



AWS AMAZON CONNECT - CONSULTANCY & CLOUD SUPPORT SERVICES.

About Rutlen IT

Rutlen IT is a specialist consultancy focused exclusively on Amazon Connect and the wider AWS ecosystem. We support public sector organisations in modernising customer engagement channels, reducing operational friction, and implementing secure, scalable, cloud-native contact centres.

Our expertise includes:

- Amazon Connect solution design and configuration
- Migration from legacy telephony and contact centre platforms
- AWS native integrations and serverless architectures
- Public sector service transformation and optimisation
- Secure-by-design cloud deployments aligned to UK Government standards

We adopt a configuration-first approach, maximising native Amazon Connect capability before introducing customisation. This ensures solutions remain cost-effective, resilient and easy for customers to support independently.

All services delivered under this offering comply fully with G-Cloud 15 Lot 3: Cloud Support.

Service Overview

This service provides advisory, guidance and hands-on assistance to support the setup, configuration, optimisation, integration, testing and improvement of Amazon Connect within the customer's own AWS tenancy.

In Scope (Lot 3): Cloud Support Activities

2.1 Advisory & Consultancy

- Amazon Connect best practice guidance
- Contact centre capability assessment
- Solution options appraisal and gap analysis
- Technical and architectural advisory

2.2 Configuration & Build Support

- Amazon Connect instance configuration
- Queue, routing, skills and flow configuration
- Voice and chat channel enablement
- Connect Profiles, Tasks, Cases and Customer Profiles setup

- Contact Lens enablement (QA, sentiment, transcription, redaction) Wisdom configuration for agent assist.

2.3 Integration Support

- CRM connectivity advisory
- SSO / IAM / Identity integrations (SAML)
- Lambda-based integrations
- Event-driven architectures (Events, Kinesis, SNS/SQS)
- Lightweight UI optimisation for agent desktop - All development is limited to configuration, scripting and lightweight integration within the customer's AWS environment. No standalone software products are developed under this service.
- Webchat and API-based channel connection support

2.4 Migration, Testing & Cutover Support

- Migration planning and readiness
- Test plan design and execution support
- UAT assistance
- Cutover strategy and hypercare support

2.5 Optimisation & Troubleshooting

- Diagnostics and issue investigation
- Quality and performance optimisation
- Flow review and simplification
- Cost optimisation (usage patterns, telephony, storage, Contact Lens)
- Reporting and insight improvements

2.6 Documentation & Knowledge Transfer

- Technical documentation
- Configuration runbooks
- Process guides
- Knowledge transfer workshops

3. Out-of-Scope (Managed Service)

Managed services are not included within the scope of G-Cloud 15 Lot 3.

This service provides Cloud Support activities only, as defined in Framework Schedule 1. It does not include operational management, monitoring, incident response, or any form of run-service for Amazon Connect or AWS environments.

Where a Buyer requires a fully outsourced managed service, this may be available outside the G-Cloud framework under a separate commercial agreement. Any such arrangements are entirely independent of this Lot 3 service and are not part of the G-Cloud offering.

4. Detailed Capability Catalogue – Amazon Connect Features Supported

Rutlen IT provides configuration assistance, advisory support and hands-on guidance across the full breadth of Amazon Connect native features. All activities are delivered within the customer's AWS tenancy and remain within the scope of G-Cloud Lot 3: Cloud Support.

4.1 Core Contact Centre

Contact flows (IVR) and ACD configuration	Supporting the design and configuration of routing logic, menus and automated call handling within Amazon Connect.
Skills, routing profiles and queue design	Helping organisations structure queues and routing rules to ensure contacts reach the right agents efficiently.
Outbound calling profiles	Advising on and configuring outbound calling settings, including caller ID and compliance-aligned dialling behaviour.
Telephony number porting guidance	Providing support and guidance through the number porting process with AWS and telecom providers.

4.2 Omnichannel Enablement

Voice *Assisting with setup and optimisation of inbound and outbound voice channels.*

Webchat (Connect Chat)	Configuring chat channels, routing and agent workflows for web-based customer interactions.
Email	Supporting the enablement and configuration of email routing and agent handling within Amazon Connect
Social messaging (advisory only)	Providing guidance on integrating compatible third-party tools for social messaging channels.

4.3 AI & Automation

Amazon Lex V2 voice and chat Designing and configuring conversational bots for self-service and natural language interactions.

Natural language routing	Advising on intent-based routing to improve customer experience and reduce agent workload.
Self-service automation	Helping organisations automate common tasks and FAQs using serverless and native Connect capabilities.
Amazon Q in Connect	Configuring agent assist features to surface knowledge articles and recommendations during live interactions.
Generative AI advisory (AWS Bedrock)	Providing guidance on safe, compliant use of generative AI features within the AWS ecosystem.

4.4 Contact Lens

<i>Call transcription</i>	Enabling automatic transcription of voice interactions for analysis and quality improvement
<i>Sentiment analysis</i>	Configuring sentiment scoring to help supervisors understand customer experience trends.
<i>Real-time alerts</i>	Setting up alerts for keywords, sentiment shifts or compliance triggers during live calls
<i>Summary generation</i>	Supporting the use of AI-generated summaries to reduce agent after-call work.
<i>Redaction configuration</i>	Configuring automated redaction of sensitive data to support compliance requirements

4.5 Security, Identity & Risk

<i>SSO setup (IAM Identity Centre)</i>	<i>Assisting with secure single sign-on configuration for agents and administrators</i>
<i>IAM permissions and least-privilege design</i>	Designing access controls to ensure users have only the permissions they need
<i>Audit logging and compliance patterns</i>	Advising on logging, monitoring and audit configurations aligned to public sector standards.
<i>Caller authentication</i>	Supporting the setup of voice biometrics for enhanced identity verification

4.6 Customer Data & Case Management

Customer Profiles configuration Helping organisations unify customer data sources for improved agent context and personalisation.

Tasks and Cases setup	Configuring case management and task workflows to support structured follow-up processes.
Lightweight workflow orchestration	Advising on simple workflow automation using native Connect features and AWS services.

4.7 Dashboards & Reporting

Real-time metrics configuration Setting up dashboards to help supervisors monitor live contact centre performance

Historical reporting optimisation	Assisting with the configuration of historical metrics and reporting views
Insights from Contact Lens and event analytics	Helping organisations interpret analytics outputs to drive service improvements

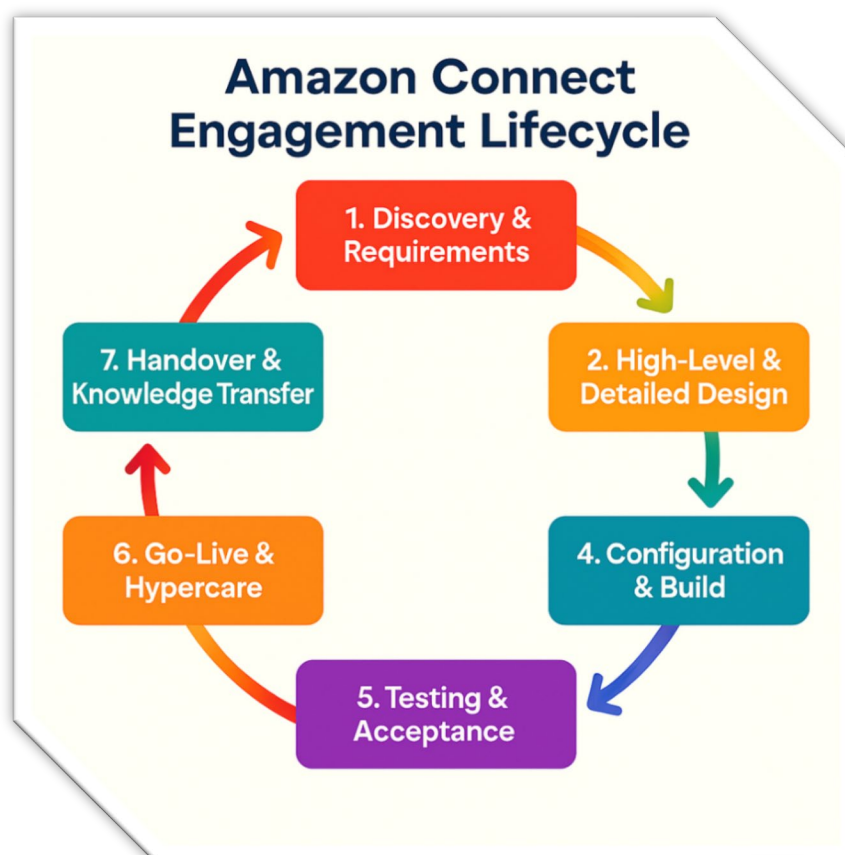
5. Service Delivery Approach

Rutlen IT applies a structured, public-sector-aligned delivery methodology designed to ensure predictability, transparency, and security across every engagement. Our approach reflects best practices in government and regulated environments, with clear milestones, audit-ready documentation, and stakeholder visibility at every stage.

We emphasize:

- Outcome-driven planning aligned to client KPIs and compliance frameworks
- Transparent execution with traceable deliverables and collaborative checkpoints
- Secure implementation leveraging proven cloud-native controls and data governance models

This delivery model supports inspection-readiness, minimizes risk, and ensures scalable success for contact center and IT deployments.



1. Discovery & Requirements

We begin by understanding what your organisation needs from its contact centre.

- We meet with your teams to understand goals, customer journeys, and current challenges.
- We review your existing systems, data flows, and any compliance or security requirements.
- We agree on the scope of the solution and what success looks like for you.

Outcome: A shared understanding of your needs and a clear direction for the project.

2. High-Level & Detailed Design

Next, we design how the Amazon Connect solution will work end-to-end.

- We map out the overall architecture, including call flows, channels, and integrations.
- We define security, access controls, and reporting requirements.
- We create detailed specifications so the build phase is smooth and predictable.

Outcome: A complete design blueprint that shows exactly how the solution will operate.

3. Configuration & Build

We configure and build your Amazon Connect environment based on the agreed design.

- We set up the contact centre, routing, numbers, and operating hours.
- We build call flows, menus, and automation.
- We connect Amazon Connect to your CRM and other systems.
- We configure agent tools, permissions, and reporting dashboards.

Outcome: A fully configured, ready-to-test Amazon Connect solution

4. Integration Support

We ensure all systems work together seamlessly.

- We test how Amazon Connect interacts with your CRM, databases, and other tools.
- We validate data accuracy, screen pops, call logs, and reporting.
- We fine-tune performance and ensure everything works reliably.

Outcome: Smooth, dependable integrations that support your business processes

5. Testing & Acceptance

Before going live, we make sure everything works exactly as expected.

- We test call flows, routing, menus, and customer journeys.
- Your teams test real scenarios to confirm the solution meets your needs.
- We validate performance, resilience, and compliance.

Outcome: Confidence that the solution is ready for launch, backed by formal sign-off

6. Go-Live & Hypercare

We launch your new contact centre and support you closely during the transition.

- We move the solution into production in a controlled, low-risk way.
- We monitor performance, agent experience, and customer interactions in real time.
- We provide enhanced support to quickly resolve any early issues.

Outcome: A smooth, stable go-live with expert support throughout the early days

7. Handover & Knowledge Transfer

Once everything is running smoothly, we hand over full control to your teams.

- We provide documentation, diagrams, and operational guides.
- We train administrators, supervisors, and support teams.
- We agree the ongoing support model and escalation paths.

Outcome: Your organisation is fully equipped to operate, manage, and evolve the solution.

5.2 Collaboration Model

- Co-working with customer technical teams
- Joint reviews of flows and configurations
- Working in the customer's AWS tenancy under controlled IAM roles
- Transparent change logging

5.3 Deliverables (as applicable)

- Solution design document
- Flow architecture diagrams
- Test plans and evidence
- Operational guides
- Knowledge transfer materials

6. Service Levels (Lot 3 Compliant)

Support Hours

- Monday–Friday, 09:00–17:00 UK time (excluding public holidays)

Response Targets (Best Endeavours Only)

(No SLAs permitted under Lot 3)

Priority	Defination	Target Response Time
P1 – Critical	Service severely impacted	1 hour
P2 - High	Major functionality impaired	4 hours
P3 - Medium	Partial degradation	1 business day
P4 – Low	Minor Issues / Information Requests	2 business days

7. Customer Responsibilities

- Provide access to AWS tenancy and required data
- Approve architecture and configuration decisions
- Supply test data and scenarios
- Coordinate with internal and third-party suppliers
- Maintain governance for production changes
- Maintain AWS subscription charges

8. Supplier Responsibilities (Rutlen IT)

- Deliver professional services using qualified personnel
- Protect customer data in line with PSC data processing requirements
- Provide documentation for all work completed
- Maintain secure access practices
- Communicate progress transparently

9. Onboarding & Offboarding

Onboarding

- Kick-off meeting and scope confirmation
- Access and security setup
- Delivery plan with milestones
- Risk and dependency register creation

Offboarding

- Handover documentation
- Transfer of flows, code and artefacts
- Removal of all Rutlen IT access
- Knowledge transfer and wrap-up session

10. Information Governance & Security

- Customer retains full ownership and administration of AWS resources
- Rutlen IT acts as a processor where applicable under PSC Data Processing Schedules
- IAM policies enforce least-privilege, time-bound access
- Data residency remains within customer-defined AWS regions
- No customer data is transferred or stored outside the customer tenancy
- Rutlen IT maintains secure access practices, audit trails and staff vetting

11. Pricing Model

Pricing is based on **Time & Materials (T&M)** using rate cards aligned to the **DDaT Profession Capability Framework**, as required by G-Cloud.

Indicative role types include:

- Cloud / Infrastructure Engineer
- Technical Architect
- Software Developer (Integrations)
- Delivery Manager
- IT Operations / Support Analyst
- Contact Centre Specialist

All pricing is inclusive of the CCS management charge.

A separate G-Cloud Pricing Document accompanies this Service Definition

12. Service Constraints

- All work occurs within the customer's AWS environment
- AWS platform availability may impact delivery
- Some capabilities may require additional AWS services
- Network/firewall changes must be completed by the customer
- Customer is responsible for third-party licence or SaaS charges
- Rutlen IT does not resell software or licences under this service.

13. Ordering Process

Services can be purchased through:

- Direct Award under G-Cloud 15
- Completion of the PSC Call-Off Contract and Order Form
- Agreement of a Statement of Work (SoW)
- Issue of a customer purchase order

14. Optional Services (Not Part of Lot 3)

These services are not available under G-Cloud and must be procured separately:

- Fully outsourced managed service
- SLA-based support
- Out-of-hours/on-call cover
- Monitoring and alerting
- Continuous change (MACDs)
- Advanced development or SaaS components

These cannot be procured under Lot 3.

15. Contact Details

Rutlen IT

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