



# AMAZON CONNECT

Accelerate customer experience innovation with  
the native cloud contact center from **AWS**

**GlobalXperts**

*Delivering Technology. Driving Transformation.*

# Agenda & Key Discussion Points

01

## Customer Experience Challenges & Expectations

Understanding what defines great CX and the risks of poor interactions.

02

## Amazon Connect capabilities

Key differentiators and business outcomes enabled by Amazon Connect.

03

## GX Capabilities & Experience Transformation

Omnichannel, agent empowerment, analytics, automation, and AI integration.

04

## GX Implementation of Amazon Connect

Accelerate Your Innovation Along With Us

05

## Case Studies

GX's implementation and integration of Amazon's Connect for the customers

06

## Call to Action

Steps to begin your Amazon Connect journey – from PoC to production.





## Global Technology Leadership

GX operates in over 60 countries with \$13.3 billion in revenue, showcasing global technology service leadership.



## Telecom Expertise

Managing a \$1.5 billion telecom business segment with over 15,000 skilled practitioners worldwide.



## Strategic Partnerships

Collaborations with Microsoft, AWS, and leading telecoms supported by Nuance's 30 years of contact center innovation.



## Tailored Solutions

Focused on operational efficiency, customer satisfaction, and seamless integration for Claro's AI-powered IVR transformation.



# Amazon Connect Capabilities





# What Makes a Great Customer Experience?



**Responsiveness  
and adaptability**



**Proactivity and  
continuity**



**Understanding and  
personalization**





2024

Number of bad interactions before  
leaving a brand

3.3



2025

Number of bad interactions before  
leaving a brand

2.4

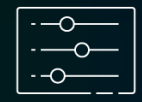


## COMPLEXITY

Creates organizational paralysis



Overlapping service models



Fragmented customer journeys



Multiple disconnected processes

## INFLEXIBILITY

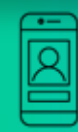
Keeps businesses stuck



Can't adapt to market changes



Fixed staffing models



Fixed ways of working

## STATUS QUO

Puts future growth at risk



Falling behind customer expectations



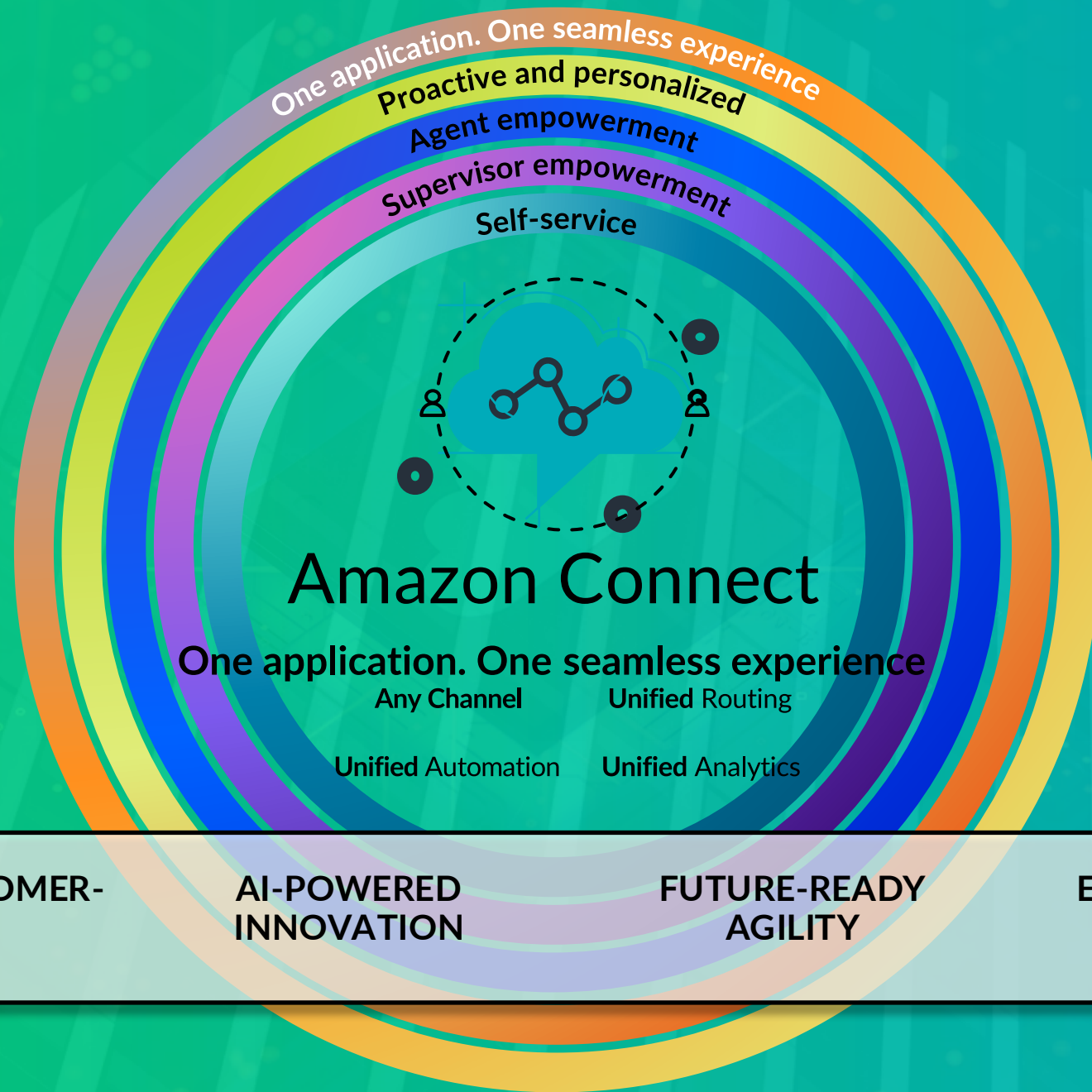
Slow to embrace new opportunities



Resistant to business transformation



# How **Amazon Connect** helps Organizations?



# Amazon Connect

One application. One seamless experience

Any Channel

Unified Routing

Unified Automation

Unified Analytics

EXPERIENC  
CUSTOMER-  
CENTRICES

AI-POWERED  
INNOVATION

FUTURE-READY  
AGILITY

ENTERPRISE-GRADE  
TRUST



## Unified application



Technology consolidation



GenAI and AI at the core



Unified view of the customer

## Scale and resiliency



Improved security, governance,  
and compliance



Pay as you go



Scalability up and down

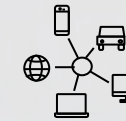
## Innovation velocity



Continuous modernization



Automation and simplification



Enable, test, and deploy new  
technology quickly

Accelerate CX innovation with Amazon's native cloud contact center used by Amazon.com



More efficiency



Cost Control



Higher satisfaction



More efficiency



Cost Control



Higher satisfaction



## Operational Metrics

Technology Costs | Customer Service Costs | Operational Inefficiencies | Training & Turnover

## Business Performance

Revenue Growth Rate | EBITDA Impact | Customer Acquisition Costs | Enterprise Valuation

## Customer Metrics

Net Promoter Score (NPS) | Customer Lifetime Value | Brand Equity | Market Share

## Shareholder Value

Share Price Impact | Market Capitalization | Competitive Position | Investment Attraction



**Customers**



**Agents**



**Supervisors**



**IT pros**



**Execs**





**Customers**



**Personalized and proactive**



**Maintain context**



**Intelligent self service**



**Global coverage**

✦ Generative AI-powered

✦ Generative AI-powered

Voice, chat, SMS, in-app web/video-calling, email, tasks, messaging (including Apple Messages for Business, WhatsApp, and more)

**Improve:**

Number of interactions

Containment rate

Abandonment rate



## Agents



Agent workspace



Agent assist

✦ Generative AI-powered



Unified customer view

✦ Generative AI-powered



Step-by-step guides



Case management

Improve:

Number of contacts

Average handle time

Transfer rate

Post call work



**Supervisors**



**Reports and dashboards**



**Real-time conversational analytics**

✦ Generative AI-powered



**Quality and performance management**

✦ Generative AI-powered

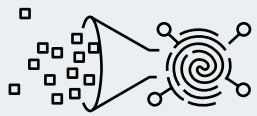


**Forecasting, capacity planning, and scheduling**

**Improve:** Schedule adherence Agent satisfaction CSAT

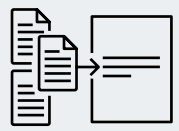


**IT Professionals**

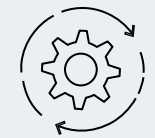


**360-degree view of customer**

✦ Generative AI-powered

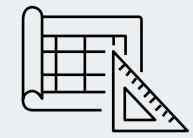


**Unified, no-code workflow designer**



**Automate across self-service, agent, and more**

✦ Generative AI-powered



**Modern API and SDKs for builders**

**Improve:**

Cost

Time to market

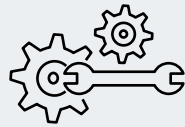
CSAT



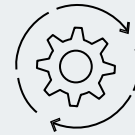
**Executives**



**Decreased cost**



**Flexibility**



**Modernization**



**Continuous Innovation**

**Improve:**

Cost

Time to market

CSAT

# Amazon Connect – at every level



## Customer



Voice



Web



Mobile



Social

## Agent



Agent workspace



Cases



Step-by-step guides



Amazon Q in Connect



Third-party apps

## Analytics and insights



Conversational analytics



Agent performance



Forecasting, capacity planning, and scheduling

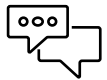
## Orchestration

Flows | Generative AI in IVR and conversational chatbots | Campaigns

## Communication channels



Voice



Chat



Email



SMS



Tasks



calling

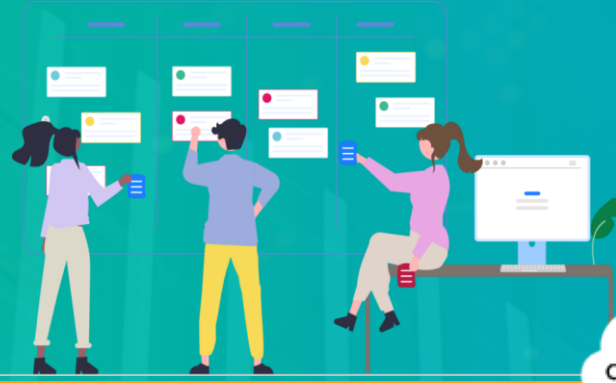


Apple Messages, WhatsApp, third-party

## Data

Customer profiles





# How **Amazon Connect's** Technical Stack Unlocks Business Agility and Scale?

# Amazon Connect Tech Stack



Service	Role in Tech Stack
Contact Flows	Drag-and-drop workflows for customer interactions
Amazon S3	Stores call recordings, transcripts, reports
AWS Lambda	Custom serverless functions for routing & lookups
Amazon Lex	ASR + NLU for IVRs & chatbots
Contact Lens	ML for transcription, sentiment analysis, quality
Amazon Q	Generative AI for agent assistance & call summaries
Amazon Kinesis	Real-time streaming for dashboards & analytics



Amazon Connect integrates seamlessly with AWS services to deliver a scalable, AI-driven contact center. It combines workflow automation, secure data storage, real-time analytics, and conversational AI to enhance customer experience and agent productivity.



## Enabling agentic contact center operations

*Amazon Connect is uniquely positioned to provide an easy to manage, end-to-end solution for agentic AI in the contact center:*



**AI and human management** - Coordinate human and AI agents seamlessly across structured and unstructured workflows, enabling contextual handoffs for complex, multi-channel customer interactions.



**Systems integrations driving accuracy** - Expand beyond basic integrations to directly interface with enterprise systems (CRM, ERP, inventory), enabling real-time actions and decisions.



**Customer insights enriching memory** - Enrich customer profiles with over 80 possible data integrations, enabling proactive, personalized interactions based on behavior patterns and predicted needs.



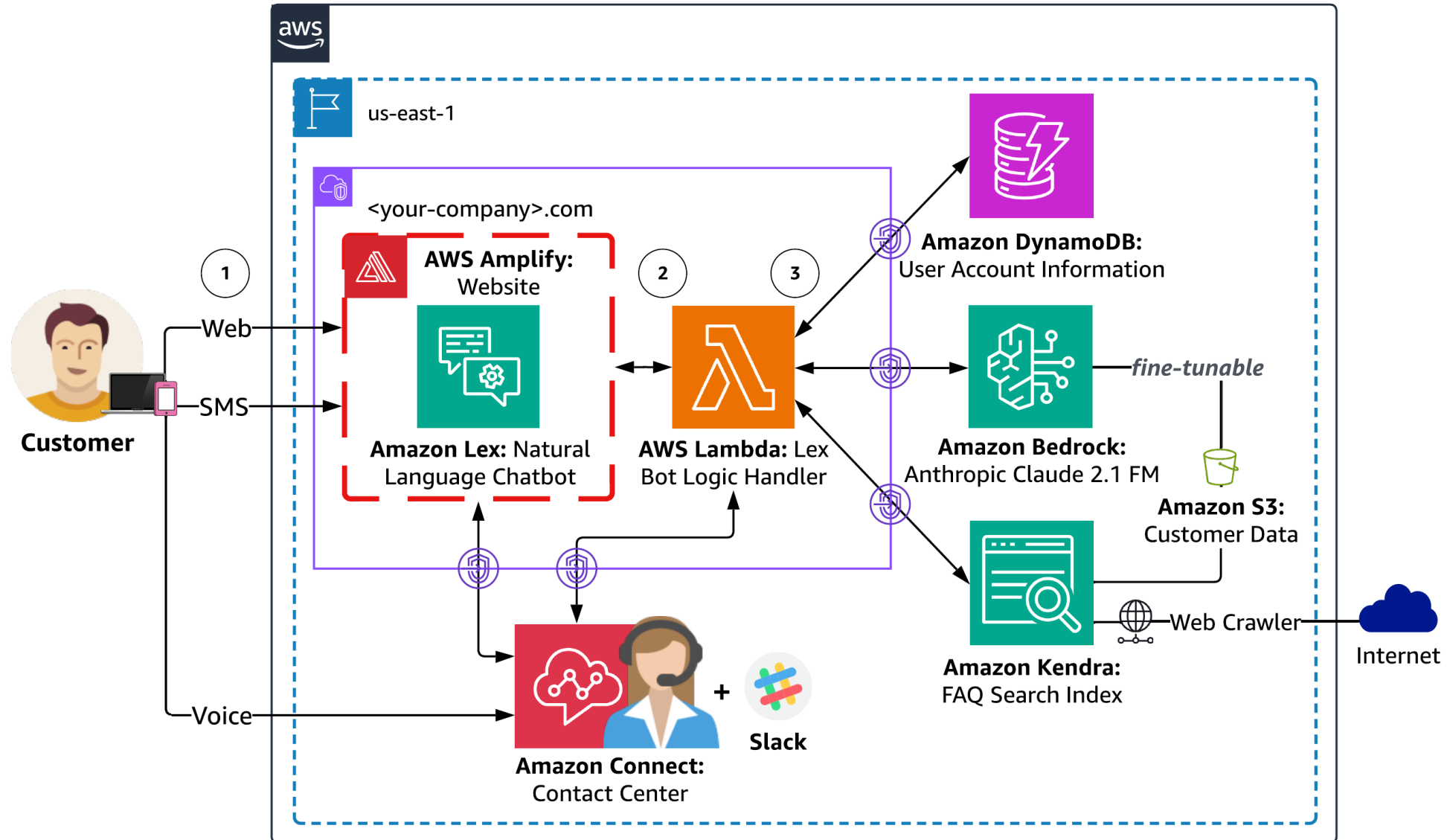
**Enterprise configurability** - Utilize a wide variety of AI models and prompt modification tools to optimize speed and efficiency based on your use case, using simple configuration methods that don't require code.



**Observability to maintain quality** - Understand AI activity, compliance, and performance across customer journeys with detailed analytics and decision audit trails.



# Amazon Connect's Integration with AI Architecture



Making it easy to leverage the power of AI today

## Traditional AI

## Generative AI

MORE  
HUMAN  
OVERSIGHT

LESS  
HUMAN  
OVERSIGHT

- Structured self-service
- Conversational analytics
- Sentiment analysis
- Forecasting and scheduling

- Unstructured self-service
- Real-time agent assistance
- Post-contact summaries





MORE  
HUMAN  
OVERSIGHT

LESS  
HUMAN  
OVERSIGHT

## Traditional AI

## Generative AI

## Agentic AI

### Characteristics

- Follow a set of rules
- Automate repetitive tasks
- Make basic predictions

- Achieve a singular goal
- Address broader range of tasks
- Automate entire workflows

- Fully autonomous
- Multi-agent systems
- Mimic human logic and reasoning

### Scenarios

- Create structured conversations directly in Amazon Connect
- Automate conversations in 25+ languages

- Combine structured conversations with AI Agents
- Orchestrate 'human-in-the-loop' experiences

- Out of the box, or custom AI Agents for customer service
- Take actions, provide answers, and make recommendations



# Amazon Connect Resiliency



# Amazon Connect Global Resiliency For External Voice Transfer

1

## Multi-Region Architecture

Deploy primary and replica instances in separate AWS Regions for maximum fault tolerance and business continuity.

2

## Traffic Distribution Groups (TDGs)

Centralized control to manage global phone numbers and intelligently route traffic between regions.

3

## Global Phone Number Management

Route calls across regions without changing customer-facing numbers.

4

## Flexible Traffic Shifting

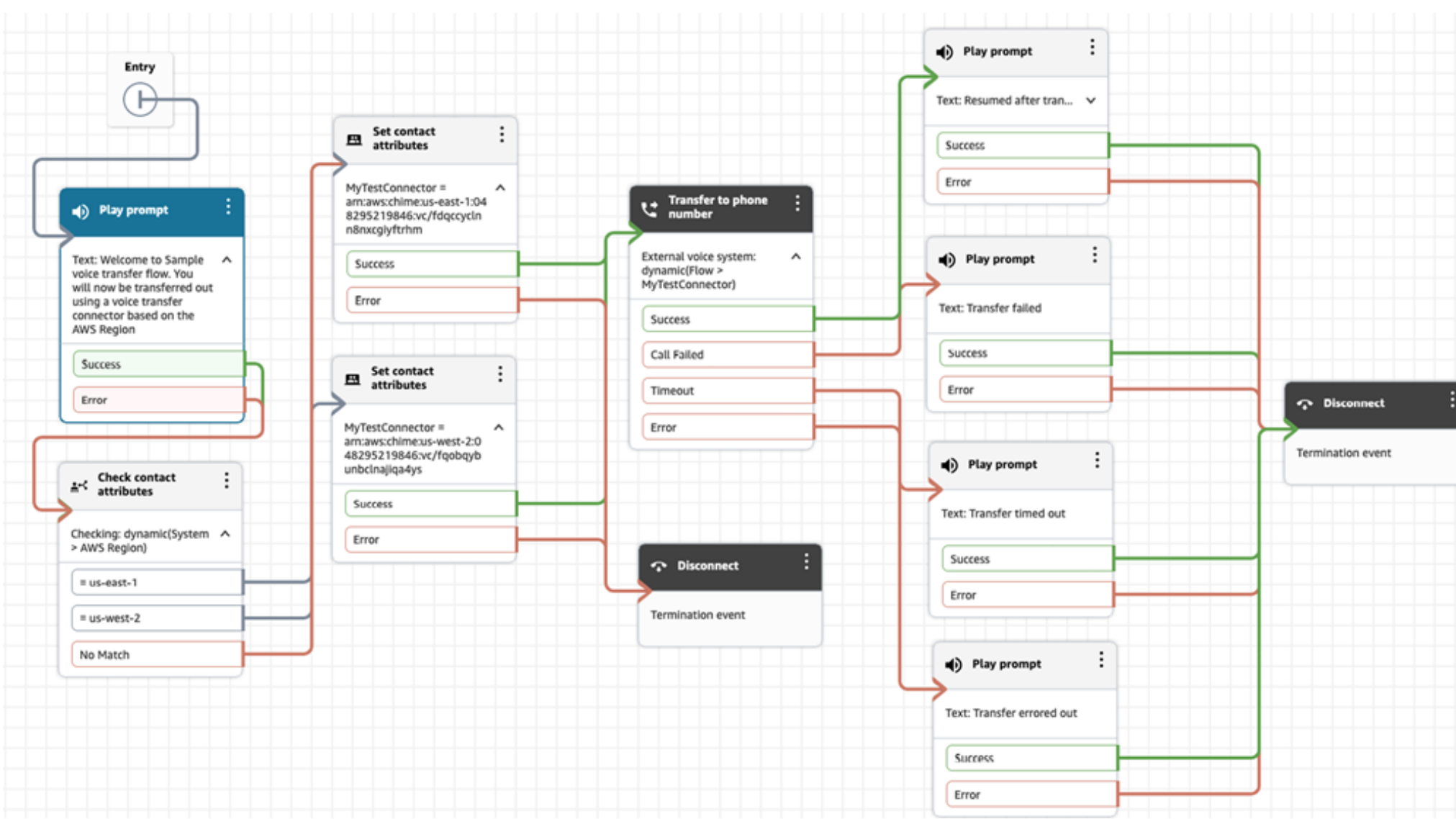
Instantly adjust traffic distribution in 10% increments for active-active or active-passive configurations.

5

## Replication & Global Sign-In

Keep configurations and Lex bots in sync, with global SAML sign-in for a consistent agent experience during failover.

# Amazon Connect Global Resiliency for external voice transfer





# GX Capabilities on Amazon Connect





### CRM and Business Application Integration

- *Integrations with Salesforce, Zendesk, Microsoft Dynamics, and ServiceNow*
- *Unified data model for seamless cross-channel visibility*
- *Automated workflows for faster response and resolution*
- *Scalable architecture for multi-platform consistency*



### Artificial Intelligence & Machine Learning (AI/ML) Integration

- *AI-driven chatbots and voicebots powered by Amazon Lex*
- *Real-time sentiment analysis using AWS Comprehend*
- *Speech-to-text and analytics through Amazon Transcribe*
- *Predictive insights for proactive customer engagement*



### Custom Agent Desktops & Reporting Dashboards

- *Tailored user interfaces with role-based access*
- *Real-time KPI dashboards for supervisors and agents*
- *Centralized reporting for performance tracking*
- *Actionable insights to drive efficiency and service quality*



### Workforce Optimization (WFO) & Workforce Management (WFM)

- *Integrated WFO/WFM tools for forecasting and scheduling*
- *Performance analytics to improve resource allocation*
- *Automated quality assurance and feedback loops*
- *Streamlined shift planning for operational agility*





# GX capabilities in implementation of new features of Amazon Connect





## Amazon Q in Connect

Amazon Q is a generative AI assistant designed to help with tasks for both business users and developers.

### End-customer self-service:

- Deploy an out-of-the-box, customizable chat and voice bot to address a variety of customer service inquiries, creating a more personalized experience and capable of handling ambiguous and complex support requests

### More powerful and customizable

- Built in guardrails support lets you implement safeguards customized to your requirements and responsible AI policies
- Adjust when and where to apply custom guardrails based on the contact type

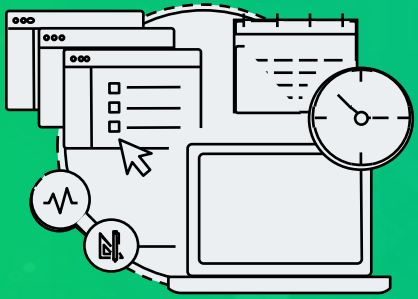


## Contact Lens

AWS Contact Lens is a set of machine learning-powered analytics and quality management features for Amazon Connect that analyzes customer conversations to provide insights into sentiment, trends, and compliance.

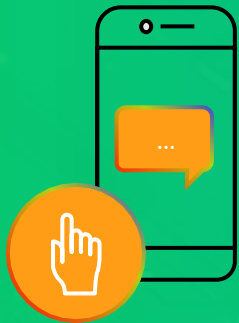
It provides-

- Automated performance evaluations, powered by generative AI
- Improvements to sentiment analysis with tonal detection, granular emotions, and sentiment summary
- Generative AI-powered semantic match for categorization



## Forecasting, capacity planning, and scheduling

- Improved intraday monitoring that incorporates staffing data for near real-time demand, effective supply, and improved graph configurability



## Integration with WhatsApp Business

- Native channel experience using the same routing, configuration, analytics, and management tools as voice and chat
- Rich messaging capabilities such as reply, list messages, rich links and attachments
- Deflect voice contacts to WhatsApp when experiencing longer wait times
- Enable customers to respond to proactive, outbound WhatsApp messages
- Detect customer intent, and either automatically respond to frequently asked questions or assign the conversation to the best available agent



## **Bot creation within Amazon Connect**

- Create, test, and continuously improve conversational AI and generative AI-powered bots directly within Amazon Connect



## Integrated IVR and chatbot analytics

- Monitor and optimize performance of Amazon Lex bots with native analytics
- Access full details of customer interactions in one centralized views to audit and optimize self-service experiences



## Customer Profiles and outbound campaigns

- Enable non-technical users to easily create targeted audiences using simple language queries
- Use generative AI to create customer segments by specifying criteria in plain English text
- Receive generative AI recommended segments based on existing Customer Profiles data



# Salesforce Contact Center with Amazon Connect

- Natively integrate Amazon Connect Chat (web chat, SMS) with Service Cloud Digital Engagement
- Enable the Amazon Connect in-app, web, and video calling experience within the agent console
- Route all channels including voice, cases, and chat with Salesforce Omni routing flows or Amazon Connect routing
- Easier self-service setup and configuration with Service Cloud Voice and Amazon Connect as the default contact center



# Amazon Connect Global Resiliency

- Implementation of Amazon Connect global resiliency by replicating your contact center instance in a secondary AWS region
- Phone numbers assignment to Traffic Distribution Groups (TDG), enabling the distribution and shifting of incoming calls between the primary and replica instances
- Configure DNS failover that can automatically redirect customer traffic to the healthy replica instance, ensuring uninterrupted voice service.
- Lambda and Lex bot integrations in both regions to support seamless failover and minimize recovery time.



### 24/7 Proactive Monitoring

Continuous oversight of Amazon Connect environments to detect and resolve issues before they impact service.



### Performance Optimization

Ongoing analysis of contact center metrics to identify improvement areas and boost customer satisfaction.



### Security & Compliance Management

Adherence to industry standards including PCI DSS and HIPAA, ensuring data protection and regulatory compliance.



### Innovation Enablement

Guidance on adopting new Amazon Connect features and AWS innovations to stay ahead of the curve.



### Dedicated Support Channels

Rapid-response support for operational continuity and issue resolution.



### Scalable Deployment & Global Reach

Proven experience in deploying Amazon Connect across multiple regions, ensuring consistent service delivery and localization support.



# GX Implementation model for Amazon Connect



## Improving omnichannel customer experiences

- WhatsApp channel support
- Bot creation within Amazon Connect
- Integrated IVR and chatbot analytics
- Customer Profiles & outbound campaigns:
  - Segment AI assistant
  - Trigger-based outbound campaigns
- **Amazon Connect Global Resiliency**

## Expanding our native AI and generative AI capabilities

- Amazon Q in Connect guardrails
- Generative AI-powered self-service (Q in Connect)
- Contact Lens enhancements:
  - Automated performance evaluations
  - Improvements to sentiment analysis (tonal analysis)
  - Semantic match for categorization
  - Early migration enablement
- **Agent scheduling intraday monitoring**

## Expanding strategic partnerships

- **Salesforce Contact Center with Amazon Connect**



# GX Portfolio and implementation model

We offer a portfolio that meets every requirement, The best of technology ecosystem & our GenAI frameworks drive value



How We Engage With Clients



Implementation Services Model

License plus Implementation model

End-to-End Bundled model

We Offer a Portfolio That's Meets Every Requirement

## CCaaS Transformation

- Migration from On-Premise to CCaaS
- Omni Channel contact center
- Reporting/ Analytics
- QM & WFM

## AI/GenAI

- Conversational IVR
- Voice & Chat Bots
- Agent Assist
- Interaction Summarization
- Auto wrap-up code

## Omni-Channel Experience

- Solutions for end-to-end experience monitoring

## Composable Contact Center

- Omnichannel Contact Center
- Reporting
- Recording
- Analytics
- WFM

## Technology Used

- MS Dynamics 365
- Genesys Cloud
- Nice CX1
- Amazon Connect
- Cisco WebEx CC

- Microsoft Co-pilot studio
- AWS Lex, AWS Bedrock
- Google Dialogflow
- Genesys Dialog bot engine
- AWS Contact Lense

- Cyara
- Nectar

- Amazon Connect
- Vonage



A mid-to-large enterprise in financial services, insurance, or retail, managing over 100,000 monthly customer interactions on a legacy Genesys platform.

## GX Solution & Differentiators

- A phased migration to Amazon Connect was executed over 9 months, starting with a comprehensive audit and future-state design.
- Intelligent IVRs were built using Amazon Lex, enabling natural language understanding and self-service.
- Salesforce CTI integration provided screen pops with customer data, improving agent efficiency.
- AWS Lambda and DynamoDB enabled real-time data retrieval and session management.
- A pilot program with 50 agents helped refine the system before full rollout.
- Amazon Connect Wisdom and Kinesis-powered analytics provided real-time insights and agent support.
- The architecture was fully cloud-native, scalable, and integrated with existing systems.

## Scope & Challenges

- The legacy system incurred high costs due to perpetual licenses, maintenance contracts, and dedicated infrastructure.
- Scalability was limited, making it difficult to handle spikes in call volumes during campaigns or outages.
- Agents had to switch between disconnected systems like Genesys, Salesforce, and internal databases, increasing handle time.
- Reporting tools were slow and siloed, offering little actionable insight into customer behavior.
- Innovation was constrained, with AI features like chatbots and natural language IVRs being difficult and expensive to implement.
- Making changes to call flows required specialized skills and formal change requests, slowing down operations.



## Value Delivered

- **40% reduction in TCO**
- **25% reduction in average handle time**
- **Improved first contact resolution and agent experience**
- **Seamless scalability during 200% volume surge**
- **Future-ready platform for AI innovation**



The client is global fashion retailer with distributed contact centers and seasonal demand spikes. Their on-premise infrastructure was unable to scale efficiently or deliver consistent customer service.

## Scope & Challenges

- The legacy system crashed during high-traffic periods like Black Friday, causing dropped calls and long wait times.
- Operational costs were high due to hardware maintenance and per-agent licensing fees.
- Agents operated in silos across continents, lacking a unified view of customer data.
- Routing inquiries to the best-skilled agent globally was not possible.
- The system lacked real-time analytics, making it hard to monitor performance or customer sentiment.
- Customer satisfaction was declining due to slow service and inconsistent experiences.

## GX Solution & Differentiators

- Migrated the entire contact center to Amazon Connect, eliminating physical infrastructure.
- Amazon Lex-powered IVRs and chatbots handled routine queries, freeing agents for complex issues.
- A single global Connect instance enabled skills-based routing and reduced wait times.
- Contact Lens provided real-time sentiment analysis and call categorization.
- Data was streamed to Amazon S3 and visualized in QuickSight dashboards for supervisors.
- CRM integration gave agents full visibility into customer history and context.
- The serverless architecture ensured reliability and dynamic scaling across geographies.



## Value Delivered

- **35% reduction in operational costs**
- **40% decrease in customer wait times**
- **15-point increase in CSAT scores**
- **300% traffic surge handled with zero downtime**
- **Improved first-contact resolution and agent efficiency**



The client is a large healthcare provider needing a secure, HIPAA-compliant contact center to support remote agents and automate routine patient interactions.

## GX Solution & Differentiators

- Implemented Amazon Connect as a HIPAA-eligible platform with encrypted data handling.
- Amazon Lex automated high-volume tasks like appointment scheduling and prescription refills.
- Browser-based access enabled secure remote work for all agents.
- Amazon Transcribe Medical created accurate, timestamped transcripts stored securely in S3. IAM roles and CloudTrail ensured strict access control and full auditability.
- Integration with EHR systems via API Gateway and Lambda enabled real-time data access.
- Escalation workflows routed complex queries to licensed medical staff with full patient context.

## Scope & Challenges

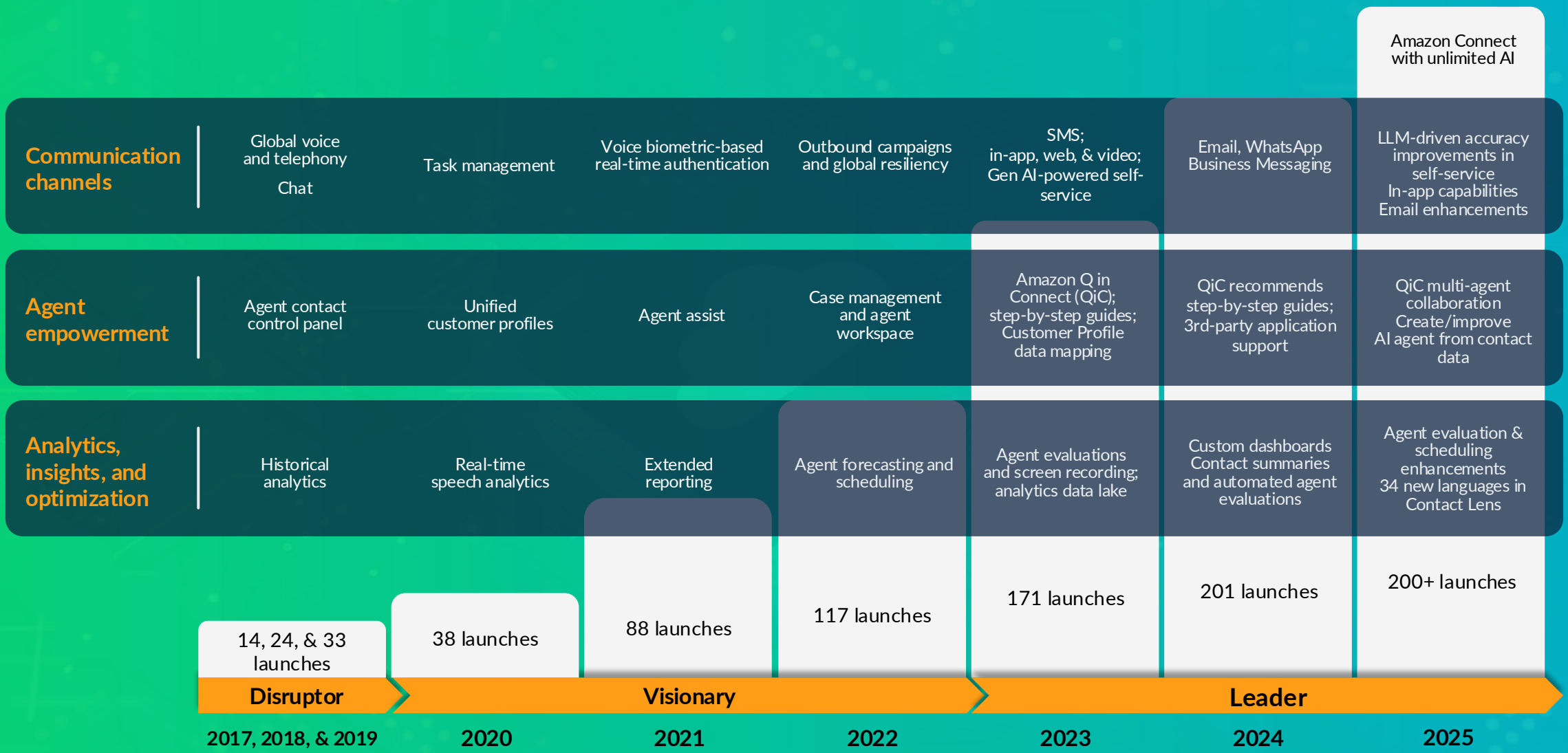
- The legacy system was not HIPAA-compliant, risking exposure of sensitive patient data.
- Manual processes for appointments and refills consumed agent time and frustrated patients.
- Agents were required to work on-site, limiting flexibility and business continuity.
- Long hold times and repeated information requests led to poor patient satisfaction.
- Call recordings and transcripts were difficult to secure and audit.
- The system lacked integration with EHR systems, slowing down service delivery.

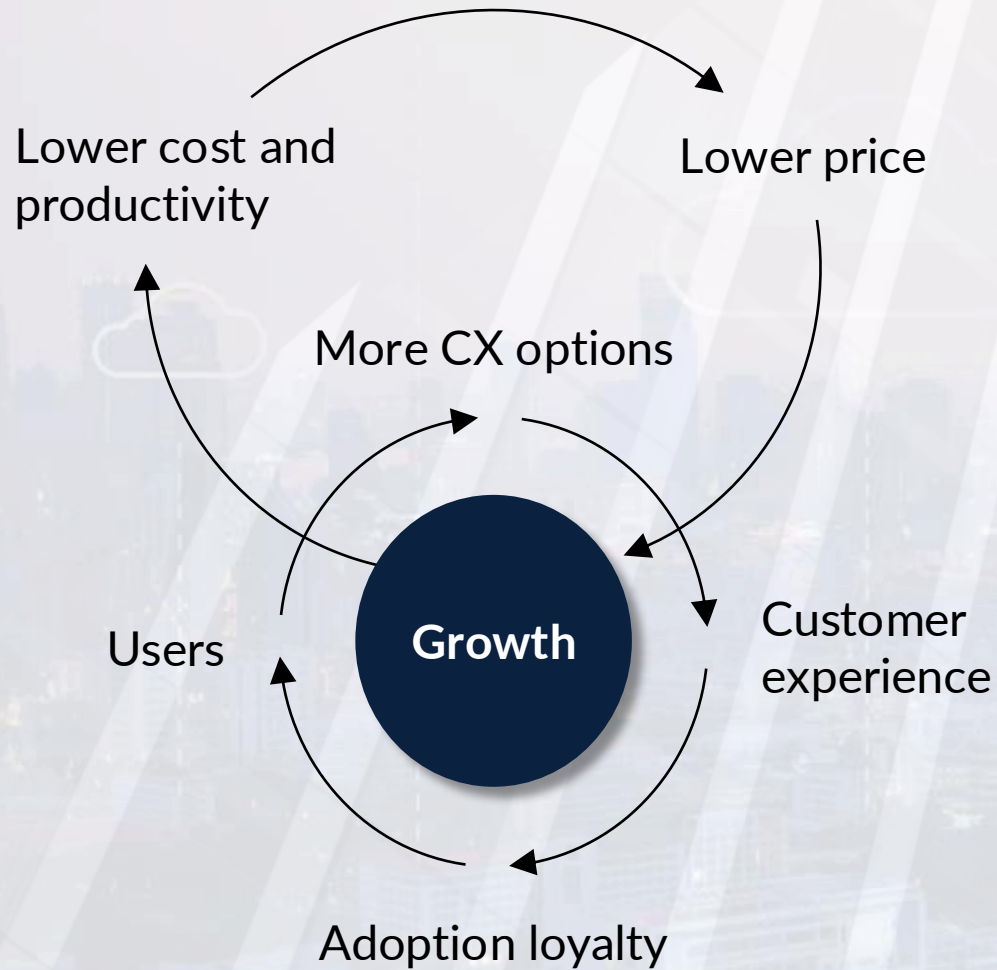


## Value Delivered

- **60% automation of inbound requests**
- **30% reduction in agent handle time**
- **100% HIPAA compliance**
- **Full transition to remote workforce**
- **Enhanced patient satisfaction and operational resilience**

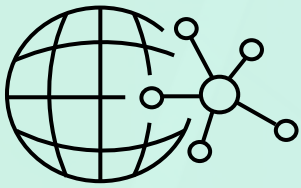
# Accelerate Your Innovation Along With Us



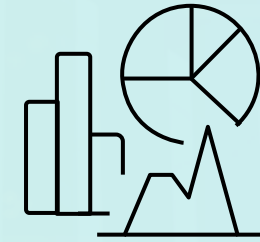


## Outcomes

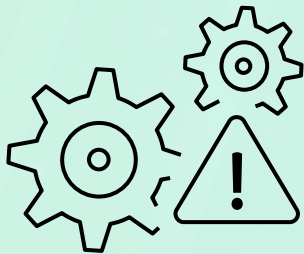
- Adopt a customer-obsessed and experiment-driven approach to experience excellence and innovation
- Drive business outcomes through CX innovation
- Transform your products and culture
- Achieve continued success through continuous innovation



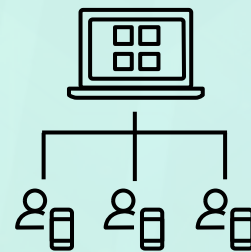
**Reduce cost**



**Grow revenue**



**Reduce risk**



**Improve performance**



**Improve CSAT**



# Call to **Action**



**Define use case  
and timeline**



**Proof of concept to  
validate**



**Pilot for use case or  
subset of traffic**



**GlobalXperts**

# Thank You!

© 2025 GlobalXperts. All rights reserved.  
Unauthorized reproduction or distribution is prohibited.

Call Us: 919-342-5482  
Sales@GlobalXperts.net  
5540 Centerview Drive Suite 200  
Raleigh, NC 27606