

# Improving Customer Experiences with a Cloud Native Approach

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# Agenda

- Welcome & Introductions
- CX360 Overview
- The Data Journey
- Stories & Wrap-Up
- Q/A

# The CX360 Journey



# Personalized customer experience outcomes



## MORE MEANINGFUL CONVERSATIONS

When customers enter an interaction with your organization, they want to get as much out of that interaction as they can.



## ENHANCED TRUST AND RAPPORT

It's very natural to want to spend more time with someone you trust and can confide in.



## IMPROVED OVERALL SATISFACTION WITH SERVICE

Customers expect quick, reliable service when they reach out to your organization.



## CONSISTENT BUSINESS

Pleasing a customer does more than put a smile on his or her face — it often leads to return business for you.



## INCREASED CUSTOMER LOYALTY

Curating a personalized customer experience empowers your organization to create real lasting relationships with every interaction.

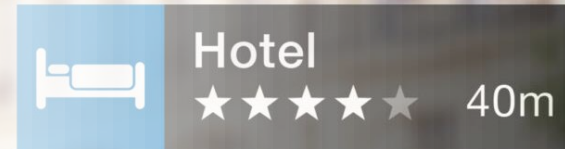


## THE DATA TO INNOVATE

The more interactions you have with your customers, the easier it is to continue to provide a more seamless experience



One of the largest challenges of digital transformation across companies is the task of consolidating customer data in one place, which we often call a 360-degree customer view.



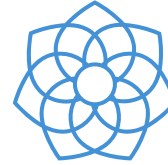
# Building blocks of CX360



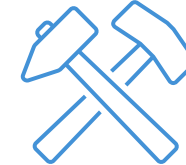
**Information  
retrieval**



**Audience segmentation  
and targeting**



**Pattern recognition**



**Data mining**



**Personalization**



**Sentiment analysis**



**Single sign on and  
profile management**



**Translation and voice  
recognition**

# Where to start...

## Analytics and data refinement

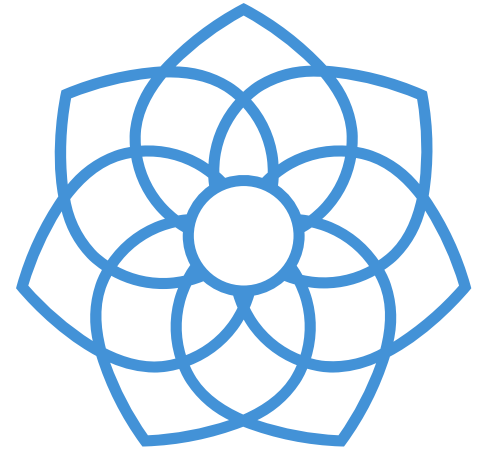
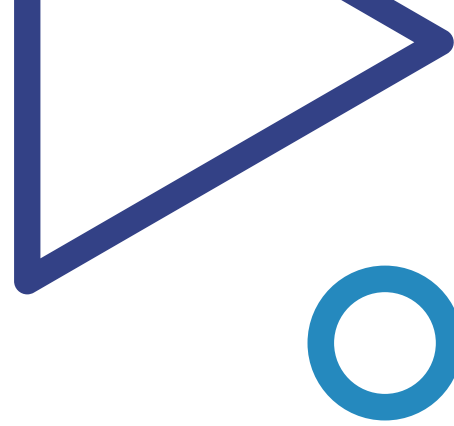
- ✓ Centralize and refine your data
- ✓ Be thoughtful and careful about the data you use

## People and process

- ✓ The people and processes your organization utilize are key to the experience

## Personalization technologies

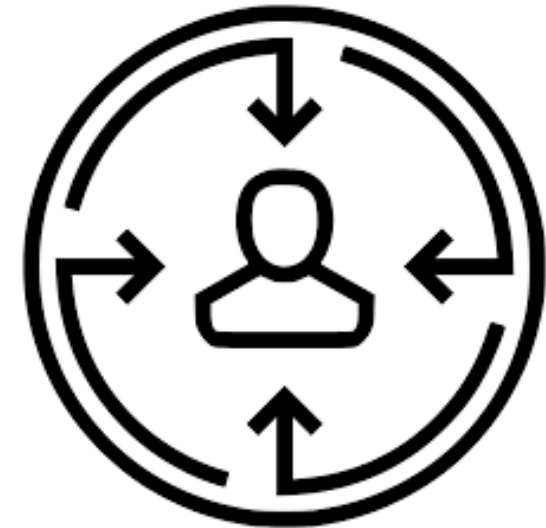
- ✓ Right information, right persona, at the right time



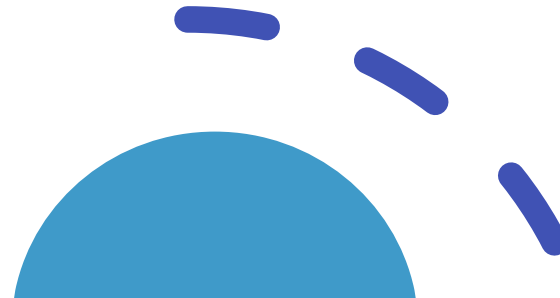
Pattern recognition



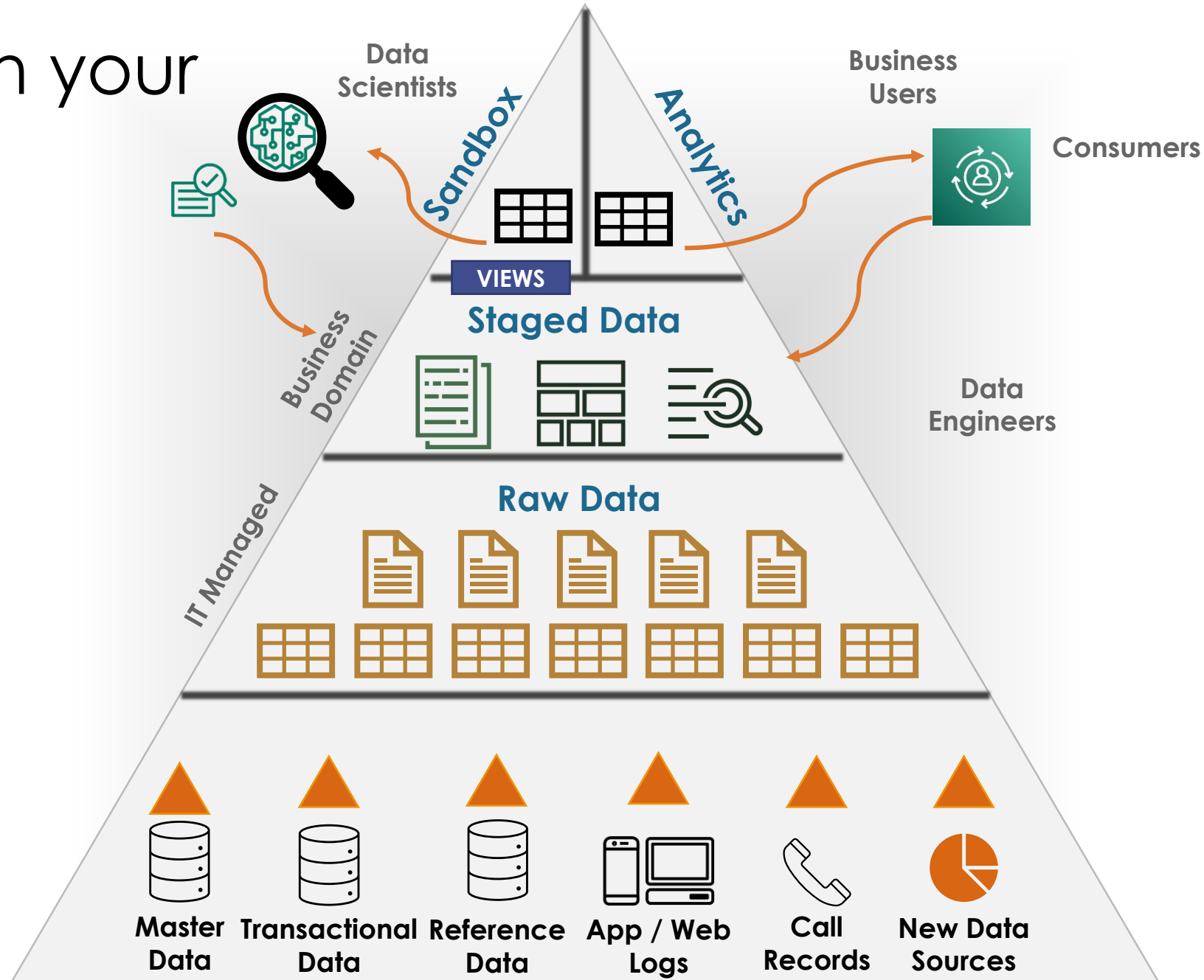
Information  
retrieval



Personalization

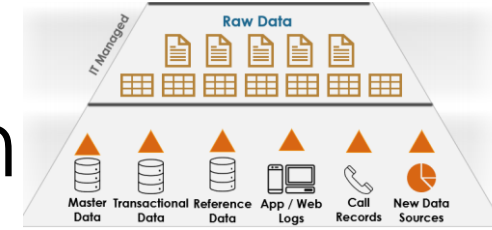


# Starting on your journey





# AWS migration capabilities – Data migration



## Online

AWS  
Database  
Migration  
Service



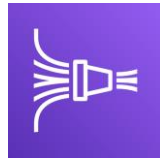
Migrate and sync  
databases from  
on premises to  
AWS

Data  
Transfer  
Services



Migrate and sync  
files from on  
premises to AWS

Amazon  
Kinesis Data  
Firehose



Capture, process,  
& load streaming  
data into AWS

## Network Optimization

AWS  
Direct  
Connect



Establishes  
private  
connectivity  
between AWS  
and your on  
premises  
resources

Amazon  
S3 Transfer  
Acceleration



Makes Internet  
transfers to S3  
faster

## Offline

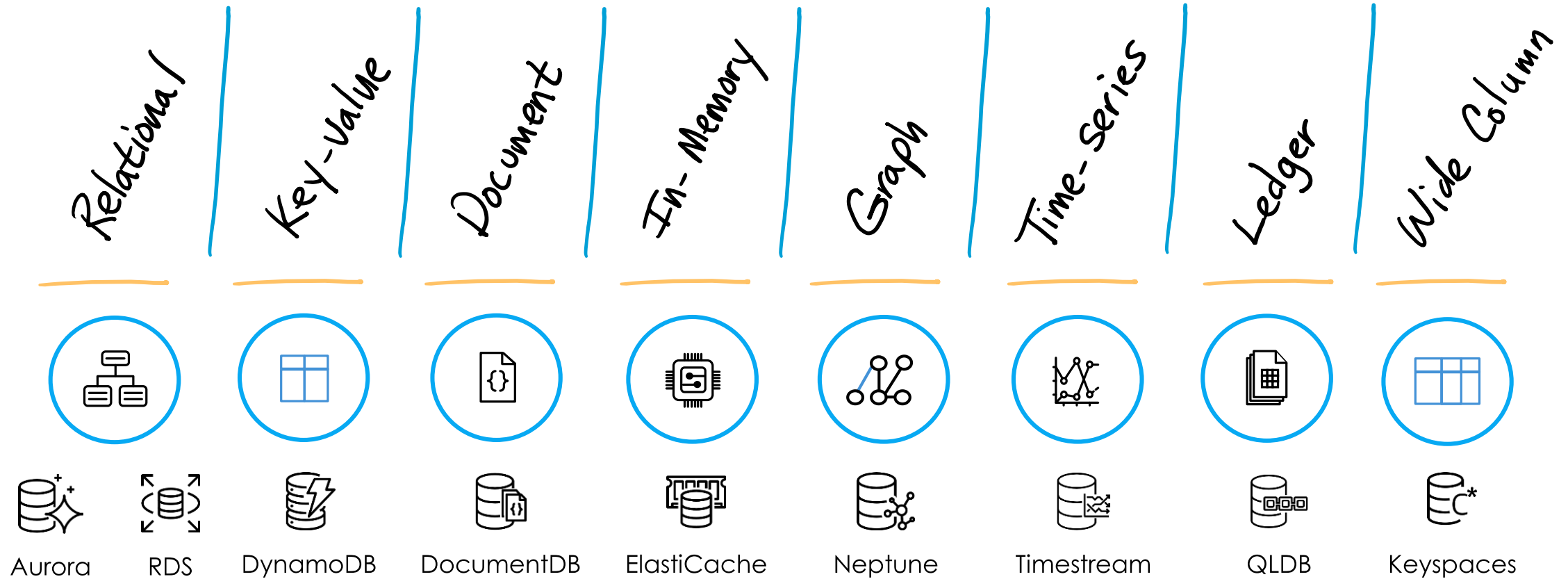
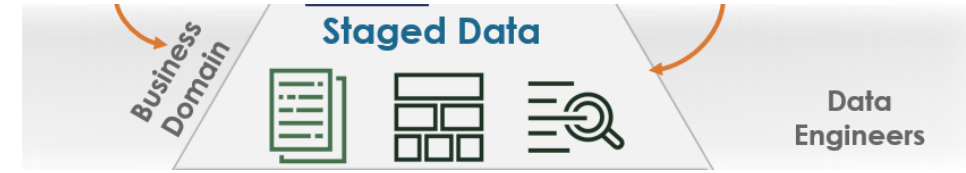
AWS Snow Family

- Snowball
- Snowball Edge
- Snowcone
- Snowmobile



Move terabytes to petabytes of  
data to AWS using appliances  
designed for secure, physical  
transport.

# Purpose-built databases

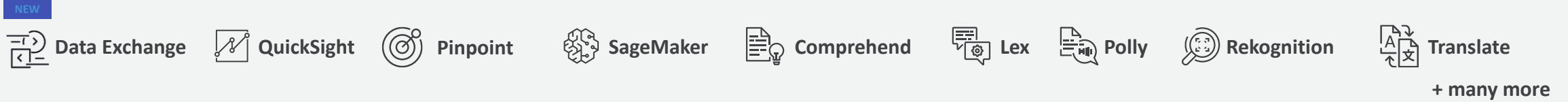


The most complete family of purpose-built databases

# The AWS Analytics toolbox



## Data visualization, engagement, & machine learning



## Analytics



## Data lake infrastructure & management



## Data movement

Database Migration Service | Snowball | Snowmobile | Kinesis Data Firehose | Kinesis Data Streams | Managed Streaming for Apache Kafka



**CRM**  
Customer  
Relationship  
Management

**"It's all about understanding the customer, bringing them into that ecosystem, giving them better service, and increasing their loyalty."**

-Eric Peebles, Associate Principal and Technology Architect for Prime TSR

# Developing a rich CX360 capability is a journey....

Most organizations have more than enough data and people to start getting value right away

Like all good journeys, it doesn't end after the first success or failure







# Farmer's Insurance

Farmers partnered with Prime TSR to create a common definition and secure view of a customer, as an individual, across all product lines. This transformational project resulted in increased customer satisfaction across all lines of businesses, and the new ability for marketing to create a personalized cohesive experience across all of their product lines.

What we did on AWS:

- ❖ Data architecture
- ❖ Messaged-based systems integration
- ❖ Data governance
- ❖ Security

Notable result:

Farmers continues its journey to deliver consistent, more personalized customer experiences – experiences that give customers what they need as quickly and securely as possible.



# 360°

View of their customers means seamless omnichannel integration







# Discovery Health Partners

With over \$400 million recovered on their clients' behalf more than 60 health plans rely on Discovery's payment and revenue-integrity services. Their continued success brought more focus on the opportunities that a streamlined, efficient technology infrastructure could enable further growth.

# 90%

Improvement in  
claims  
processing time

- ❖ More time to focus on the customers and their needs
- ❖ Less time spent managing the technology and data

# 70%

Reduction in man-  
hours consumed  
managing the  
product



# THANK YOU!

## WHERE TO START

- Start with the data
- Target the right information, the right persona, at the right time
- Be thoughtful and careful about the data you use
- Your people and processes are key to optimizing the customer experience



## OUTCOMES

For the consumer:

- More meaningful conversations
- Enhanced trust and rapport
- Improved overall satisfaction with service

For your company:

- Consistent business
- Increased customer loyalty
- The data to innovate

# About Us



Prime TSR is a technology consultancy specializing in cloud solutions for tech enabled businesses. Our partners leverage our **boutique agility and enterprise experience** to drive growth and reduce costs.

# 68

## Consultants



# 95%

## Client Retention Rate



## EST. 2013

Founded by  
Eugene Khazin and  
Josh Davidson,  
formerly with  
Accenture





# Select Clients



# Our Services and Cloud Partners



Our engineers, developers, and architects are equipped with dozens of AWS certifications to fuel their expertise in application integration, cloud architecture, and data platform modernization.



## **Cloud Adoption & Resale**

- Migrations & Foundations



## **Application Modernization**

- Containers & Serverless



## **Data Engineering & Analytics**

- Reporting & Data Lakes



## **Cloud Governance**

- Cost Optimization & Security



## **Cloud Operations**

- DevOps & Infrastructure Automation



## **Application Development**

- Cloud-Native Applications & SaaS

# Our Leadership Team



Prime TSR is made up of 60+ pedigreed IT experts, equipped with peerless technical and leadership skills to help clients execute their digital transformation and modernization strategy.



**Josh Davidson**

Principal, Co-Founder



**Eugene Khazin**

Principal, Co-Founder



**Jeremy Reiner**

Associate Principal



**Tim Stone**

Principal