

Adding Powerful Outbound Campaign Management to Amazon Connect

A BUSINESS PAPER



Conversational Engagement

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Amazon Connect is an open and highly scalable cloud contact center service that makes it easy for any business to deliver better customer service at a lower cost. This popular solution is based on the same contact center technology Amazon customer service associates around the world use to power millions of customer conversations. While employed by the likes of Capital One, Comcast, GE and Intuit, Amazon Connect lacks a centralized, omnichannel outbound campaign manager.

Organizations that employed Amazon Connect or plan to purchase it, will need to integrate a third-party dialer and campaign manager to gain any automated dialing capability. With Acqueon, however, businesses can buy an all-in-one integrated solution featuring Amazon Connect and a built-in predictive, progressive & proactive dialer, with powerful campaign management feature set. In fact, Acqueon works hand in hand with Amazon's product development teams, and we have gone through and successfully completed their rigorous certification process. So, when we say "all-in-one", we mean it.

This integrated, all-in-one cloud solution offers many advantages over the third-party add-on approach, including:

Effective Interactions & Superb CX

- An AI-based customer lead prioritization and contact strategy engine for real-time customer segmentation and prioritization
- Bi-directional customer engagement through preferred channels
- Omni-channel proactive engagements across voice and digital channels (email, chat)
- Built-in connectors to popular CRM applications for bi-directional data flow
- Excellent control over number and type of interactions
- Integrated analytics dashboard with business insights
- Compliant outbound reach

Improved Agent Productivity & Ease of Management and Operation

- Inbound/outbound blended agents' mode
- Voice dependability by using the same voice infrastructure
- Single point of contact for support issues (Amazon Connect and Acqueon work as a single support organization)
- Comprehensive compliance wrap-around
- Enhanced agent productivity tools integrated with Amazon agent desktop software
- Built-in real-time and historic reporting for the CC
- Built-in integrations for call recording, quality monitoring and workforce management
- Extensive reporting on agent and service performance metrics

- Completely API based platform; any integrated workflow or customization is performed at agent and campaign level
- In-app push notifications (a la Amazon PinPoint) to alert managers to important metrics for immediate action

? Why Amazon Connect?

Amazon Connect's flexible and dynamic payment model makes it easy, customizable and cost effective to scale infrastructure up and down as necessary prior to, during and following calling spikes without pre-planning. Amazon also offers month-to-month contracts with no long-term commitment. These reasons, as well as customized extension via programmability and the cloud solution running on Amazon's highly reliable AWS (Amazon Web Services), make it a popular purchase for companies of all sizes.

According to Amazon, "Setting up a cloud-based center should take nothing more than a few clicks through the AWS management console, and agents will be managing calls in minutes."

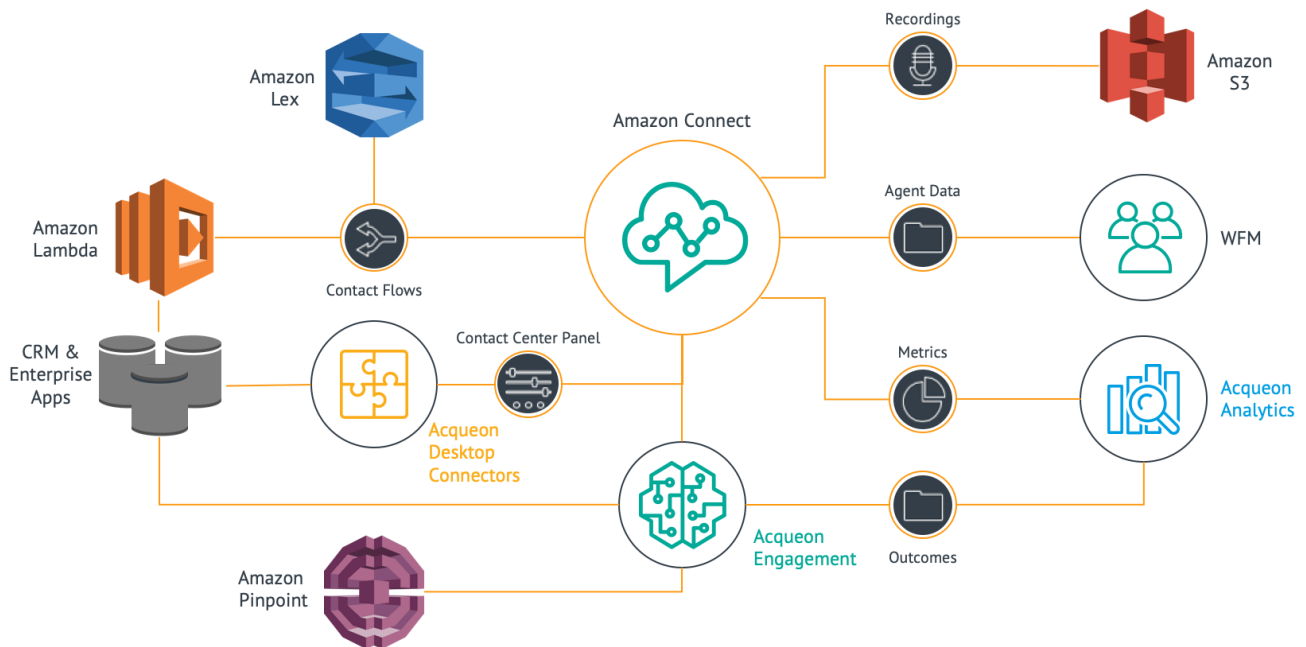
Why Amazon and Acqueon?

The joint cloud-based, omni-channel, outbound engagement platform easily and seamlessly integrates with available Amazon services, such as Amazon Lambda (event-driven cloud computing platform), Amazon S3 (Simple Storage Service) and Amazon PinPoint (cloud marketing and analytics service). Amazon and Acqueon also use the same voice infrastructure, thereby minimizing any points of failure. The combined solution also enables agents to work in blended mode – using the same agents for both inbound

and outbound - and the engagements are empowered via our CRM connectors which exchange data with CRM.

Pre-built integrations make it easy to roll out an integrated Amazon/Acqueon solution or to augment your existing Amazon Connect with Acqueon. For net-new customers, simply roll out one integrated cloud system. Existing Amazon Connect customers can add Acqueon with the push of a button.

Acqueon for Amazon Connect



Additional highlights of the joint Amazon Connect and Acqueon cloud solution include:

AI and Machine Learning – Includes very strong AI/ML-led algorithms for list integration and alignment with business objectives. Fits into any type of campaign and predicts best-time-to-contact, prioritizes customers based on propensities (to collect, to buy, to pay, to churn); also includes specialized models for sales, marketing, service and collections functions.

Single Point of Contact for Support – By using the same voice infrastructure and by working together to support customers, Amazon and Acqueon offer a single point of contact for service and support. This streamlines issue resolution, compared to organizations that employ multiple, disparate vendors for their outbound interaction and analytics needs.

Comprehensive Compliance – Customers are ready to proactively ensure all compliance is met on a regional level. Three levels of filtering and a prepackaged, single, consolidated list of DNC customers are included to successfully integrate DNC across multiple states. Advanced segmentation between landline and mobile numbers validate whether an individual can or cannot be called. If consent is given, the joint solution pushes the number into the dialer and connects the live party to an agent. If no consent is given, the dialer makes the agent call manually/direct via softphone in order to maintain TCPA compliance.

Enhanced Agent Desktop – Acqueon natively integrates with the Amazon Connect Contact Center Panel and provides enhanced agent productivity and CX optimization tools.

Agents are automatically armed with pre-populated insights about the customer and the campaign, so they do not have to scramble to find a customer's background and context. A comprehensive view of each customer's interaction journey is also presented, across both inbound and outbound channels. Agents will know how many times the organization has spoken to the customer, which channels they prefer, and the context of each interaction (e.g. showed interest, declined interest, needs more time in order to make purchasing decision). The system provides a comprehensive call guide to help the agent know what to say next, based on what the customer says.

Features include agent scripting, multiple campaign disposition (agent is given perspective on the various campaigns that were earmarked for each customer) and next best action (e.g. which additional offers to make, which products to upsell, etc.).

CRM Integration – Built-in CRM connectors with bidirectional CRM integration to ServiceNow, Microsoft Dynamics and Salesforce. With these native connections, agents can click to select business outcomes for an inbound/outbound call using wrap-up codes. The connector can automatically search for incidents or new leads, contacts, opportunities; and save their activity history, wrap codes, and comments directly on the CRM. During a call, screen pops provide customer information to give agents complete context in order to best address their needs. Immediately after an interaction,

business outcomes or dispositions can be marked within the agent screen along with wrap-up information, customer comments and access to personal statistics.

Multi-Channel Support – Leverage more than one channel to reach customers via a right-connect omnichannel strategy – reaching out via their preferred channel and day/time. This includes phone, chat, SMS and email.

Softphone for QM and WFO – Use built-in recording functionality of Amazon Connect soft phone for QM (quality management) and WFO (workforce optimization). Customers automatically integrate with the recording solution. The right APIs are automatically triggered when recording outbound interactions. Push recordings to storage space for transcription in order to extract insights for customers' sentiments and service quality. Additional outbound compliance capabilities are built into the platform as well.

Extensive Reporting – Extend the capabilities of Amazon Connect's built-in reporting function by generating real time and historical reports from your contact center and enterprise data. You will quickly uncover and pinpoint critical operational and business insights, which you can act upon right away to improve performance.

Agent/Campaign Level Customization – Any integrated workflow or customization is performed at the agent and campaign level for more immediate corrections, which accelerate efficiency and increase productivity.