



# Route 101 & Amazon Connect



## Transforming your CX at scale

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Your Delivery, Support and Consulting Experts to  
Drive Differentiated Experiences



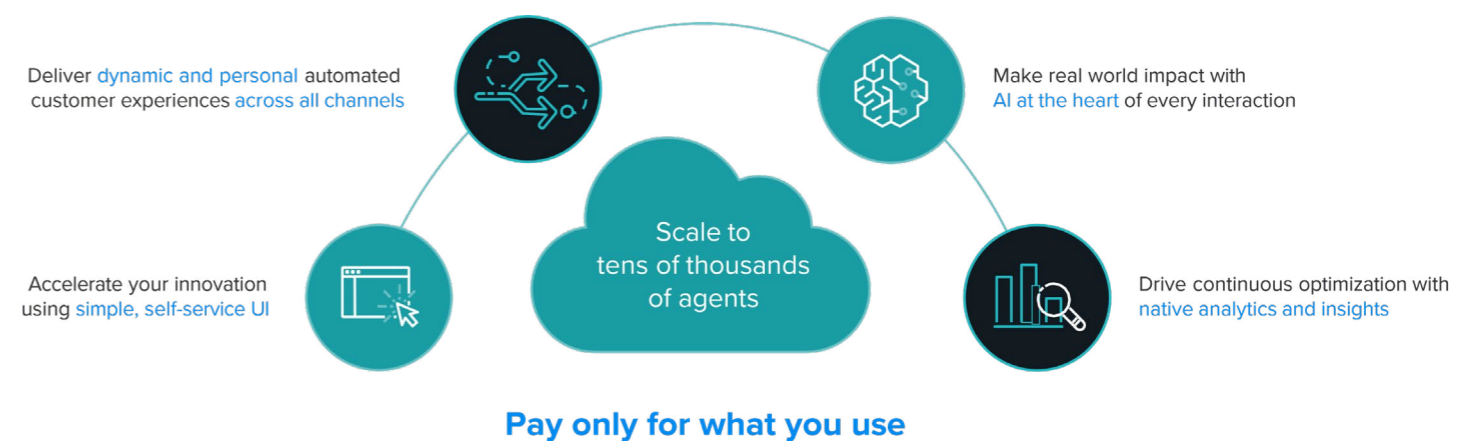
# Amazon Connect Delivered by Route 101

Powering Differentiated Customer Experiences



## Amazon Connect Differentiators

Accelerate CX Innovation with Amazon's Native Cloud Contact Centre



Globally redundant telephony +30 providers, +85 inbound, and +230 out-bound countries Instant access to +200 fully featured AWS services

Delight customers, empower agents, and improve contact centre performance with Amazon Connect. Powered by Amazon Web Services (AWS), Amazon Connect can help innovate customer experiences and reduce costs. Setting up an Amazon Connect contact centre can be done in just a few clicks, and it includes a fully managed, global telephony network.

# About Us

## Our Credentials:

- 20 + AWS Certifications / Accreditations
- Amazon Connect Delivery Partner
- Authorised Commercial Reseller
- Specialised Amazon Connect CX Practice



Collectively, our team have hundreds of years experience in contact centre technology and processes. We benefit from insightful customer experience consultants, incredibly smart solutions engineers, and some of the most knowledgeable project delivery experts in the industry.

It's this combination of varied experience and expertise which informs our business model, our processes, and our ethos; thanks to our backgrounds we know the tried, tested and proven methods for success.

## Areas We Can Help With:

Tailored Design & Implementations

Data Migrations & Integrations

Health Checks

Ongoing Strategy & 24/7 Support

Consultancy & Optimisation

Pre-Built Amazon Connect Environment

# Route 101 Experience Platform (REX)



## Pre-Configured Amazon Connect for your Contact Centre

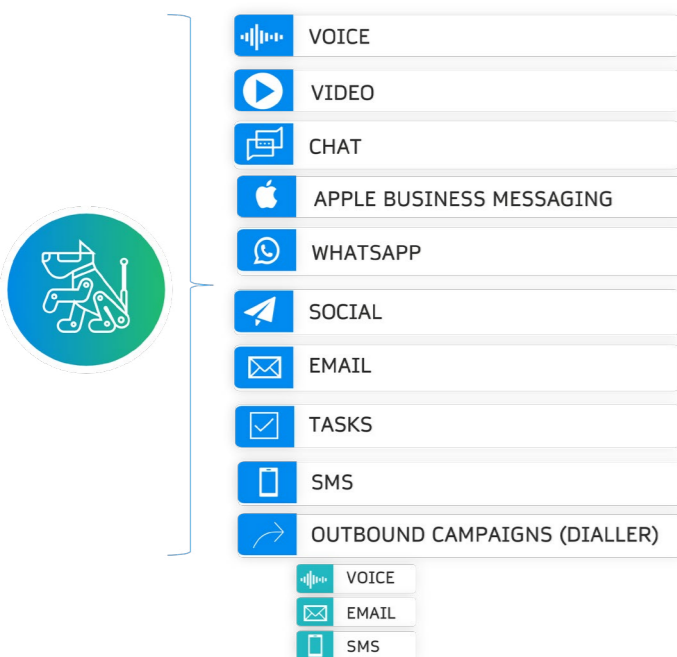
Combining Amazon Connect's highly scalable, pay-as-you-go, advanced contact centre capabilities with sophisticated ticketing and customer support system, REX offers push-button deployment of a pre-configured instance – meaning you're free to focus on what matters: your customers.

Offering a fully managed service (build, hosting and support) and a complete pre-configured instance of Amazon Connect, REX can be deployed in as little as 30 minutes. Removing the need for dedicated developer resource, your team can get up and running with Amazon Connect and seamlessly integrated with your CRM or native Amazon Connect Workspace.

Unlock the full potential of Amazon Connect within your CRM to create, deliver, and tailor seamless experiences through both voice and digital channels.

Transform your customer service with an AI-powered cloud-based contact centre solution that combines your business data with Amazon Connect's advanced voice capabilities.

## Supported Channels:



## Powered by Amazon Web Services (AWS), Amazon Connect puts your business' unique use cases at the heart of your tech stack.

**Customers:** Deliver personalised, self-service journeys: with AI-powered self-service, including Amazon Q in Connect, you can deliver natural, intuitive, multilingual experiences that improve efficiency and lower costs

**Agents:** Increase agent productivity with generative AI: Amazon Q in Connect, a generative AI-powered assistant, agents receive real-time responses and recommended actions, including step-by-step guides, personalised to the end-customers' needs.

**Supervisors:** Measure, track, and improve performance: with AI-powered analytics and optimisation capabilities. View real-time insights and trends from customer interactions, automatically evaluate agent performance, and provide tailored agent coaching to continuously improve customer satisfaction.

## Supported Integrations

CRM	AI Powered Voice Self-Service	Payments	WEM	Data
zendesk	PolyAI	Sycurio	CALABRIO	Amazon Connect
salesforce	Amazon Lex		Amazon Connect	
aws				Amazon Connect Forecasting, Capacity Planning and Scheduling

\*Custom CRMs are supported, with integrations delivered by our professional services team

## Technical Support for REX:

Ensure peace of mind and focus on your core business with our premier support services for Amazon Connect.

Providing 24\*7 support for the Amazon Connect platform, self-service applications, routing and integrations, our Premier Support Packages are here to enable you to focus on your core business.

We support the entire REX platform and will work with our specially selected integration partners as part of our fully managed service.

	Premier Support for REX
Complete REX platform	✓
Integrations (APIs and 3rd parties)	✓
Incident Management (24*7 on call support for P1/P2)	✓
Problem Management Reporting	✓
Change Management	✓
Proactive Platform Monitoring	✓
Maintenance Notifications	✓
Customer Support Document	✓
Request Fulfilment	✓
Configuration Service Requests	All inclusive
Account-led Quarterly Business Review	✓
Monthly reporting	✓
Professional and Development Services	Available as an add-on

# Route 101 Amazon Connect Health Checks

The Route 101 Health Check for Amazon Connect blends the best practices of the AWS Well-Architected framework, with Amazon Connect specific lenses. Reviewing five of the well-architected pillars with questions specifically related to Amazon Connect deployments.

Data is collected through interviews, questionnaire and hands on-analysis of your current deployment to provide a comprehensive overview of your deployment.

## 3-Day Health Check:

### 1. Thorough Data Collection and Investigation (2 days)

- In-depth analysis of your Amazon Connect setup with your AWS Account including
- Evaluation against AWS Well-Architected Framework for Amazon Connect Custom Lenses
- Comprehensive review of five pillars: Operational Excellence, Security, Reliability, Performance Efficiency and Cost Optimisation.

### 2. Expert Analysis and Customised Reporting (1 day)

- Skilled interpretation of collected data
- Identification of strengths and areas for improvement
- Creation of a detailed, actionable report

[Request your Health Check](#)

## Why Choose Our Health Check Service?

- **AWS Expertise:** We leverage the latest AWS Well-Architected Framework for Amazon Connect Custom Lenses to ensure your contact centre aligns with best practices.
- **Comprehensive Coverage:** Our service covers all aspects of your Amazon Connect deployment including operational readiness, contact flows, infrastructure and Amazon Lex.
- **Actionable Insights:** Receive recommendations to enhance your contact centre's performance, security, and cost-efficiency.
- **Time-Efficient:** Get an evaluation of your system in just 3 days.
- **Customised Approach:** Our analysis is tailored to focus on your specific Amazon Connect implementation and business needs.



## Route 101 Amazon Connect Health Checks

### What You'll Gain:

- > **A clear understanding of your contact centre's current state**
- > **Identification of potential risks and areas for optimisation**
- > **A roadmap for improving your Amazon Connect implementation**
- > **Insights to help you make informed decisions about your contact centre strategy**

### Our Sessions Include:

- > **Operational Interview** - a 1 hour interview with the business to understand your priorities and challenges
- > **System Design** - current architecture diagram covering your integrations
- > **IT Assessments** - access to your IT team(s) who support the Amazon Connect instance, AWS and Networks
- > **Systems Access** - Perform scripted and expert review of your environment and configurations.

### Ideal for Organisations Who:

- **Lack confidence in the way their Amazon Connect instance has been set up:** Providing a review touches on many areas, from your AWS account to Operational Readiness, through to how the solution has been built.
- **Feel they aren't getting the most from Amazon Connect:** Many customers who have historic deployments may find there are new services and AI solutions available to them now that weren't previously - which could drive cost reduction and productivity improvements.

# Technical Support: Managed Services



## Taking care of your business and your reputation – no matter what each day brings.

Our support team provide a personal level of service to each one of our customers; we know that it's crucial to a good working relationship, and for giving you complete peace of mind.

Available around the clock, our dedicated support team will take ownership of your issue from the point that it is raised to its resolution and liaise directly with the vendors on your behalf to keep things moving. You benefit from a single point of contact and a clear route for escalation.

Route 101 will support all features of the Amazon Connect service that has been delivered or onboarded by Route 101. This typically includes:

- Approved Integrations
- Incident Management
- Problem Management Reporting
- Proactive Platform Monitoring
- Account-led Quarterly Business Review
- Change Management
- Configuration Service Requests
- Maintenance Notifications
- Customer Support Documentation
- Request Fulfilment
- Professional & Development Services

## Route 101 Premier Support for Amazon Connect

### Supporting you through change

Our Premier Support covers you for Request Fulfilment, Configuration Service Requests and Professional and Development Services. Both Request Fulfilment and Configuration Service Requests are provided as part of our fully managed offering.

Request Fulfilment	Configuration Service Requests	Professional and Development Services
AWS Service Quotas	Hours of operation	Forecasting, capacity and scheduling changes
Product Feature Requests	Updating routing profiles	Dialler changes
General Guidance	Announcement changes	Creation of new flows
	Adding a new DTMF option	Updates to AI Agents/Bots
	Quick Connects	Updates to step-by-step guides
	Contact Lens Rule	Evaluations form creation
	Create new phone numbers	Amazon Connect Cases
	Create agent statuses	Custom reporting
	Amazon Q for Connect document loading/removal	Bot creation/updates

Items that fall outside of Request Fulfilment and Configuration Service Requests are chargeable per hour. This is not an exhaustive list of our services, please contact us with your requirements.

We encourage you to make changes to meet your business needs. While we provide comprehensive managed support, you retain the flexibility to make your own modifications to the system as you see fit. With Premier Support from Route 101 we look after your Amazon Connect instance including routing, configuration and approved integrations. We will leverage your existing relationship with AWS for incident ticket escalations.

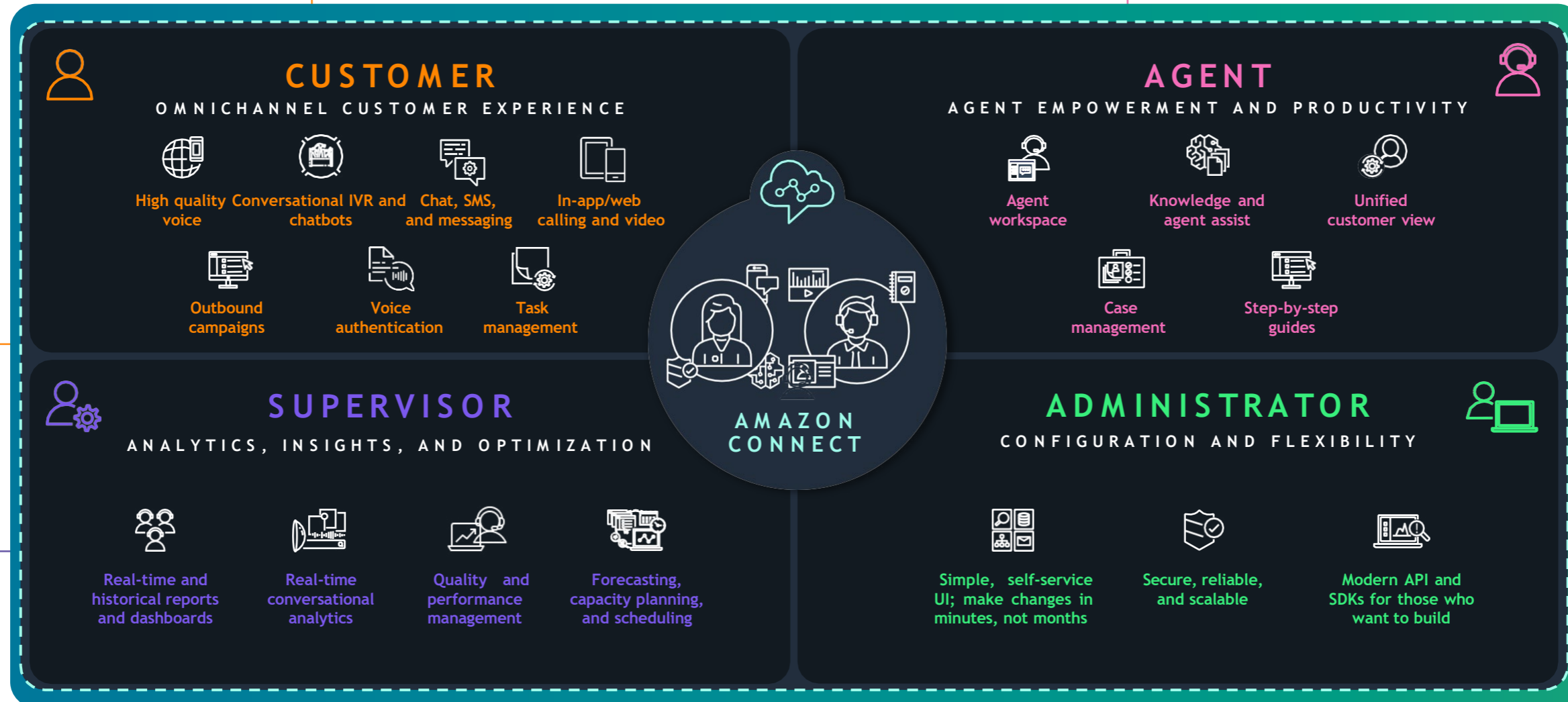
# AI At The Heart Of Every Interaction

AI Agents  
Voice ID

- Understand what the customer wants
- Analyse and authenticate customers using their voice

Amazon Q for Agent Assist  
Automatic transcripts and summaries

- Listen and generate recommended responses for agents in real-time
- Automatically capture and identify key parts of the conversation



Automatic QA  
Identify issues in real-time across voice and digital  
Data driven insights  
Highly accurate forecasting models

- Understand why people are calling and customer sentiment
- Concisely summarise customer contacts
- Provide highly accurate forecasts

Use AI assistant to create outbound calling campaigns  
Automated identity resolution of customer data  
Access to market-leading AI models and services (Amazon Bedrock)

- Resolve customer identity to deliver clean customer data for personalisation

## CONTACT

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