



Modernizing Customer Experience in the Contact Center for the Travel Industry

Executive Summary

Managing millions of interactions annually, a global travel company relied on a legacy SAP C4C system for their customer service operations that could no longer keep pace with demand. With over 11,000 agents handling 10 million cases each year, the organization faced mounting challenges including architectural complexity, fragmented data, and rigid workflows.

The organization partnered with Pronetx and AWS to migrate to Amazon Connect to build a scalable, unified, and intelligent platform, to deliver quality experiences for their millions of customers. Strategic planning included prioritizing AWS-native services with a phased roadmap to ensure they deliver better experiences for travelers.

The Challenge

As a leader in the travel industry, the company differentiates itself by managing the end-to-end customer journey, from flights to accommodations, across five key markets. As customer volumes surged, the company found its existing service model became increasingly unsustainable. This strain revealed a series of interconnected challenges:

- **Data Silos:** Customer interactions were spread across multiple systems (SAP C4C, SmartAgent, reservation platforms, email tools) which prevented a unified 360° customer view.
- **Inflexible Case Management:** The silos, combined with SAP C4C's rigid structure, hindered the adoption of smarter case management, modern workflows, AI, and dynamic resolution processes.
- **Limited Automation:** Only 20% of cases were resolved through automation, which left the majority of cases dependent on manual handling.
- **Agent Experience Gaps:** Agents lacked a unified workspace. Contact center staff used SAP-based tools, while field agents relied on separate iPad applications.
- **Operational Inefficiency:** Reopened cases reached 25%, which exposed misalignments between automation and resolution quality.

Together, these issues ultimately limited the company's ability to grow and scale its service model.





The Solution: A Native-First, Hybrid Approach

Pronetx partnered with the travel company to design a hybrid solution that maximized the native strength of Amazon Connect while addressing critical gaps with targeted enhancements.

Core Components

Unified Case Management

Amazon Connect Cases became the single system of record, with parent-child structures supported through custom related fields. This allowed hierarchical complaint tracking while ensuring compatibility with native AWS analytics and case event streaming.

Modernized Email

By consolidating with Amazon Connect Email, the solution reduced operational overhead and aligned with AWS's roadmap. Advanced features like draft management, approvals, and threading were enabled through a custom third-party (3P) app integrated directly into the Connect Agent Workspace.

Federated Customer Profiles

Rather than duplicate millions of records into Connect, a just-in-time model was introduced. Profiles are created only when a case is initiated, pulling in booking and customer data from external systems. This approach maintains a lean footprint while giving agents real-time access to the right context.

Hybrid Agent Experience

A custom React-based UI was embedded into the Agent Workspace for Amazon Connect, to overcome limitations of native guides. This interface enabled:

- Multi-issue complaint handling
- Dynamic resolution entry
- Consistent experiences across desktop and iPad agents

Future Alignment with AWS Roadmap

Through close engagement with the Amazon Connect product team, the company designed with the future in mind. Features like draft email support, improved parent-child case relationships, and modular agent workspace components were included in the roadmap to minimize technical debt.

Implementation Roadmap

Pronetx worked closely with the company's business and operations teams through workshops to align technology with real-world workflows. And UX prototyping and testing delivered intuitive interfaces that accelerated agent adoption.

To reduce risk and deliver value step by step, the migration was carried out through a phased, iterative model:



Phase	Key Activities
Phase 1 – Foundation	Core case data model; initial email integration.
Phase 2 – Core Functionality	Hybrid agent interface; workflow design; pilot deployment.
Phase 3 – Advanced Features	Multi-platform support; approval workflows; UX refinements.
Phase 4 – Optimization	Performance tuning; feature adoption; scale-out across markets.

Anticipated Outcomes

Greater Efficiency

A unified workspace enables agents to resolve cases faster with full context.

Higher Automation

Targeting a 50% increase in automated resolutions (from 20% to 30%) and a significant reduction in reopened cases.

Scalability

Cloud-native design supports 10 million+ complaint cases annually across multiple markets.

Innovation-Ready

Positioned to layer in AI-driven services such as sentiment analysis, multilingual translation, and contextual recommendations

Consistency Across Channels

Standardized processes ensure customers receive seamless, personalized service regardless of entry point.

Conclusion

By partnering with Pronetx and AWS, the company transformed a fragmented, manual system into a unified, intelligent, and scalable environment powered by Amazon Connect. This case illustrates how enterprises can fully realize the potential of Amazon Connect by combining native AWS capabilities with strategic enhancements, achieving greater efficiency, higher customer satisfaction, and a resilient foundation for AI-driven innovation.

This transformation also underscores the strength of the Pronetx-AWS partnership: AWS delivers the secure, scalable cloud backbone, while Pronetx contributes the deep Amazon Connect expertise required for complex migrations. Together, we commit to enabling more global travel leaders to unify operations, manage millions of customer journeys seamlessly, and create future-ready platforms that keep pace with the evolving needs of modern travelers.