, seamless integration, mobile pay options, and detailed reporting. The company prides itself on listening to customer feedback to continuously improve its services and technology, ensuring simplicity and reliability in navigating the complexities of employee benefits.



### INDUSTRY

→ Healthcare, Employee benefits

### SEGMENT

→ Private

### REGION

→ NAMER



## THE CHALLENGE

### Replacing outdated call center and customer relationship management tools

Clarity had a small managed services team supporting its Nice InContact call center environment. However, the managed services team was slow and inflexible with change requests, leading to an environment that was anything but nimble.

Additionally, Clarity had initially deployed Salesforce's Einstein as a chatbot and live chat agent. However, this setup created inefficiencies. Agents had to switch between two platforms, Salesforce and Nice, to manage calls and chats, leading to the need for dedicated agents to monitor chat. As a result, it had limited live chat availability, longer hold times, and a reduced number of agents available for calls. Additionally, reporting was siloed, preventing the company from gaining a comprehensive view of its service performance.

Clarity also encountered challenges with its Nice contract through GoTo. With no direct access to Nice for resolving service issues or implementing system enhancements, it had to hire a third party for managed services, which added complexity to managing the platform.

Lastly, cost was a significant factor. The layering of technology and services was bloated and costly.

Clarity wanted to optimize and modernize its call center, move off its current managed services provider, and better integrate its customer relationship management (CRM) tool, Salesforce, so it turned to CloudHesive.

## THE SOLUTION

### Gaining efficiency with custom call routing, Salesforce integration, and planning features

CloudHesive worked closely with the Clarity team to understand and meet its specific requirements, including developing 20 call flows, integrating with Salesforce Service Cloud Voice, and activating forecasting, capacity planning, and scheduling features in Amazon Connect.

The comprehensive contact center solution also included provisioning agents, intelligent routing to available agents, SSO (Single Sign-On) enablement, and omni-channel integrations for chat and other non-voice channels.

CloudHesive implemented a customized solution to enhance call center operations by logging caller intent, dynamically routing calls, and providing agents with real-time customer details through computer-telephony integration (CTI). Triggers were set throughout the system to ensure agents received the right information at the right time, improving overall call handling efficiency.

CloudHesive also helped Clarity to implement new generative AI-powered technologies to provide time-saving automatic case summaries, enabling a successful agent-customer experience with less agent effort.

**THE BENEFITS** Increasing cost efficiency using Amazon Connect and Amazon Lex

With the new Amazon Connect environment with Salesforce CRM fully integrated and AI-assisted analytics and agent assistance, the Clarity team is already seeing the business impact of the modernized solution. The company reports the optimized system has already saved it \$100,000 per year.

With the new environment and AI-powered chatbot, Clarity was able to optimize its call volumes and speed its time to resolution. The addition of artificial intelligence (AI) and machine learning (ML) assistance through Salesforce Service Cloud Voice and Amazon Connect Contact Lens helped to modernize the system, and speed agent onboarding. Amazon Q's interaction summaries and scoring helped call center managers better understand customer issues in order to help agents solve them faster. And overall, the pay-as-you-go billing model provided transparent billing and cost efficiency.

## Services that Drive Success

### DEVOPS

- Deployment of Salesforce Service Cloud Voice
- Deployment of dynamic call flow routing based on agent occupancy, queue metrics, and caller intent at IVR
- Deployment of dynamic callback and voicemail routing based on agent occupancy, queue metrics, and caller intent at IVR
- Deployment of code hook and fulfillment hooks for powering Amazon Lex IVR with API data dip calls to third party
- Deployment of Amazon Lex chatbot
- Integrated Amazon Q for automatic case creation
- Deployed contact screen pop capability

## Customer benefit summary

- Optimized call volumes
- Faster call resolutions
- AI/ML assistance
- Interaction summaries and scoring
- More efficient pay-as-you-go billing model

## AWS Technologies used

- AWS Identity Access Management Identity Center
- AWS CloudFormation
- Amazon Connect
- Amazon Connect Contact Lens
- Amazon Q
- AWS Lambda
- Amazon Kinesis
- Amazon DynamoDB
- Amazon Lex
- AWS EventBridge
- Amazon CloudWatch

## Third-party technologies used

- Salesforce Service Cloud Voice
- SSO Authentication between Salesforce and Microsoft Azure AD