



Service Definition Document

TTEC Digital Amazon Connect Professional
Services



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1. Introduction

1.1. Company Overview

G-Cloud 15 Legal Entity and Ownership

TTEC Consulting (UK) Limited, a TTEC Digital Company, is the legal entity for G-Cloud 15. TTEC Consulting (UK) Limited is ultimately owned by TTEC Holdings, Inc., a listed company publicly traded on the NASDAQ Stock Exchange.

Parent Company Overview: TTEC Holdings, Inc.

TTEC Holdings, Inc. (NASDAQ:TTEC) is a leading global customer experience (CX) technology and services innovator for AI-enabled digital CX solutions. Serving iconic and disruptive brands, TTEC's outcome-based solutions span the entire enterprise, touch every virtual interaction channel, and improve each step of the customer journey.

TTEC operates through two business segments:

- TTEC Digital: Designs, builds, and operates omnichannel contact centre technology, CRM, AI and analytics solutions.
- TTEC Engage: Delivers AI-enabled customer engagement, customer acquisition and growth, tech support, back office, and fraud prevention services.

TTEC Digital: Customer Experience Technology and Consulting Services

At TTEC Digital, we offer customer experience (CX) consulting, software, and technology services at the intersection of contact centre, CRM, AI and analytics. We call this intersection the point of conversation and we apply our expertise here to drive shareholder value for our clients in the form of revenue growth, cost reduction, and productivity improvement.

In today's digital landscape, customer conversations and the contact centre technologies that support them are inseparable. With decades of innovation across leading contact centre



platforms and deep expertise in CX strategy, data, and AI, TTEC Digital enables organisations to maximise their technology investments and create exceptional customer experiences.

TTEC Digital: Strategic Partnerships

- Microsoft: Seamless CRM and productivity integration through Dynamics 365 and Teams.
- Genesys: Global Platinum Partner delivering advanced cloud contact centre solutions.
- NiCE: Workforce optimisation and analytics for operational excellence.
- ServiceNow: Unified service workflows and agent desktop integration.
- Google Cloud: AI-driven conversational experiences and scalable infrastructure.
- Cisco: Secure, scalable network and telephony solutions for enterprise-grade CX.
- Salesforce: Omnichannel CRM orchestration and customer engagement expertise.
- AWS: Cloud infrastructure and services for scalability and innovation.
- Calabrio: Advanced workforce engagement and analytics solutions.
- Shelf: Knowledge management platform for streamlined agent support and efficiency.

1.2. Value Proposition

TTEC Digital Amazon Connect Professional Services deliver exceptional customer experiences through AI-enabled transformation at the point of conversation. The CXEdge™ methodology ensures measurable, meaningful outcomes, orchestrated by expert teams using proven processes and frameworks. Clients benefit from increased revenue, improved productivity, and reduced costs, supported by decades of industry leadership and award-winning expertise.

Contact Centre Technology

Your contact centre serves as the main point of interaction between your business and your customers. Effective technology, empowered agents, and clear processes are critical to converting these customer interactions into key business outcomes like customer satisfaction, loyalty, and sales growth.



Artificial Intelligence

Along with our technology partners, TTEC Digital has pioneered AI solutions in the contact centre for more than a decade. That means we are ready to help you solve the tough questions, because we have solved them before. If AI is on your list, our team of CX experts can help you assess your AI roadmap, design an AI strategy, and deploy the right AI toolset to enhance your contact centre's productivity.

Customer Relationship Management

Your customer interactions take many forms. From sales to service to every touchpoint in between, a cohesive customer experience is the key to earning repeat business and lifetime loyalty. With CRM at the centre, TTEC Digital can help you execute a holistic CX strategy that strengthens your connection with customers and drives business growth.

CX Strategy and Design

Customer experience (CX) is evolving, but a significant gap remains between what brands think they are delivering and what customers actually experience. Despite investing in new CX technologies, many organisations still face declining customer satisfaction.

At TTEC Digital, we recognise that technology alone cannot bridge the experience gap; it demands a comprehensive strategy. Our CX designers and strategists focus on integrating effective design and operational strategies first, ensuring they deliver the results your brand and customers deserve.



Data and Analytics

Harnessing the power of your data is critical to differentiate your customer experience. TTEC Digital's data and analytics solutions gather customer and journey data from across your organisation, transforming it into insights that strengthen your connection with customers and introduce valuable efficiencies to your contact centre operations.

Managed Services

The world is moving to a multi-cloud, multi-platform, multi-AI landscape. It is a complicated environment, and your customer experience depends on all aspects working perfectly in harmony.

So, how do you monitor the clouds and make sure apps are running as expected? How do you know which new platform features are best for your business? And how do you deploy these features safely and effectively?

You need to spend your time innovating and differentiating, not babysitting your CX technology. SurroundCX™ Managed Services can help.

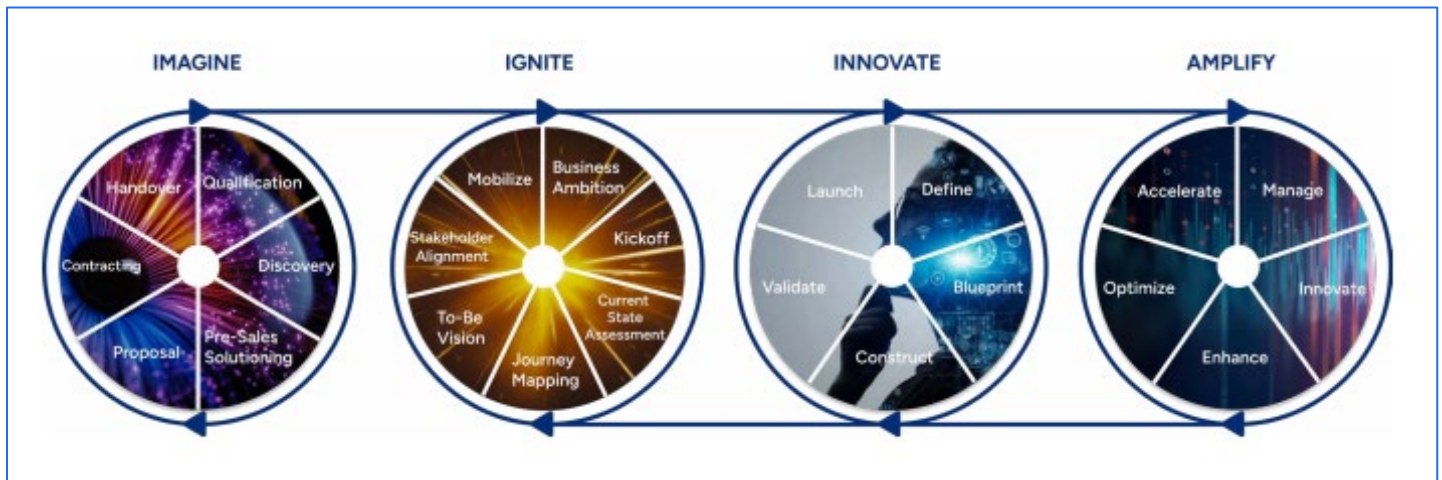
Software and Digital Engineering

Built on the legacy expertise of Avtex, Serendebyte, Voicefoundry, Aria, and others, our comprehensive portfolio of IP solutions is designed to help you effortlessly deploy new features and customer experience capabilities into your contact centre environment.



1.3. What the Service Provides

- Full-service CX consulting and solution delivery, focused on Contact Centre, CRM, Analytics, and AI.
- End-to-end implementation and optimisation of Amazon Connect, leveraging best practices and operational excellence frameworks.
- Dedicated delivery teams guide clients through four stages: Imagine, Ignite, Innovate, and Amplify, ensuring tailored solutions and continuous improvement.



Examples of TTEC Digital Professional Services Roles

Role	Responsibilities
Director, Professional Services	Oversee CCaaS implementations, manage delivery teams, pre-sales support.
Solution Architect	Design technical architecture, ensure integrations, provide governance.
Programme Manager	Oversee multiple related projects to achieve strategic objectives; manage interdependencies, budgets, risks, and stakeholder alignment; ensure programme benefits realisation.
Project Manager	Coordinate execution, manage risks, ensure compliance.
Application Consultant	Configure workflows, IVR scripts, support testing.



Business Analyst	Capture requirements, document specifications, bridge communication.
Developer / Engineer	Develop integrations, APIs, automation scripts.
Quality & Training Consultant	Deliver training, monitor adoption, post-go-live support.
CX Transformation Consultant	Analyse customer journeys, identify pain points, design CX strategies; align processes and technology for seamless experiences; drive cultural change and operational efficiency.
AI Strategy and Innovation Consultant	Conduct AI readiness assessments; develop strategic roadmaps; identify and prioritise AI use cases; design PoCs; implement governance and ethical frameworks; enable training and adoption; measure ROI.

1.4. Overview of the G-Cloud Service

- TTEC Digital offers cloud-based CX transformation services, including consulting, technology orchestration, and managed services.
- The CXEdge™ methodology underpins every engagement, providing a structured, outcome-driven approach.
- Services are delivered globally, with expertise in leading platforms such as Genesys, Microsoft, AWS, and Salesforce.

1.5. Associated Services

- SurroundCX™: Managed services portfolio for ongoing support and optimisation.
- SandcastleCX™: Invitation-only live solution experience.
- Integration with partner technologies (Microsoft, Cisco, AWS, Salesforce, etc.) for comprehensive CX solutions.



2. Data Protection

2.1. Information Assurance/Security

Information security is one of the important pillars of TTEC Holdings, Inc. (NASDAQ: TTEC) and TTEC affiliates core global business model, and maintaining it is crucial for our company, our stakeholders, and our clients. By performing internal audits and independent IT compliance audits, the results provide information that can be used to improve operations, enhance accountability, and identify areas for improvement.

The adherence and certification to multiple compliance frameworks ensures that TTEC maintains industry standards to secure data and network systems for our business and our clients. To maintain compliance across these frameworks, TTEC contracts an independent, third party, accredited, qualified auditing firm to conduct the following assessments. Depending on the platform, TTEC technology environment and business facility space, TTEC aligns and is certified under these compliance frameworks:

Engage:

- PCI DSS (Service Level 1) - maintained and assessed annually.
- SOC 1 Type II (SSAE 18) - maintained and assessed annually.
- SOC 2 Type II (SSAE 18 / 4 of the 5 Trust Principles) - maintained and assessed annually.
- ISO 27001: 2022 - maintained and assessed annually. Full assessment year 1, surveillance audits year 2 and 3.
- HIPAA S.C.R.A. - maintained and assessed annually.

Digital:

- PCI DSS (Service Level 1) - maintained and assessed annually.
- SOC 2 Type II (SSAE 18 / 4 of the 5 Trust Principles) - maintained and assessed annually.



- ISO 27001: 2022 - maintained and assessed annually. Full assessment year 1, surveillance audits year 2 and 3.
- HIPAA S.C.R.A. - maintained and assessed annually.

TTEC Consulting (UK) Limited and TTEC (UK) Solutions Limited Environments (EU Cloud Services Only):

- Cyber Essentials Certificate of Assurance (Basic) - maintained and assessed annually for EU cloud services only.
- Cyber Essentials Certificate of Assurance (Plus) - maintained and assessed annually for EU cloud services only.

Cyber Essentials and Cyber Essentials Plus are certifications developed and recognised by the UK government to help organisations protect themselves against common cyber threats and demonstrate their commitment to cybersecurity best practices.

TTEC's achievement of the Cyber Essentials and Cyber Essentials Plus certifications validates TTEC's security controls and safeguards implemented and maintained adhere to these cybersecurity best practices, how we secure TTEC and our clients against common cyber threats and how TTEC demonstrates, annually, our commitment to improving our cybersecurity posture to align to these best practices.

The following provides an overview of each Cyber Essentials Certification assessment which includes but not limited to:

- Cyber Essentials Certification:
 - Focuses on five key areas of cybersecurity: boundary firewalls and internet gateways, secure configuration, user access control, malware protection, and patch management.
 - Designed for organisations of all sizes and sectors.



- Requires organisations to complete a self-assessment questionnaire and provide evidence of their cybersecurity measures.
 - Certification is valid for one year and can be renewed annually.
 - Provides a basic level of assurance to customers, suppliers, and stakeholders that an organisation has implemented essential cybersecurity controls.
- Cyber Essentials Plus Certification:
 - Includes all the requirements of Cyber Essentials certification.
 - Involves an independent assessment and verification of an organisation's systems to ensure they meet the necessary security standards.
 - Requires organisations to undergo vulnerability scanning and penetration testing.
 - Provides a higher level of assurance compared to Cyber Essentials certification.
 - Certification is valid for one year and can be renewed annually.

2.2. Back-Up and Restore

Amazon Connect instances are straight-forward to back up and restore through AWS services such as CloudFormation & AWS Backup. Amazon Connect instances can be provisioned across multiple instances simply, providing very high fault tolerance and resilience, and supports multi-region deployment models.

2.3. Data Processing and Storage Location

Data is processed and stored in secure, compliant environments, leveraging AWS infrastructure and TTEC Digital's governance frameworks, with UK-only regions and data sovereignty guaranteed for services and data.



2.4. Data Restoration / Service Migration

Service migration and data restoration are supported through standardised processes and templates within CXEdge™.

2.5. Business Continuity Statement / Plan

TTEC and TTEC's affiliates are committed to business continuity planning, a prudent business practice to protect employees, clients, stakeholders, and TTEC from various risks and events that may impact the ability to conduct business. TTEC's programme aligns with ISO 22301, NIST 800-34 & 84, CSF (Cyber Security Framework) and Disaster Recovery Institute International – The Professional Practices for Business Continuity Management.

TTEC, being a global company, must remain diligent and be prepared when unexpected incidents occur (fire, earthquakes, typhoons, hurricanes, human events, etc.). TTEC's Crisis and Resiliency Management programme, which includes Business Continuity (BC) and IT Disaster Recovery (DR), emphasises the ability to continue providing business services in the face of adverse operational impacts. TTEC's Global Crisis Management Programme is led by the Vice President of Business Continuity (BC) and IT Disaster Recovery (DR).

TTEC's approach to global crisis and business continuity and IT disaster recovery is to adhere to guiding principles of: Putting People First; Establish Trust; Protection of Clients; and Providing Leadership, with managing unexpected and expected incidents and events. With a strong focus on these principles, TTEC will have the ability to anticipate, prevent, recover from, and learn from crises that may impact employees, facilities, brand/reputation, or operations. Along with TTEC achieving the protection of TTEC's people, TTEC's clients and client's brand, profits and TTEC's brand.



TTEC's Global Crisis and Business Continuity (BC) and IT Disaster Recovery (DR) Management programme has developed a product-driven customer focused recovery model that is both practical and scalable. TTEC establishes, implements, and maintains world class crisis response capabilities through solidifying policies and procedures for response to an emergency or other occurrence that can compromise the privacy, confidentiality, integrity, or availability of Client Personal Information and/or damage TTEC's information systems. Such policies and procedures include, but are not limited to: creating and maintaining retrievable copies of Client Personal Data; restoring any loss of Client Personal Information; enabling continuation of critical business processes involving Client Personal Information in emergency mode; assessing relative criticality of specific applications and Client Personal Information to support other contingency plan components; periodic and annual testing and updates of contingency plans and implement lessons learned from testing.

The programme integrates and builds upon existing capabilities within our Security Event Handling Plan, Information Security Operations, Business Continuity, IT Disaster Recovery and Virtual Response teams. Additional partners in resiliency include Information Technology, Operations, Real Estate and Facilities, Legal, People and Culture, and other shared services. The unifying approach and framework are contained in TTEC's Global Crisis Management Policy for managing and responding to crises across TTEC's global enterprise (including but not limited to WFH environment).

TTEC provides redundancy in our technology through hardware and software configuration. Redundancy provides clients with the services that in the event of hardware failure, or software failure, services remain active and available.

Redundant premise equipment mitigates the risk of equipment failure; dual firewalls with stateful inspection, dual routers, and dual core switches in the data centre provide a highly available architecture for client links. TTEC firewall infrastructure provides stateful inspection and the



configuration is in active/active or active/standby mode depending on the project specifications/requirement.

The different types of DRP technology and redundancy capabilities used include but not limited to:

- Geo-redundant centralised data centres.
- Dual MPLS WAN via multiple carriers.
- Carrier grade disaster recovery.
- Voice via PSTN TFN/DID, TDM, VoIP, or SIP (SBC).
- Regular testing to ensure readiness and After-Action Plans for lessons learned.
- Functional Management tool that enables systemic, collaborative, and controlled resiliency programme management.

In addition, at least annually, TTEC's Executives (Sr. Advisor BCDR/Resiliency, CSO, CIO, IT, and other supporting departments) review the Global Crisis Programme and the Business Continuity and IT Disaster Recovery plans, processes, and policies, update (as needed) to align to TTEC's business, security and compliance models and adherence with industry compliance framework requirements. TTEC's BCDR and applications are exercised annually and are governed by our Crisis Management and Disaster Recovery policies and guidelines. TTEC's Global Crisis and Resiliency Management Programme, including TTEC's Security Event Handling Programme is assessed and maintained annually, and is certified against TTEC's ongoing industry compliance audit assessments of PCI DSS, SOC 2 Type II, ISO 27001:2022, HITRUST and more.

Lastly, regarding TTEC's Business Continuity (BC) and IT Disaster Recovery (DR) plan approach, TTEC bridges a partnership with our clients with the development of a specific client focused business continuity (BC) and disaster recovery (DR) plans. TTEC collaborates with clients to build a tailored, resilient, and mutually agreeable BC and IT DR plan that encompass applicable TTEC Technology and Services, prevailing industry compliance standards, information security controls, safeguards, and measures, along with operational best practices, and client-specific SLA



requirements. Through TTEC and client partnership and strong collaboration will result with eliminating risks and returning to “business as usual” status, and more.

2.6. Privacy by Design

TTEC Digital accommodates applicable data privacy regimes through bespoke data processing agreements (DPA) with its customers that set forth relevant rights and obligations in the context of the data controller-data processor relationship. TTEC Digital also applies appropriate agreed technical and organisational measures and data privacy safeguards (including intercompany standard contractual clauses) to satisfy the legal requirements and the DPA undertakings.

Privacy and security are integral to CXEdge™, with documented processes and compliance measures guiding every engagement.



3. Using The Service

3.1. Ordering and Invoicing Process

Buyers wishing to find out more about this service and how to order should contact Wayne Kay, VP EMEA, at gcloud@ttecdigital.com

3.2. Availability of Trial Service

SandcastleCX™ offers a tailored live solution experience, functioning as a trial environment for prospects. In some cases AWS will make funding available through Proof of Concept funding.

3.3. On-Boarding

Onboarding is structured through the Ignite stage, with stakeholder alignment, discovery, and kick-off activities.

3.4. API

Amazon Connect supports robust API integrations, enabling custom workflows and data exchange.

3.5. International SMS

Telecommunication services include state-of-the-art voice and messaging solutions, supporting international SMS.



3.6. Off-Boarding

Off-boarding is managed through standardised processes, ensuring secure data migration and service termination.

3.7. Training

Why Training Matters

Technology alone does not transform experiences people do. Our training programmes ensure your teams have the skills and confidence to maximise the value of your customer experience (CX) solutions.

Our Training Solutions

Platform Enablement

- Instructor-led sessions (onsite or virtual).
- Train-the-Trainer programmes for internal knowledge transfer.
- Custom workshops tailored to your environment.
- Focus Areas: System setup, routing logic, quality management, and administration.

Role-Based Training

- Designed for agents, supervisors, and administrators.
- Covers omnichannel workflows, analytics, and AI-enabled features.
- Delivered during rollout for rapid adoption and operational readiness.

Workflow Optimisation

- Enablement sessions for process automation and digital workflows.
- Targeted training for advanced capabilities such as AI and analytics.
- Programmes to ensure measurable business impact.



Change Management and Consulting

- Experience Optimisation Workshops.
- Change Impact and Readiness Programmes.
- Stakeholder Engagement Strategies to drive adoption.

Innovation and AI Integration

- Specialised sessions for AI-driven CX strategies.
- Focus on embedding AI into workflows and leveraging insights for decision-making.

Delivery Formats

- Instructor-led (onsite or virtual).
- Self-paced digital modules.
- Custom workshops.
- Train-the-Trainer programmes.

Benefits

- Accelerate adoption and ROI.
- Build confidence across roles.
- Drive measurable business impact.
- Ensure long-term success with scalable training.

3.8. Implementation Plan

The CXEdge™ methodology provides a documented, phased implementation plan: Imagine, Ignite, Innovate, Amplify.



3.9. Service Management

Dedicated account management and continuous communication ensure service quality and alignment with client objectives.

3.10. Service Constraints

Any service constraints are identified during the Ignite phase and managed through operational frameworks.

3.11. Service Levels

Service levels are defined and tracked using value realisation and quality assurance frameworks.

3.12. Outage and Maintenance Management

Outage and maintenance are managed proactively, with clear communication and rapid response protocols.

3.13. Financial Recompense Model for not Meeting Service Levels

Not applicable for this service.



4. Provision of the Service

4.1. Customer Responsibilities

Clients are expected to participate in stakeholder alignment, provide necessary data, and collaborate throughout the engagement.

- Business stakeholders and leadership.
- Subject matter experts for the selected requirements.
- Technical contacts.
- Access to existing systems and business logic, where applicable.

4.2. Technical Requirements and Client-Side Requirements

Requirements are defined during the Ignite phase, tailored to the client's environment and Amazon Connect platform needs including but not limited to:

- Configuration Sizing and Scaling Requirements
 - Total count of Agents & teams.
 - The total number of Queues to be configured.
- Conversational Flow and AI Content
 - Collection of existing documentation on system contact flows and integrations.
 - Access to production transcripts for conversational flows and customer journey analysis for optimisation.
 - Definition of core conversational components such as the number of use cases, specific intents per IVA, and designated FAQ sources.
- Integration Requirements
 - Detailed specifications needed to integrate the solution with enterprise applications (e.g. CRM, Agent Desktop, Data Platform, WFM).



- Network and Connectivity Details
 - Technical information required to determine if existing dedicated interconnects can be leveraged or if new connectivity is necessary .
 - Verification of requirements for SIP connectivity.
- Current Key Performance Indicators (KPIs) and required performance data (operational metrics, interval data, AI agent performance, quality and customer experience metrics).

4.3. Browsers

Modern web browsers compatible with Amazon Connect include the latest 3 versions of Google Chrome, Microsoft Edge Chromium, Safari and Mozilla Firefox.

4.4. Outcomes/Deliverables

Deliverables include documented processes, optimised CX solutions, and measurable business outcomes.

- Implementation plan, including phased rollout and channel onboarding.
- Analytics on the performance of the change against key performance indicators.
- Successful fulfilment of the agreed functional and non-functional requirements.
- Change management plan, including stakeholder engagement and communications.
- Training plan and training content tailored for agents, supervisors, and administrators.
- High-level and detailed solution design documentation.
- Application configuration.
- Operational readiness assessment and go-live support plan.
- Post-implementation hypercare and transition-to-support documentation.



4.5. Development Life Cycle of the Solution

The CXEdge™ methodology structures the solution lifecycle: Imagine (discovery), Ignite (planning), Innovate (implementation), Amplify (optimisation).



4.6. After Sales Account Management

Once you become a TTEC Digital Customer, you will be assigned a Client Success Manager (CSM), who will be responsible for the relationship with your organisation. Your CSM will act as your trusted advisor and will get to know you and your business and help you to identify key strategic objectives to meet your organisational goals. Your CSM will also run regular business/service reviews with you to make sure that we are helping you to deliver effective solutions and will also help you to roadmap your journey to digital transformation. Your CSM is your first point of escalation in times of need. Whilst our teams will align directly with your teams (Project & Programme Management, Service, Support, Procurement, Finance, etc), your CSM will take overall responsibility for the relationship and communication with your organisation. TTEC Digital's Account Strategy is to make sure that we meet and exceed your expectations. We see the role as a key function to ensure smooth service delivery and to educate, benchmark and challenge the status quo, helping you to drive efficiencies and outstanding Customer Experience wherever possible.

We see effective Account Management as a way to build a long term and valuable partnership with your organisation.

4.7. Termination Process

TTEC Digital is open to entertaining reasonable termination mechanisms as part of the contract negotiation that will account for the specificities of the individual business opportunity and the associated commercial terms.



5. Other Messaging Services

Not applicable for this service.



6. Environmental Action and Social Value

6.1. Environmental Action

Global Environmental Governance and Strategy

TTEC manages its environmental impact through a structured governance and operational framework. Oversight is provided by a dedicated Board committee and an Environmental, Social, Governance (ESG) Executive Council. We operate under a formal [Climate Change and Environmental Responsibility Policy](#) and align our disclosures with recognised frameworks, including SASB and TCFD. Our environmental strategy includes initiatives focused on energy efficiency, waste reduction, and emissions tracking, with progress informed by regular materiality assessments.

UK-Specific Environmental Action and Net Zero Commitment

TTEC Consulting (UK) Limited is committed to environmental sustainability and achieving net zero emissions by 2045, ahead of the UK Government's 2050 target. Our UK Executive Team has formally endorsed and published a comprehensive [Carbon Reduction Plan](#) that fully complies with PPN 06/21 and its associated guidance. The plan includes transparent disclosures of Scope 1 and Scope 2 emissions, as well as relevant Scope 3 categories, and is reviewed annually to ensure continued alignment with evolving regulatory standards and net zero objectives. This proactive approach reflects our leadership in climate responsibility and our dedication to supporting public sector clients in meeting their sustainability goals.



6.2. Social Value

Creating Positive Impact for Customers and Communities

At TTEC Digital, we are committed to creating lasting social value that benefits both our clients and the communities they serve. Our efforts focus on tackling economic inequality, advancing equal opportunities, and expanding digital inclusion throughout the UK.

To support this mission, every UK-based TTEC Digital employee is encouraged to participate in corporate social responsibility (CSR) initiatives, with one paid day annually reserved for volunteering and community engagement.

Empowering Youth Through Digital Skills

At TTEC Digital, we believe in leveraging our expertise and partnerships to create opportunities for the next generation. One example is the Digital Dev Academy, a collaborative programme that equips students from underserved communities with essential digital and technology skills. The programme is delivered in partnership with TTEC Digital and its network of clients, with support from local authorities and education stakeholders. Its goal is to create inclusive pathways into technology careers by providing hands-on learning experiences and exposure to real-world digital environments.

We work closely with clients to co-design the curriculum, ensuring it reflects current industry needs and emerging technologies. These partners also contribute mentorship, resources, and opportunities for students to engage with professionals across sectors. Their involvement helps bridge the gap between education and employment, making the learning experience both practical and aspirational.

In parallel, we collaborate with county councils to identify eligible schools and students, coordinate logistics, and ensure the program is accessible to those who need it most. This partnership is vital for community engagement and helps embed the academy within local



development strategies. It culminates in a showcase event where students present their work and explore career opportunities with participating partners. The Digital Dev Academy is a powerful example of how cross-sector collaboration can drive social impact and digital inclusion.

Promoting Fair Employment and Economic Resilience

TTEC Digital is a Living Wage accredited employer in the UK, reinforcing our commitment to fair pay, community resilience, and inclusive growth. This milestone reflects our broader mission to empower future talent, support public sector innovation, and create lasting social impact.

At TTEC Digital, we believe that fair pay fosters a positive and collaborative work environment. By ensuring our employees feel genuinely valued, we strengthen relationships across teams and empower individuals to thrive. This leads to better outcomes for our clients, including:

- More engaged teams focused on solving customer challenges.
- Technical experts who go the extra mile to deliver innovative solutions.
- Project managers who build stronger, more trusting relationships.
- Consultants who invest their full expertise in transforming businesses.



7. Our Experience

7.1. Case Study 1

IRISH NONPROFIT ORGANISATION

The Challenge

An Irish nonprofit organisation that advocates for refugees, providing information, integration support, and legal services to people seeking protection in Ireland, sprang into action when Russia invaded Ukraine in February 2022. They created a dedicated contact centre to assist Ukrainians fleeing the conflict.

The organisation needed a contact centre solution that was reliable, simple to use, and able to connect the unprecedented volume of calls and requests for support directly to Ukrainian-speaking staff. They also needed it as quickly as possible.

The Solution

The nonprofit chose Amazon Connect and opted to work with TTEC Digital, an AWS Advanced Tier Services Partner with extensive experience building contact centres using AWS.

They required a solution with:

- A dedicated number for the voice channel with prompts in both English and Ukrainian.
- Operational reporting on number of calls per day, agents per call, etc.
- Training to ensure that agents were comfortable using the Amazon Connect softphone.
- Administration training, so that supervisors were confident in their ability to administer the contact centre after hand-off.
- Chat functionality, with a built-in widget on the website where people could seek assistance via chat.
- Routing configuration inside Amazon Connect that allowed site admins to move agents between accepting calls, chats, or both.



- An after-hours contact message service.

The organisation outlined its requirements, and TTEC Digital handled the setup, deployment, and training. In under two weeks, they launched a Ukrainian information helpline using Amazon Connect.

The Result

To start helping people as quickly as possible, the nonprofit and TTEC Digital launched the call centre with basic functionality before going back to add more features, completing implementation five times faster using TTEC Digital's accelerators. Since 2022, the organisation has directly assisted more than 4,000 Ukrainians fleeing the war zone, providing clear and reliable information in Ukrainian through both the helpline and webchat widget on housing options, eligibility, rights, and more.

In addition to the quick turnaround, the organisation has experienced other benefits using Amazon Connect. The information gathered through Amazon Connect analytics has helped them advocate for greater access to housing by providing data on how many questions and requests they receive on that topic. And because Amazon Connect is a cloud-based solution, staff are able to work remotely.



7.2. Case Study 2

INSURANCE PROVIDER

The Challenge

A leading insurance provider relied heavily on Amazon Connect for its customer experience operations. While Amazon Connect is highly reliable, the client recognised that even rare service outages could significantly disrupt their business and impact policy holders. The organisation needed a way to ensure business continuity and minimise downtime in the event of a regional outage. Their goal was to strengthen resiliency, streamline disaster recovery, and maintain uninterrupted customer engagement.

The Solution

The client partnered with TTEC Digital to implement Amazon Connect Global Resiliency across two AWS regions. To ensure seamless failover and continuity, TTEC Digital deployed:

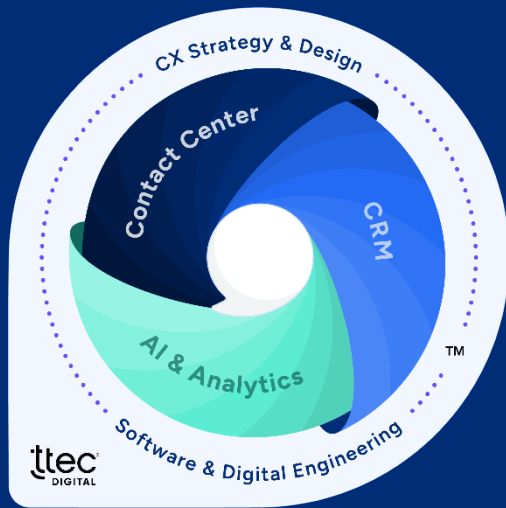
- Amazon Connect Global Resiliency Architecture leveraging APIs and replication services to synchronise critical resources across primary and secondary regions.
- TTEC Digital Operational Management Portal (OMP) in both regions to centralise configuration, monitoring, and operations management.
- TTEC Digital Voicemail for Amazon Connect deployed across multiple regions to maintain consistent call-handling functionality during failover.
- Amazon Connect Salesforce CTI Adapter and Lambda functions to replicate integrations and workflows in the backup environment.

TTEC Digital's "vf-backup" service continuously synchronised essential Amazon Connect components between regions, while user acceptance testing, training, and go-live support ensured the client's teams were fully prepared to manage the new resiliency framework.



The Result

With the resiliency solution in place, the insurance provider achieved 99.99% uptime across regions and near-continuous service availability. Critical contact flows and integrations were automatically synchronised, allowing seamless operations during disruptions. Recovery time for essential workflows was reduced to under 15 minutes, and operational teams benefited from centralised monitoring and management. Most importantly, customers experienced uninterrupted service, strengthening trust and satisfaction.



About TTEC Digital

TTEC Digital is a global leader in customer experience orchestration, combining technology and empathy at the point of conversation. Today customer conversations, and the contact centre technologies that support them, are inseparable. We bring decades of innovation experience across the world's leading contact centre technology platforms – and blend it with in-house expertise in CX strategy, data and analytics, AI and more – to help organisations maximise their technology investments and create truly exceptional customer experiences.

Contact Us

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