Operata

Performance and customer experience management for Amazon Connect

Benefits
- **Deploy with complete confidence** – Launch with the knowledge your environment is performant and that the impact of future change is mitigated
- **Benchmark and optimize end-to-end performance** – Measure and monitor service network providers quality and site-level. Gain full insights to resolve issues across the end-to-end operating environment
- **Speed time-to-value for your Connect investment** – With detailed real-time performance data, CX teams can understand and manage potential issues sooner and ensure high quality end-to-end delivery
- **Enhance agent experience and CX** – Know exactly what your customers are experiencing. Measure actual performance by combining objective testing using Perceptual Objective Listening Quality Analysis (POLQA), synthetic tests, and subjective agent scoring
- **AIOps visualizations for IT teams** – Access powerful dashboards, gain knowledge of your service performance, understand vendor quality across networks and cloud investments
- **Drive positive net promoter score (NPS) and customer satisfaction (CSAT)** – Capture agent feedback and test data at the call level. Identify specific root causes and communicate proactively to increase the quality of customer experience.

Product overview

Quality conversations can be impaired by issues or contention with networks, operating systems, browsers, software, headsets or human error. Monitoring, testing and optimizing this new environment is critical to the successful delivery and ongoing quality of your Amazon Connect Contact Center. Operata collects information from each link in the chain, providing real-time consolidated insights for every step, of every voice interaction. It proactively manages end-to-end service quality by detecting issues, capturing all the detail needed to understand and resolve issues quickly. Rich visualization tools are supported by a full API, making data to available to your existing toolsets and Agent endpoints.

Product features

**Automated testing**
- Generate real calls on demand to continually assure customer experience (CX), test changes and validate fixes.
- Prove performance under production and peak load.
- Regularly test CX to identify issues early and proactively manage your environment.

**Global service measurement**
- Global Performance, Quality and Audio Latency measurement between your Customers and your Agents
- Establish and compare your service performance against baselines within and between regions.
- Gain insights from pers to know where to improve.

**Continuous monitoring**
- Measure each step of every interaction within Amazon Connect. Collect agent data network performance stats for every call, everywhere.
- Ensure the end-to-end environment is fit for purpose for office and homeworkers.
- Gather the insights to improve CX and optimize costs.

**CX insights and analytics**
- Real-time performance visibility. Alerts integrated with IT service management (ITSM) tools.
- Generate reports and visualize performance to manage internal service-level agreements and manage third party providers.