

Build a better Citizen Experience.



G-Cloud 15 Amazon Connect Software Service Definition

Route 101

Powered by Route 101

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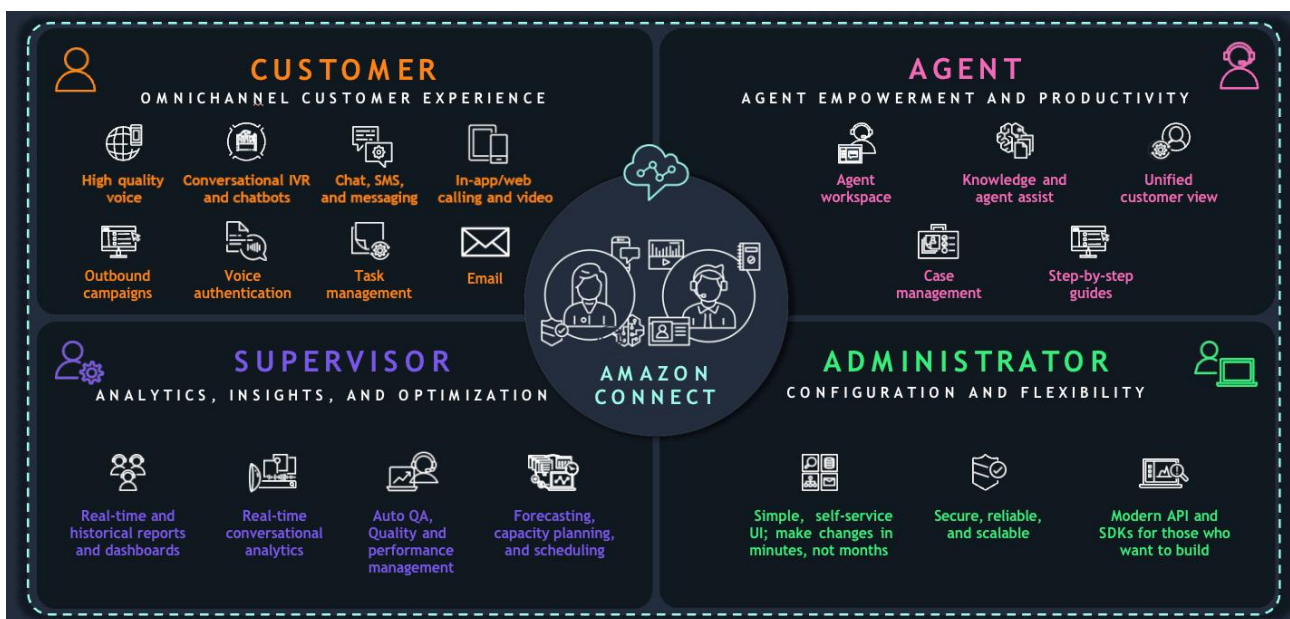
About Amazon Connect

As Amazon's own business expanded, it recognised the need for a contact centre that could promote personal, dynamic, and natural caller experiences; that could meet peak demand times; offer useful analytics; and deliver excellent customer service for an affordable price. When the market came up short, it built Amazon Connect, an omnichannel cloud contact centre that satisfies all these requirements and more. Today, over 100,000 Amazon customer service agents use Connect to serve millions of customers in dozens of languages in more than 30 countries. AWS began offering Amazon Connect for sale in 2017. Now, tens of thousands of organisations use Connect to handle over 10 million contact centre interactions every day.

Amazon Connect provides contact routing, queuing, analytics, and management tools in a single UI across all channels, including voice, web chat, mobile chat, and tasks. Contact centre agents and managers do not have to learn and use multiple information systems. This design facilitates accurate, efficient, excellent customer experiences by:

- Connecting customers with the right agent at the right time, keeping them with the same agent across channels, and saving their interaction history to avoid repeating information.
- Equipping agents to assist customers more quickly and accurately.
- Enabling supervisors to better track and improve contact centre performance.
- Helping administrators to run a high-performing contact centre in the cloud.

Key capabilities of Amazon Connect are shown in the diagram below:



Amazon Connect has been an AI first contact centre since its inception and AWS have been building AI and Machine Models for decades. Amazon Connect provides Generative AI right across the contact centre, from self-service AI Agents, real-time voice transcriptions that drive agents' next best actions, and real-time supervisor assist, through to auto-QA and forecasting capacity and scheduling.

Route 101 and Amazon Connect

Route 101 is a leading cloud systems integrator, working with a portfolio of vendor partners to deliver technology platforms that enable our customers to provide exceptional customer experiences. We have internal expertise on the systems we provide, and we have strong relationships with our partners, which we use to champion the needs of our customers within these organisations. Our customers love how proactive we are, making access to market leading technology more manageable and user-focused thanks to our team of experts.

With Route 101 and Amazon Connect, you can expect:

Fast Setup: You can set up a cloud contact centre in just a few minutes, onboarding agents and helping customers right away. A drag-and-drop editor lets you create flows that define efficient and effective customer interactions, without any coding.

Improved Experiences for Agents and Customers: Your agents and customers will have a seamless experience when switching between voice and chat channels. Amazon Connect includes a unified set of tools for skills-based routing, powerful real-time and historical analytics, and intuitive management tools.

High Scalability and Reliability: You can scale your contact centre up or down to meet changing business demands, without deploying or managing infrastructure. Amazon Connect on AWS is more available, fault tolerant, and scalable than other systems that use a single data centre.

Easy to Use and Maintain: Your administrators will use a self-service user interface to design optimal customer interactions with your contact centre. Your developers can take advantage of powerful and secure APIs and SDKs to further integrate, configure, and control your contact centre.

Flexible Pay-as-You-Go Pricing: You pay for Amazon Connect as you use the service, without making long-term commitments or paying upfront charges. There is no minimum monthly fee. As an on-demand service, pricing is not based on capacity, agent seats, or maintenance fees. It is simply based on usage, along with associated telephony and messaging charges.

Route 101's Associated Services

Please see the accompanying "G-Cloud 15 Route 101 Support Service Definition" document, "G-Cloud 15 Route 101 Support Pricing" document and our "G-Cloud 15 Government Digital and Data Roles Rate Card" for our associated professional and support services and pricing. These can be found under Route 101's listing within Lot 3, and include the following:

Design & Delivery: Architecture design, configuration, IVR development, channel enablement, platform deployment, testing, training, consultancy, using in-house expert technical resources.

Support & Service Management: Route 101 offers a tiered support service, with options to include 24x7 P1 and P2 incident coverage; ITIL service management; customer success management; regular service optimisation sessions; moves, adds, changes; and much more.

Continuous Optimisation: Beyond go-live, we work with customers to continually optimise the service, for example by refining routing, expanding digital channels, introducing new automations, improving operational efficiencies using data-driven insights, and much more.

Amazon Product Descriptions

Amazon Connect empowers contact centre agents to deliver superior customer experiences from day one. With Amazon Q, a generative AI-powered assistant available in Amazon Connect, customer issues are automatically detected, and agents are provided contextual customer information and suggested responses and actions for faster resolution, all within the unified workspace. In addition, you can guide your agents to resolve customer issues quickly and accurately by automatically recommending appropriate actions to take with step-by-step guides.

Features

Omnichannel and self-service

- **Telephony:** Amazon Connect manages a network of telephony providers from around the world, removing the need for you to manage multiple vendors, negotiate complex multi-year contracts, or commit to peak call volumes. The telephony service includes direct inward dial (DID) and toll-free phone numbers for over 20 countries worldwide. There are also over 200 available outbound calling destinations.
- **In-app, web, and video calling:** Amazon Connect's in-app, web, and video calling capabilities make it easy to deliver personalised voice and video experiences in your websites and mobile applications. Using the fully managed communication widget or SDK, you can implement Amazon Connect's in-app, web, and video calling capabilities with as little as a single line of code.
- **High-quality audio:** With Amazon Connect, calls are made over the internet from a computing device like a PC, using the Amazon Connect softphone. The Amazon Connect softphone delivers high-quality 16kHz audio and is resistant to packet loss to ensure a high-quality call experience.
- **Web/mobile chat and Short Message Service (SMS):** Amazon Connect Chat supports asynchronous messaging, so your customers and agents can message without being available at the same time. Amazon Connect also offers native integration with Apple Business Chat, helping your agents to support customers through the same popular iOS Messaging application that they use every day. Amazon Connect's two-way SMS messaging capabilities help contact centres text with customers using the same routing, configuration, analytics, and management tools they already use for calls and chats. Amazon Connect SMS uses Amazon Lex to detect the intent of the customer message and automate responses without agent involvement.
- **Natural, conversational IVR and chatbots:** With Amazon Lex natively integrated within Amazon Connect, no coding is required to add chatbots that have natural language understanding (NLU). Amazon Connect enables intelligent automation at all stages of the customer journey with fully integrated, self-service capabilities including chatbots, task routing, and interactive voice response.
- **Drag-and-drop workflow designer:** Amazon Connect flows is a single drag-and-drop workflow designer you can use to create, personalise, and automate end-to-end customer and agent experiences across channels. With flows, you can design your interactive voice response (IVR) or chatbot experiences to help your customers self-serve, build step-by-step guides for

your agents to resolve issues faster and accurately, and create and manage how tasks are automated for your agents.

- **Omnichannel outbound campaigns:** Amazon Connect outbound campaigns helps you communicate across voice, SMS, and email to serve your customers quickly and improve agent productivity, while supporting compliance with local regulations.
- **Predictive dialler with answering machine detection:** Amazon Connect outbound campaigns includes a predictive dialler that is designed to automatically call customers on a list, while throttling outreach based on predicted agent availability. The dialler also uses a machine learning (ML) model to distinguish between a live customer, voicemail greeting, or busy signal, connecting agents only with live customers.
- **Omnichannel routing:** Amazon Connect has a single user interface (UI) across voice, chat, and tasks for contact routing, queuing, analytics, and management. This omnichannel experience means your call centre agents don't have to learn and work across multiple tools.
- **Skills-based routing:** Amazon Connect ensures contacts are sent to the right agent at the right time based on variables such as availability, skillset, customer sentiment, and past history. This helps agents quickly and efficiently resolve issues.
- **Task management:** Amazon Connect Tasks makes it easier for you to prioritise, assign, and track agent tasks to completion, including work in external applications, to ensure customer issues are quickly resolved.
- **Rules engine:** Rules enable quality managers to automatically check conversations for compliance with company policies or regulatory requirements by specifying criteria (such as mentions of words or phrases in the conversation, customer sentiment, etc.) using Amazon Connect Contact Lens conversational analytics. Rules also empowers supervisors with real-time alerts on customer experience and agent performance, so they can assist agents with handling contacts.
- **Caller authentication and fraud risk detection:** Amazon Connect Voice ID uses ML to provide real-time caller authentication and fraud risk detection to make voice interactions faster and more secure. Voice ID analyses callers' unique voice characteristics and carrier network metadata to provide your agents and self-service interactive voice response (IVR) systems with a real-time decision on a caller's identity for faster and more accurate verification. Voice ID also screens for fraudulent actors in real time, based on your contact centre's custom watchlist, reducing potential losses from fraudulent attacks.

Agent productivity

- **Agent workspace:** Amazon Connect agent workspace is a single, intuitive application that provides your agents with all the tools and step-by-step guidance needed to onboard quickly, resolve issues efficiently, and improve customer experiences. From one application your agents can view detailed customer information, work on tasks, view workforce schedules, get generative AI-powered agent assist, and track and manage customer issues that require multiple interactions.
- **Step-by-step agent guides:** Create tailored guides, using the no-code editor that walk agents through the optimal steps to resolve a customer issue accurately the first time. Guides can be used for various types of customer interactions and are presented to the agent in the agent workspace based on context like call queue, customer information, or customer self-service responses.
- **Contact Control Panel:** The Amazon Connect Contact Control Panel (CCP) provides a single, intuitive communication interface for agents to receive calls and chats with contacts. Agents

have the ability to transfer contacts to other agents, put contacts on hold, and perform other tasks.

- **Unified customer profiles:** Amazon Connect Customer Profiles provides customer service agents automated experiences with real-time access to up-to-date customer info to personalise each customer interaction. With a complete view of relevant customer information in a single place, using generative AI to combine contact history information (e.g., transcripts, customer sentiment) with customer information (e.g., current product orders, mobile app interactions), your agents can provide more personalised customer service, addressing issues faster and improving CSAT.
- **Case management:** Amazon Connect Cases allows agents to efficiently manage customer issues that require multiple interactions, track follow-up tasks, and access subject matter experts across a business. Agents can document customer issues in a single, unified view with relevant case details, such as date/time opened, issue summary, customer information, and status.

Analytics, insights, and optimisation

- **Contact forecasting:** Predict your customer service contact volumes with high accuracy using Amazon Connect forecasting. With at least 6 months of historical contact data, forecasting uses ML to identify patterns and offer accurate short-term (15- or 30-minute intervals) and long-term (daily, weekly, and monthly) forecasts to help optimise operational accuracy and efficiency. Forecasting can be updated and published to improve capacity planning and agent scheduling.
- **Capacity planning:** Optimise your staffing levels and better manage labour costs with Amazon Connect capacity planning. Estimate full-time equivalent (FTE) and staffing budgets and conduct what-if analysis to fine-tune service-level targets. A primary output of capacity planning is understanding how many FTEs are required to meet the service-level target for a certain period of time. This FTE requirement can be shared with other stakeholders, such as HR, finance, and training departments, to facilitate the staff hiring and training processes.
- **Scheduling:** Contact centre schedulers can adjust and view the impact of these changes on agent occupancy and staffing. Contact centre schedules can be published for agents to view in the Amazon Connect agent workspace. You can also give your agents the flexibility to choose when they want to work overtime or take time off within predetermined parameters, without the need for manual manager approvals.
- **Real-time conversational analytics with sentiment analysis:** Amazon Connect Contact Lens allows you to better understand the sentiment and trends of conversations and ensure your agents remain in compliance when helping customers. This helps supervisors train agents, replicate successful interactions, and identify crucial company feedback.
- **Key Highlights:** Automatically identify key parts of the customer conversation, assign tags (such as issue, outcome or action items) and display highlights of the customer interaction that can be expanded to view the full transcript of the contact.
- **Post-contact summarisation:** Streamline and automate post contact work with generative AI-powered summaries of customer conversations that are structured, concise, and easy to read. These summaries capture important information from customer conversations, so you can quickly review them, understand context, and follow up with customers or take other necessary actions.

- **Data redaction:** Data redaction, or data masking, automatically detects sensitive data such as name, address, and social security number and removes or hides sensitive data in call recordings and transcripts.
- **Performance evaluation and contact scoring:** Define and create a set of agent performance evaluation forms and complete the evaluations side by side with call recordings, transcripts, and conversational analytics outputs such as contact categories, sentiment scores, and issues detected.
- **Screen recording:** Amazon Connect Contact Lens screen recording enables companies to easily record agents' screens along with their audio in Amazon Connect, providing managers the ability to not only listen to, but also watch agents' actions while handling a customer contact (voice call, chat or tasks). By using screen recording with ML-powered conversational analytics and performance evaluation, managers can monitor, evaluate, and improve contact quality and agent performance.
- **Real-time and historical analytics:** Understanding your contact centre at the most granular level is key to improving performance and lowering costs. Amazon Connect offers powerful analytics tools, including a visual dashboard with customisable real-time and historical metrics. With Amazon Connect you can also stream your most detailed contact metrics to the data lake of your choice, where you can analyse them with other data such as conversion rates or customer satisfaction.
- **Call recording:** Amazon Connect comes with integrated call recording for agent performance assessment to help monitor and improve customer experiences.
- **Partner integrations:** Amazon Connect has a broad set of technology partners who provide integrations that can be quickly deployed in a few steps. There are partner integrations for workforce management and organisation (WFM / WFO), mapping and location services, sales and service (CRM), and more.

Route 101 Experience Platform (REX)

Amazon Connect provides unlimited scalability and extensive customisation, providing features and functionality accessed through the wider suite of AWS services. With this flexibility comes operational complexity and the need for specialised cloud and AWS expertise, and these are skills that Route 101 provides.

With Route 101's fully managed service, you gain end-to-end support for Amazon Connect, including design, configuration, delivery, and ongoing service management. We call this managed service package 'REX' (Route 101 Experience platform) – our pre-configured, fully hosted Amazon Connect platform.

REX provides a ready-to-use Amazon Connect environment that can be deployed in as little as 30 minutes. By removing the need for in house developers, REX allows your team to adopt Amazon Connect rapidly and integrate it seamlessly with other platforms in your business, getting you operational quickly, efficiently, and with best practice configuration built in.