

groups360

PRIVATE CASE STUDY FOR GROUPS360

Improving customer support and experiences within the event planning industry.

The rockIT CX solution, built on Amazon Connect, provides meeting planners and hoteliers with a cloud-based, omnichannel contact center solution which utilizes an integrated database source, making response times faster and more accurate vastly improving the overall customer experience.



Problem Statement Defined

Groups360 builds software that connects meeting planners with hoteliers, and knows that customer experience is vital to success in this industry. In 2019, Groups360 received the backing of global hospitality companies Hilton, Marriott, IHG (InterContinental Hospitality Group) and Accor to develop their GroupSync platform. In order to promote fluid customer conversations, enhanced insights, elevate overall customer support experiences, Groups360 took steps to integrate phone, website, and their CRM (Customer Relationship Management) into the GroupSync platform. Separate providers for telephony and website chat were selected, believing the addition of these features would solve their need for better communication and improve customer service. The rollercoaster of the Covid-19 pandemic exposed gaps within these disparate technologies. **The Groups360 leadership team then prioritized finding a solution that could offer superior customer experiences, seamless communication, and pricing that adapts to their business environment. They found that and more in the rockIT CX solution.**

Proposed Solution & Architecture

For this project, the rockITdata team focused on integrating their revolutionary customer experience solution called rockITCX, which utilizes Amazon Connect along with other AWS technology components and the rockITdata proprietary Knowledge Lake, to meet the evolving contact center needs of Groups360 for years to come. The rockIT CX solution is designed to create a full omni-channel customer support ecosystem that allows customers a frictionless way to find their own answers before needing to talk to an agent, improving the customer experience, drastically reducing the number of calls and call time needed to provide support, and saving the customer a lot of money. rockITdata uniquely built a fully customized knowledge lake and QnA bot that are tied into the overall contact center solution. Additionally, video conferencing functionality was included into the overall contact center solution. **There are many AWS services and components involved such as S3, Dynamo, Lambda, Comprehend, OpenSearch, Transcribe and QnABot.**

Outcomes & Success Metrics

When the Covid-19 pandemic struck in March 2020, Groups360 experienced a devastating downturn in their business as hotels were shuttered and meeting planners were paralyzed globally. The downturn forced the recently deployed solutions for chat and cloud telephony to sit dormant until further notice at a cost of tens of thousands of dollars per month. Even though the chat and cloud telephony solutions were not being utilized, their cost did not reflect the downturn in usage, leaving Groups360 with expensive solutions and no return on investment or way to press “pause” until their business could recover. At a crossroads, Groups360 evaluated the rockITdata rockIT CX solution built around Amazon Connect to serve as a single platform to handle everything from customer self-service to case management. The implementation of rockIT CX allows Groups360 to scale or curtail services quickly and easily as their business requires, optimizing operating expenses. The built-in resilience of rockIT CX has increased their return on investment from the previous three individual solutions by over 20 percent. Reducing the application count from multiple individual solutions to a single combined architecture has expedited agents’ ability to pull artifacts, documents, images, and videos to respond quickly to any customer request. It previously took an average of five to six minutes to provide a resolution or answer to meeting planner and hotelier inquiries. **Groups360 has reduced response times by an average of 3.5 minutes, while also providing more comprehensive answers to customer inquiries.**

Groups360 and rockITdata collaborated on the success metrics for the rockIT CX migration project. We focused on the following project success criteria:

- 1. Scope**
Agile framework was used to manage the anticipated and agreed upon set of tasks to be completed for the overall project implementation. The Agile environment allowed us to incorporate and change requirements from stage to stage. Trello was used for task tracking and was adaptive to changes in the workflow format as needed.
- 2. Schedule**
Groups360 and rockITdata worked together to determine the deadline for project completion and associated timelines that defined intermediate tasks supporting the rockIT CX launch. The original schedule was modified several times due to some unexpected circumstances. We worked together to keep the workflow running at a consistent pace and keep up with the revised deadline.
- 3. Budget**
All the cost channels associated with the rockIT CX implementation were documented and managed across the project in a formal project tracking system. All budget concerns surfaced early in the process and managed properly to continue to achieve the overall business goals.

TCO Analysis Performed

Groups360 found calculating the total cost of ownership (TCO) for cloud-to-cloud migration project a challenge. The calculation involved determining many what-if scenarios and what to do with the existing vendor contracts. There were also various difficult to calculate indirect costs, such as downtime, a problematic Salesforce integration with the previous telephony solution and reduced productivity associated with the previous chat and telephony implementation.

Groups360 approached the Amazon Connect TCO by understanding the genuine cost of their existing chat and telephony solutions. This meant determining the direct and indirect costs, including the workforce costs of everyone involved in maintaining the system(s), along with disaster recovery and security concerns.

They also compared opportunity costs that could impact their business around innovation and resilience. After completing the TCO analysis, Groups360 built the business case to migrate from their existing provider to Amazon Connect with specific numbers, taking the following points into consideration:

Cloud migration is not purely about cost savings. Often, cloud environments offer a higher ROI and improve business outcomes, but they don't necessarily result in a lower TCO.

Comparing the opportunity costs and business value is as important as comparing the direct cost.

When performing cloud TCO analysis, it is important to identify cost savings along with other efficiencies. The outcome of the TCO analysis projected 45-50% savings compared to the incumbent solutions.

Lessons Learned

The rockITdata team learned the following through this project with Groups360:

- Having a good perspective of customer's current baseline TCO is very important in the overall TCO calculation.
- Demonstrate the benefits of integrating multiple AWS services to develop and deliver a customized and comprehensive solution to the customer early in the engagement process.
- Start small, offer incremental value, and do not over complicate things.
- Build positive momentum and gaining customer feedback as you go. This gets users excited about the new system and less apprehensive about change, thus increasing adoption.

CONTACT US

Better customer experiences start here.

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