



John Hancock Invests in Signature Customer Experience with TTEC Digital



About John Hancock Financial

Established in 1862, John Hancock Financial is a premier provider of plans for wealth management, life insurance, retirement, and other financial services. This diversified financial services organization provides investing, insurance, retirement, and financial advice to 17 million customers globally.

AT-A-GLANCE

TTEC Digital's Solution...

- Resulted in a 20-point increase in Net Promoter Score (NPS)
- Included features like voice biometrics, fraud detection, sentiment score, and more
- Enhanced employee tools and improved customer experience

PARTNER

AWS

INDUSTRY CATEGORIES

Financial Services

SERVICES PROVIDED

Contact Center
 Cloud Services
 Customer Experience
 Data and Analytics
 Artificial Intelligence

PRODUCTS USED

Amazon Connect
 Amazon Lex
 Amazon Transcribe
 Amazon Comprehend
 Amazon Polly



THE CHALLENGE

With over 160 years of experience in helping their customers with long-term financial planning and wealth management, John Hancock Financial understood that an important factor in building trust is creating a differentiated customer experience. But in order to provide this enhanced, personalized, and consistent level of service, agents would need access to customer history and data across channels.

John Hancock took advantage of a planned expansion into a new line of business to embark on a search for a cloud-based contact center solution: one that would support their agent experience with highly scalable, state-of-the-art features, and provide the enhanced customer experience they wanted to be known for.

THE SOLUTION

Within days, the teams at AWS and TTEC Digital created a fully functioning Amazon Connect contact center solution as a proof of concept, demonstrating that Amazon Connect could quickly and efficiently help John Hancock achieve their business objectives and take their customer experience to the next level.

The two teams designed, developed, and deployed the Amazon Connect cloud-based service to support approximately 15 agents, and leveraged

Amazon Lex Natural Language Understanding (NLU) to improve John Hancock's contact center capabilities. Several additional AWS services, including Amazon Transcribe, Amazon Comprehend, and Amazon Polly, were implemented to further enhance the customer experience. This solution integrated with John Hancock's existing Salesforce CRM, enabling personalized and consistent service for every caller.

"John Hancock, customer experience is everything. When we moved to Amazon Connect with the help of TTEC Digital, we saw a 20-point increase in our net promoter score... that's a big deal to see that kind of success... it's everything to us."

Michael McCrillis
IT Director, Enterprise Operations, John Hancock



THE RESULTS

The rapid pace of the project development, along with the ability to scale, clearly demonstrated the effectiveness of the solution and enabled new features that enhanced both the customer and employee experience. Customers could now automatically check their benefit status, claim status, and banking payment information, which were new voice-enabled, self-service capabilities enabled by Amazon Lex.

The transition from proof of concept to production was so successful for this new line of business, John Hancock Financial adopted Amazon Connect as their contact center solution supporting all major lines of business.

“From start to finish, John Hancock has worked with TTEC Digital to really differentiate themselves in the customer experience space. Adding additional features such as real-time sentiment routing, voice biometrics, and fraud detection has enabled John Hancock to really take things to the next level.”

Lynn Teague
VP Digital Sales, TTEC Digital



Let's Get Started

Visit ttecdigital.com/contact to speak to a CX expert and start your CX journey.

About TTEC Digital

TTEC Digital is a global leader in customer experience orchestration, combining technology and empathy at the point of conversation. With decades of innovation experience across the world's leading contact center technology platforms — plus in-house expertise in CX strategy, data and analytics, AI and more — TTEC Digital delivers an unmatched skillset for organizations looking to forge deeper customer relationships and drive better business outcomes. Learn more at ttecdigital.com.