

# Transforming Customer Engagement: Migrating from Avaya IVR to Amazon Connect

## ORGANIZATION

Founded in 1991, our client is the largest provider of workers' compensation insurance in Texas, serving over 75,000 businesses and covering more than 1.5 million employees statewide. Over the years, the organization has transitioned from a state-sponsored insurer to a policyholder-owned mutual insurance company, consistently demonstrating a commitment to innovation and operational excellence.

## CHALLENGE

The organization's legacy Avaya IVR system presented significant limitations, making it costly to maintain, rigid in functionality, and unable to support AI-driven capabilities required for modern customer service. As the business landscape evolved, the company recognized the need for a more agile, intelligent, and scalable contact center solution.

Key constraints of the **existing IVR system** included:

- **Limited Scalability**
  - The system struggled to handle peak call volumes efficiently, leading to customer dissatisfaction and increased wait times.
- **High Operational Costs**
  - Maintaining on-premise Avaya IVR infrastructure was expensive, requiring continuous hardware investments and IT support.
- **Lack of AI-Driven Capabilities**
  - The system lacked natural language understanding, making it difficult for customers to navigate call flows intuitively.
- **Outdated Reporting & Analytics**
  - The Avaya IVR had limited real-time reporting, preventing data-driven decision-making and proactive customer service improvements.

To modernize customer engagement, the organization set out to replace its legacy Avaya IVR system with Amazon Connect, leveraging its cloud-native scalability, AI-driven capabilities, and cost-efficiency.

## TECHNICAL SOLUTION

XTIVIA executed a strategic, phased migration to Amazon Connect, ensuring seamless integration and minimal disruption while modernizing customer interactions.

### Discovery & Requirements Gathering

XTIVIA conducted a detailed analysis of existing IVR workflows, assessing:

- Call flows, backend system integrations, and customer service pain points.
- New feature requirements, such as AI-driven interactions, intelligent routing, and enhanced reporting capabilities.

## Design & Infrastructure Setup

To build a modern, cloud-native IVR system, XTIVIA:

- Designed intuitive call flows using Amazon Lex, enabling AI-powered natural language understanding for seamless customer interactions.
- Configured Amazon Connect's intelligent routing logic, optimizing call queues and reducing wait times.

## Integration with Enterprise Systems

To ensure seamless cross-system communication, XTIVIA:

- Integrated Amazon Connect with key enterprise systems, including CRM platforms, customer databases, and ticketing systems.
- Leveraged AWS services, such as AWS Lambda and Amazon S3, to extend functionality, automate workflows, and improve system performance.

## Migration & Testing

XTIVIA implemented a controlled, step-by-step migration strategy to ensure:

- Gradual traffic redirection from Avaya IVR to Amazon Connect, minimizing operational disruptions.
- Rigorous load and functional testing, validating the system's ability to handle peak call volumes smoothly.

## Employee Training & Rollout

A phased rollout approach was adopted to:

- Train customer service teams on Amazon Connect's user-friendly interface and AI-powered features.
- Ensure agents could efficiently navigate new workflows, reducing transition friction.

## Optimization & Stabilization

Following deployment, XTIVIA:

- Monitored customer interactions, refining call flows based on real-time feedback and analytics.
- Implemented continuous optimizations, leveraging Amazon Connect's insights to enhance user experience.

With this strategic migration, the organization achieved a scalable, cost-effective, and AI-enhanced contact center, enabling improved customer engagement and operational efficiency.

## BUSINESS RESULT

The migration from Avaya IVR to Amazon Connect delivered substantial improvements in customer experience, cost savings, and operational agility.

### Enhanced Customer Engagement

- Improved call handling and satisfaction through AI-driven natural language interactions.
- Reduced call drop rates by 20%, increasing customer retention and service quality.

### **Significant Cost Savings**

- Lowered operational expenses by 25% using Amazon Connect's pay-as-you-go pricing model, eliminating costly hardware investments.
- Reduced reliance on on-premise infrastructure, minimizing IT maintenance efforts.

### **Scalability & Flexibility**

- Effortlessly scaled call capacity during high-demand periods, ensuring reliable service without additional infrastructure costs.
- Dynamically adjusted resources, optimizing efficiency for fluctuating call volumes.

### **Actionable Insights with Real-Time Analytics**

- Gained advanced reporting capabilities, improving data-driven decision-making.
- Leveraged AI-driven insights to continuously refine call handling strategies and improve response times.

### **Operational Efficiency Gains**

- Reduced average response times by 15%, improving customer experience.
- Enabled faster call resolution, allowing service teams to focus on more complex customer needs.

By modernizing its IVR system with Amazon Connect, the organization successfully transformed customer engagement, reduced operational costs, and positioned itself for future innovation.

### **KEYWORDS**

Modernizing IVR systems, AI-driven customer, Amazon Connect migration, Cloud-native contact center solution, Amazon Lex, AWS Lambda IVR integration, Real-time analytics, CloudWatch

### **SOFTWARE**

Amazon Connect, Amazon Lex, AWS Lambda, CloudWatch, Avaya IVR (Legacy)

### **ABOUT XTIVIA**

At XTIVIA, we've been providing IT solutions and consulting services for over 30 years with a wide range of services, including technology assessments, IT service and asset management, software development, data analytics, cloud migration, DevSecOps, ERP, and enterprise content management. Dedicated to each discipline, ensuring that our clients receive the best possible service. Through strategic acquisitions, we've acquired talented people who are experts in their industries, passionate about what they do, and committed to providing exceptional service to our clients. Whether you need to improve your IT infrastructure or implement new software solutions, XTIVIA is here to help you achieve your business goals. XTIVIA has offices in Colorado, New York, New Jersey, Texas, Virginia, and India. [www.xtivia.com](http://www.xtivia.com)