From On-Prem
to Amazon Connect:
Addressing 4 Common Pitfalls When Moving Your Call Center to AWS

ScaleCapacity

Over the past three years, a wave of companies and organizations moved their contact centers to the cloud to resolve a variety of urgent issues, including:

Achieving cost optimization and addressing budget shortfalls

Accommodating a remote, decentralized call-agent team

Scaling rapidly as remote assistance became more necessary during the pandemic

As we settle into the new post-pandemic "normal," a cloud-based contact center has become a strategic decision rather than a reactive measure. Today, organizations are no longer merely looking to increase efficiency or reduce costs. They're also seeking customer experience (CX) solutions that leverage the cloud's agility, flexibility, and computing power to do more—and to be positioned for what comes next.

Enter [Amazon Connect](.) Connect, Amazon Web Service's (AWS) Contact Center as a Service (CCaaS), is a flexible, fast, and secure omnichannel customer service solution. Connect can quickly scale up or down to meet demand, and the customer experience is personalized to each customer via AWS's powerful analytics and artificial intelligence tools.

While setting up Connect is fast and straightforward, the platform must be customized to your business objectives, existing infrastructure, team, and customers in order to maximize your success. In this e-book, we'll walk through some of the common mistakes that companies make as they transition their call centers to the AWS Cloud. By examining potential pitfalls, we can understand how to make Connect work the right way for your specific organization and its goals.

What Is Amazon Connect?

Amazon Connect is an omnichannel cloud-based contact center that creates a unified customer experience, with easy setup and maintenance in the AWS Cloud.

- ⋄ Agents handle all customers from one unified interface, with the ability to log in anywhere, from any device.

- ⋄ Create a personalized customer experience by offering chat and voice assistance based on factors like customer preference and wait times.

- ⋄ Easy integration with other enterprise applications, like Salesforce.

- ⋄ Scales up and down easily to handle seasonal call needs.

4 Common Pitfalls—
and How To Address Them

1 ## Out of the box, Connect can only take you so far without customization.

One reason why so many companies are attracted to Amazon Connect is because getting started is so straightforward and easy. Out-of-the-box implementation only takes a few clicks—within minutes, you can set up basic call flows and start to onboard agents.

Customizing Connect to fit your specific business, however, takes a little more effort. After all, your IT team likely developed and iterated on your on-prem solution over many years; don't expect an out-of-the-box solution to be an immediate fit for your organization. Your team was motivated to move to the cloud to achieve specific business objectives, and it's worth it to take the opportunity to consider how a cloud contact center can improve both the agent and customer experience.

Make sure to think through a few key aspects of your ideal contact center solution, including:

- **Default timeline for metrics:** While Connect stores data for two years, you can only access business intelligence data for the last six weeks through its default interface. That means if you pull up a chart that shows case volume, for example, it will only display data for the past eight weeks.

- **Customized reports:** Your organization has unique objectives and benchmarks. If you want to create customized reports for your business, that functionality must be built. Do you need a bi-weekly report that shows how many new customers each agent contacted? That will need to be built as a customization.

- **Integration with your existing tech:** You likely already have a customer relationship management (CRM) solution, workforce management tools, social media monitoring, and ticketing systems. Connect must integrate with each of these systems to effectively track, measure, and document the customer journey.

Tip: A trusted technology partner can help you tailor Connect to your organization's needs so that your new contact center fits seamlessly within your business processes and digital infrastructure.

ScaleCapacity and Amazon Connect

At ScaleCapacity, we offer comprehensive managed services for Amazon Connect-based contact centers. Our dedicated team provides end-to-end support and expertise to ensure seamless operations and optimal performance for your contact center.

Our Amazon Connect services include:

- System assessment
- System reporting and dashboard
- Admin and user training
- Initial setup and configuration
- Contact flow design
- Integration services
- Performance monitoring and reporting
- System maintenance and upgrades
- 24/7 technical support

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Make a list of requirements, check it twice.

Because it's so simple to implement Amazon Connect, it can be tempting to jump in quickly. But starting setup too quickly can result in uncertainty and delays down the road.

As we discussed earlier, there are ample ways to customize Connect to your organization's needs. We recommend taking time to document the specifications and functionality necessary for your business objectives and team. Before setting up Connect, call a cross-functional meeting and include any leaders whose departments touch the customer journey. Ask: What do they want in their new CCaaS system? What data is essential to their team? What features would help them operate more effectively?

This "wish list" will inform the setup of Connect before you jump in. Rather than having to change course or add additional functionality you didn't expect—resulting in project "scope creep"—you'll know exactly what needs to be built to ensure that Connect will work well for teams across your organization. You'll also understand what technical expertise is required to customize Connect and be able to estimate the cost of customization and build.

Tip: Keep in mind, there's one big requirement you won't need to worry about: size. Amazon Connect can scale as your organization grows—including scaling down during seasonally slow periods.

Documenting Your Call Center Requirements

What are your organization's unique requirements for a cloud-based call center? Use this worksheet to get started with documenting your CCaaS requirements.

▸ How many agents do you support? _____

▸ What is your current/expected call volumes per day? _____

▸ What languages do you need to support? _____

_____

▸ Which of these features do you need to support through your CCaaS solution?

☐ Callback

☐ Voicemail

☐ Outbound email

☐ Outbound SMS

▸ Do you have outbound campaign requirements? What are they?

_____

_____

_____

▸ What metrics are most important to measuring customer experience?

_____

_____

_____

Be aware of soft and hard limits.

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Like all solutions, Amazon Connect has limits—called quotas. If you plan to migrate your contact center to the AWS Cloud, you should be aware of these limits ahead of time. Let's start by exploring what we mean by "quotas."

Quotas are both hard and soft. Soft quotas are adjustable and can be increased upon request based on the needs of your business. Hard quotas cannot be changed because they involve rules for how the software operates. Here are two examples of soft and hard quotas for Amazon Connect:

- ❖ **Soft quota example:** On Connect, the default number of concurrent active chats per instance of Connect is 100, including chats that are waiting. However, because this is a soft quota, that number can be increased if your organization requires a higher volume of concurrent chats. Requests for small increases can be processed and approved within hours.

- ❖ **Hard quota example:** The maximum duration that a task can be scheduled in the future is six days. This setting cannot be adjusted within Connect.

As you begin to document your requirements for Connect, make sure to build quotas into the equation. What quota increases will your team need to request? Are there any hard quotas that could impact your business processes?

Tip: Work with your technology partner to examine the hard limits within Connect. Discuss a plan proactive plan for creating workarounds.

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Connect is still evolving— and so is your team.

By moving to Amazon Connect, you're investing in the future of your business. Not just from a scalability standpoint, but also in terms of cutting-edge functionality. With Connect, you can be assured that you're always getting the latest CCaaS technology—without compromising security and availability. For instance, Connect is already embedded with AI-driven features that help you forecast, capacity plan, and schedule.

Usually, when new services and features are added to the backend, Connect's evolution won't impact your team. But if a user-facing feature or dashboard is changed, that will require your agents to learn something new. It can be difficult for organizations to keep up with these changes—especially if you have a large, distributed workforce. When changes impact agents' day-to-day work, make sure you offer training and remind team members to check out AWS's free resources.

Tip: Training matters—as does the timing of rollouts. When scheduling training sessions, consider when your customer service team experiences low-volume periods. A trusted technology partner can lead training and immersion days and help you with scheduling to stay ahead of change.

Ask Yourself Not If... But How?

While making the move to a cloud-based contact center may seem intimidating, rest assured it can be done. Consider that nearly 75% of contact centers have moved partially or fully to the cloud. Indeed, the percentage of fully cloud-based contact centers quadrupled in a single year—between 2020 and 2021.

The question today is not if you can migrate your contact center to the cloud but how you do it. How you migrate will impact the efficacy of your CCaaS solution. Before you begin setup, remember the following questions:

- ◈ Do you know what modifications need to be built?
- ◈ Have you documented your unique requirements for your contact center?
- ◈ Do you understand which quotas will impact your business processes?
- ◈ Do you have adequate training for agents?

A technology partner like ScaleCapacity can help you answer all these questions and build the customizations required, allowing Connect to fit seamlessly into your business. ScaleCapacity has been helping organizations transition to Amazon Connect since the service's launch in 2017. We understand Connect's power to provide scalability, flexibility, and security to customer service, and we have the expertise to tailor its functionality to your business objectives.

If you'd like to learn more about how ScaleCapacity can improve your customer experience using Amazon Connect, contact us at info@scalecapacity.com or visit our website.