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# TMT Company Amplifies Talent Acquisition with Deloitte and Amazon Connect powered Contact Center Solution

A TMT company's talent acquisition team needed an omni-channel contact center solution that expands capacity and complies with local regulations. Deloitte helped the company enhance engagement with job candidates via an advanced, easy-to-deploy technology solution using the Amazon Connect call center platform.

In the competition for talent, how a company reaches and engages job candidates can make all the difference. In India, a large Technology, Media and Telecom (TMT) business was striving to build its workforce. To reach prospective workers, it used an ad hoc operation, in which the processes were largely manual and time consuming and the technology capabilities were limited.

Under the outdated system, about 100+ sourcing specialist staff used mobile phones or VoIP to contact candidates and initiate dialogue.

The solution did not support historical interactions, limited capacity to record conversations, and appointment confirmations were sent manually, if at all. Facing these hurdles to productivity, the sourcing specialist teams were asking for a better solution. The business recognized the need but also knew that any new solution would need to be in compliance with local regulations.

The company turned to Deloitte to help navigate these complex compliance issues and rapidly developing a dynamic omni-channel contact center solution.

# A seamless, integrated, call center solution

To richly understand the regional regulatory requirement, the effort began with in-depth discussions on regional telecom rules, bringing to bear Deloitte's respected advisory experience in risk mitigation and regulatory compliance. With a clear understanding of the applicable regulations, Deloitte leveraged customer-owned AWS account and enabled Amazon Connect and Amazon Pinpoint along with additional

AWS services to develop an omni-channel contact center solution. Amazon Connect is an easy-to-use cloud contact center, and paired with Amazon Pinpoint, a scalable marketing communications platform, the result is streamlined engagement and expanded capacity with a flexible pay-as-you-go model.

Deloitte deployed the preliminary solution within just three weeks, and a subsequent release added more capabilities. Allowing sourcing specialist team to work remotely, the solution gave the team the ability to track and record calls. This allowed deeper insight into job candidate discussions, and it also gave agents access to an up-to-date case and interaction history for each candidate—facilitating more seamless experience across candidates and sourcing specialists. The solution also enabled one-click messaging templates to expedite communications, which gave the talent acquisition team the ability to send confirmations using text.

To ensure fast adoption of the new system, Deloitte trained teams to use the solution and empowered the sourcing specialist team and supervisors with documentation to expedite the process for onboarding staffing—achieving another major objective for the call center.



## Fast onboarding



### QUICK TIME TO VALUE

- Three weeks from solution design to deployment
- 5x talent team growth from inception to launch
- One-click messaging enabled confirmations and build a personal and trustful experience with our candidates
- Ability to track calls with easily accessible case histories



### ALWAYS EVOLVING

- Access additional capabilities in automation and self-service
- Improve capacity with scheduled and automated reports
- Fast, easy onboarding of new users into the low-code environment



### CAPACITY TO SCALE

- Amazon Connect's pay-as-you-go model delivers only as much capacity as is needed, with the ability to rapidly scale in minutes
- Browser accessibility allows sourcing specialists to work from wherever they are
- API friendly design allows the solution to work with existing cloud and on-premise platforms

# Scaling capabilities and value

“We are on a journey to grow faster and create a personal and trustful experience with our candidates. Deloitte helped us leverage Amazon Connect and Pinpoint to scale from pilot to full production in a couple of weeks.”

- *Recruiting Manager, Global Strategic Sourcing Team*

The outcome was a new level of scale for the business. Rather than juggling individual channels and fighting the friction between them, the solution leveraged the integrated capabilities of Amazon Connect to harmonize and coordinate the talent acquisition outreach. The one-click messaging interface allowed the team to enable confirmations and build a personal and trustworthy experience with candidates. Scheduled and automated reporting expanded capacity beyond what was possible through manual reporting. With easy onboarding, the talent team grew by five times from inception to launch. Overall, the solution was not just a technology platform but also a growth enabler, elevating talent recruitment and providing the acquisition team with the tools they needed to perform to their greatest potential. Going forward, the TMT company has a scalable platform that enables access to cognitive tools, and it is building in automation for self-service capabilities.

Just as important, however, is that the solution is compliant with local laws and regulations. Deloitte’s security and risk advisory services help organizations understand, track, and remain compliant in complex regulatory environments that can be dramatically different between countries and regions. This gives the business confidence that it is accessing

new capabilities without introducing new risks, and it is one reason companies choose to work with Deloitte. Our domain experience, close understanding of regulatory differences across regions, and respected global human capital allow us to rapidly develop and deploy tailored call center solutions leveraging Amazon Connect.



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