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Header @ 2

List View

- General Information
- Contact
- Default Values
- Discount
- Document Information
- Clarification Request

Procurement Folder: 1388009

Procurement Type: Central Master Agreement

Vendor ID: VS0000045075

Legal Name: NeuraFlash, LLC

Alias/DBA:

Total Bid: \$287,905.00

Response Date: 04/02/2024

Response Time: 9:00

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SO Doc Code: CRFQ

SO Dept: 0323

SO Doc ID: WWV240000007

Published Date: 3/25/24

Close Date: 4/2/24

Close Time: 13:30

Status: Closed

Solicitation Description: Virtual Call Center

Total of Header Attachments: 2

Total of All Attachments: 2



Department of Administration
 Purchasing Division
 2019 Washington Street East
 Post Office Box 50130
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**State of West Virginia
 Solicitation Response**

Proc Folder: 1388009
Solicitation Description: Virtual Call Center
Proc Type: Central Master Agreement

Solicitation Closes	Solicitation Response	Version
2024-04-02 13:30	SR 0323 ESR04022400000005669	1

VENDOR
 VS0000045075
 NeuraFlash, LLC

Solicitation Number: CRFQ 0323 WWV2400000007

Total Bid: 287905

Response Date: 2024-04-02

Response Time: 09:00:20

Comments: See attached documents.

FOR INFORMATION CONTACT THE BUYER

Brandon L Barr
 304-558-2652
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Vendor Signature X **FEIN#** **DATE**

All offers subject to all terms and conditions contained in this solicitation

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
1	AWS Services				75905.00

Comm Code	Manufacturer	Specification	Model #
81112006			

Commodity Line Comments: Monthly rates.
 Total AWS Costs per the specs (see attached spreadsheet).
 Based on usage metrics provided, and publicly available AWS Connect pricing.

Extended Description:
 AWS Services
 These are estimates, actual costs will be based on consumption

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
2	Cloud Assured Managed Services				5000.00

Comm Code	Manufacturer	Specification	Model #
81112006			

Commodity Line Comments: Monthly costs
Extended Description:
 Cloud Assured Managed Services
 These are estimates, actual costs will be based on consumption

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
3	Transfer and Setup Costs	1.00000	LS	207000.000000	207000.00

Comm Code	Manufacturer	Specification	Model #
81112006			

Commodity Line Comments: One time fee
Extended Description:
 Transfer and Setup Cost
 One-Time Fee

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
4	Professional Service Hours (PM)	0.00000	HOUR	57375.000000	0.00

Comm Code	Manufacturer	Specification	Model #
81112006			

Commodity Line Comments: One time fee, PM
Extended Description:
 Professional Service Hours (PM)
 These are estimates, actual cost will be based on consumption

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
5	Professional Service Hours (Junior Developer)	0.00000	HOUR	95625.000000	0.00

Comm Code	Manufacturer	Specification	Model #
81112006			

Commodity Line Comments: One time fee
 Includes the following resources:
 Developer
 QA Analyst
 Change Management Leader

Extended Description:
 Professional Service Hours (Junior Developer)
 These are estimates, actual cost will be based on consumption

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
6	Professional Service Hours (Senior Developer)	0.00000	HOUR	54000.000000	0.00

Comm Code	Manufacturer	Specification	Model #
81112006			

Commodity Line Comments: One time fee
 Includes following resource:
 Technical Architect

Extended Description:
 Professional Service Hours (Senior Developer)
 These are estimates, actual cost will be based on consumption

Description	Specification	Estimated Monthly Cost	Estimated Annual Contract Amount	
AWS Services per 2,000,000 minutes connect charge	4.1-4.4	\$36,000.00	\$432,000.00	
AWS Services per 1,000,000 minutes inbound	4.1-4.4	\$12,000.00	\$144,000.00	
AWS Services per 1,000,000 minutes outbound	4.1-4.4	\$4,800.00	\$57,600.00	
AWS Services per 500,000 chat messages	4.1-4.4	\$20.00	\$240.00	
AWS Services Contact Lens per 1,000,000 voice minutes	4.1-4.4	\$15,000.00	\$180,000.00	
AWS Services Contact Lens per 500,000 chat messages	4.1-4.4	\$7,500.00	\$90,000.00	
AWS Services Storage	4.1-4.4	\$90.00	\$7,020.00	
TOTAL AWS SERVICES ESTIMATED COSTS			\$910,860.00	
Description	Specification	Estimated Monthly Cost	Total	
Cloud Assured Managed Services (monthly)	4.5	\$5,000.00	\$60,000.00	
Description	Specification	One Time Fee	Total	
Transfer or setup costs (one-time)	4.6	\$207,000.00	\$207,000.00	
Description	Specification	Estimated Hours	Hourly Cost	Total
Professional Service Hours (PM)	4.7	255	\$225.00	\$57,375.00
Professional Service Hours (Technical Architect)	4.7	240	\$225.00	\$54,000.00
Professional Service Hours (Developer)	4.7	245	\$225.00	\$55,125.00
Professional Service Hours (QA)	4.7	85	\$225.00	\$19,125.00
Professional Service Hours (Change Management)	4.7	95	\$225.00	\$21,375.00

GRAND TOTAL \$1,177,860.00

Note: The estimated quantity is for evaluation purposes only. Actual volume is undetermined. No future use of the contract or any individual item is guaranteed or implied.

VENDOR'S NAME: NeuraFlash, LLC

VENDOR'S REPRESENTATIVE: Joanna Bird

VENDOR'S PHONE & EMAIL: joanna.bird@neuraflash.com, 715-607-0557



Response to Request for Proposal

WorkForce West Virginia
Virtual Call Center Solution & Managed Services

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Executive Summary

To Whom It May Concern,

Thank you for including us in your evaluation process. We are excited about the opportunity to partner with WorkForce West Virginia on this RFP.

We are pleased to submit the attached Response for Proposal for your “Virtual Call Center & Outbound Calling Managed Services”. We have proposed a solution that leverages the power of AWS’s 100% cloud-based contact center as a service, Amazon Connect. Amazon Connect is built to scale with your business, provides frictionless access to the AWS ecosystem of services, and delivers AI and ML powered capabilities that allow you to continuously innovate and delight your constituents.

The future of contact centers brings several data sources together with contact center data to deliver truly personalized and automated customer service. The openness of the Amazon Connect platform gives you the flexibility to integrate into a number of backend third party applications and platforms, while the strategic partnership between AWS and NeuraFlash gives you confidence that investing in these platforms can future-proof the contact center and achieve economies of scale for the State of West Virginia.

NeuraFlash is a leading AWS partner for service, helping customers transform and standardize their customer experiences. The team assembled here at NeuraFlash has been deploying complex contact center IVRs and agent applications for over 20 years. With an executive team from Nuance Communications, as well as many other leaders and delivery resources from Nuance and other Conversational AI ISVs and contact center technologies, the depth of experience NeuraFlash brings to the table includes working with a long list of fortune 500 companies and public institutions.

NeuraFlash will bring a deep bench of experience in integrating the solution into third party systems, interface design, speech science backgrounds, and AI. We are committed to having experts in the room, leading sessions and providing real-world experiences and thought leadership. As an outcomes-based company, we are incentivized to understand your business and the KPIs that matter to you. The following are just a few of the characteristics that sets NeuraFlash apart as a leader in this space:

- Over 400+ employees dedicated to customer service applications
- The leading integration partner for Amazon Connect with over 200 customers
- Experienced team of conversational designers, speech scientists, and linguistics resources for building best-in-class IVRs and chatbots
- Dedicated advisory services to ensure customer business outcomes are defined and met
- Flexible Managed Service and Support models tailored to meet customers specific needs
- A leader at AWS in driving customer efficiency through our AI/ML, and GenAI practice

NeuraFlash is uniquely positioned to serve as the State of West Virginia’s trusted advisor throughout your transformation. We look forward to the opportunity to work with you.

Sincerely,

Joanna Bird

Joanna Bird, VP of Sales- AWS GTM

Amazon Connect Contact Center as a Service Solution

Proposed Solution for West Virginia Department of Motor Vehicles

Amazon Connect is a self-service, 100 percent cloud-based contact center service, which was born out of the technology used for Amazon’s own award-winning customer service centers. Amazon Connect is the cloud-based call center platform Amazon uses for more than 50 internal teams and partners within their organization and its subsidiaries to provide customer service— including Zappos, Audible, and of course, Amazon Retail. Developed and proven over the past 13 years, direct customer feedback has helped continuously enhance the platform, including 180+ major feature launches in five years. Today, thousands of organizations ranging from ten to tens of thousands of agents use Amazon Connect to serve millions of customers daily.

As the most adopted cloud provider in the world, AWS offers cloud services with strategic integrations based on a foundation of security and simplicity. Amazon Connect delivers a best-in-class contact center solution that brings together voice conversations, digital channels, and third-party data in real-time for both agents and supervisors. Voice transcription empowers agents and supervisors to view call and customer data side-by-side in a single solution. Amazon Connect offers cloud telephony, automatic speech recognition, and sentiment analysis in one easy to setup solution. WorkForce West Virginia will be able to quickly deploy omni-channel routing for phones alongside other communication channels and deliver great constituent service in real-time.

Below are just some of the many benefits WorkForce West Virginia will receive through this solution. For an exhaustive feature breakdown, please visit the [Amazon Connect site](#).

Streamline Omnichannel Operations

All voice and digital communication channels surface in the agent console, accessing a common set of productivity tools and AI.

Increase Agent Productivity

Agents can quickly and intelligently handle calls, reducing average handle time, data entry, and call wrap-up time.

Real-Time Supervisor Visibility

Supervisors can view incoming and current calls next to digital conversations in real-time for live routing and call assists.

AI Improves Recommendations

Real-time call transcription from AWS AI/ML Services enables agents and supervisors to leverage wisdom articles, next best actions, and recommendations.

RFP Response

In the following sections of this response you will find information related to NeuraFlash's implementation methodology, resources (staffing), training, and ongoing support/maintenance of the platform. Additionally, this section will provide a high level scope and implementation proposal cost, high level timeline and resourcing. Lastly, this section includes the AWS monthly and annual costs for workload based on the volumes received in the RFP, along with some assumptions for areas that will require further information to validate.

Implementation Methodology

Upon down-selection, NeuraFlash will work with WorkForce West Virginia on a formal scoping exercise and discovery to determine the level of effort required for the upgraded Amazon Connect implementation.

NeuraFlash Process

NeuraFlash is committed to having the experts in each of the areas leading the sessions and providing real world experience and thought leadership. Our team will want to gather, document, and build in an agile method to quickly show value in your investment. NeuraFlash's "Navigate" project methodology takes a pragmatic approach and limits the administrative portions through the use of Agile tools to quickly distill down to the relevant details.

NeuraFlash takes pride in the thought process and actions as it pertains to implementations. We understand that this is **more** than just a technology upgrade for WorkForce West Virginia. Planning the **customer support** strategy is key. During discovery, NeuraFlash will lead sessions with your leadership and business transformation managers to discuss and agree on the vision statement to the organization, identify and confirm sponsorship, and conduct change diagnostic sessions to identify areas/teams of focus during the process. With other partners, change management is often minimized & undervalued. NeuraFlash understands that a successful project requires change management to be front-and-center; this is why it is at the forefront of the NeuraFlash implementation strategy.

NeuraFlash will identify stakeholders, get them involved early, identify stakeholder conflicts, escalate and mitigate. They will create a communication plan from and to all appropriate levels in the organization - awareness, feedback loops, drive a feeling of ownership and "positive progress", etc. Finally, they will create and execute on a training and knowledge transfer plan, which can include on-the-job-training for your admin/dev teams.

Training of the agents, supervisors, and administrators of the system is the final key component to the overall success of the solution.

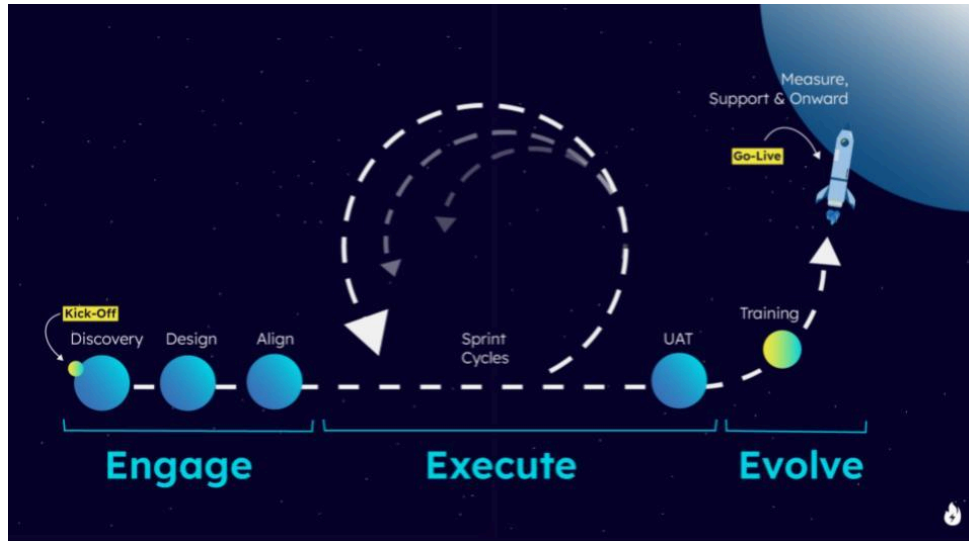


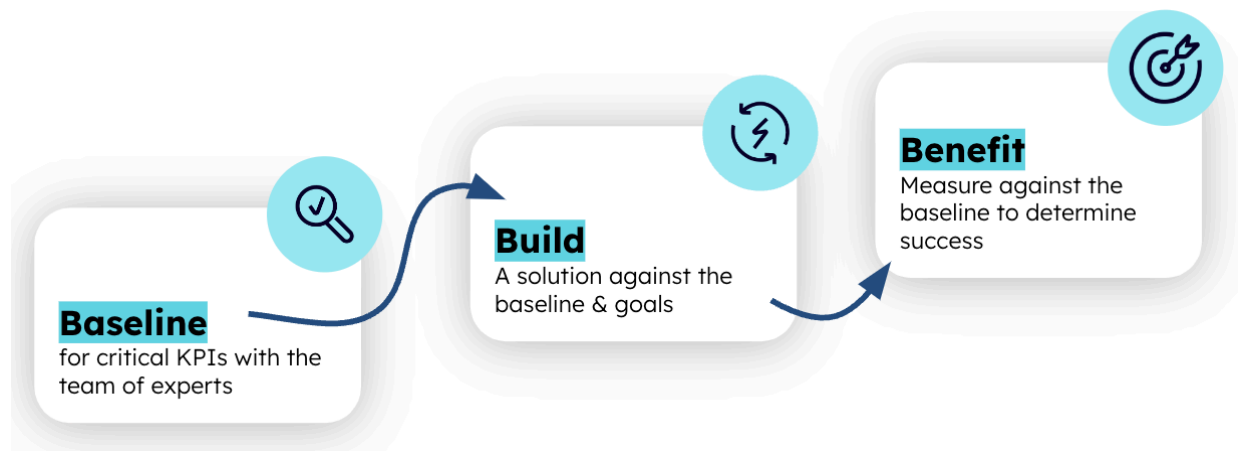
Figure 1 - NeuraFlash Navigate Methodology

Outcomes

NeuraFlash has been tracking outcomes since its founding in 2016. As an outcomes-based company, we measure success by a change in business metrics, rather than the completion of a project. The goal is to fully understand the changes that WorkForce West Virginia is going through and demonstrate the improved outcomes.

The Committed Outcomes Based Implementation approach includes extensive upfront baselining led by an Outcomes Architect, not traditionally included in a standard implementation. This program is the output of years of culminated trends and data of 100s of voice and bot projects across industries. Outcomes Architects quickly understand your business and your metrics that matter. Upon completion of the baseline, we will be able to tell you, with confidence, what metrics will guarantee success - and ROI.

How does it work?



The Baseline

- **Do the Research:** Using NF Tools & IP, we conduct interviews, collect the relevant data to identify trends, spot KPIs & understand the state of your businesses.
- **Map the “From-To” Narrative:** We roadmap your business today, do a readout of the baseline stats and propose KPIs to recommend what needs to change in order to get you from today to tomorrow.
- **Make the Prediction and Commitment:** Based on data the Outcomes Architect will make an educated prediction of where they think the KPI value can get to as part of the engagement. We’ll align on the target, how the KPI is measured, and the measurement timeline before we begin to build.

Establishing the Reporting Structure

- During sprints, we spend time building the reporting structures to measure the change in baselines and the agreed upon KPI. This is an important step because you’ll get more transparency & visibility into the impact your solution is having on your business.

The Benefit

- **Measure, Meet, Agree:** Post deployment, the agreed upon KPI will be measured over an agreed period of time. The team will review and agree on the result and the completion of the engagement.
- **Moving, Onward:** The journey never stops. Option to continue improving and expanding the benefits of the solution with NeuraFlash.

Customer outcomes they have seen can be found in the [Case Studies](#) section of this RFP Response.

Resources

NeuraFlash has 400+ employees located between the United States and India, including offices in Boston (Burlington), New York, New Jersey, Chicago, Denver, Delhi, and Hyderabad. A majority of our workforce is located in the United States and aligned to delivery and technical roles. NeuraFlash has a wide range of CX technology implementations and a deep bench of contact center expertise and resources to help WorkForce West Virginia be successful in your contact center migration to cloud.

Roles that NeuraFlash brings to an implementation include:

Project Manager: The Project Manager is responsible for managing the day to day responsibilities of a project. A project will have many variables that indicate to what extent the Project Manager will need to perform their duties. The below are a high level description of what a PM is managing on a project, as it relates to how NeuraFlash governs projects:

- **Project Planning**
 - NeuraFlash PM will use the SOW as a project baseline to determine scope, schedule, budget, deliverables. Any changes to baselines will follow a change management process.

- NeuraFlash PM will plan each phase of the project, and determine key milestones and deliverables as work products.
- **Project Scheduling**
- **Project Status**
 - NeuraFlash Project Manager will provide a weekly status report, as well as conduct a weekly status meeting to provide a high level overview of project status. This includes milestone progress, planned activities, accomplishments, budget burn, timeline status, risks or active issues, decisions, etc.
- **Financial Management**
- **Project Activity Management**
- **Stakeholder Management**
 - NeuraFlash Project Manager will determine communication needs from WorkForce West Virginia, outside of the standard Communication plan. This may include a recommendation for bi-weekly steering committee or sponsor meetings, NF PM/WorkForce West Virginia PM standups, Collaborative Team Standups, written status updates, etc. NeuraFlash Project Manager will determine communication and stakeholder needs during the project planning processes.
- **Scope Management**
 - NeuraFlash PM will manage scope in accordance with the SOW. Any changes to scope will need to be reviewed and approved by the Project Sponsor, and the changes may result in a Change Request (additional hours to support scope), or a \$0 Change Request (in which NeuraFlash will contractually look for WorkForce West Virginia to agree to scope changes that are at no additional cost).
- **Risk Management**
 - NeuraFlash Project Manager will track and report risks and strategies to mitigate risks on a weekly basis.
- **Resource Management**
- **Project Closing**

Account Delivery Leader : This role will work with WorkForce West Virginia and the project team on customer onboarding, customer engagement and CSAT, risk identification and escalation point of contact, project oversight, financial health. The delivery Leader is an experienced NeuraFlash leader who will remain constant on the account with active projects, to provide a point of contact at the account (not project) level. This person will work closely with the active project teams to ensure the project is delivered successfully (on time, in budget, with quality, customer satisfaction).

Data Analyst: Conduct discovery around KPI, reporting and dashboard needs, drive success metrics, provide insights and recommendations to drive business value, conduct post go-live analysis and readout.

Solution Architect(s): Plan and lead discovery sessions, drive design of functional-focused solutions (business processes, automations, etc.), create detailed solution design documents and conduct solution review, organize sprint features, and align functional and technical requirements throughout project implementation.

Technical Architect(s): Design technical-focused solutions (integrations, code-based customization, custom business logic, etc.) Perform code review and enforce best practices are followed to ensure performance, scalability, and security. Assist with release management.

Designer: Plan and lead discovery sessions focused on understanding personas and the user journey, drive the design of empathetic and user-centric solutions (conversational design, user interfaces, etc.), create detailed solution design documents and review with WorkForce West Virginia, ensure designs are carried throughout sprints.

Change Management: Integrates with the project team to focus on the people-side of change, takes a holistic approach to understanding organization and operational changes of the solution implementation, deployed throughout the project to ensure successful adoption of new solutions.

Release Manager: Confirm and document the deployment process and release cycles, confirm tools for deployments, track configuration changes that must be deployed to upper environments (pre and post deployment), outline environments being used in the project.

Developers: Hands-on, building the proposed solution in dev environment(s).

Recommended Customer Roles (WorkForce West Virginia)

Executive Sponsor: Seeks to understand project and program status at a high level. Determines project budget and will champion for additional funds if needed

Project Sponsor: A person or group who initiates the project and provides the resources and support for the project and is accountable for enabling success.

Project Manager: Point of contact to help facilitate communication, risk and issue management, stakeholder management. Act as an intermediary between NeuraFlash project team and WorkForce West Virginia project teams and stakeholders.

Stakeholders: Anyone with an interest in the outcome of the project and may be affected by the project at any point of its lifecycle.

Key Stakeholders: Includes Sponsor, Executives Stakeholders, WorkForce West Virginia Project Teams, Business and technology SMEs, Steering Committee

Subject Matter Experts (SMEs): Provide knowledgeable input and analysis to help teams achieve successful outcomes. Maintains in-depth knowledge of subject area

Program Manager: Coordinates with SIs on various workstreams, manages overall timeline, budgets, CRs

Steering Committee: An advisory who provides direction on key decisions. Typically includes the Sponsor, Key Stakeholders

Program/IT Oversight: Understands current WorkForce West Virginia systems and where they fit in the overall roadmap/architecture, manages overall integration strategy between AWS and 3rd party systems like Document Xtender, WorkForce West Virginia Scheduling Tool, or others. Owns MDM strategy and standards across the organization(s).

Training

Change Management is a key pillar to the success of our customers. The NeuraFlash approach to change management is that it is much more than training users; change needs to impact at all levels of the organization.

At NeuraFlash, change management addresses:

- A framework for action enabling leaders to manage the human aspects of change, helping the organization achieve its goals
- Individual (users), team and organizational levels
- The organization's productivity during change and looks to improve the chances of obtaining the expected ROI
- Scope and the defined change, assesses the feasibility of change, and supports the transition from the current to the future state

Some of the change management and training activities that NeuraFlash will lead as part of the implementation include:

Sprint Demonstrations: After each development sprint, the NeuraFlash Development Team will conduct a demonstration of all functionality built during the sprint. Sprint Demos provide Customers an opportunity to build awareness of the system, create buy-in, and build a solid foundational knowledge for later training sessions.

Communications Plan: Team with WorkForce West Virginia to craft key messages to stakeholders impacted by the change and develop a Communications Plan that sets a cadence for regular communications, project updates, and feedback channels across the critical stages of the project.

Foundational Training: Our Change Management and Learning Team will assist WorkForce West Virginia in building training plans with foundations built on AWS Training and Certification free offerings, as well as provide end user training based on WorkForce West Virginia requirements (train the trainer, direct end user training, etc.)

Onward Managed Services (On-Going Support)

After implementation, NeuraFlash Onward Managed Services is available for customers that desire a third party to oversee the ongoing maintenance and upgrades of the platform. NeuraFlash can serve as a single point of contact for 8x5 or 24x7 support, troubleshooting assistance, and add/moves/changes needed; as well as Innovation specific managed services that include Strategic & Product Roadmapping, Sprint Planning, and IVR and bot analysis, maintenance, and tuning.

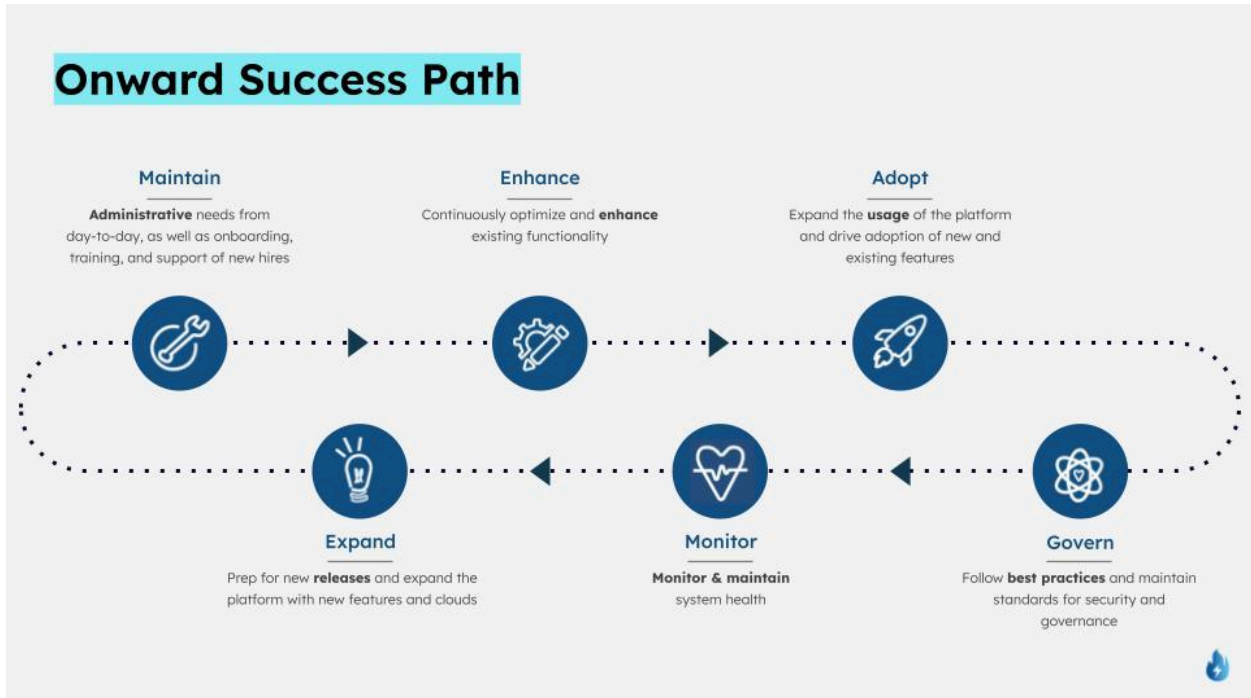


Figure 2 - NeuraFlash Onward Success Path

Implementation Scope & Proposal

Upon down-selection, NeuraFlash will work with WorkForce West Virginia on a formal scoping exercise and discovery to determine the level of effort required for the migration and phased rollout.

Provided in this section is a high level description of scope, implementation costs, and estimated timeline. *Subject to change after formal discovery and scoping.*

High Level Project Scope

Amazon Connect Base Build

- Setup and configure Amazon Connect environment
 - Configure identity management for the Amazon Connect Instance
 - Configure the administrator for the Amazon Connect instance
 - Enable the system to handle inbound and outbound calls
 - Setup and configure the Amazon S3 bucket
 - Create instances of Amazon Connect Prod/Dev/UAT
- Assist in Porting of Numbers to Amazon Connect - assuming all TFNs and DID's to port
 - Assumes no SIP trunking will be used. Assumes all premise hardware retired.
- Create appropriate queues for call routing to agents
- Create Routing Profiles
 - Set priority, delay, and outbound queue defaults
 - Configure agents to assign routing profiles
- Configure Agents
 - Create agent hierarchies - Add groups, teams, and agents hierarchies

- Configure agent settings, Assign routing profile, Assign phone type, ACW (After Call Work) timeout, Assign agent hierarchy
- Develop agent routing contact flows
 - Develop routing strategies for inbound and outbound phone numbers
 - Configure queues for call routing within Amazon Connect
 - Configure prompts for contact flows
 - Enable Contact Flow logs
- Stream attached data to the platform as specified in the system architecture design and data interface design
- Configure Queued Callbacks during in hours Contact Center operations
 - The Callback functionality will be driven off of estimated wait time in the queue or if the anticipated queue has nobody online to receive the call
- **Amazon Connect Chat and SMS Setup**
 - Initial Setup and Deployment:
 - Integration of Amazon Connect Chat and SMS features into front end websites and mobile apps.
 - Configuration of necessary API endpoints and backend systems.
 - Customization of the chat interface to align with the customer's branding guidelines..
 - Chat and SMS Routing to Agents:
 - Configure agents to receive inbound customer chats.
 - Configuration of chat contact flows based on the customer's requirements.
 - Create queues and skilling logic to route chats to correct agents.
- **Outbound Calling**
 - Implement outbound calling functionality using Amazon Connect's predictive dialing feature.
 - Enable digital channel campaigns for SMS and Email campaigns.
 - Configure predictive dialer parameters to optimize call pacing and maximize agent efficiency.
 - Integrate Answering Machine Detection (AMD) to accurately identify live answer versus answering machine, ensuring agents are connected to live contacts promptly.
 - NeuraFlash will design and implement a solution that will:
 - Maintain a pool of phone numbers that gets used as outbound numbers
 - The solution will be a dynamic outbound caller ID solution and will need no manual intervention.
 - Allow agents to manually select an outbound caller ID when doing manual dial
 - Integration to SFTP system and Amazon Pinpoint to support same-day list upload and campaign running.
- **Contact Lens Setup**
 - **Overview:** With Amazon Connect Contact Lens, you can analyze conversations between customers and agents by using speech and chat transcriptions, natural language processing, and intelligent search capabilities. Amazon Connect Contact Lens performs sentiment analysis, detects issues, and enables you to automatically categorize contacts.

- Neuraflash will enable Contact Lens functionality for customer to leverage as outlined below:
 - Enable Contact lens within Contact Flow blocks. Assumes enabling Contact Lens for real-time and post-interaction analytics.
 - Assign Contact Lens permissions to Security Profiles for in scope users.
 - Deploy the Neuraflash Starter package for Contact Lens rules
 - Configure custom rules based on business needs identified during requirements [Maximum of 10]
 - Assumes Event Bridge integration out of scope for custom rules.
 - Enable Sensitive Data Redaction
 - Enable GenerativeAI powered Post-Contact Summarization
 - Create user defined attribute for Triggering
 - Add configuration to in scope contact flows
 - Assign security profile permissions

Agent Desktop Build

- Deploy the Amazon Agent Workspace to manage all inbound and outbound interactions on both calls, chats, and SMS

Integrations

- CRM
 - Assumes WorkForce West Virginia has not selected a CRM tool separate from the CCaaS solution, and will be using native CRM functionality within Amazon Connect, such as Customer Profiles and Cases, for CRM purposes. If desired, upon downselection, NeuraFlash can provide WorkForce West Virginia with third-party CRM options and recommendations (Salesforce, Zendesk, etc), based on requirements.

IVR Application

- DTMF or Speech Enabled with NLU and directed dialogue for all skills, user groups, and business units.
- TTS generated prompts
- Multi-lingual (up to 3 languages)
- Queued Callback for when queues are too long in the contact center.

Reporting and Dashboards

Neuraflash will enable customer to build and maintain reporting by setting up initial report structures as outlined below:

- Enable access to the Amazon Connect Reporting Pages
- Create Dashboards and reports for real time data and historical data. [Maximum of 5 custom reports]
 - Call Volume - Show the number of calls by queue, agent, and day
 - Average Handle Time - Shows the average amount of time an agent spends on a call, by queue, agent, and day
 - Average Speed to Answer - Shows the average amount of time a customer is waiting before an agent answers the call, by call type, agent, queue, and by day

- Abandonment Rate - Shows the percentage of calls where the customer hands up before the agent answers the call, by call type, queue and by day.
- Other Reports:
 - Case Report
 - Agent Evaluation Reporting
 - Lex Insights
- AWS System Monitoring
 - Neuraflash to enable CloudWatch dashboards and alerts to support operational monitoring and notification of application or infrastructure errors and anomalies
 - Monitoring of Amazon Connect metrics such as queues, agents, and routing.
 - Creation of CloudWatch alarms to notify on critical events, such as a sudden increase in abandoned calls or a drop in customer satisfaction.
 - Creation of CloudWatch dashboards to visualize and monitor the performance of Amazon Connect in real-time.
 - Analysis of CloudWatch logs to troubleshoot issues and identify areas for improvement in Amazon Connect.
 - Assumptions:
 - Maximum of 3 dashboards.

Ongoing Support Scope

NeuraFlash will provide Application Support for WorkForce West Virginia Amazon Connect Application.

- A. Application Support: NeuraFlash will provide Application Support Services for the Covered Application
 - a. Covered Application includes the configuration of WorkForce West Virginia Amazon Connect application and code associated with the solution described above (“Covered Application”).
 - b. NeuraFlash will assign a dedicated point of contact resource and supporting team to advise the WorkForce West Virginia team for Application Support.
 - c. Application Support Services include defect correction. "Defect" means a failure of the Covered Application to materially conform to the Specification, which includes but is not limited to the current solution design document for Covered Applications and general production triage support for any functionality not working as expected, and excludes any nonconformity resulting from misuse, improper use, or change of the Covered Application by a party other than NeuraFlash. Defects are classified in the Table below.
 - d. NeuraFlash will resolve defects and create mutually agreed upon workarounds in response to issues reported by Customer.
 - e. Issues will be reported in NeuraFlash’s ticketing system. Severity Level 1 issue notifications will be sent via both ticket and email, and Severity Level 2 and lower issue notifications will be sent via ticket. NeuraFlash will provide a dedicated support email contact prior to the start of service.
 - f. Provide triage for issues with the Amazon core products and coordinate support with Amazon. NeuraFlash and Customer will work together to build a decision tree to help triage and assign issues (for example, Implementation Defect vs. AWS Platform Issue vs. Enhancement, etc).

- g. Issues will be categorized and handled according to an assigned severity level. The severity level will be described by the Customer at time of issue communication and initial response will be provided by NeuraFlash as follows:
- i. Initial response times for all tickets are Monday through Friday, 7:30am - 6:00pm EST, per specification 3.1.1.34.
 - ii. NeuraFlash will respond to each issue within the applicable response time described in the table below, depending on the severity level set on the case.
 - iii. NeuraFlash will create appropriate Root Cause documentation (RCA) for each support issue worked. The requirements for documenting RCA will be provided by Customer. NeuraFlash will provide a sample document.
 - iv. Customer will review the defect resolution, workaround, and/or RCA, perform any applicable testing, and close the ticket if resolution is acceptable to Customer or will provide NeuraFlash with any outstanding concerns.
 - v. The support team will work with the Customer to coordinate any releases to higher environments. Customer is responsible for release management for Support related issues.
 - vi. NeuraFlash will attend a weekly status update meeting with Customer as needed. Frequency may increase to daily in the event of a Severity Level 1 or Severity Level 2 issue.

Severity Level	Description	Initial Response Time
Level 1 - Critical	Critical production issues adversely impacting all Users, including system unavailability and data integrity issues with no workaround available. Requires rapid response call and work until resolved. (Production environment)	1 Hour
Level 2 - Urgent	Major functionality is impacted or performance is significantly degraded. Issue is persistent and affects many Users and/or major functionality. No reasonable workaround is available.	2 hours
Level 3 - High	System performance issue or bug affecting some but not all Users. Short-term workaround is available, but not scalable.	1 business day
Level 4 - Medium / Low	Issue regarding a routine technical issue, user navigation, or configuration bug affecting a small number of users. A reasonable workaround is available. Resolution required as soon as reasonably practicable.	2 business days

Implementation Timeline & Staffing

NeuraFlash has estimated 10-12 weeks to go-live. We anticipate a team of 5-6 resources, flexing up and down as required in the project. Roles include: Delivery owner, Project Manager, AWS Technical Architect, Developer, Quality Assurance, and Change Management & Training Resource.

Implementation Costs

The following implementation costs are outlined below by workstream. *Subject to change after formal discovery and scoping.*

Workstream	Estimated Hours	Estimated Cost
Amazon Connect Build	335	\$75,375
Operational Monitoring and Reporting	125	\$28,125
Outbound Dialer Campaigns	314	\$70,650
SMS Deploy	146	\$32,850
Total Implementation Cost	920	\$207,000

** Assumes \$225/hour*

Ongoing Support Costs

Product	Monthly Cost	Annualized Cost
Ongoing Support - Business Hours	\$5,000	\$60,000

** Assumes Business Hours Support. Other options available upon request.*

AWS Pricing

Below is an estimate of the AWS spend related to the contact center implementation. These volumes are estimated based on the available information in the RFP documents and responses to vendor questions, and will be validated through a deep dive upon down-selection. The pricing below is publicly available on [AWS](#) website, and it does not include any current enterprise discounts that may be in place at WorkForce West Virginia.

AWS Costs	Monthly	Annually
Amazon Connect Platform	\$36,000.00	\$432,000.00
Inbound Telephony (Toll Free)	\$12,000.00	\$144,000.00
Outbound Telephony	\$4,800.00	\$57,600.00
Chat	\$20.00	\$240.00
Contact Lens (Voice)	\$15,000.00	\$180,000.00
Contact Lens (Chat)	\$7,500.00	\$90,000.00
Storage	\$90.00	\$7,020.00
Ancillary AWS Services Invoked (3%)	\$2,262	\$27,144
Totals	\$77,672	\$938,004

Assumptions

- Source: [Amazon Connect Pricing](#)
- Amazon Connect Platform: Assumes 2M minutes (\$0.018/minute)
- Inbound Telephony: Assumes 1M Toll free minutes (\$0.012/minute)
- Outbound Telephony: Assumes 1M Outbound minutes (\$0.0048/minute)
- Contact Lens: Assumes 1M minutes analyzed (transcription, sentiment, analytics) and 100% of chats are analyzed by Contact Lens. (\$0.015/minute)
- Chat: Assumes 500K Chat Messages (\$0.004/message)
- Storage: Assumes recordings **compound** for 12 months in S3 Standard (hot) storage. Reduced cost when moving recordings to another S3 storage class or S3 archive storage.
- Includes Ancillary Services Cost of 3% of total workload (DynamoDB, Lambda, Kinesis, etc.)⁸
- Does not include per second billing
- Does not include AWS Enterprise Discount

NeuraFlash Case Studies / Demonstrable Expertise

With 200+ Amazon Connect implementations, and 4.9 [CSAT Rating](#), NeuraFlash has a wide range of customer implementations and a deep bench of resources to help WorkForce West Virginia be successful in their contact center migration to cloud.

Included in the Appendix and linked from the list below, you will find the following Case Studies of contact center implementations we've completed.

- [First Advantage](#)
- [Affirm](#)
- [Central Pacific Bank](#)
- [Ocean Network Express \(ONE\)](#)
- [CSC Generation](#)

First Advantage Case Study



First Advantage Simplifies Complex Systems with Service Cloud Voice & Amazon Connect

First Advantage innovates for scale with NeuraFlash

| *Products implemented: Salesforce Service Cloud Voice, Amazon Connect*

About the company

A leader among background screening providers, First Advantage works with fortune 500 companies to facilitate a variety of background checks and services. With offices in 29 locations and a staff of 6,400+ employees, their complex, nuanced business deals with constant calls, back-and-forth routing, and an abundance of private information. They offer solutions to a wide range of industries, serving over 140 different brand lines, and pride themselves on being able to customize their services to meet unique customer needs.

Challenge

A variety of clients, a web of complexity

At First Advantage, people are at the heart of everything they do. Not only do they serve a large customer base that spans across 200+ countries and territories, but their customers often have different needs and requirements, which means each use case is unique. Therefore, clients partner with First Advantage at different levels, and as a result, they receive a high level of detailed assistance from the First Advantage team.

The volume of phone numbers, information, and specific contract terms the First Advantage team manages is overwhelming and technically challenging, even for the most experienced agent. Simple requirements, such as identifying a caller as “client” vs “customer” vs “employee” is a glimpse of the complex nature and level of personalization needed for the First Advantage team. In order to provide great service with their previous system, they built a web of back-end connections, isolated per customer. This made daily tasks, such as correctly routing customers, difficult, and ultimately their solution was becoming too strenuous for the team to manage.



First Advantage's best asset is their highly valued team members. Due to the complexities their system was causing, administrators were not only lacking a simple way to control their processes, but agents were not provided with the best tools possible to provide top-notch service. When navigating the complicated web of back-end connections while on the phone with customers, agents had to toggle to find specific client information, resulting in slower response times to customer requests. First Advantage knew it was time to leverage leading technology so they could continue to provide great service to the 200+ countries and territories they serve.

Focusing on the user, while harnessing the power of Salesforce & AWS ***Introducing The Admin App & Enhancing The Contact Control Panel***

NeuraFlash accomplished First Advantage's rapid, seamless migration to Amazon Connect, and that success sparked even more innovation! While Amazon Connect allowed for the simplification of major parts of their processes, the NeuraFlash team found that one easy-to-use interface could shield First Advantage administrators from the complex back-end processes and consolidate customer information into one, easy-to-use, interface.

The NeuraFlash team was excited about the opportunity to build a custom Admin App for the First Advantage team, alongside AWS. This new Admin App, powered by the AWS Platform, has made processes, such as onboarding, seamless. Within the app, the NeuraFlash team crafted preset templates for users to select from, making it easy for admins to customize quickly once requested, by simply clicking the options pre-selected for them. These options were set to align with their customer's contracts, leaving the First Advantage team with control.

Not only does the Admin App allow call routing to be customized at the click of a button, but it also allows administrators to customize Amazon Lex. By using preset menus within the admin app, administrators can adjust the prompts the voice bot asks customers at the beginning of a call. This allows them to align the voice bot with the clients specific requirements and more.

What does the Admin App offer?

- Filtering (phone number, company name), making searching even quicker!
- Number settings (language, SLA, Queues, Company Name, Hours of Operation)
- Templates, welcome message, attribute name, and values
- Lex settings (main menu prompt, client & candidate "clarification" settings)

Ultimately, by focusing on the usability of the system, First Advantage put power back into their administrators' and agents' hands, allowing them to serve their customers in the most effective, seamless way possible.

The CPP (Contact Control Panel)

NeuraFlash's innovation didn't end with the Admin App. The NeuraFlash team was able to prioritize ways to simplify call-center agents' lives, but provided them with an interface that gave them the information they needed all in one place.

Harnessing the power of Amazon Connect, our custom CPP surfaces key information about callers, such as:

- The company they are calling from
- Their membership level
- The type of call and sub-type (Status, Background Check)

In addition, the custom CPP gives agent quick and easy access to all queues within the call center reducing, agent toggling and connecting information across the call center. This easily accessible information allows agents to provide better service and helps to personalize conversations.

Continuing innovation with Salesforce & AWS

First Advantage turned to NeuraFlash, Salesforce & AWS to truly enhance the user experience compared to their Cisco solution. Not only did they leverage Amazon Connect to address technical issues, but they continued their digital advancement with a Voice Bot powered by Amazon Lex to correctly route users. The structure, flexibility, and power of both Salesforce & AWS has been a game changer for First Advantage, and they anticipate significant cost savings as a result of their investment.

Ready for the future

By investing in Salesforce & AWS, First Advantage has streamlined backend processes and has provided the technical foundation for continued investment and smoother interfaces. With a strong Salesforce & AWS partner by their side, First Advantage was able to keep the complexity their system needed, while also increasing usability, ultimately building the scalable solution they needed to thrive.

Are you ready to help your business scale and thrive with technology that can support your unique business requirements? At NeuraFlash, we are Salesforce & AWS experts who customize solutions to fit your needs. [Contact us today!](#)

Affirm Case Study

About Affirm:
Founded in 2012
2,000+ employees



Hyper-growth FinTech Startup, Affirm, Finds the Right Path Forward with Salesforce & Amazon Connect

Products implemented: Service Cloud, CRM Analytics, Salesforce Shield, Service Cloud Voice-powered by Amazon Connect, Einstein Chatbot, Experience Cloud, Amazon Lex Voicebots

About the company

Affirm strives to keep you out of unhealthy debt by facilitating fair, transparent credit so you can pay over time for the things you love. They offer affordable monthly payments at a pace the customer chooses—usually 3, 6, or 12 months—so you in control!

Over the past year, Affirm's Digital Transformation has skyrocketed, and NeuraFlash has been there since Day 1!

San Francisco-based Affirm is revolutionizing the banking industry to be more accessible to consumers. Their "better way to buy" solution has made them a leader in the financial technology space. They work with over 3,800 U.S. merchants and have a network of more than 4.5 million shoppers! The company was started because Affirm founders didn't agree with how credit card companies were luring customers in with perks, costing customers more money in the long run. With Affirm, buyers never owe more than what is agreed upfront, rather they always get a flexible, transparent and convenient way to pay over time.

Customer Challenge

As the digital and mobile-first commerce industry continued to thrive, and rapid growth was approaching, Affirm knew they needed to replace their home-grown CRM and Genesys systems to reach new heights and compete in a competitive market. With quickly changing business processes and regulatory requirements, Affirm was ready to unite their disparate CRM systems, teams and processes. To prevent agent dissatisfaction and turnover due to dated agent tools, Affirm was ready to implement the AI-powered Contact Center they always imagined before their busy season was set to begin.

The transition to Salesforce started after Affirm began looking for new products to help improve visibility and the quality of data across departments so that they could provide better experiences for customers. Affirm turned to NeuraFlash to design, implement and support their Salesforce and Contact Center transformation.



Thought leadership, credibility and alignment are 3 things that come to mind when I think about NeuraFlash. Our partnership on the Affirm opportunity exemplified this. No one knows Salesforce for Contact Centers and digital channels, especially Service Cloud Voice and Einstein Bots, better than NeuraFlash, and it earned the trust of the Affirm team from the jump."

- Ryan McKone, Salesforce FINS RVP

Results

Innovation has always been important to Affirm and now, with Salesforce and AWS, both supervisors and agents have access to valuable data, in a single platform.

By partnering with NeuraFlash, Affirm:

- **Rebranded the existing help center with 3 public communities harnessing Salesforce knowledge.**
- **Executed service processes to support all Affirm channels across 6 different front and back office teams through Omni-Channel.**
- **Implemented Service Cloud Voice across all US agents and added a complex IVR Voicebot for loan payment support.**
- **Provided complex self-service using Natural Language Understanding of the Amazon Lex Voice Bot.**
- **Deployed an Einstein Bot, focusing on top use cases and customer self-service, that now has 88% of customers engaged.**

41% deflection

with their FAQs alone

services

20,000-30,000

cases weekly

Salesforce quickly became a key piece of Affirm's digital transformation journey. These products helped Affirm innovate their services and channels, and offer a more personalized customer experience. After overcoming the most important part of the project — replacing their home-grown CRM and Genesys system to reach new heights in a competitive market. They are now continuing their multinational implementation!

Conclusion

Creating personalized experiences is in Affirm's DNA. By pairing their customer-centric approach with modern savvy, it was no surprise that they perfected a total Contact Center transformation. From the very beginning of their implementation, they were actively positioning their company for the future.

By streamlining their processes, it is clear that their teams are better aligned than ever before. Today, Affirm has extended their partnership with Salesforce and AWS to deploy an Authenticated Community for Affirm Help and Support. By deploying a messaging resolution center, customers will be able to log into the authenticated help center to review their open cases, and connect directly with an Affirm support agent. Lastly, an implementation of a Live Chat solution will enable their support agents to service customers directly from the Help Center Community. As their digital transformation carries on, they will be continuing to roll out implementations for another wave of partners in the UK this July!

Why NeuraFlash

With the combined expertise from two of our dedicated practices, specializing in Salesforce and Amazon Connect, we put the human experience at the center of every interaction, so businesses can resolve customer issues accurately, quickly, and profitably. When you are ready to reinvent your Contact Center, get in touch with us!

neuraflash.com

Affirm's Contact Center Transformation

The partnership between Affirm and NeuraFlash began in August 2020. Our goal was to identify and quantify real challenges that Affirm's customers were experiencing and take action on them to make this transformation as successful as possible. As we became one of Affirm's trusted advisors in this space, we helped them phase their transformation into three segments, successfully transforming their Contact Center with Salesforce Service Cloud, Experience Cloud, Einstein Bots, and Service Cloud Voice (powered by Amazon Connect and Lex).

Release **1**

Self-Service

- *Knowledge Articles and Einstein Chatbot*

Release **2**

Total Service Cloud Rollout for US

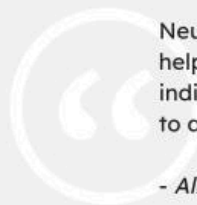
- *Case Management with Enhanced Workflow Automation on Service Cloud*
- *Integrated telephony for OmniChannel routing of all phone interactions (Service Cloud Voice- powered by Amazon Connect)*

Release **3**

Authenticated Customer Self-Service Improvements and Community Experience

- *Help Center and Chatbot, focused on Knowledge Self-Service*
- *~1,200 Agents transitioned onto Salesforce Service Cloud across all US, Canada, and Australia Support channels*
- *After unlocking the Salesforce platform, Affirm rolled out Authenticated Messaging and Self-Service improvements.*

Today, fully launched with NeuraFlash, and focusing on their international expansion, Affirm is leveraging real-time connectivity to take their service into the future. Affirm is now live with Case Management, Experience Cloud and Service Cloud Voice. The success they have had thus far is just one example of the company's amazing transformation for the digital age.



NeuraFlash is an exceptional partner, the level of professionalism and work has helped scale our system in no time. I have the pleasure to work with several individuals and it's been a great experience. I would highly recommend NeuraFlash to anyone seeking additional support or to overcome any challenges.

- Albert Callahan, Salesforce Administrator at Affirm

Central Pacific Bank Case Study



Central Pacific Bank adopts Amazon Connect for contact center of the future

Central Pacific Bank partners with NeuraFlash & AWS to enable innovative technology, providing seamless and intelligent customer experiences.

About Central Pacific Bank

Hawaii-based financial institution, Central Pacific Bank, operates 28 branches and 65 ATMs in the state of Hawaii. They offer an array of services, ranging from online banking, loans, and wealth management, all with an emphasis on providing exceptional customer service. Founded in 1954 by a small group of World War II veterans, they are passionate about serving the financial needs of all families and are a leading force in supporting homeownership and small businesses in Hawaii.

Reacting Fast to Changing Industry Trends

Central Pacific Bank has always been focused on how technology can enable them to create great customer experiences, and it's clear that voice will always remain a vital channel for many of their customers and situations. In recent years, the financial services industry has taken a turn toward digital transformation. Although the company's previous contact-center solution, Cisco, had served it well, Central Pacific Bank wanted to jump into the future, further speeding up innovation, by replacing Cisco with an innovative cloud-based system that would allow them to thrive in their day-to-day operations and provide top-notch service during critical instances, such as natural disasters.



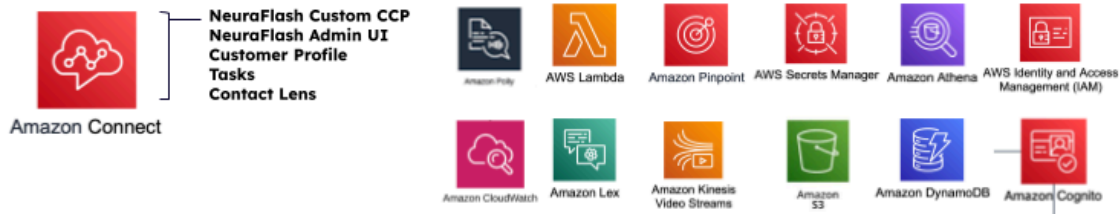
When it came time to evaluate new contact center technology, Central Pacific Bank was looking for a next-generation platform to meet their needs. Amazon Connect provided a wide range of features to not only meet their current needs, but offered an exciting future of AI/ML capabilities for the bank to leverage. By way of introduction by AWS, NeuraFlash worked with Central Pacific Bank to implement and guide the bank on their new technology investment.



A voyage toward innovative service on the cloud with AWS & NeuraFlash

During the initial discovery, Central Pacific Bank disclosed their frustrations with the gap in visibility into agent performance, system performance, and customer data. In addition, their Cisco solution was not easy to use, driving up operational costs, and lacked the innovation they knew they were in search of.

In September 2022, Central Pacific Bank went live on the Amazon Connect platform, including the adoption of Amazon Connect features like Profiles, Tasks, and Contact Lens. They saw immediate improvement when their agents no longer had to work out of 8+ systems during a single call, which had been a major factor of lost information and long handle times in the past. By investing in a cloud-based, unified solution, Central Pacific Bank can better support their business and offer a single pane of glass for visibility across all their agents. As a result, their customers now have a seamless experience, with their data moving across each business unit and their questions resolved promptly.



Reaping the Benefits of Amazon Connect

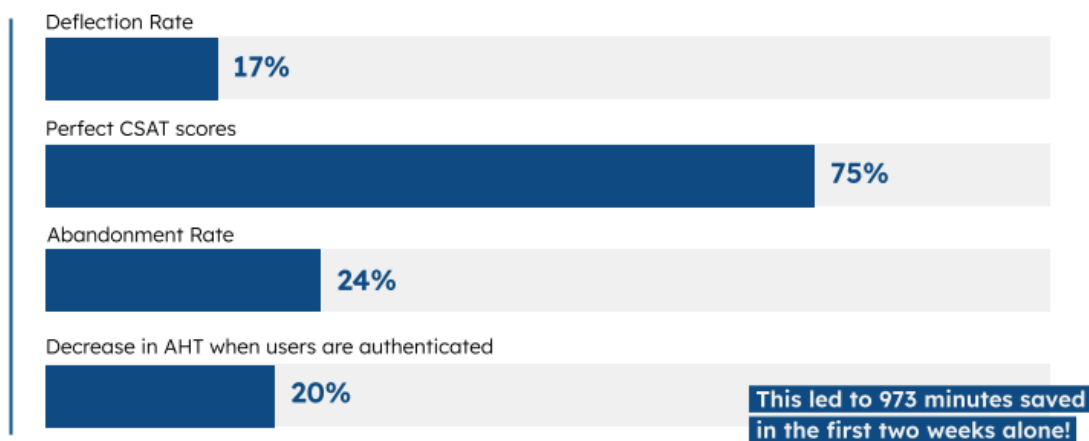
The efficiency gains for Central Pacific Bank have extended beyond what they thought possible. The custom agent desktop and reporting tools we have provided their agents allows them to take notes directly in the platform, all while seamlessly assisting the customer on the call, thanks to real-time data and historical metrics.

With improved agent confidence comes better customer satisfaction. Now, with a 75% perfect CSAT score, and an NPS score of 24, Central Pacific Bank's customers are reaping the benefits of their Amazon Connect Solution. This is a direct result of a 20% decrease in AHT with users who are authenticated through their new automated system. In the first two weeks alone, 973 minutes of agent's time was saved, allowing them to spend more time delivering personalized, white-glove customer service!

Additionally, Amazon Connect was able to help drive higher deflection with correct external transfers. For Central Pacific Bank, no additional escalation is needed anymore for common card inquiries, branch information requests, and questions surrounding the Military Lending Act.

After a successful deployment, Central Pacific Bank has unleashed the power of AWS, and is fully invested in automation.

Outcomes of Amazon Connect



Continuing the Voyage of Innovation with AWS

Central Pacific Bank's transition to Amazon Connect has prompted them to innovate, provide a different approach to their business, and take on new ways of delivering value to their customers. They have been able to achieve all that using support and collaboration along the way from both AWS and NeuraFlash and are pushing themselves toward the forefront of innovation with future digital investments like Salesforce.

Are you ready to start your digital transformation? Talk with our experts to learn more about the technology and services that can bring your contact center to the next level.

Set up a time to chat at neuraflash.com/contact

Ocean Network Express (ONE) Case Study



About ONE:
Founded in 2017
220+ Service Liners, 130+ Services

A Transformative Deployment to Improve Customer & Agent Experiences

| *Products implemented: Service Cloud, Service Cloud Voice, Amazon Connect*

About Ocean Network Express (ONE)

Based in Singapore, ONE is a logistics and supply chain company and is the sixth-largest container carrier in the world, with a global fleet of over 250 vessels spanning across 100+ countries.

Overcoming Challenges in an Experience Economy

As Sujith Abraham, SVP and GM Salesforce ASEAN, highlighted in a [2021 press release](#), “the pandemic made digitizing customer service an imperative. With customer satisfaction an ever-important priority for ONE, they knew they needed to move away from their old system that resulted in limited support for customers and an inability to serve their customers to their brand standards. Not only were they missing a robust case management system, but they lacked the ability to serve customers on any channel, which negatively impacted the overall customer experience.

ONE & Salesforce | A Spark of Innovation

ONE’s global operations take meticulous planning and time to reach success. The shipping and logistics industries were some of the hardest hit by the COVID-19 pandemic, which is what sparked ONE to search for a solution that would elevate their contact center operations. They turned to Salesforce, knowing they needed a powerful, all-encompassing system that would bring their contact center to a new level of efficiency and effectiveness, while integrating seamlessly into a greater CRM.

Considering the Customer

As the partnership began and solutioning was in full swing, it was clear that ONE’s biggest focus was top-notch customer experiences. Only those capable of delivering the most differentiated experiences will continue to win and retain customers’ loyalty in an ever changing market. By leveraging solutions such as Omnichannel, Service Cloud, Sales Cloud, and Service Cloud Voice powered by Amazon Connect, ONE put their trust in their partners hands to quickly and effectively interact with customers on the channel of their choice. With their recent explosive growth, ONE prioritized the investment in powerful technology that would be able to scale as quickly as they were, landing them at Amazon Connect as their telephony provider. With the power of AWS, coupled with the experience Service Cloud Voice would provide their agents, ONE’s new system, ONE-force was born, and is already driving positive business impact.

But having the right software is only half of the story.

ONE knew that Salesforce was the right choice from the start, according to Director of IT Strategy and Information at ONE North America, Jack Kinsey, with a list of **“over 40 different key features and nice to haves, Service Cloud Voice checked all the boxes” and blew competing products and solutions out of the water.”**

NeuraFlash, ONE & Salesforce | Going Far Beyond Technology

After our discovery, we had set 3 transformation themes for this rollout.

Invest in the Customer Experience: Provide support with the tools to be the most effective, scale with technology and maximize the bandwidth of the current team.

Improve Visibility & Efficiency: Enable visibility to KPIs, and frictionless identification of enhancement opportunities.

Grow Customer Loyalty & Revenue: Drive loyalty and develop relationships with customers, improve customer retention and drive CSAT improvements.

Customer Experience is Key to Scaling Revenue Growth

ONE's customer-first vision was brought to life as soon as the partnership began with Salesforce, NeuraFlash and Amazon Connect. ONE Force will allow the company to have a single, 360-degree view of its customers' interactions and improve its understanding of customers' key needs, therefore driving their team to a more solution-based methodology to scale the business. The possibilities of our collaboration were limitless, so let's dive in to some of the results.

Improving Visibility & Efficiency

NeuraFlash configured Salesforce to bring ONE's North America Support Reps and Supervisors over to Salesforce which provided agents with better tools and visibility into customer data. Not only did we provide ONE with a unified call center experience thanks to Service Cloud Voice, but the Service Cloud case management solution provides their agents with the latest technology to stay ahead of the curve.

NeuraFlash established a strong relationship with ONE right off the bat, and we were able to not only overcome ONE's pain points, but we provided them with the thought leadership needed to support the implementation and advance their contact center - **turning the implementation into a true partnership**. Together, we roadmapped their journey by evaluating their current processes, their ideal future state, and how they were going to get there.

“NeuraFlash is proud to play an integral role in ONE's contact center transformation. This is a transformative deployment that will improve customer and agent experience.”

- Brett Chisholm, CEO & Co-Founder, NeuraFlash



Growing Customer Loyalty

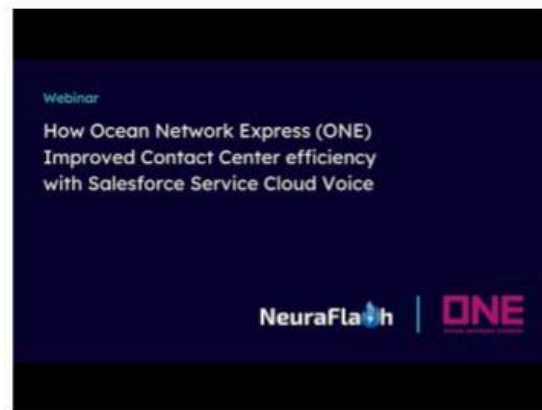
ONE made an investment that they are going to continue to thrive with in the years to come. Their significant increase in efficiency has allowed them to serve their customers faster, leading to better customer retention. The power of Salesforce and Amazon Connect has given them the opportunity to scale quickly, provide clear phone service, gain a full view of their customer data- and at the end of the day, provides customers with personalized and consistent service.

Reaping the Benefits of the Implementation

- Real-time transcription, the seamless integration of data and voice, to automatically populate records, suggest actions and content with AI, and unlock powerful reporting options to leverage data to make smarter decisions.
- Ability to measure metrics such as case deflection, average handle time reduction, as well as performance metrics- a key area of improvement for their team!
- ONE chose to implement SCV because of its ability to harmoniously integrate with other systems! With SCV, ONE's AWS-powered telephony is now unified with their Salesforce CRM, allowing for a better agent and user experience.

Want to learn more?

Check out our webinar with ONE's Jack Kinsey, Strategy & Innovation Director, Information Technology.



More about NeuraFlash

NeuraFlash is a leading AI, ISV, AWS and Salesforce Consulting Partner dedicated to helping customers transform their businesses. With expertise spanning across the entire Salesforce ecosystem including Service Cloud, Service Cloud Voice, Einstein Bots and Digital Channels, Field Service, Sales Cloud, Revenue Cloud, Einstein Analytics, CPQ, DocuSign, Slack, and MuleSoft. We specialize in building AI powered experiences that transform and optimize the employee and customer journey.

Learn more about our company and what our partnership could do for your business by contacting us today!

[Contact Us](#)



CSC Case Study

CSC | GENERATION

CSC Generation kicks off Contact Center Transformation by integrating Amazon Connect with Kustomer CRM

Products implemented: Amazon Connect with an integration to Kustomer CRM

About CSC:
Founded in 2016
Retail Industry

CSC Generation is saving Retail. Through strategic acquisition, a modern technology platform and operating expertise, they turn underperforming retailers into profitable, high-performing brands. In just four years, they've acquired and turned around brands including Sur La Table, Z Gallerie, and One Kings Lane, saving over 2,000 jobs and reaching \$500M in revenue.

Customer challenge

CSC Generation kicked off their digital journey by investing in Kustomer CRM and Amazon Connect. As a business built on acquisitions of retail brands, CSC saw technology challenges and operational inefficiencies in brand-specific contact center silos and multiple integration points to backend systems.

Their vision is to create a consolidated contact center with blended agents across all brands, leveraging Kustomer CRM to maintain customer data, and Amazon Connect to dynamically route customers to agents and provide information at their desktop to support and resolve issues quickly. Additionally, as a retailer, IVR containment and self-service using Amazon Lex is extremely important to their success.

Pursuing Scalable Growth with Amazon Connect

Amazon Connect's skills-based routing, real-time and historical analytics, NLU-enabled IVR, and additional AI/ML powered features, along with pay-as-you-go pricing, fit the bill for CSC Generation. They weren't trying to revolutionize their call center system with all the features upfront, but by partnering with NeuraFlash, they can build a contact center step-by-step, providing a seamless transition for their agents, and continue to roll out across all of their other brands.

As a company that values happy agents and customers, CSC Generation worked closely with the NeuraFlash team to ensure a smooth migration and implementation for the first retail brand, One King Lane.



“It was a pretty quiet launch, which is a good thing for sure, and a quick callout to NeuraFlash, I’d highly recommend them. They run a great project and the assets they handed off were solid.”

Chief Product Officer, Matt Howland

Realizing Cost Savings and Business Improvements

Already reaping the benefits of Amazon Connect, they’ve seen a large reduction in both wait and call times. While Kustomer CRM has a reputation for delivering next-level omnichannel customer support, the Amazon Connect integration, with the addition of a personalized IVR flow, takes it to another level.

By working with an implementation partner who has strong expertise in seamlessly unifying platforms, CSC Generation has fully maximized the benefits from the first phase of this greater project and has already seen a **26.9% order status deflection rate**, just at launch!

Planning for Continued Growth and Innovation on AWS

Now that the migration is complete for One Kings Lane, CSC Generation plans to continue expanding its use of Amazon Connect to their additional brands- DirectBuy, Sur la Table, Home Consignment, Z Gallerie and AmeriMark.

NeuraFlash is an AWS Advanced Partner with extensive experience in the voice and automation space. We are passionate about helping customers leverage the power of AWS in their contact centers and provide end-to-end professional services to support customer experience transformation. Our goal: optimize the customer and agent experience.

neuraflash.com

Now, CSC Generation has:

- A Unified Platform for voice and messaging
- Full Customer History before agents pick up the phone
- Flexible Queueing & Routing of voice calls & messaging to available agents
- Multichannel Routing for blended agents
- Call Recordings & Transcriptions

