

PAY-AS-YOU USE

cloud based

CALL CENTRE

solutions designed to suit

YOUR BUSINESS



JT's Pay-as-you-Use cloud-based Call Centre combines our Managed Service expertise, and Network and Telecommunications capabilities with Amazon's Amazon Connect solution. This delivers a solution with a very low set-up cost where you only pay for what you use. Because of Amazon's keen pricing models, and the pay-per-transaction pricing the solution TCO is typically 70% of a conventional On-Premise Call Centre.

As an Amazon Partner, JT Global Enterprise will assist you in developing the call flows you need to run the contact centre and will then provide a managed service for the production system.

Overview

Amazon Connect is a self-service, cloud-based contact centre service that makes it easy for any business to deliver better customer service at lower cost. Amazon Connect is based on the same contact centre technology used by Amazon customer service associates around the world to power millions of customer conversations. Following the initial deployment by JT the self-service graphical interface in Amazon Connect makes it easy for call centre managers to modify contact flows, manage agents, and track performance metrics. There are no up-front payments or long-term commitments and no infrastructure to manage with Amazon Connect; customers pay by the minute for Amazon Connect usage plus any associated telephony services.

BENEFITS

Rapid Prototyping



Setting up Amazon Connect is easy. With only a few clicks in the AWS Management Console, agents can begin taking calls within minutes. The Contact Flow Editor allows us to rapidly create contact flows that define effective and efficient customer interactions without any coding. JT will work with you to ensure the Contact Centre delivers the business outcomes you require. Where you need integration with business applications you can take advantage of AWS Lambda functions for serverless functionality.

Scalable and Elastic



There is no infrastructure to deploy or manage, so you can scale your Amazon Connect contact centre up or down, onboarding up to tens of thousands of agents in response to business cycles and paying only for the time callers are interacting with Amazon Connect plus any associated telephony charges.



Reliable

Amazon Connect runs on Amazon Web Services proven infrastructure operating 55 Availability Zones within 18 geographic regions around the world. This makes Amazon Connect more highly available, fault tolerant and scalable than would be possible if a contact centre solution was run from a single data centre.

Pay as you Use

As an on-demand service, you pay for Amazon Connect usage by the minute with no long-term commitments or upfront charges. There is no minimum monthly fee. You are charged based on the number of minutes you use Amazon Connect to engage with your end customers, at the specified per minute rate. Pricing is not based on capacity, agent seats, or maintenance.

AI-Enabled

You can use AWS AI services with Amazon Connect to help your organisation operate more efficiently and improve the customer experience. Integrate Amazon Lex intelligent conversational bots into contact flows to turn automated interactions into natural conversations. Transcribe Amazon Connect recordings with Amazon Transcribe; and extract sentiment and intent from conversations with Amazon Comprehend—then mine the data for customer insights.

Open Platform

Amazon Connect is an open platform so it is easy to integrate with other systems such as customer relationship management (CRM) solutions or the AWS platform. For example, you can use AWS Lambda to run code for a serverless application or backend service to build contact flow experiences that adapt to your customer needs in real time. And Amazon S3 can be used to store call recordings, where you can control access and lifecycle of the data.



FEATURES

Dynamic and personal contact flows

The call handling is based around customer interactions, or “contact flows”, built using the Contact Flow Engine – accessed via the graphical interface. By integrating with other systems you can identify information such as past purchases, contact history, and customer tendencies, which can be used to anticipate end-customer needs and deliver answers to questions before they are even asked.

Skills-based routing

To minimise wait times and ensure an end customer gets the answer they need, it is important to route them to the right agent. With skills-based routing, Amazon Connect ensures contacts are sent to the right agent based on their availability and appropriate skill set to efficiently resolve the issue.

Real-time and historic metrics

Operational efficiency for a contact centre is driven by factors like the number of calls taken per month, average time on hold, and the number of calls in the queue at one time. Amazon Connect provides a visual dashboard with customisable real-time and historical metrics. This enables your contact centre manager to make data-driven decisions to increase agent productivity and reduce customer wait times. Historical metrics also provide longer-term insights to identify common trends with customer issues and overall operational performance.



Natural language chatbots using Amazon Lex

We can build natural language contact flows using Amazon Lex, an AI service that has the same automatic speech recognition (ASR) technology and natural language understanding (NLU) that powers Amazon Alexa.

AI Powered Speech Analytics

The AI Powered Speech Analytics for Amazon Connect solution combines AWS AI Services to help you get started with speech to text transcription, translation into preferred languages, and sentiment analysis to gain insights for agents and supervisors, all in real-time.

Outbound calling

Amazon Connect lets you make calls programmatically using the outbound contact API. You can schedule automated calls for appointment reminders, like doctor appointments and payment due notifications. You can also trigger automated notification calls in response to events, like notifying a customer about credit card fraud on their account. In addition, you can use the outbound contact API to initiate calls from other applications, such as CRM systems, using specific contact flows to inform customers about important information, such as when a service outage occurs.

High quality audio

Sound quality in a call impacts productivity and can lead to wasted time and frustrated end customers. 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 sound, is resistant to packet loss, and provides 16kHz audio to ensure a high quality call experience. Amazon Connect also comes with integrated call recording for agent performance assessment.

Integrations

Amazon Connect comes with pre-built integrations to popular Customer Relationship Management (CRM) systems. There is also an API that can be used to build custom integrations. You can use Amazon Connect with Workforce Management (WFM) suites for agent performance tracking, staffing forecasting and management. Amazon Connect also works with other AWS services like Amazon S3 and Amazon Kinesis for storing recorded calls or streaming detailed contact records in real-time to a data warehouse to merge with business intelligence systems for further analysis.

ChatBots

Amazon LEX can also be used to create AI Chatbots that integrate with channel such as Facebook. And where human intervention is required the Chatbots can transfer calls to Amazon Connect.



Did you know...

A study by US-based customer intelligence consulting firm Walker said that by 2020 customer experience will overtake price and product as the key brand differentiator.

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