serve7 | Ebook

aws PARTNER Advanced Tier Services

aws PARTNER Amazon Connect Delivery

Modernizing Student Experience:

A Practical Roadmap for Canadian Colleges & Universities

Table of Contents

Executive Introduction.....02
The False Choice: “Rip and Replace”.....03
Immediate Wins That Don’t Require New Stuff.....04
Build the Business Case.....05
Amazon Connect Benefits..... 06
Extending Your Internal Team..... 07
Serve7 as Your Partner in Contact Centre Innovation..... 08
Your Next Step: The Free EDU CX Assessment..... 09



Executive Introduction



Across Canada, Higher Education institutions are facing increasing pressure to modernize the student experience—while dealing with shrinking budgets, hiring freezes, and aging infrastructure.

We built this guide to show you:

- How to improve CX without growing your team
- What leading Canadian universities are doing today — and what’s working
- How to build internal alignment and leadership confidence

The False Choice:
“Rip and Replace”

The #1 blocker we hear from EDU IT Leaders:
“We know we need to modernize CX, but we can’t afford to rip out what we have.”

Good news:
You don’t need to!

The fastest-moving Credit Unions are applying **a progressive modernization model**, starting with:



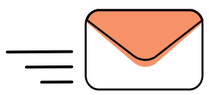
Simplifying call routing during peak registration and service periods



Adding digital channels like chat and email without increasing headcount



Automating low-complexity interactions (e.g., FAQs, password resets)



Using proactive notifications to reduce inbound calls

Modernization doesn’t require a full system overhaul. Start small, prove value fast..

Immediate Wins
That Don't Require New Staff



Simplify Student Routing

Use intelligent voice menus and natural language to connect students faster

Prioritize by service type, urgency, or student status

Reduce wait times and improve experience without more agents



Add Digital Channels Without Extra Load

Deploy chat and email handling through Amazon Connect

Support students who prefer typing over talking — including international students

Enable asynchronous service without burdening phone lines



Proactive Notifications for Key Moments

Push reminders about registration, financial aid deadlines, or appointment changes

Reduce panic calls and missed tasks by reaching out first

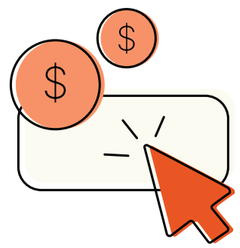
Automate the mundane - empower staff for meaningful interactions

Build the Business Case

Leadership teams need clarity and confidence to approve change. Serve7 and Amazon Connect helps you deliver both:



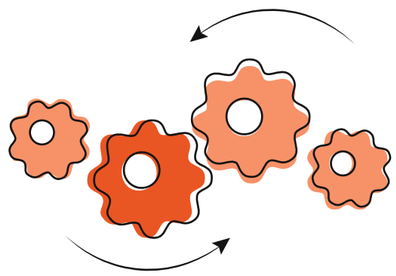
Cut telephony costs by 30–50%



Only pay for what you use — no seat licenses



Use AWS credits to offset PoC or migration costs

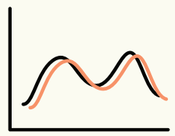


Adapt faster to enrollment shifts or department changes

Amazon Connect Benefits

Amazon Connect is the cloud-based contact center solution that can deliver this ideal state, regardless of the number of call center employees.

Here are some examples of its advantages.



Usage-Based Pricing

- Pay-as-you-go cloud contact center
- No minimum fees, long-term contracts, or upfront license costs
- Not charged by peak capacity, agent seats, or maintenance
- Scalable up or down as needed
- Pay only for what you use



Reduce Cost

- Scale up or down with utility (usage-based) pricing
- No minimum spend, long-term contracts, or obligations
- Easily enable features, pay only for what you use
- Save 30–80% compared to traditional contact center solutions



Built in GenAI

- Amazon Connect transforms customer service and relationship building
- Helps build, nurture, and sustain customer relationships
- Uses generative AI to enhance the customer experience
- Turns every interaction into an opportunity for loyalty and satisfaction

A partner to bring it all together

- Validated Experience with decades of CX migration knowledge
- Accelerated Results to save time to adoption
- Cost Optimization to get the most out of the platform

aws PARTNER Amazon Connect Delivery

aws PARTNER Advanced Tier Services

Extending Your Internal Team



Your teams are stretched thin. That’s where Serve7 comes in.

We bring:

- Experience with Canadian Higher Ed (Sheridan, Humber)
- A proven framework that accelerates deployment
- A fully-managed migration that reduces your internal lift
- AWS-native design that meets data residency and compliance needs

Serve7 as Your Partner in Contact Centre Innovation

“Do you have the resources for a Cloud Contact Centre Migration?” is the first quetsion we usually ask anyone interested in modernizing. The answer is often “No” and that’s ok! Contact Centre migrations are very specialized, and most organizations migrate only once every 10-15 years. We’ll collaborate with your internal teams and departments and fill any gaps necessary to ensure acceleration and cost efficiency.

Serve7 is a Service Delivery Partner for Amazon Connect, that means we’ve undergone specific, rigorous training and have validated experience in order to deliver professional contact centre migrations. Here’s how Serve7 helps deliver value:

Validated Experience

Serve7 is a validated Amazon Connect Partner with deep technical expertise, proven methodologies, and a strong track record of successful implementations. We design and optimize contact center workflows, ensuring compliance with industry standards such as HIPAA and PCI while addressing the unique needs of various industries.

Cost Optimization

We design cost-efficient architectures, optimize AWS pricing models, and provide tools and processes for ongoing cost management, ensuring long-term savings and financial efficiency.

Accelerated Results

We build specialized features, integrate generative AI capabilities, and tailor interfaces to meet your specific requirements. Our team develops customized reports and analytics, maps customer journeys, and designs self-service experiences with automated workflows.

Modernize & Optimize

From pre-launch consultation to implementation, phased rollouts, and continuous optimization, Serve7 provides full lifecycle support for your contact center. With quarterly feature reviews and annual business reviews, we ensure that you’re getting the most efficient and productive use of Amazon Connect

Your Next Step:
The Free EDU CX Assessment

The Serve7 Free CX Assessment Includes:

- A personalized discovery session with your team
- A current state environment review
- Prioritization of modernization opportunities
- A CX Assessment Report you can present to leadership



No cost. No pressure. No sales pitch.

Book Your Free CX Assessment

serve7 | Helping Canadian institutions modernize CX with confidence — without adding headcount.