

Deeply Integrate Amazon Connect & Salesforce to Enhance Customer Experiences

Kickstart your contact center with Aria Solutions' simplified toolkit



Aria Solutions is an AWS Partner Network (APN) Standard Partner. Aria Solutions has been delivering full contact center solutions for over 20 years. This level of experience and expertise has helped Aria Solutions become a trusted advisor for numerous Fortune 500 companies.

Technology Challenges

Investments into Customer Relationship Management (CRM) systems stem from a universal desire to build a single system of record for one's customers and their channel engagements, ideally helping agents more effectively meet customer needs. However, the benefits of this can be negated if your systems for customer interaction are disparate and siloed from your CRM.

Breaking these silos presents challenges, as well:

- Agents are not properly equipped to serve customers if their channels of engagement are disconnected from their CRM
- Disparate systems of record prevent organizations from being able to build a single view of the customer, limiting impactful personalized interactions
- Organizations often lack the personnel to build custom integrations, and those that do have these resources risk shifting focus away from differentiating tasks
- Custom integrations can be expensive, while also lacking deep interaction between the systems

AWS Solution Overview



Amazon Connect provides an easy-to-use, self-service solution for businesses looking to migrate their contact center to the cloud. Based on the same technology that powers Amazon's customer service engagements around the world, Amazon Connect is battle-tested to support millions of customer interactions.

- Seamlessly integrate your contact center with Amazon Web Services (AWS) services and CRM applications
- Rapidly scale to meet both temporary and permanent demand, and onboard new agents around the world
- Provide great reliability by running on the proven AWS global infrastructure
- Pay for Amazon Connect usage by the minute with no long-term commitments or up-front charges

Customer Ready Solutions

Discover scalable solutions that help you achieve your business needs through a combination of AWS services and APN Partners that have attained AWS Competency designations. Based on architectures validated by AWS to accelerate your cloud transformation, you can deploy solutions quickly with AWS Quick Starts and optional Jumpstart consulting offers provided by APN Partners.

[Visit here for more information.](#)

How It Works

The Aria Solutions Toolkit provides a solution for you to kick start your contact center project, by unifying every channel of customer engagement and presenting it in a single layer to the agent. Through a deep integration of Amazon Connect and Salesforce, the Aria Solutions Toolkit gives you sophisticated contact center capabilities without having to build custom connections in-house. These capabilities includes the ability to synchronize agent presence – an indication of whether an agent is online and available to receive incoming tasks – between Salesforce Omni-Channel and Amazon Connect Voice. By doing so, you enable the automatic routing of specific work items to your most qualified team members, thereby maximizing the effective use of both platforms.

Benefits



Improve the Overall Employee & Customer Experience

Automated activities like screen pops, phone call tasks, outbound dialing, as well as the ability to easily access and act on more valuable data, allow agents to be more engaged and improve the customer's experience as well as their own.



Gain More Insights & Make Better Decisions

Empower managers and workforce planners to more effectively resource staff by leveraging synchronized insights from Amazon Connect and Salesforce, including call report metrics and recordings.



Save On Custom Development Costs

Aria Solutions gives you a purposeful collection of prebuilt utilities to enable deep, rapid integration between Salesforce and Amazon Connect.

Getting Started

The Aria Solutions Toolkit for Amazon Connect improves your customer service by providing a deep integration between Amazon Connect and Salesforce, giving agents a centralized view of both systems.

Key features include:

- Retrieve Salesforce data via AWS Lambda functions for tasks such as customer authentication and interaction routing decision parameters
- Automatically create records in Salesforce via AWS Lambda functions defined in Amazon Connect routing strategies
- Use Amazon Connect reports in the Salesforce reporting engine for tasks such as quality assurance scores and performance analysis

- Choose between Amazon Connect capabilities or Salesforce Einstein and Sentiment Analysis to handle case management
- Leverage disposition codes from Amazon Connect in Salesforce
- Track interaction ownership across both platforms in one system of record
- Synchronize Salesforce Omni-Channel presence with Amazon Connect

This **Quick Start guide** is available now. Once you have AWS and Salesforce accounts and have launched an instance of Amazon Connect, you simply need to deploy the CloudFormation template to integrate the two systems.



About AWS: For 10 years, Amazon Web Services has been the world's most comprehensive and broadly adopted cloud platform. AWS offers over 100 services for compute, storage, databases, analytics, mobile, Internet of Things (IoT) and enterprise applications from 49 Availability Zones (AZs) across 18 geographic regions in the United States, Canada, Europe, Asia, Australia and South America. AWS services are trusted by more than a million active customers around the world – including the fastest growing startups, largest enterprises, and leading government agencies – to power their infrastructure, make them more agile, and lower costs. To learn more about AWS, visit <http://aws.amazon.com>.

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