



UNLOCKING THE FULL POTENTIAL OF AWS CONNECT WITH ONEVIEW FOR FINANCIAL SERVICES LEADER





THE JOURNEY

Unlocking AWS Connect's Full Potential with OneView **3**

The evolution of modern call centre solutions **6**

Client overview **6**

Core challenges - Aligning voice potential with internal processes **7**

OneView optimises AWS Connect **8**

Operational outcomes **9**

Conclusion **10**

How AWS Connect call and service charges work **11**

Contact Us **13**

UNLOCKING AWS CONNECT'S FULL POTENTIAL WITH ONEVIEW

Legacy call centre infrastructure presents financial services providers with rising costs, inefficiencies, and operational blind spots that impact customer experience. Recognising the need for a modern, cloud-based solution, a leading South African financial institution deployed AWS Connect to enhance scalability, customer engagement, and AI-powered automation.

While AWS Connect provided a robust foundation, the financial services provider faced hidden costs, complex billing structures, and fragmented budget tracking that hindered financial visibility. OneView was the key to unlocking the full potential of AWS Connect - transforming cost tracking, workforce analytics, and financial control into business intelligence that drives operational efficiency.

With 2,000+ agents handling over 1 million customer interactions per month, the financial institution needed more than just a cloud-based voice platform; it required a solution to align IT costs with business objectives. By integrating OneView, the financial services provider eliminated inefficiencies, improved cost transparency, and enhanced workforce productivity - turning AWS Connect into a strategic advantage.

Key Outcomes

- ✓ 12% improvement in first-time resolution (FTR) rates
- ✓ 95% reduction in currency-related discrepancies
- ✓ 20% reduction in call handoffs
- ✓ Real-time budget tracking & automated cost allocation

OneView empowered the financial institution with granular cost control, agent performance analytics, and financial accountability - ensuring that AWS Connect didn't just modernise operations, but delivered measurable business impact.

GAINING CONTROL OVER COSTS, BUDGETING, AND WORKFORCE INSIGHTS

One of the most significant challenges the financial services provider faced was the complexity of AWS Connect's usage-based billing model. Costs became fragmented across multiple business units, departments, agents, and customer service campaigns, making it difficult to align IT spending with business objectives. Hidden charges, such as integration-based service fees, further complicated financial tracking, leading to unpredictable expenses.

Another key issue was budget forecasting and financial reporting. With AWS Connect's billing defaulting to USD, the financial institution had to manually convert costs to ZAR, leading to discrepancies in financial reports and inaccurate cost projections.

Additionally, the lack of granular workforce insights hindered the institution's ability to identify agent performance gaps and training needs. Without detailed data, improving first-time resolution (FTR) rates and customer service efficiency was difficult, affecting overall operational performance.

The financial services provider needed a solution to unlock the full potential of AWS Connect - one that could enhance cost visibility, financial control, and workforce optimisation.

ENHANCING AWS CONNECT WITH ONEVIEW

To address these challenges, the financial services provider implemented OneView's Voice Module as part of 1Nebula's Technology Expense Management (TEM) platform.

This enabled:

- Granular cost allocation by mapping AWS Connect expenses to specific agents, teams, and campaigns.
- Automated financial tracking, eliminating manual cost calculations and reducing errors in reporting.
- Real-time visibility into usage, infrastructure costs, and service charges, ensuring proactive cost management and immediate detection of hidden expenses.

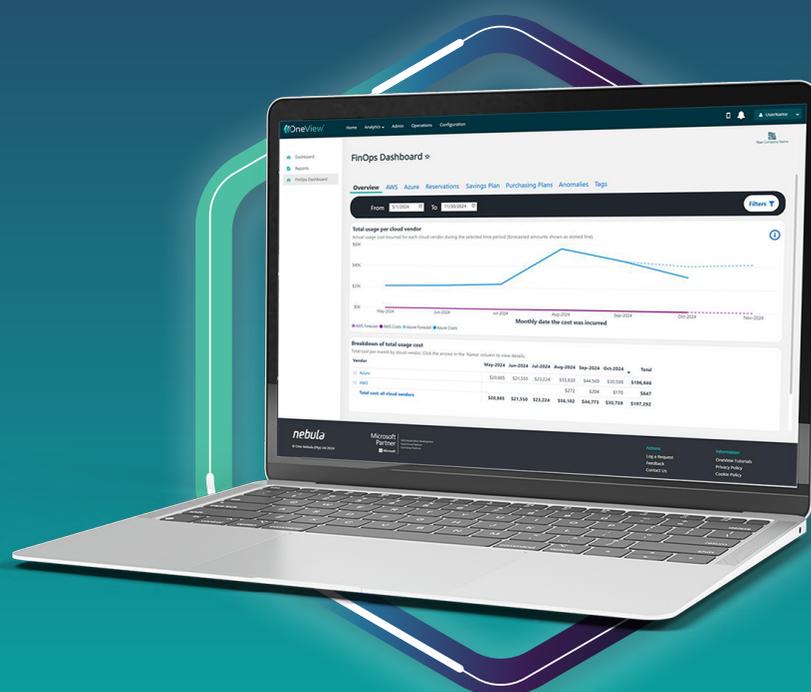
By integrating OneView, the financial institution achieved immediate operational and financial improvements:

- Accurate team and campaign-based cost tracking, ensuring financial accountability across departments.
- Local currency alignment, allowing AWS Connect costs to be tracked in ZAR, eliminating currency conversion discrepancies.
- Workforce analytics, providing insights into call performance, agent efficiency, and key KPIs such as FTR rates.

OneView's workforce insights identified agents in need of additional training, leading to:

- ✓ 12% improvement in first-time resolution (FTR) rates
- ✓ 20% reduction in call handoffs

With enhanced cost intelligence and operational agility, OneView empowered the financial services provider to transform AWS Connect from a call centre platform into a strategic customer experience engine. The institution now had a scalable, data-driven framework to optimise workforce performance, control IT expenses, and drive customer engagement with confidence.



THE EVOLUTION OF MODERN CALL CENTRE SOLUTIONS

A leading financial services provider operated a legacy call centre with 2,000+ agents managing over 1 million customer interactions monthly. This presented significant opportunities for optimisation.

Recognising AWS Connect as key to their digital transformation, the provider aimed to modernise their call centre. However, to fully leverage its capabilities, the solution needed to be aligned with internal financial controls, operational workflows, and workforce optimisation insights.



2,000 +
Agents



1 million
interactions

CLIENT OVERVIEW

A leading financial services provider operated a legacy call centre with 2,000+ agents managing over 1 million customer interactions monthly. This presented significant opportunities for optimisation.

Recognising AWS Connect as key to their digital transformation, the provider aimed to modernise their call centre. However, to fully leverage its capabilities, the solution needed to be aligned with internal financial controls, operational workflows, and workforce optimisation insights.

CORE CHALLENGES - ALIGNING VOICE POTENTIAL WITH INTERNAL PROCESSES

While AWS Connect offers a robust suite of features, unlocking its full potential for the financial services provider requires the integration of an additional layer of specialised software to optimise its capabilities and align with the organisation's operational infrastructure.

Complex billing structure



AWS Connect's usage-based pricing introduced complexity in tracking costs, with per-minute charges for voice, IVR, call transfers, and storage. The financial services provider struggled to allocate fluctuating costs to specific departments, campaigns, and workflows. Without detailed visibility into voice-driven expenses, aligning spending with business objectives was challenging, making ROI analysis nearly impossible.

"OneView provided visibility into AWS Connect's service charges, enabling better cost management," says the 1Nebula Customer Success Executive.

Budget fragmentation



The financial services provider faced currency management issues due to AWS Connect's default billing in USD. Manual conversion led to discrepancies, fragmenting budget tracking and hindering accurate financial reporting. This misalignment complicated forecasting and raised compliance concerns.

"OneView streamlined the conversion of AWS Connect billing from USD to local currency, simplifying budget alignment and reporting," explains the 1Nebula Customer Success Executive.

Agent performance blind spots



While AWS Connect offered essential call centre metrics, deeper insights into agent performance were lacking. Metrics like FTR rates and call transfers didn't reveal training needs or performance gaps. The provider struggled to identify skills gaps, refine SOPs, and create data-driven training programs, limiting performance improvements.



ONEVIEW OPTIMISES AWS CONNECT

Upon activating the OneView Voice module, the financial services provider transformed it from a cost-management tool into a strategic platform unifying financial, operational, and workforce analytics.

Cost transparency

Granular pricing models made it difficult to track costs across campaigns and departments. OneView automated the mapping of itemised charges, allowing for precise allocation of the \$200,000+ monthly spend - 35% to retail support and 20% to loan hotlines - while introducing cost-recovery models.

Precision budgeting in local currency

USD-to-ZAR fluctuations complicated financial reporting. OneView's real-time conversion, using configurable exchange rates, eliminated discrepancies and reduced manual errors by 95%, delivering accurate Rand forecasts for better planning.

Agent analytics to bridge training gaps

OneView's analytics highlighted performance gaps, such as 22% of agents with FTR rates 15% below the team average. This led to targeted upskilling, improving FTR rates by 12%, reducing call handoffs by 20%, and streamlining SOPs to cut

OPERATIONAL OUTCOMES



Unlocking AWS Connect's strategic value

OneView transformed the financial services provider's call centre operations by linking technology investments to business performance, turning AWS Connect into a strategic asset that drove measurable value.



Process-driven cost allocation

Cloud expenses were mapped to revenue-generating activities, giving departments clearer financial accountability. Campaign managers used detailed cost breakdowns to prioritise high-impact initiatives, ensuring technology spend aligned with business goals.



Budget integrity and currency alignment

OneView's automated currency conversion aligned USD pricing to the local ZAR budget. Scenario planning tools provided visibility into the financial impact of scaling cloud services, supporting data-driven decision-making.



Data-driven workforce optimisation

OneView integrated call data with workforce analytics, enabling more efficient agent training. Hyper-focused modules reduced average handle time (AHT) by 12%, improving customer satisfaction and agent productivity. Gamification strategies also boosted FTR rates by 18% in 6 months.



Strategic differentiation

OneView elevated the cloud-based call centre from a tactical tool to a strategic driver for improved customer experience.



Security integration

AWS Connect's integration capabilities enhanced customer two-factor authentication (2FA), reinforcing KYC and verification processes while building customer trust.



Agility

OneView's Dynamic Organisational Hierarchy allowed the provider to reallocate agents between campaigns without impacting reporting accuracy, ensuring flexibility and cost control in responding to market demands.



Innovation

OneView identified hidden costs, freeing up resources for initiatives like AI-driven sentiment analysis and CRM integration, improving customer experience (CX) and personalising interactions.

CONCLUSION

OneView identified hidden costs, freeing up resources for initiatives like AI-driven sentiment analysis and CRM integration, improving customer experience (CX) and personalising interactions.

- ✓ Billing complexity became financial accountability
- ✓ Cloud-native voice tools aligned with local regulations
- ✓ Workforce optimisation drove measurable performance gains

**"AWS Connect provided technical capability, while OneView delivered cost clarity and actionable insights."
- 1Nebula Customer Success Executive**

HOW AWS CONNECT CALL AND SERVICE CHARGES WORK

Amazon Connect uses a pay-as-you-go pricing model based on call duration and services used.

Here's a breakdown of charges for IVR usage and transferred calls:

IVR Usage

- **Service usage charge:** Amazon Connect charges a per-minute fee for customer interactions. For example, at \$0.018 per minute, a 5-minute IVR interaction costs \$0.09.
- **Additional costs:** Features like in-app calling incur extra fees, such as \$0.01 per minute. A 5-minute in-app IVR session would cost an additional \$0.05, totaling \$0.14.

Transferred calls

- **Internal transfers:** No additional fees apply when transferring calls within the same instance. Charges accumulate based on the original call's duration.
- **External transfers:** Transferring to an external number incurs extra charges:
 - **Outbound call charges:** Charged per minute at the outbound rate. For example, transferring a 4-minute call to a U.S. number at \$0.0048 per minute costs \$0.0192.
 - **Continued inbound charges:** Inbound charges continue during the transfer for the full call duration.

Additional considerations

- **Optional service charges:** Integrating other AWS services (e.g., AWS Lambda or Amazon Lex) into your IVR flow may incur extra charges.
- **Regional variations:** Telephony rates vary by region, so check the official pricing page for current rates.

Example Scenario

Consider a customer who calls your Amazon Connect US DID number and speaks with an agent for 3 minutes. The agent then transfers the call to an external U.S. phone number, where the conversation continues for another 4 minutes. The total call duration is 7 minutes.

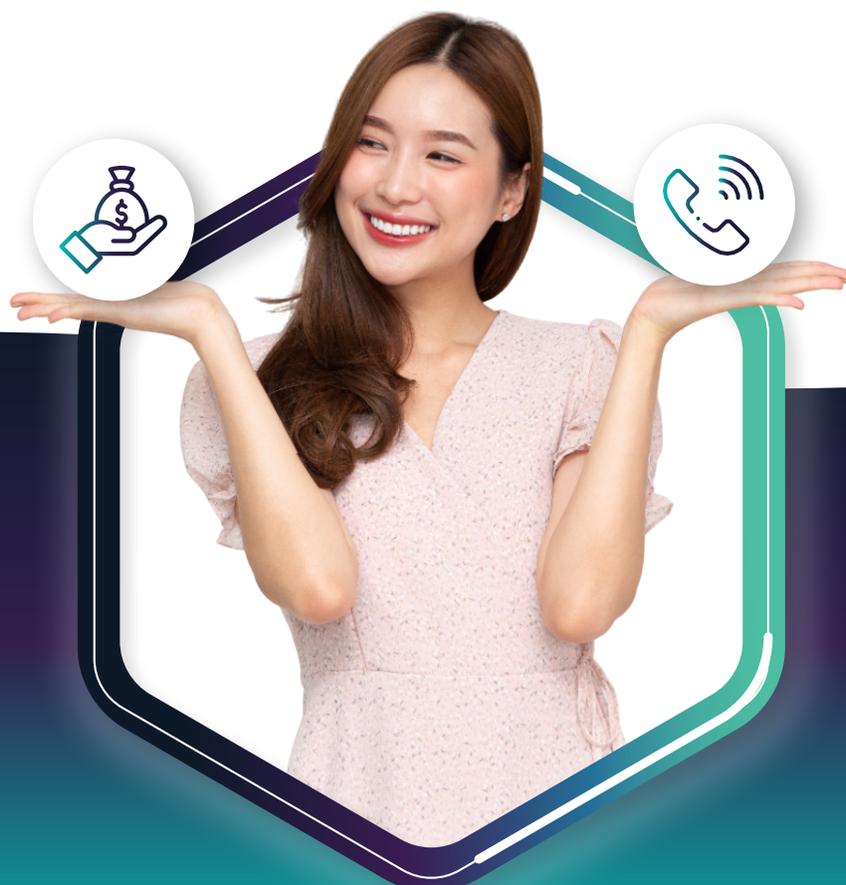
The charges would be

- 1. Service Usage Charge: $\$0.018$ per minute \times 7 minutes = $\$0.126$
- 2. DID Number Daily Charge: $\$0.03$ per day \times 1 day = $\$0.03$
- 3. Inbound Call Per-Minute Charge: $\$0.0022$ per minute \times 7 minutes = $\$0.0154$
- 4. Outbound Call Per-Minute Charge: $\$0.0048$ per minute \times 4 minutes = $\$0.0192$

Total Cost: $\$0.126 + \$0.03 + \$0.0154 + \$0.0192 = \$0.1906$

This example illustrates how inbound and outbound charges accumulate during a call involving an external transfer.

For a comprehensive understanding of Amazon Connects pricing, including detailed examples and regional variations, please refer to the official Amazon Connect Pricing page.



DISCOVER A SMARTER WAY



1nebula.com



ContactUs@1nebula.com



Meet the CSE, Fred Taljaard



CONTACT US TODAY!



nebula[®]

A SMARTER WAY

