

**HOW USAN ENABLED
EDCOR'S TRANSITION
TO AMAZON CONNECT
AND BOLSTERED ITS
CUSTOMER EXPERIENCE**

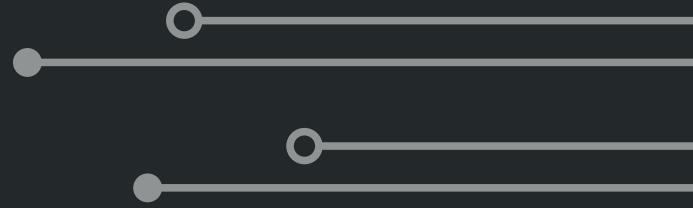
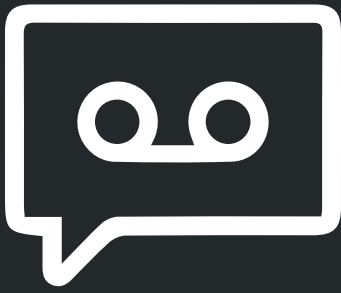




Edcor is a leading education benefits management company specializing in tuition reimbursement management, student loan assistance, comprehensive education benefit outsourcing, and consulting services.

In August 2020, Edcor partnered with USAN to modernize its contact center operations with more robust technology and stronger customer service options.





THE PROBLEM

When Edcor engaged USAN, the company struggled with outdated, premises-based technology that no longer met its needs. It was using an older PBX/voicemail platform that provided only basic telephony capabilities.

Because the company was not using a true contact center system, it could not support functionalities such as skills-based routing, conversational IVR, intelligent agent desktop, and other applications that would require information from more than one data source.

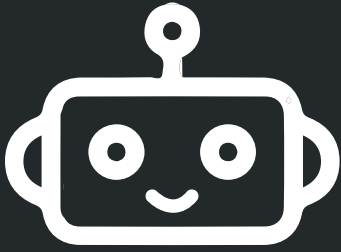
Edcor needed to offer an omnichannel customer experience with self-service capabilities while optimizing its contact center workforce. It also needed defined KPIs to measure agent performance as well as a way to capture those metrics dynamically.

THE CHALLENGE

Because Edcor was operating with a lean IT organization, it lacked the in-house resources to deploy Amazon Connect with the functionality needed to meet its customer service goals.

The company needed a partner that could help it migrate to a cloud-based solution along with the ability to grow into a scalable, agent-centric desktop solution. This is where USAN came in.





THE SOLUTION

USAN served as the design and implementation team for the project, configuring Amazon Connect, Amazon Lex chatbots, USAN Contact Suite, and custom integrations to back-office systems. These adjustments made the following possible:

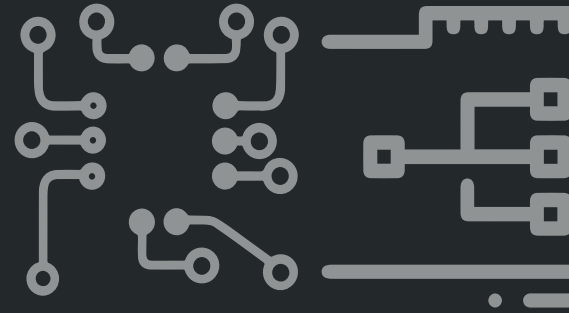
- Amazon Connect and Amazon Lex offer telephony, skills-based routing, queue management, IVR self-service, and omnichannel communications.
- USAN Contact Suite works with Amazon Connect as a workflow-driven agent desktop that tracks call history, screen pop, and CRM integration.
- USAN professional services orchestrate operations across external systems and applications.

As a result, the customer experience has been streamlined significantly. Agents now have contextual information for every inbound interaction, and customers can communicate on the channel of their choice.

“Our outdated systems didn’t support flexible integrations, access to data, or omnichannel customer interactions. USAN enabled a seamless transition to Amazon Connect, and we are already seeing an improved customer experience and an increase in agent efficiency.” – Terry E. Lang, director of customer experience, Edcor.

This new technology has also given Edcor an unprecedented view into the customer experience via inline customer surveys. Edcor can now keep a running tally on first call resolution (FCR), customer satisfaction scores, and net promoter score (NPS).





THE RESULTS

Because of Edcor's partnership with USAN, the company now has an easy-to-manage, integrated solution that allows it to objectively measure, adjust, and demonstrate contact center and customer experience improvements — something that was impossible with the former infrastructure. It has also enjoyed:

- Lower costs to deliver better service.
- A higher-performing team.
- Happier customers.

To learn how working with USAN could strengthen your contact center operations and your customer experience, [request a free consult today.](#)



partner
network

