

aws marketplace

Amazon Connect

Reviews, tips, and advice from real users



Powered by  PeerSpot



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Product Recap



Amazon Connect

Amazon Connect Recap

Amazon Connect offers a cloud-based contact center solution, featuring seamless AWS integration and AI capabilities like Lex Bot. It enables cost-effective, scalable operations across global locations with a pay-as-you-go model, eliminating maintenance fees and hardware requirements.

Amazon Connect revolutionizes contact centers by integrating AI-driven automation and real-time analytics for efficient operations. It supports agents with flexible call routing, machine learning insights, and an intuitive design. Businesses benefit from its scalability and reliability while leveraging its global reach. While it excels in many areas, improvements are needed in pricing structure, workforce management features, CRM integration, and multi-channel communication capabilities. Further enhancements in call quality, outbound call features, and security would strengthen its market position.

What are the most important features of Amazon Connect?

- **Seamless AWS Integration:** Easily connects with AWS services for enhanced operations.
- **AI Capabilities:** Utilizes Lex Bot for intelligent call handling and automation.
- **Flexible Call Routing:** Adjusts to meet diverse business needs and workflows.
- **User-Friendly Interface:** Allows quick setup and management.
- **Analytics and Machine Learning:** Provides real-time insights and automation.

What benefits and ROI should users look for in reviews?

- **Cost-Effectiveness:** Pay-as-you-go model minimizes expenses without maintenance fees.
- **Scalability:** Adapts to business growth across global locations.
- **Reliability:** Ensures continuous and seamless operations.
- **Efficiency:** Reduces need for VoIP hardware, optimizing resources.
- **Omni-channel Capabilities:** Supports voice, chat, and email communication.

Amazon Connect is widely utilized by organizations migrating from traditional contact center solutions like Cisco and Avaya. Integrated with CRM systems such as Salesforce and ServiceNow, it enhances call routing, IVR, and agent dashboards, promoting efficiency. Industries benefit from its AI-driven automation and softphones to streamline communication processes, particularly in those seeking to modernize and achieve seamless omnichannel customer engagement.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “The feature I find best about Amazon Connect, which is currently on trend, is the artificial intelligence; it helps us maintain continuity with the client—for instance, if a client calls for a ticket and calls again after three days, we can keep the same ticket or request to provide follow-up with the same agent or person.”



Santiago Enrique Montoya Sandoval

Voice Engineer at Softtek

- ✓ “Amazon Connect is an easy tool to use, and one of the big things is when you look at a customer's journey and how you want to present it, it all starts with what they call contact flows, which essentially is a flowchart that can be omnidirectional with a drag-and-drop process where it's building blocks of how you want the customer's journey to go.”



Jamie Elms

DevOps engineer at Mission Labs

- ✔ “The stability of the application and the services of Amazon Connect is very good, especially when it integrates with Lex, making the customer service solution more efficient.”



Amr Ehab

Solution Architect at Rutotech

- ✔ “Amazon Connect has positively impacted our organization because we used to have manual processing to gather more information and then create the summary, which takes time for our customers, but now it's a plug-in solution, and this summary is very helpful for us to review and settle the claim early.”



Abhilash Chandran

Solutions Architect at a financial services firm with 11-50 employees

- ✔ “The most helpful feature of Amazon Connect is Lex Bot, which is an inbuilt AI chatbot; it is very easy to develop a chatbot and the voice bot solution on Amazon Connect.”



ABHAY MISRA

Senior Principal Consultant at Moksa Technologies Pvt. Ltd.

- ✔ “Amazon Connect is an integrated solution, which is attractive because a customer doesn't have to worry about which product to buy; they buy one product and that gives them everything.”



DeliveryMgr479

Director - Emerging Technologies at Speridian Technologies

- ✔ “The Connect Lens feature most improves contact center efficiency by providing insights into customer journeys, behavior, and sentiment scores, allowing for areas of improvement to be identified and addressed.”



Manoj Suresh

Director AWS at NeuraFlash India Pvt Ltd

What users had to say about valuable features:

“What I appreciate best about Amazon Connect is its simplicity. You can easily set up a contact center solution within a couple of hours, which is extremely beneficial. Its cost is really advantageous when compared to other contact center solutions, as deploying your own on-premise contact center solution would be way more expensive than this.

The integrations that you can make within this system are extensive. You can integrate Amazon Connect with virtually any service that offers an API, which is great..”

Noel Perez

Cloud specialist at Outplex

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“The feature I find best about Amazon Connect, which is currently on trend, is the artificial intelligence. It helps us maintain continuity with the client. For instance, if a client calls for a ticket and calls again after three days, we can keep the same ticket or request to provide follow-up with the same agent or person. That is a valuable feature.

“Another important capability I discovered is that, from a technical perspective, you can select the caller ID in such a way that if one of your direct numbers fails, you can select another one to proceed with the calls. The system is not dependent on one calling number..”

Santiago Enrique Montoya Sandoval

Voice Engineer at Softtek

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“Amazon Connect is an integrated solution, which is attractive because a customer doesn't have to worry about which product to buy; they buy one product and that gives them everything. The functionalities such as speech-to-text for call summarization are much easier to configure now compared to earlier days.

“The machine learning models allow for near real-time data analysis and insights about customer opportunities and challenges.

“Automation with AI-powered services has improved significantly. The system takes care of collecting notes for agents, allowing them to focus on the customer's problems. It also understands problems and recommends solutions, making agents more informed compared to earlier setups..”

DeliveryMgr479

Director - Emerging Technologies at Speridian Technologies

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“The most helpful feature of Amazon Connect is Lex Bot, which is an inbuilt AI chatbot. It is very easy to develop a chatbot and the voice bot solution on Amazon Connect.

“The Lex Bot has helped us improve automated customer response and overall services that we're providing. There are certain good features about Amazon Connect which are related to artificial intelligence. One is the Lex, and the other one is Amazon Q, which provides the agent assist feature. When a call or chat is coming, on a real-time basis, it analyzes and gives suggestions to the agent from the knowledge base about possible solutions or answers to the customer's query. Amazon Q is very good at providing suggestions on the agent side, which makes agents' work very easy and efficient..”

ABHAY MISRA

Senior Principal Consultant at Moksa Technologies Pvt. Ltd.

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“Behind the scenes, Amazon Connect is the plug-and-play solution which calls the APIs, and that is what we use with NICE CXone IVR.

“The best features Amazon Connect offers are plug-and-play concepts that are easy to configure within our AWS stack in our account, and we don't need more expertise on it.

“The ease of configuration of Amazon Connect has helped my team significantly; it's pretty much an initial learning curve, but the remaining features are all available, and we have been using AWS stack since we have expertise and developers that are very close, and we work with AWS partners and certified resources.

“Amazon Connect has positively impacted our organization because we used to have manual processing to gather more information and then create the summary, which takes time for our customers, but now it's a plug-in solution, and as I discussed earlier, this summary is very helpful for us to review and settle the claim early..”

Abhilash Chandran

Solutions Architect at a financial services firm with 11-50 employees

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“What I appreciate best about Amazon Connect is their excellent case and profile system. I've specifically been using Amazon's ability to store customer profiles and then attach cases to them. Similar to Zendesk and Jira with ticketing systems, where if a customer calls in, the phone number can be recognized and attached to a profile, and then you can create a case for the individual use case of why they've called. They've worked extensively on that lately with the CCP, which is the control panel they have.

“They've added significant functionality with the ability to add dropdown menus for agents and made it more interactive for the agents.

“The benefits I have seen from using Amazon Connect mainly relate to the use of agents. When it comes to contact centers specifically, the most beneficial thing you can do is make it easy for both the customer and the agent. The customer being able to use an IVR, whether it's voice or DTMF, however you decide to set it up, their ability to navigate to where they need to be, and the ability for the agent to already have that information in front of them when they're approached with the contact makes it a significantly more fluid process..”

Jamie Elms

DevOps engineer at Mission Labs

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Other Solutions Considered

I have not been working with the omnichannel communication feature. I have not been using something similar to Amazon Connect, to be honest, but especially now with Google, I am focusing on the serverless services more, like Cloud Run and Cloud Function.

Amr Ehab

Solution Architect at Rutotech

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“We used other systems before for outbound calls and telephony needs. Amazon Connect is really simple, straightforward, and very flexible. It has a real edge over competitors..”

Verified user

Service Delivery Manager at a comms service provider with 201-500 employees

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“All solutions such as NICE or Genesis are good but are more traditional standalone solutions, whereas customers are leaning towards integrated solutions such as Amazon Connect with a pay-as-you-go model.

“Amazon Connect currently has the maturity for that model..”

DeliveryMgr479

Director - Emerging Technologies at Speridian Technologies

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“I previously used a different solution. A few years ago, I worked for a company called Connex, which is one of the leading distributors. Unical company is absolutely fantastic. I worked for them a very long time ago and I know things have changed dramatically for them with their ease of use. Speaking comparatively to when I first started at each company, I'd say that Amazon Connect is easier to use, but that's not putting Connex down. I think Connex is a fantastic system. It's just a bit more expensive and more for the heavier hitting businesses..”

Jamie Elms

DevOps engineer at Mission Labs

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“I prefer Amazon Connect over other tools when a customer already has an ecosystem of AWS and applications on AWS Cloud because it is easy to integrate with multiple applications. Genesys is purely focused on the contact center platform. Where there is a need for complex routing and the focus is more towards the contact center solution, Genesys is preferable. It actually depends upon the ecosystem. If it is more towards the integration side, connecting to multiple applications on AWS, then Amazon Connect is preferred.

“Regarding the pricing of Amazon Connect, compared to Genesys, it is very cost-effective. It is approximately 50 to 60% cheaper. The best part of Amazon Connect is pay-as-you-go services, so it's not that everything has an upfront cost as with Genesys..”

ABHAY MISRA

Senior Principal Consultant at Moksa Technologies Pvt. Ltd.

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ROI


Real user quotes about their ROI:

“It will be worth the investment. I'd recommend it, especially if your employees are located globally or use a hybrid work model. It's very easy to use. Agents can log in and connect with customers from anywhere.

It provides a good overall experience..”

Rajni Kumar Jha

Senior Software Engineer at JPMorgan Chase & Co.

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“It is worth the money. Compared to a traditional on-premise call center, which can be costly and resource-intensive, Amazon Connect can offer significant savings. This is especially true if your use cases are straightforward, call volume is manageable, and you have an existing CRM to integrate.

Sometimes, the total Amazon Connect bill could be on par with, or even less than, what you'd pay just for SIP trunks or PSTN lines in a long-term on-premise setup. So, in many situations, moving from on-premise to cloud-based solutions like Amazon Connect can absolutely provide a good ROI..”

Venkata Maniteja Alapati

Senior Director of Product Management at Sprinklr

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Use Case

“I create solutions for different companies in different industries using Amazon Connect. I basically prepare the architecture, create the budget, and deploy the solution..”

Noel Perez

Cloud specialist at Outplex

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I have been using Amazon Connect for a couple of months for one of my customer projects. We used Amazon Connect for a customer similar to Teleperformance who was asking for a service to handle the customer service environment. The customer asked for integration with Amazon Connect and Amazon Lex.

Amr Ehab

Solution Architect at Rutotech

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“My main use case for Amazon Connect is for IVR Plus. A specific example of how I'm using Amazon Connect for IVR Plus is that it's part of our claims. Amazon Connect fits into our claims workflow by gathering information and looking up to make sure the call and the claim number match, and then getting into the appropriate connecting part, after which we get the summary of the call..”

Abhilash Chandran

Solutions Architect at a financial services firm with 11-50 employees

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“Primarily, the main use case for Amazon Connect as a contact solution is to integrate with a CRM solution and do screen pop-up and CTI integrations.

“You can also get real-time insights from your call conversation or do call summarization and send that information back to your customer.

“You can convert those conversations into text language and run machine learning models or AI models on top of that, providing insights through call summarization..”

DeliveryMgr479

Director - Emerging Technologies at Speridian Technologies


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“I used to work with Amazon Connect at a company where we had proof of concept labs that we offered to clients. My co-workers and I designed products to offer to clients, including integration with Salesforce or integration with Zendesk. These are the most demanded integrations that clients seek in contact center applications.

“Additionally, we worked with the standard features that Amazon Connect has, such as the design and configuration of flows and IVRs, configuration of queues, and other essential functions that every contact center application should have..”

Santiago Enrique Montoya Sandoval

Voice Engineer at Softtek

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“We use Amazon Connect mainly as an omnichannel system for email, voice, SMS, and web chat. If you asked me about a year ago what we used it for, it would have been that we used the infrastructure of AWS to create our own software to implement and amplify the effects and create our own solutions.

“Within the last year, Amazon Connect has been absolutely incredible at building their own new services and systems. That has meant that Amazon Connect is standalone and can stand on its own. It doesn't need a wrapper anymore. There's a lot more interactivity they've built into it..”

Jamie Elms

DevOps engineer at Mission Labs

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

Regarding the installation of the product, it is not that easy but still in the average. It is not easy 100% or difficult 100%. It is just a step through and you did it; it is not that difficult.

Amr Ehab

Solution Architect at Rutotech

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“The initial setup was quite easy, rating it a ten. There is good documentation and handy tools available. We also received assistance from our DevOps and solutions team, which further facilitated a smooth deployment..”

Syed Abid Jafery

Managed Services Engineer - AWS / UC & WAN at Digital Island

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“ The initial setup is moderate. If you have the training experience, it will be easy to create one, but you will need some training if you don't.

You will need to do some training before you can use it..”

AayushJain

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Consultant at a tech vendor with 10,001+ employees

“The initial setup with Amazon Connect is straightforward. You can find a tutorial online and you can set up a contact center with basic functionality, such as receiving calls and outbound calls, within a couple of hours. Anybody without technical experience can do that..”

Noel Perez

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Cloud specialist at Outplex

“For a small, straightforward Amazon Connect contact center, setup is easy. However, if you need extensive back-end integrations – like external authentication, pulling data from third-party sources, complex data presentation, or integrating with other systems – the process becomes more complex.

In these cases, you'll need expertise beyond just Amazon Connect engineers. You'll likely require developers familiar with Lambda, other AWS services, and potentially additional programming and scripting languages. So, while a basic setup can be done quickly (even within a day), more complex integrations with Amazon Connect will certainly take longer.

The good news is that it's self-service. You can log in, create an account, and start working right away. You'll find icons in your Amazon settings to get started..”

Venkata Maniteja Alapati

Senior Director of Product Management at Sprinklr

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“The initial setup and deployment is straightforward. You could have an Amazon Connect instance set up within five minutes. There are many options that from a non-technical perspective, such as a call center manager, might be confusing during setup because you can configure CloudWatch and Lex and Lambda against it. If you wanted to build a contact center tomorrow, you could do it in five minutes with Amazon Connect. It might not be optimal, but you can get it set up.

“Amazon Connect is an easy tool to use. One of the big things with Amazon Connect is when you look at a customer's journey and how you want to present it to the customer, it all starts with what they call contact flows, which essentially is a flowchart that can be omnidirectional. They have a drag-and-drop process where it's building blocks of how you want the customer's journey to go. That means that you can have IVR components where it's click one to go this direction, click two to go this direction. That is as simple as just dragging a get customer input block and then configuring which number to what journey you want the customer to go to. Any contact center manager could realistically pick this software up. They might not be able to use it to its full capability, but anyone could pick it up and use it..”

Jamie Elms

DevOps engineer at Mission Labs

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Customer Service and Support

“My impression of the support team from Amazon on a scale from one to 10 would be a seven. This rating is because globally, there are not enough engineers with sufficient experience with Amazon Connect. While it is not a new product, the people who provide support don't have enough experience in my consideration..”

Santiago Enrique Montoya Sandoval

Voice Engineer at Softtek

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“Based on incident priority, support is available via web, phone, and email. However, issues that involve other AWS services sometimes delay resolution. Overall, customer service is rated seven out of ten..”

Manoj Suresh

Director AWS at NeuraFlash India Pvt Ltd

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“I interact with the Amazon support team regularly. Previously, the experience was good, but lately, the response hasn't been as helpful. This might be due to a team change or a reduction in resources. In the past, they provided solid support, but that's no longer the case..”

AayushJain

Consultant at a tech vendor with 10,001+ employees

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The technical support from AWS is average.It is average because not every time I find a solution. Sometimes I debate with the support team but without result. We try to find a workaround by ourselves. But sometimes they give us the answers. That is why the support is not 100% providing the solutions we need or helping us and not 100% solving any issue. So they are in the average.I would rate support from a six to seven.

Amr Ehab

Solution Architect at Rutotech

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“AWS Premium Support has been very helpful. For urgent issues, they have been willing to get on phone calls or Chime meetings to assist. Their response to non-urgent issues is also prompt, usually providing resolutions within a few hours.

All the support engineers have been polite, patient, and provided time to explain problems before offering solutions..”

Syed Abid Jafery

Managed Services Engineer - AWS / UC & WAN at Digital Island

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“Amazon Connect's customer support team is generally very good. There can be a little bit of a delay depending on what it is that you're requesting. We have certain massive companies that we've worked for where they need fairly extensive usage cases. We will often have to request AWS to raise limitations because of that. Speaking out of the box, you can have 30 Lambdas and 30 Lex bots. We have certain customers that need 50, 75, 100 different Lexes or Lex bots or Lambdas.

“They can be very good at it, but they can be somewhat slow. It depends entirely on the time and their availability. Generally speaking, if you need a limitation raising, within five days, you can consistently get that support.

“For their support, I would rate them 7/8 out of 10. Based on experience, I've had them respond within 30 minutes and I've had them respond within five days. It is very time-dependent on when you get in touch with them and the volume of the task itself..”

Jamie Elms

DevOps engineer at Mission Labs

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Other Advice

“I have noticed time savings or efficiency improvements of almost 40 percent. My advice for others looking into using Amazon Connect is that you can expand a lot of your capabilities if you have API connect, configuration, workflows, and routing logics; everything can be configured within your VPC. I would rate this product a 7 out of 10..”

Abhilash Chandran

Solutions Architect at a financial services firm with 11-50 employees

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“New users should note that claiming test numbers for every country may not be possible due to regulatory limitations. Testing is easier when conducted within the US or Europe. Improved collaboration with telecom providers in various countries would expand testing capabilities for first-time users.

I'd rate the solution nine out of ten..”

Manoj Suresh

Director AWS at NeuraFlash India Pvt Ltd

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“My advice for others about Amazon Connect is to prepare for most situations, customer specifically. The more time you put into your connect flows, the better results you'll yield. If you make a very generic journey where it's press one to do this, press two to do this, and you don't do very much conditional formatting, that will bite you in the long run. But if you spend the time building out the flows and making them really specifically use-case based, then you'll yield amazing results. You'll save time on agents and customers. I rate Amazon Connect 9 out of 10..”

Jamie Elms

DevOps engineer at Mission Labs

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“You need to have experience with Amazon Connect, as it is easy to use but requires some knowledge of web development, software development, and the AWS ecosystem.

My advice for people who are newcomers to Amazon Connect is that it may be overwhelming at the beginning because there is a lot of information online. It takes time and practice to get the hang of it. Be patient.

On a scale of 1-10, I rate Amazon Connect a 9..”

Noel Perez

Cloud specialist at Outplex

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“Amazon Connect is not an easy tool to use for everyone. Based on my experience as a voice engineer without experience as a developer or relations with Python or C++, I consider that these new applications are more focused on developers. [Every](#)

application or feature that clients request tends to be developed by developers because it integrates more coding and developer skills. For those more focused on voice protocols without coding experience, the learning curve is quite difficult.

“A significant advantage is that you can download and work with a free tier with Amazon Connect. You can create products, new features, or proof of concepts for clients with this feature. This capability is not possible with Genesis, as you need to be a partner or have similar credentials.

“I would recommend Amazon Connect to organizations seeking an easy application if they have engineers without extensive experience. For companies with a development team, they can work together effectively. If you have sufficient budget and want to invest in a robust application, this solution is ideal.

“On a scale of 1–10, I rate Amazon Connect a 9 out of 10..”

Santiago Enrique Montoya Sandoval

Voice Engineer at Softtek

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“I have experience with both Oracle and [Azure](#). I deal with Linux products, and my presentation was for analytics only. We do analytics, AI, machine learning, and data engineering.

“Primarily [Azure](#) is where I've been involved the most, with some experience on the Oracle side. We use a data lake environment for data segregation, then integration with Power BI or AI [Fabric](#).

“Data ingestion is done using Data Factory, and sometimes [Databricks](#) is used to integrate with the data lake environment to run machine learning processes. Power BI creates reports for end users from the data lake environment.

“I lead a team as a strategic architect, overseeing how solutions can be implemented. [Databricks](#) is a product that can be integrated with any cloud provider, though my experience has been mostly with Azure. For current

engagements, we've purchased it through the Azure platform marketplace.

“I deal with Azure data tools and have experience with Amazon Connect and [AWS](#) machine learning programs. For omnichannel communication, requests come from multiple channels such as chat, phone, or web.

“Some customers prefer dedicated resources for each area, while others prefer an omnichannel approach.

“We use Data Factory most of the time, along with Databricks for data migration. We also use [Azure OpenAI](#).

“My overall rating for Amazon Connect is 8 out of 10..”

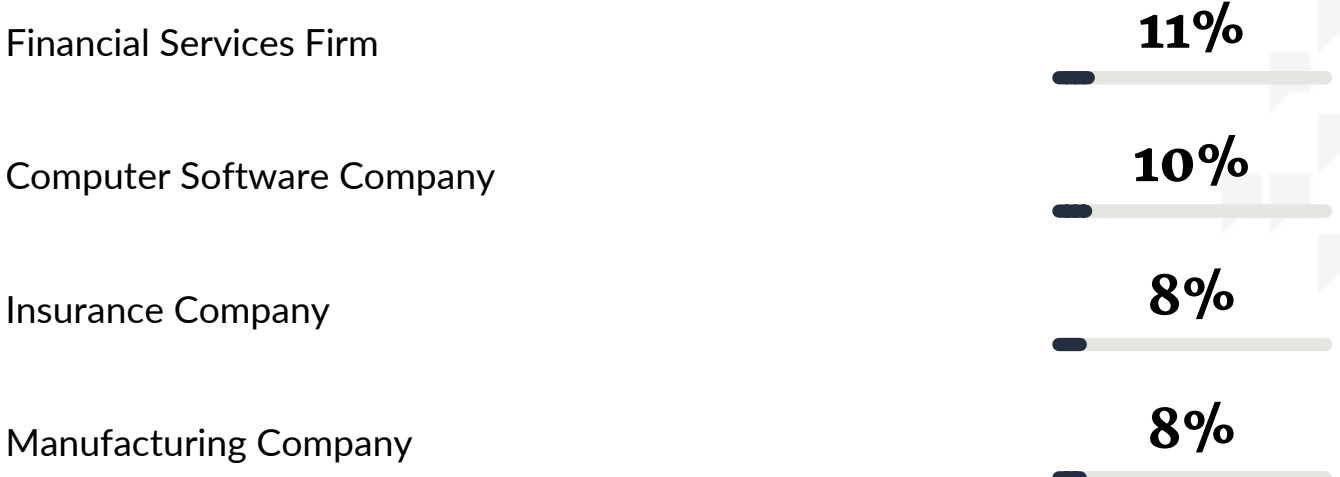
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Director - Emerging Technologies at Speridian Technologies

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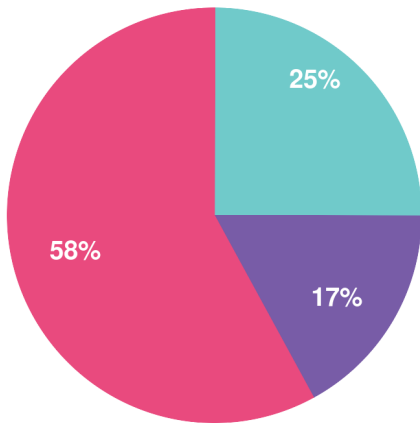
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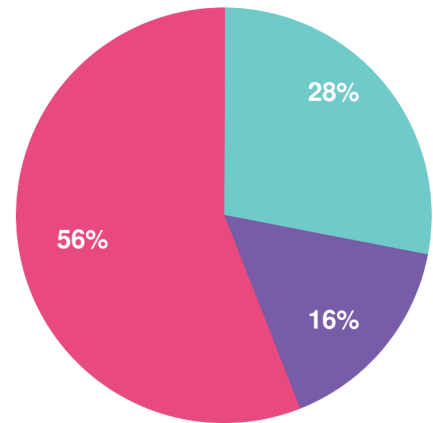


Company Size

by reviewers



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Large Enterprise Midsize Enterprise Small Business

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