



Next-Gen Call Center Solution

The Smartronix Omnichannel Contact Center Solution with Amazon Connect

Call centers are under tremendous pressure to provide the highest quality service with constrained budgets, staff, and technology to meet today's demands. Smartronix has worked with many organizations to address these challenges and provide a next-generation call center solution using the Amazon Connect platform.

Designed from the ground-up to be omnichannel, Amazon Connect provides a seamless experience across voice and chat for customers and agents; and provides one set of tools for skills-based routing, powerful real-time and historical analytics, and easy-to-use intuitive management tools.

The Smartronix Cloud Assured team uses Amazon Connect to provide modern, next-gen call center solutions for customers to be able to scale and meet their customer's demands quickly and efficiently. The Cloud Assured team can provide 24x7x365, Service Level Agreement (SLA)-driven, managed services support designed to meet international security, data sovereignty, and Government privacy mandates.

About Amazon Connect

Amazon Connect is an easy-to-use omnichannel cloud contact center that helps companies provide superior customer service at a lower cost and is the same technology used by Amazon Customer Service Agents to serve their own customers daily.

Omnichannel allows you to meet customer's needs by providing interaction through voice or chat. Amazon Connect is easy to deploy and configure; and has the flexibility to add such continued enhancements as speech-to-text, Natural Language Understanding (NLU), Artificial Intelligence (AI) and Machine Learning (ML), microservices, and integrations with third-party tools and systems.

Amazon Connect is a highly scalable, highly available, and highly secure cloud-based solution, which means IT teams no longer need to manage servers and software and can now focus on higher-value contributions to other business goals and objectives for their agency or organization.

How Smartronix Helps Customers with Amazon Connect



REMOTE WORK CAPABILITIES

As part of the AWS cloud, you can support your customers by accessing Amazon Connect from anywhere in the world in a secure, reliable, and highly scalable way. Agents and Managers just need a supported Web browser and an Internet connection to engage with customers from anywhere.



BUDGET FRIENDLY

With Amazon Connect, you pay only for the time you spend interacting with customers, plus any associated telephony and messaging charges. Also, there are no minimum monthly fees, long-term commitments, upfront license charges, and pricing is not based on peak capacity, agent seats, or maintenance.



TRAINING ACROSS MULTIPLE CHANNELS/INTERFACES

Amazon Connect has a single User Interface (UI) across both voice and chat for contact routing, queuing, analytics, and management. This omnichannel experience means that Call Center Agents do not have to learn and work across multiple tools.

Smartronix has been an APN Premier Consulting Partner since the program's inception and has earned more than 12 AWS programs and competencies.

- 5 AWS Competencies
- 5 AWS Partner Programs
- 4 AWS Service Validations



How Smartronix Helps Customers with Amazon Connect (continued)



FLEXIBLE CALL FLOW MANAGEMENT

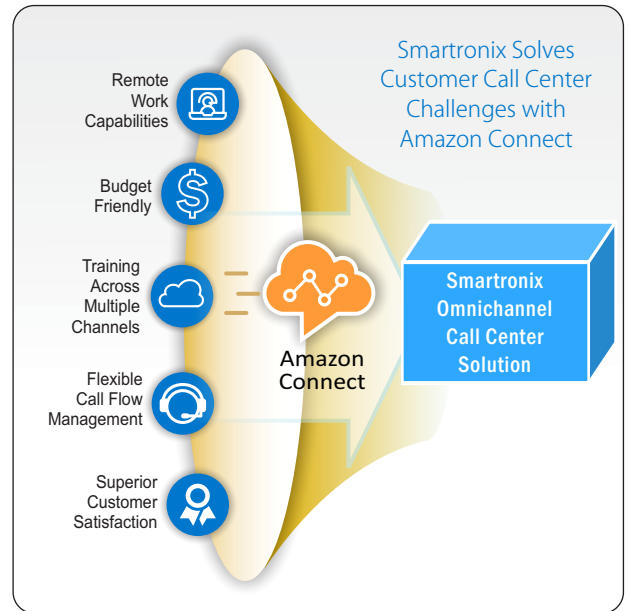
With Amazon Connect, you can build call flows, rules, and reports once and enable across channels. An Amazon Connect contact flow defines the customer experience with your contact center from start to finish, including setting logging behavior, setting voice, capturing customer inputs (spoken or by pressing 0-9 on the phone keypad), playing prompts, transferring to appropriate queue, etc. Using the Amazon Connect contact flow builder's graphical UI, Contact Center Managers can easily create dynamic, personal, and automated customer experiences without the need to write a single line of code. Amazon Connect makes it possible to design automated contact flows that dynamically adapt to the caller experience in real-time.



SUPERIOR CUSTOMER SATISFACTION

For your end-customers, this means they can interact with your Agents on voice or chat based on factors such as personal preferences and wait times. Your customer can keep working with the same Agent across channels, but if the customer ends up working with multiple Agents, their interaction history is preserved. Amazon Connect's omnichannel contact center improves customer experience while reducing resolution time.

In addition, Amazon Connect is highly flexible and allows you to leverage other AWS services. For example, using AWS Lambda can create targeted and personal experiences by accessing virtually any back-end system and allows you to easily access such information as; past purchases, contact history, and customer tendencies. These can be used to anticipate end-customer needs and reduce the amount of questions asked, saving valuable time and improving customer satisfaction.



CUSTOMER SPOTLIGHT | State of West Virginia - Department of Workforce

During these unprecedented times, individuals are understandably calling their state's workforce and labor agencies in large numbers, overwhelming phone systems and call centers. In West Virginia, the Department of Workforce (Workforce West VA - the organization that oversees the state's unemployment insurance program) wrestled with their call center operations to keep up with the spike in call volume. Workforce West VA turned to Smartronix to modernize their contact center. Understanding the agency's need for a secure, reliable, and scalable modern contact center, Smartronix deployed Amazon Connect, an omnichannel cloud contact center. Our Cloud Assured team created and implemented the contact center within 72 hours and on day one of operation, 98.7% of calls were answered. This solution was implemented without additional investment in on-premises hardware and quickly led to a modern, digital contact center system that sits at the core of the workflow and can be integrated with other key services. Our customer was able to greatly improve their customer service, increase operational efficiency, and gain valuable insight in record time.



SMARTRONIX CLOUD ASSURED SOLUTIONS

As an APN Premier Consulting Partner, Smartronix offers a complete set of assessment, planning, and implementation services for all of your cloud needs. Our Amazon Connect Experts are skilled in the design, development, and deployment of the entire Amazon Connect ecosystem of AWS Services, including AWS Lambda, Amazon Lex, Amazon Translate, Amazon Transcribe, Amazon Polly, and more.

Let us help you solve your business challenges with our Cloud Assured solutions. Contact us today to build your next-generation call center!



100+ AWS Customer Launches
200+ AWS Certifications

Contact our
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