2025 Contact center buyer's guide

Technology that enables powerful customer and employee experiences — and key questions to ask vendors

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Introduction

As the contact center has grown in strategic importance, more organizations recognize that delivering exceptional experiences not only reduces costs — it drives growth, increases customer loyalty and enhances employee engagement.

Choosing the right contact center platform is a business imperative. And with the breadth of customer experience (CX) technology in the marketplace — from full platform solutions to point tools — the decision can feel daunting.

Wherever you are on your journey toward orchestrating more strategic customer experiences, this guide will help you understand key CX and employee experience (EX) technologies.

For organizations that are early in the CX transformation journey, this guide will offer practical advice on how to turn on features that can deliver quick wins and time to value. If your organization is further along in the journey, we'll detail how advanced AI-powered capabilities can deliver even better customer and employee experiences.

Key trends shaping the contact center

Based on our interviews with industry experts, here are some of the major trends shaping how customer and employee experiences are delivered in 2025:

1. **AI-powered personalization widens the gap between CX leaders and laggards**

2. **Intentional channel strategies deliver exceptional CX**

3. **Customer service strategies tie to business outcomes**

4. **Ethical AI becomes a strategic imperative**

5. **Approaches to managing the workforce evolve for AI-powered contact centers**

The five key areas of contact center evaluation

Selecting the right contact center platform is a decision that impacts multiple areas of your business. Use this guide during your evaluation process to ensure you vet the capabilities that can drive differentiation in and around your contact center. Whether you're early in your journey or ready to take advanced steps toward AI-powered transformation, these five key platform areas are core to driving enhanced customer and employee experiences:

To help you during your vendor evaluation process, each section in this guide includes key questions to ask in each of these five core platform areas, and what to look for in their responses.

AI and automation

Realize value faster with purpose-built AI that's easy to deploy, control and optimize

64% of consumers believe AI will improve the quality and speed of customer service over the next two to three years*

Cloud architecture and open platform

Consolidate systems, innovate continuously, scale globally and build experiences with an open platform

31% of CX professionals say having a single interface has been the greatest benefit in moving to the cloud*

Customer journey management

Connect data silos to orchestrate and optimize end-to-end customer and employee experiences

Only 16% of CX organizations have fully integrated data to orchestrate seamless journeys*

Digital customer engagement

Seamlessly connect on multiple channels with live agents and AI-powered bots

41% of CX organizations have connected some or all of their data to orchestrate journeys*

Workforce engagement management

Unlock employee potential with built-in AI that simplifies management and drives impact and retention

66% of CX leaders say greater AI adoption will make employees in their CX organization more engaged**

Realize faster value with AI and automation

Artificial intelligence (AI) and automation are transforming how brands interact with their customers and employees, unlocking opportunities for businesses to anticipate customer needs and create hyperpersonalized experiences at scale.

When selecting the right AI-powered contact center solution, it's essential to consider these key areas:

- Real-time data collection and analysis to generate actionable insights from customer behavior, enabling businesses to confidently adapt to customer needs
- User-friendly capabilities to power seamless integrations with existing systems
- Security, transparency and ethical AI components that adhere to stringent data privacy standards

When AI underpins CX and EX services, the AI-powered data enables brands to target specific use cases to improve customer and employee experiences — and drive business outcomes.

83%

of CX leaders surveyed worldwide believe AI will be a clear differentiator for them in the future

"**CX in the age of AI**," Genesys, 2024

Draw intelligence from every interaction

Within the contact center, a platform must be built with AI to enable output that is always connected to the context of an interaction. Bolt-on AI solutions can't meet the complex needs of both customers and employees. To truly succeed, AI must be embedded directly where it can drive the most impact — whether for customer interactions or employee workflows. A modern CX platform with native AI capabilities continuously learns and draws intelligence from every touchpoint, generating outcomes that are contextual to better understand and adapt to your customer and employee journeys.

Achieve instant value and ROI

As you invest in AI to advance toward your business goals, you need to see results from Day One. An out-of-the-box solution empowers your team to activate AI capabilities without specialized training or resources. And when you're ready to take the next step toward AI-powered CX and EX transformation, your platform of choice should deliver built-in capabilities that can be extended with third-party AI. Whether you're looking for an out-of-the-box solution or one that can be customized to your exact business needs, look for a comprehensive platform with AI that is effortless to adopt, easy to maintain and drives immediate results.

"Genesys Cloud AI is very good at determining the best time to engage with the customer. As a result, we've seen a 10% increase in our chat acceptance rate with predictive engagement. And our conversion rate rose from 20% to 34% — a 68% improvement contributing towards a 29% increase in revenue per visit."

– Carolin Raezer, Head of Strategy and Innovation, **IONOS**

Expand with confidence

AI-powered tools have become vital to business growth. Brands have a renewed focus on ethical AI considerations, as many regions require ethical usage of AI to meet specific regulations. A platform built with ethical AI ensures data is:

- Collected from customers who have explicitly opted in
- Anonymized and never shared
- Human validated before use in training
- Rigorously tested to verify results

Adhering to global and regional compliance certifications and regulations must be a top priority as well. As your business grows, you need your contact center technology backed by comprehensive global, regional and national certifications to enable seamless data access, regulatory compliance and accelerated time to market.

Safeguard your data

AI should be built into a secure foundation — not tacked on and managed as a separate tool. Data integrity and ownership rights should be fundamental to a vendor's AI services. A secure AI model uses customer-approved anonymized datasets that have been reviewed and validated by humans. And when it comes to your data, your voice matters. Ensure that your vendor actively solicits and incorporates your feedback to help you understand the rationale behind AI-driven actions to identify potential biases and maintain trust with customers and employees.

Transform your contact center with AI

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Ask these questions

And look for this in the responses

Ask these questions	And look for this in the responses
How do you maintain security around customer data, and do you meet local/regional/industry-specific compliance requirements?	This platform incorporates comprehensive security measures to help ensure robust data protection, proactive compliance and complete transparency and accountability. Key safeguards include advanced data encryption; strict access control and identity management; and adherence to global, local and regional standards.
How easily does your AI solution integrate with your business ecosystem? How adaptable is the solution to future trends and technologies?	The platform is built with flexibility and resilience at its core, ensuring it can adapt as your business grows and technology evolves, providing you with a sustainable, long-term advantage. With a flexible API-driven architecture, support for common protocols and standards, and a scalable, cloud-native design, this solution integrates seamlessly within diverse IT ecosystems.
What data sources are used for AI model training?	When AI models are trained using a carefully curated mix of data sources it helps ensure accuracy, fairness and privacy. By incorporating proprietary datasets, publicly available data, anonymized and aggregated customer insights (where applicable), and synthetic data, one can cover a range of scenarios. Continuous feedback loops further refine the models, helping them stay responsive and precise over time.
How is AI trained to keep bias and discrimination low and ensure ethics are maintained?	By using diverse and representative training data; rigorous bias audits and testing; human-in-the-loop processes; transparency and explainability in design; and continuous monitoring and feedback loops, organizations can minimize bias and adhere to ethical AI practices in creating solutions that empower organizations.
How easily can your AI solutions be implemented, and do you have professional services to support complex use cases?	Low-code/no-code integration options make deployment easy, while customizable, configurable models allow for tailored applications to meet your specific needs. Additionally, a dedicated support and partnership approach means you have the help you need to navigate every step, ensuring the solution evolves with your organization and continues to deliver impactful results.
How does your AI support my business outcomes?	The platform is designed holistically to seamlessly integrate different facets of both the customer and employee journey to enable business growth. By connecting these touchpoints, AI delivers contextual and precise insights that drive meaningful business outcomes.

Modernize your tech stack for accelerated innovation

A mature **open platform** offers you flexibility to move fast with a comprehensive set of turnkey capabilities. If you're ready for an advanced deployment, choose a platform that also enables your developers to create bespoke solutions that drive differentiation. Many companies want the flexibility to lean into both approaches as their business needs evolve.

Your customers, employees and business objectives are unique, and they require a modern, extensible and microservices-based architecture that can be fully customized to meet your exact business requirements. When your business can extend your technology to address industry specific requirements and drive business outcomes, you unlock opportunities to create value faster.

Consider the wide range of platforms that comprise your technology ecosystem. Now imagine having the ability to seamlessly and securely gather CX data from each platform. This comprehensive set of data powers better outcomes, providing your business with the data-backed context required to create personalized customer and employee experiences.

Uniform, comprehensive CCaaS platform

Leveraging a uniform, comprehensive platform can reduce your tech footprint, provide a lower cost of ownership and ensure you're always available with a comprehensive set of pre-integrated microservices — all built on a single codebase. A platform built with an autoscaling microservice architecture is designed to provide instant and virtually unlimited scale to support even your most demanding workloads. Proven, guaranteed availability is paramount to running your business. In the event of a failure, you need an open platform that can recover on its own without service disruption or data loss.

Innovation at speed and scale

Stay one step ahead of market shifts, business requirements and your competition with a cloud platform that rapidly and continuously releases new capabilities. Easily turn on product features as existing systems age out or new opportunities arise. And when you need to speed time to value, rely on apps and prebuilt integrations that can drive expedited results.

35%

of CX professionals surveyed say the ability to quickly add features and capabilities has been the greatest benefit in moving to the cloud

Findings from an upcoming Genesys research report

Secure global reach and local presence

Keeping your customers' data secure and compliant is your top priority — no matter the location of your operations. As you evaluate platforms, keep these criteria top of mind:

- A **shared security model** to reduce your security team's operational responsibilities and offer higher standards of security than most organizations can achieve in-house

- **Multiple layers of data safeguards and controls** to maintain the confidentiality, integrity and availability of your customers' data

- A comprehensive set of **compliance certifications and attestations** that validate the vendor's commitment to helping you operate within a complex global regulatory environment

- Confirmation that your **data won't be used for product improvements without your explicit consent**. And if you do give consent, ensure you'll have full visibility into how the data is used and applied.

"We selected Genesys Cloud because we think it has the best combination of being feature-rich and developer-friendly. It's got great API suites, so you get the best of both worlds there."

– Richard Tucker, Head of Software Engineering, OVO Energy

Modernize your tech stack and enable faster innovation ›

Ask these questions	**And look for this in the responses**
How does the solution reduce tech debt, lower costs and do more with the same number of resources?	The platform includes configurable product capabilities from one codebase and toolset that is built on a single, modern and open CCaaS platform. This provides a future-based approach to consolidate your tech stack, freeing IT for more strategic work, while getting the most out of your broader tech stack and avoiding vendor lock-in.
Describe how the solution enables companies to quickly meet the changing needs of the business.	The user-friendly interface and the continuous delivery of new capabilities makes it seamless to extend the platform without IT involvement and extensive training. An expansive marketplace of prebuilt apps and integrations also helps your organization adapt to business and market evolutions.
How well does your platform integrate with CRM systems and other back-office solutions such as Salesforce and ServiceNow?	Meet customers and employees where they work with native, jointly offered CX solutions with both Salesforce and ServiceNow that unify customer service teams and centralize routing. Additionally, with an embeddable desktop SDK, user interface components can be easily embedded into any web-based desktop or app.
How well does your platform integrate with UCC solutions such as Microsoft Teams, Zoom and 8x8?	Prebuilt integrations with popular UCC solutions enable front-line agents working within the platform to easily connect and collaborate with expertise across the enterprise to resolve complex inquiries faster and more efficiently — eliminating company silos.
How much can the solution be customized to differentiate and meet the unique needs of the business?	The platform is built with an API-first approach and a modern developer environment your team can use to deliver strategic value at scale. This approach enables your developers to focus on their engineering priorities, co-create innovative solutions and say "Yes" to business needs more often.
Describe how the solution meets global security and compliance requirements.	Secure global reach is achieved by deploying across multiple Amazon Web Services regions with a global media fabric. An extensive list of global and regional certifications helps ensure regulatory and compliance needs are met. Data is kept private, secure and handled with the highest degree of ethics.

Optimize experiences with customer journey management

From sales and marketing to product and customer success, your customers leave data trails across interactions with multiple business functions. Unlocking a comprehensive view of your customer journeys enables your business to visualize, measure and optimize experiences across digital and voice interactions, aligning journey outcomes with key business KPIs to drive operational efficiency and strategic impact.

With **customer journey management**, you can go beyond isolated roadblocks to consistently identify issues along the entire journey, implement real-time updates and evaluate their impact. By uncovering previously hidden insights into customer behaviors, you can make informed, data-driven decisions that enhance the overall customer experience.

31%

of CX leaders surveyed believe they're significantly reducing customer effort in customer journeys

Findings from an upcoming Genesys research report

Unify your customer journey data

To deliver exceptional experiences, you need a comprehensive, data-driven view of customer journeys. An event data platform consolidates, augments and enriches data to create unified customer profiles and holistic behavioral sequences. This enables continuous analytics and provides AI-ready data for effective journey management.

With a unified view of customer interactions, you can make real-time adjustments to enhance the journey experience. Choose a platform featuring tools that enable you to easily visualize both individual and aggregate customer behaviors, uncovering patterns, identifying bottlenecks and addressing friction points across channels. And of course, your customer journey data must be generated and sourced with security and compliance as top priorities.

Rapidly uncover journey insights

Creating optimized customer experiences requires analytics that enable your staff to measure and monitor customer behavior and quickly understand its impact on business performance. Leverage data-driven journey visualization and analysis to examine cross-channel behaviors across both self-service and agent-supported interactions. This approach enables you to uncover improvement opportunities, identify root causes of poor experiences and address performance challenges. Move beyond traditional contact center metrics to assess how customer behavior influences self-service containment rates, abandonment and churn.

"Using Genesys Cloud Journey Management for just a short time showed us how we can use journey analytics to help fine-tune our approach to CX. The ability to see into our flows and visualize customer behavior interactively in the same platform where we design and build experiences helps us to instantly apply this insight to optimize every touchpoint for the best customer outcome."

– Neil Jones, Voice Communications Lead, Awaze

Orchestrate powerful journeys

The key to creating a powerful customer journey is infusing every interaction with rich journey insights. A single view of your customer journeys allows you to prioritize improvements that significantly impact customers, employees and overall business performance. Leverage real-time and historical data to anticipate customer needs and deliver interactions tailored to their goals. Compare journey options side by side to identify best practices, and continuously refine and personalize experiences for lasting impact.

As you optimize your journeys, make decisions based on each customer's prior experiences — not just their most recent interaction. Engage your customers at optimal points along their journey, in real time and through the most effective channels.

Enhance visibility and insights across customer interactions

Ask these questions

And look for this in the responses

Ask these questions	And look for this in the responses
What tools or platforms do you use to visualize or report on customer journeys?	The platform enables you to visualize and understand customer journeys across channels, capturing customer interactions at every step and presenting insights through intuitive visualizations. You can quickly identify engagement patterns, track drop-offs and discover trends that matter most to your business. By giving you a full view of the customer journey, you can proactively address friction points, leading to a smoother and more personalized experience for each customer.
Are you able to see how customers transition between channels (e.g., moving from voice to digital, digital to agent, etc.)?	The platform seamlessly tracks interactions, whether customers move from a chatbot to an agent or switch between digital and voice interactions. This cross-channel visibility allows you to understand customer preferences, streamline handoffs and ensure a consistent experience. Empower your team to keep pace with each customer's journey, no matter where they start or end.
How do you identify key friction points or bottlenecks in the customer journey today?	Pinpoint friction points and bottlenecks by capturing and analyzing interactions across every channel. The platform visualizes journey paths in real time, making it easy to spot where customers encounter obstacles. With this visibility, you can proactively address these issues, improving the flow of each journey and creating a more seamless experience for your customers.
How can analysts manage incoming requests for insights or analysis around customer journeys?	The platform streamlines the process for analysts by consolidating customer data and insights within a single platform. Analysts can access the journey data they need, apply real-time filters and generate insights — without waiting on additional data pulls or complex integrations. This efficiency allows your team to respond quickly to requests, empowering decision-makers across the organization with actionable insights.
How long does it take to prep data for analysis? How many steps and people are involved?	Data preparation is straightforward and built into the platform, reducing the need for extensive data wrangling. The solution brings together all the data generated within the platform automatically, minimizing the time and effort required to prepare it for analysis. By streamlining data prep, you can free up your analysts to focus on generating insights rather than managing manual processes. This approach shortens the timeline to actionable results, keeping your team agile and responsive.

Power seamless digital customer engagement

Over the last few years, businesses have rapidly adopted digital channels to increase touchpoints across the customer journey. Brands are now focused on delivering fluid, personalized **digital experiences** that are powered by data-backed context. While today's customers interact with brands across multiple channels, they think about their interactions as one continuous conversation. And they expect their unique context to carry over at every touchpoint — whether it's an email, social media chat or SMS message. A contact center platform built with a comprehensive digital suite enables brands to access a full view of customer interactions and engage with customers with the right message at the right time — on the channels they prefer.

97%

of consumers surveyed say it's somewhat or extremely important to be able to move between channels without having to reshare information

Findings from an upcoming Genesys research report

Create a unified digital experience

With a 360-degree view of customer touchpoints and contextual data, you can deliver personalized and proactive engagement, drive operational efficiencies and give customers flexibility to engage when and where they want. And when a digital interaction requires human intervention, the hand-off should be seamless. Select a platform that ensures your agents are enabled with AI-powered transcriptions that provide bot-led conversations at a minimum. For maximum impact, customer context across all prior interactions should be captured and analyzed to drive conversations forward and accelerate time to resolution.

Powerful personalization at scale

A comprehensive suite of digital capabilities enables you to connect and refine data around each of your customers' unique experiences, so you can deliver rich, meaningful and relevant interactions. When your customers and prospects interact with your bots, agents and content, they're offering insight into who they are and what they want. Use these insights and predictive engagement to drive perfectly timed interactions, such as providing an offer to boost conversion rates or intercepting a customer call from a contact page. And when your customers reach out for help or guidance, your data can power predictive routing to ensure they're connected to the agent who is best qualified to assist them.

"When we compare Genesys Web Messaging to our previous offering, we are closing 220% more conversations. So, we've actually doubled our efficiency."

 – Louise Phillips, VP Customer Centers, **Virgin Atlantic**

Continuous optimization for real-time improvements

With real-time monitoring of customer interactions, you can unlock a view of customer activity across multiple channels. Leverage this data to quickly improve AI in the contact center, getting a sense of customer inquiries and developing an appropriate knowledge base to fuel self-service and agent assistance. This data also enables you to identify which parts of the journey are working and where potential bottlenecks exist. With comprehensive KPIs and analytics, you can make real-time adjustments and craft a strategic plan to optimize resources in the future.

Connect instantly with a comprehensive suite of digital channels ›
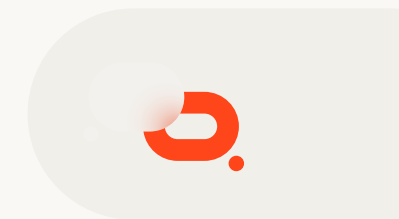
Ask these questions	And look for this in the responses
How does this solution enable agents to handle conversations across multiple channels at the same time?	Whether handling voice calls or various digital interactions — such as website messaging or third-party channels like Instagram and WhatsApp — agents benefit from having a consolidated view of each customer, displaying recent activity across channels along with transcriptions of past interactions.
How does the solution's virtual agent technology support customer interactions?	Bots and virtual assistants should serve as an extension of your team across all your support channels. The platform is built with intelligent bots with natural language understanding and the ability to make a seamless transition to a live employee when needed.
Can customers engage with digital assistants using natural language?	The platform's digital assistants use natural language processing to handle routine queries via speech and capture intent. When they respond via synthesized speech, the intention is modeled appropriately. With proper nuance, communication is seamless and enhances the customer experience.
Can customers pause conversations and later resume them on the same channel or another? And will the solution recognize their history and goals?	All engagement channels are integrated so conversations can start, stop and transition across them. If a customer pauses a conversation on a messaging app, it can be restarted on any channel, including voice, where all the context and history are passed to agents.
Do customers get the same message across all channels, including self-service?	With knowledge everywhere capabilities, you can build knowledge once and deliver it on every channel — directly to your customers or via bots and agents through a centrally managed knowledge portal.

Unlock employee potential with workforce engagement management

Unlocking the full potential of your most valuable resource – your people – is essential to enhancing customer experiences. **Workforce engagement management** (WEM) brings together four key areas of the contact center into one view:

- Workforce management
- Quality management
- Employee performance
- Contact center operations

A comprehensive contact center platform with native WEM capabilities enables businesses to reduce costs, increase customer loyalty and maximize employee engagement. When omnichannel interaction and customer data, routing and more are connected to employee experience data, brands can unlock a unified data layer for robust analysis and optimization.

73%

of millennials and 61% of Gen Z workers surveyed say they're likely to stay with an employer offering a personalized job experience

"**Generational dynamics and the experience economy**," Genesys, 2024
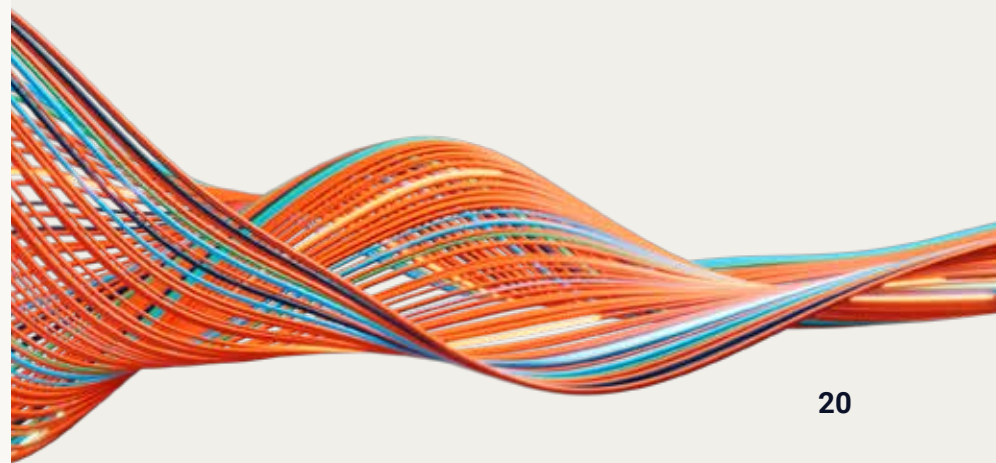
Simplify management

Natively built WEM tools enable businesses to keep their investment simple and consolidated with all capabilities in one place. With a comprehensive platform, you can streamline management, reduce operational overhead and get a complete picture of team performance in one view. A single platform for all capabilities means simplified development and lower costs without the complexity of bolt-on WEM solutions.

Accelerate employee impact

Native AI accelerates employee impact by providing actionable insights and automating routine tasks, enabling teams to focus on higher-value activities. To best serve rising customer expectations, your employees need to be equipped with relevant context at every interaction. An intuitive agent interface is built with users in mind, delivering relevant customer context and knowledge that guides them to the next-best action.

"The Genesys Cloud platform is so intuitive, we literally train staff in the afternoon and switch over the next day. Then a week later we turn on Genesys Workforce Engagement Management and watch service levels go up, and average handle times and abandon rates go down. That's been the case with every deployment."

– Bill Lewis, Senior Director, Infrastructure and Security Engineering, **AdaptHealth**

Increase employee retention

Building a culture your workforce loves is the foundation of driving strong employee retention and creating elevated customer experiences. With AI-powered forecasting and a schedule first approach, agents enjoy flexibility, and planners are equipped with more accurate schedule and forecasting tools to better optimize resources and avoid under- or overstaffing.

A key component of driving employee retention is creating opportunities for your staff to drive their learning and development experiences. Empower your employees to continuously enhance their knowledge with gamified experiences that give them the ability to set, monitor and visualize performance in line with individual and personalized objectives that are aligned with key business goals.

Elevate your employee experience strategy ›

Ask these questions	And look for this in the responses
How does conversational intelligence impact your organization?	Native conversational intelligence and analytics automatically transcribe every interaction to pull out topics, trends, sentiment and agent empathy from any interaction in any channel. This allows your business to view trends and optimize the customer experience to drive improvement to the business. Leverage these insights to streamline quality management practices and better target coaching and learning opportunities to drive improved performance.
How does the solution ensure accurate forecasting and scheduling?	Centralized data from various sources, including historical interaction data and business structures, creates a unified view of workforce availability and demand. Native predictive and prescriptive AI generate accurate forecasts for up to two years out for more accurate scheduling and better business results.
How does your solution ensure compliance in recordings and across interactions?	With a natively connected platform and retention policies, our solution helps ensure you're always compliant without having to move data between systems. And with compliance built in, you can flag issues immediately and automatically mask sensitive data with native AI speech and text analytics — protecting your customers and your business.
What gamification and performance recognition tools does the solution offer?	Native gamified performance metrics provide consolidated and actionable insights in real time to evaluate and strengthen development initiatives. Streamlined targeted coaching sessions between employees and managers can improve outcomes faster.
Does the solution have an intuitive, web and mobile-based user interface?	The AI-powered omnichannel desktop gives agents and supervisors a single view of each customer. It simplifies interactions by conducting them in a single web browser. The desktop streamlines agent information access for online and offline work with the right context at the right time to improve productivity.
What tools does your solution provide to enhance work-life balance?	A schedule-first approach provides employees with tools like shift trades or time-off requests to take ownership of their schedules, and more accurate forecasts set the foundation for flexibility. An included mobile app allows them to manage their own time from their smartphones to improve work-life balance.

Start transforming customer and employee experiences today

Choosing the right contact center platform is core to navigating the experience economy and transforming both customer and employee experiences. In a growing vendor market, brands have many options to choose from. The key to long-term success is choosing a platform that not only meets your needs today but will evolve with your business needs and goals. As you evaluate your options, consider this: a platform built with both turnkey capabilities for fast time to value and custom integration capabilities for bespoke solutions enables highly personalized and frictionless customer and employee experiences.

Wherever you are on your journey, the Genesys Cloud™ platform gives you the flexibility to orchestrate customer and employee experiences and drive your business forward. With this API-first open platform built with native AI capabilities, seamless customer journey management, connected digital channels and simplified workforce engagement management, you can take your next step toward orchestrating powerful experiences — and achieving your business goals.

Discover how Genesys Cloud can help you deliver the future of customer and employee experience with AI-Powered Experience Orchestration

Get started today

About Genesys

Genesys empowers organizations of all sizes to improve loyalty and business outcomes by creating the best experiences for their customers and employees. Through Genesys Cloud, the AI-Powered Experience Orchestration platform, organizations can accelerate growth by delivering empathetic, personalized experiences at scale to drive customer loyalty, workforce engagement, efficiency and operational improvements. Visit **www.genesys.com**.

About Connect

Connect is a trusted Genesys Premier partner with a global footprint and decades of experience delivering innovative technology-enabled customer experience. As an Advanced AWS partner, Connect combines deep industry knowledge with technical expertise to deploy, optimise, and support AI-powered contact centre solutions.

About AWS

Amazon Web Services (AWS) is the world's most comprehensive and broadly adopted cloud platform, offering over 200 fully featured services from data centres globally. Millions of customers—including the fastest-growing startups, largest enterprises, and leading government agencies—are using AWS to lower costs, become more agile, and innovate faster.