



Cloud  
Interact



Pearson

## A Strategic Education Transformation Next Generation Contact Centre Modernisation to Digital Transformation

**Pearson creates experiences that help over 160 million users worldwide realise their aspirations. Whether it's advancing in their careers, excelling in their education, achieving academic success, or mastering a new language, Pearson supports individuals in their continuous journey of growth and discovery.**

**This is the story of how Pearson, CloudInteract, and AWS formed a long-term strategic partnership—one that began with global contact centre modernisation and evolved into a digital transformation.**

### The Strategic Context

Pearson is one of the world's most recognisable education companies, operating in 55+ countries across learning, assessment, qualifications, and workforce skills.

### The Long-Term Challenge Fragmentation, Cost, and Limited Agility

As a leader in education, Pearson is serving diverse learning needs, from traditional education to workplace skills and non-academic learning. However, their legacy contact centre platform was failing to deliver the instant, accurate, and personalised service their customers required.

Locked into a rigid licence agreement, Pearson struggled with slow development cycles, high costs, and the inability to scale efficiently during peak times. This not only risked customer loyalty but also stifled innovation and growth.

Pearson needed more than a supplier. They needed a strategic partner who could modernise today while building foundations for tomorrow.

### Enter CloudInteract and AWS

Pearson selected CloudInteract based on a proven, deep expertise in Amazon Connect, AWS-native service transformation and a data driven business case for transformation.



“We are thrilled to manage **over 80 million minutes** of voice calls with **a predicted 20% reduction** in our agent workforce. By enabling simple questions to be answered by a bot, we believe we are creating an industry-leading experience for our 140 million customers.

“The potential to harness the intelligence from the Amazon Connect platform and become truly data-driven in our contact centres excites us beyond measure.”

**Senior IT Implementation Team**



### The Migration Challenge

Pearson faced a highly complex global migration challenge that required moving more than 6,000 contact centre advisors to a new platform within a 12-month timeframe. These advisors were distributed across 16 distinct business units, each operating with its own processes, service models, and expectations for agent experience. The programme had to accommodate a blended workforce of both in-house teams and outsourced BPO partners, while supporting differing levels of Salesforce integration and bespoke advisor workflows.

In parallel, the new platform needed to integrate seamlessly with multiple third-party systems, including workforce management and quality platforms such as Calabrio and NICE inContact, as well as Pearson's central enterprise data platform.

Adding further complexity, the migration required the coordinated porting of more than 1,500 global telephone numbers to Amazon Connect—many of which involved long lead times, regulatory considerations, and dependencies across multiple geographies.

Delivering this scale of transformation without disrupting critical learner, employee, and assessment services represented a significant operational and technical challenge.

### How the Migration Was Delivered

The migration was executed through a disciplined, delivery-led approach anchored by world-class programme and engineering teams. Critical to success was early and sustained engagement with each business unit, ensuring stakeholders were active participants in the programme rather than passive recipients of change.

This collaborative model built trust, accelerated decision-making, and enabled alignment across diverse operational requirements.







The team identified and planned for long-lead dependencies early—most notably global number porting activities, some of which required up to nine months to complete—reducing downstream risk.

Rapid progression to an initial user acceptance testing (UAT) phase was prioritised, making the transformation tangible early and driving stronger business engagement, confidence, and momentum throughout the migration.

CloudInteract delivered Pearson’s global next generation contact centre migration, supporting:

- 6,000+ contact centre advisors
- 80+ million call minutes annually

This established trust, delivery confidence, and a shared vision: build once, evolve continuously.

Contact Centre Modernisation

The initial transformation focused on replacing a rigid legacy platform (Serenova) with Amazon Connect, alongside three Salesforce integration models: Open CTI with Amazon Connect, Service Cloud Voice (SCV) with Amazon Connect, and SCV using Partner Telephony. This enabled Pearson to:

- Reduce licensing and infrastructure costs
- Scale elastically during peak demand
- Integrate voice with customer and employee data
- Leverage AI for real-time call analytics and sentiment analysis
- Deploy AI voice Lex agents for order status deflection and empower advisors with faster, more intuitive workflows

Results delivered:

- \$1M+ saved in managed services
- \$7M projected savings over three years
- 50% contact centre advisor adoption in six months; 100% adoption across four business units in four months

The Solution Architecture

A unified, AWS-native platform built on Amazon Connect. Core AWS Services Deployed for Pearson:

- Amazon Connect – Omnichannel contact centre foundation
- Lex – Conversational AI

A Blueprint for Education Transformation

This partnership exemplifies what is possible when education organisations move beyond point solutions and invest in cloud native service platforms.

Together, Pearson, CloudInteract, and AWS have created:

- A unified service architecture
- A foundation for AI driven customer, learner, and employee experience

Not just a case study—but a repeatable blueprint for digital transformation in education.

About CloudInteract

CloudInteract is an all-in AWS CX partner specialising in AI powered CX, Amazon Connect, service platform integration, and experience transformation. With deep expertise across contact centres and enterprise operations, CloudInteract helps organisations digitally transform and evolve platforms that scale with ambition.

Transforming service experiences. Powering the future of education.



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