

Extending the Transformation Beyond the Contact Centre Reimagining Employee and HR Services at Pearson



When a global education leader serves 160+ million learners, employs 17,000 permanent staff, and scales to 20,000 seasonal workers at peak periods, operational excellence is not optional—it is mission critical. For Pearson, delivering high quality learning and assessment experiences depends just as much on employee, marker, and service experiences as it does on educational content.

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 across education, assessment, and HR.

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. Its Pearson Shared Services (PSS) organisation supports high volume, business critical operations such as:

- Hiring and onboarding tens of thousands of seasonal markers
- Managing pay, technical, and operational queries
- Supporting supervisors and permanent employees during extreme seasonal peaks

These services sit at the heart of Pearson's ability to deliver trusted assessment outcomes globally.

However, legacy tooling and fragmented platforms were constraining Pearson's ability to scale, innovate, and deliver the experience its workforce expected.

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

Pearson's service operations had grown organically over time, resulting in:

- Disconnected systems: Amazon Connect handled voice, while a heavily customised platform managed email and case workflows—with little integration between the two.
- High cost to serve: Expensive licensing, manual workarounds, and reliance on CSV exports for reporting.
- Poor seasonal scalability: Peak demand from up to 20,000 seasonal markers created pressure on supervisors, advisors and systems.
- Limited AI readiness: No practical path to self-service, intelligent deflection, or agent-assist capabilities

The tools were not designed for HR hiring and scorer services workflows. As a result, teams adapted their processes to fit the technology—rather than the technology supporting the business.

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

"This transformation has improved how our employees, supervisors, and seasonal workforce access support, particularly during peak periods. By simplifying processes and giving teams better visibility and tools, we've **reduced friction and enabled advisors to focus on helping people, not managing systems.**

"The result has been a **25% improvement in supervisor productivity, and a service experience that now scales with our organisation and adapts to the needs of our people."**

Senior IT Implementation Team

Enter CloudInteract and AWS

Pearson selected CloudInteract based on a proven, longstanding relationship, deep expertise in Amazon Connect and AWS native service transformation.

CloudInteract delivered Pearson's global next generation contact centre migration, supporting 6,000+ contact centre advisors managing 80+ million call minutes annually. This established trust, delivery confidence, and a shared vision: build once, evolve continuously.

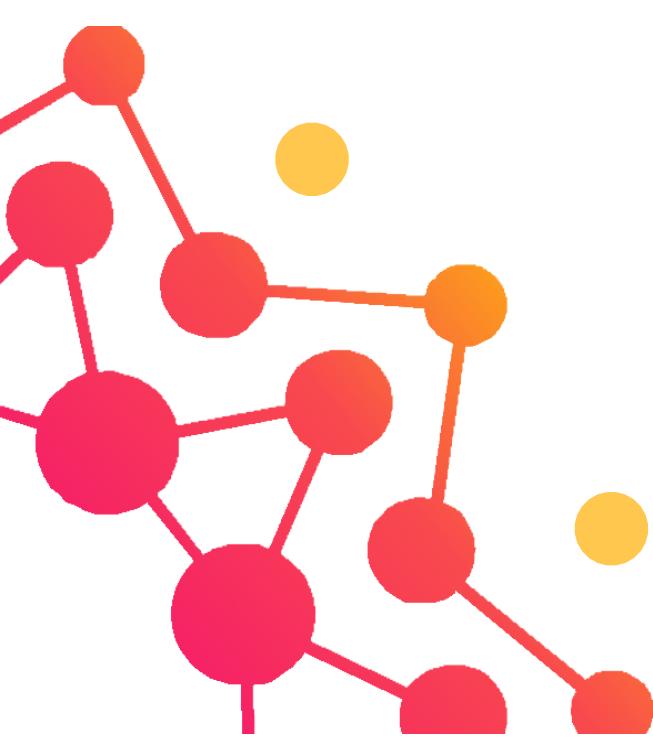
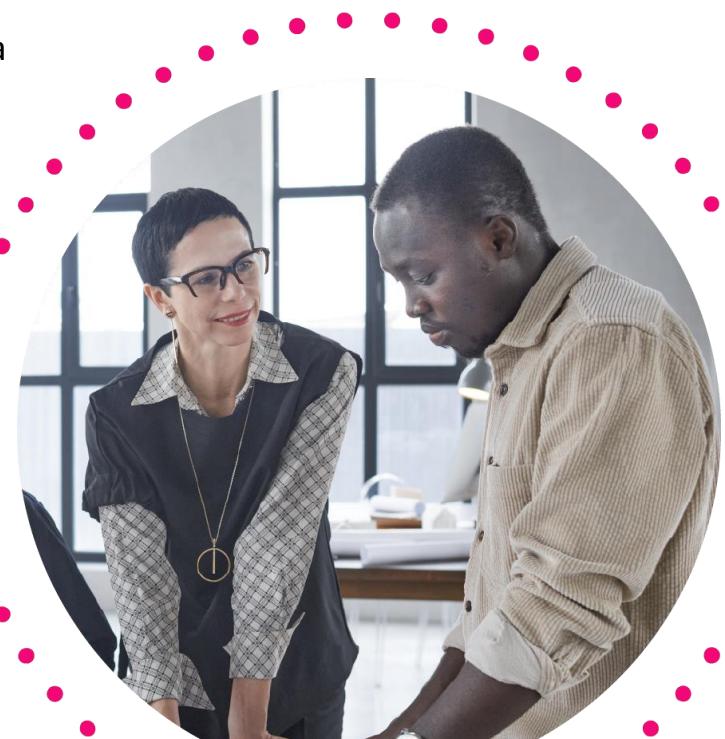
Reinventing HR & Scorer Services with Amazon Connect Cases and AI A Fit for Purpose Service Platform

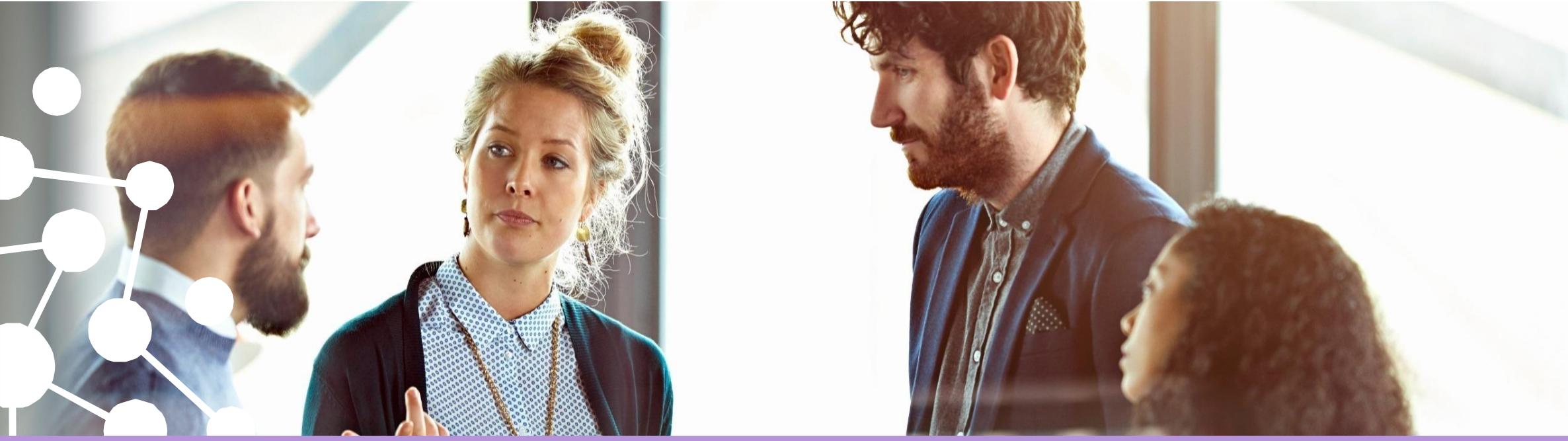
Pearson's PSS- Shared Services team needed a platform designed specifically for HR, hiring, and employee support processes—not retrofitted to fit their existing ITSM solution .

CloudInteract led deep business process analysis and service design, working side-by-side with Pearson to map:

- Hiring and onboarding journeys
- Scorer support teams, supervisor, and employee needs
- Seasonal demand patterns and failure points

The outcome was a custom services platform built on core Amazon Connect platform using Cases & Profiles functionality and Bedrock for Email summarisation, replacing their ServiceNow solution.





The Solution Architecture

A unified, AWS native platform delivering end to end case management across phone and email. Core AWS Services Deployed for Pearson Services:

- Amazon Connect – Next generation omnichannel contact centre foundation
- Amazon Connect Cases & Profiles – Unified case lifecycle and identity management
- Amazon Bedrock – Generative AI for case and email summarisation
- AWS Lambda & API Gateway – Serverless orchestration and integrations
- Amazon DynamoDB – Scalable, low-latency data storage
- Amazon S3 – Secure document and attachment storage
- AWS Amplify – Branded, custom Agent Workspace
- Amazon CloudWatch – Monitoring, logging, and operational insight

Purpose Built Capabilities

The custom Agent Workspace delivered functionality not available out of the box:

- Automatic case creation from calls and emails
- SLA tracking and case ageing indicators
- Bulk assignment and team-based workflows
- Visibility controls for sensitive HR cases
- Watch lists and collaborative case updates
- Audit trails across the entire case lifecycle
- Multiple response templates and attachment handling
- Seamless integration with Pearson's employee database
- Branded UI aligned to Pearson standards

All reporting for voice and email now lives in one source of truth.

AI-Driven Productivity Today

Using Amazon Bedrock, CloudInteract introduced AI powered email and case summarisation, enabling agents to:

- Instantly understand long, complex case histories
- Make faster, more accurate decisions
- Reduce handling and resolution times

This delivered immediate productivity gains—while laying foundations for future AI-driven self-service.

Measurable Outcomes

The transformation delivered tangible business impact:

- **11 working weeks per year saved through automated reporting**
- **25% improvement in supervisor productivity**
- **Elimination of manual CSV exports and offline analysis**
- **Reduced error rates and improved data consistency**
- **Improved marker, supervisor, and employee experience**
- **On-time delivery aligned to critical seasonal peaks**

Most importantly, Pearson now operates on a scalable, future ready service platform.

Beyond the Contact Centre: Service Evolution

What began as a contact centre transformation has evolved into a service capability platform.

Pearson is now positioned to extend Amazon Connect beyond traditional support into:

- HR service centres
- Employee experience platforms
- Assessment and qualification operations
- AI-powered self-service and demand deflection

With AWS, Pearson can continuously adopt new capabilities as Amazon Connect, Cases, Profiles, and Bedrock evolve—without re-platforming.

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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