



Enable Contact Center Agents to Work from Wherever They Need to Be

Improve contact center security, agility, reliability, and cost-efficiency



Build a contact center that adapts to changing business conditions

A greater focus on customer experience is driving businesses into a new era for contact centers—where global teams of agents are empowered by technology to maximize their productivity, delight customers, and create competitive differentiation.

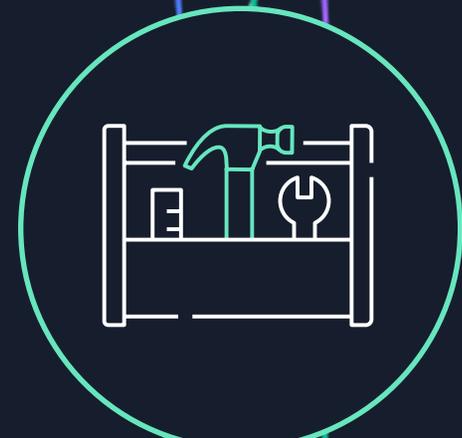
The contact center is often the first or most urgent of your customer touch points, serving as a 24/7 global face and voice of the company. As such, businesses are increasingly finding ways to incorporate contact centers into the larger customer experience—transforming them into profit centers and ensuring they reflect the company's values, messaging, and commitment to service.

Reflective of this transition, contact center operation leaders are now expected to address a wide variety of customer needs, including:

- Sales
- Customer care
- Marketing
- Personas management
- Loyalty
- Media engagement
- Franchisee support
- Back-office support

To effectively and securely meet these needs, businesses are employing fast-growing global fleets of both centralized and remote workers. However, this paradigm shift has raised several challenging technology questions for contact center leaders, such as: How do I rapidly enable my agents to work from home effectively? How do I quickly onboard new agents to meet unprecedented spikes in call volume? How do I maintain compliance with government regulations and security best practices from a remote environment?

In the following pages, we'll show you how AWS End User Computing (EUC) Services can help you find the answers to these questions—and create a contact center that meets your needs in this current era and gives you the agility to adapt to whatever the next era might be.



Meeting today's toughest contact center challenges

Let's take a look at some common challenges your contact center is likely facing—and examine how AWS EUC Services can help solve them.



Security

Your contact center must safeguard data against accidental or malicious exposure, protect personally identifiable information (PII), and meet regulatory and compliance requirements—even as its footprint expands across new global locations and agent devices.



Agility

You need to support both centralized and decentralized agents across remote and hybrid work environments. And your contact center capabilities must dynamically scale to meet customer demand and prevent long wait times.



Agent Productivity

You must increasingly find ways to enable contact center agents to delight your customers and maximize their productivity—while also improving employee satisfaction to limit costly turnover.



Cost-effectiveness

To secure buy-in from decision-makers at your company, your contact center will need to pursue the goals of contact center efficiency in ways that limit spending and licensing costs.

AWS EUC Services can help with each of these challenges

AWS offers two fully managed solutions that help you quickly adapt your contact center to changing business needs, enabling your agents to deliver customer experiences that set your business apart from wherever they need to be.

With [Amazon AppStream 2.0](#) and [Amazon WorkSpaces](#), desktops run in the AWS Cloud. Your agents can access their desktops and applications from any device, no matter where they are. Your agents get a rich Windows or Linux desktop experience to access the applications they need, and you get the security and agility that come from the AWS Cloud.



Security

- No data is present on your agents' devices, reducing the risk of data leaks
- Safeguard data and meet regulatory requirements with encryption in transit and at rest
- Restrict copy/paste, printing, and file downloads with data protection policy controls
- Control access with certificates, smart cards, MFA, IP filtering, and VPC endpoints
- Enjoy out-of-the-box compliance with SOC, PCI, ISO, HIPAA, and several other certifications

*"AWS...helps enterprises and organizations across Korea **meet compliance requirements** more effectively. Amazon WorkSpaces also reduces the risk that customer information would be leaked, because no user data is stored on consultants' laptops."*

Changhee Kim

Deputy General Manager, Hankook Corporation



Agility

- Scale up or down globally in minutes to adjust to real-time changes in demand
- Onboard new agents faster by allowing them to bring their own device
- Avoid being tied to your data center with no complex Virtual Desktop Infrastructure (VDI) to manage
- Enable self-service support for agents by using EUC APIs

*"We needed to support growing contingent workforce in India. We were able to deploy WorkSpaces to **850 call center staff in 13 days.**"*

Chris Repholz

Chief Growth Officer, MRS

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Agent Productivity

- Enable your agents to work from the places where they're the most productive
- Deploy a broad range of available instances (including GPU support) for just about every workload
- Facilitate collaboration with real-time video and audio capabilities
- Maximize productivity with support for multiple displays, a wide range of peripherals, and flexible printing

*"Our IT team's ability to quickly respond by rolling out a new work-from-home solution based on (Amazon) WorkSpaces resulted in **no interruption** to our contact center operations."*

Jeff Bagnall

Director of Infrastructure & Technology Operations, Enova



Cost-effectiveness

- Pay only for what you need with pay-as-you-go pricing by the month or the hour
- Enjoy simple licensing without long-term contracts
- Repurpose older hardware and/or leverage BYOD to eliminate the complexity and costs of device procurement, provisioning, and distribution
- Reduce costs with built-in tools to automatically hibernate unused instances
- Change instance type, disk volumes, billing mode, and more for real-time cost optimization

*"Amazon WorkSpaces easily accommodated our real-time customer communication and contact channels allowing 100% of our workforce and new employees to be WFH, accelerating our BYOD (Bring Your Own Device) strategy... Grubhub now has the flexibility to **control cost** and scale this virtual desktop environment to meet the current needs and future needs of our customers, restaurant partners, and drivers for whatever comes next."*

Justinian Fortenberry

Chief Information Security Officer, Grubhub

Ensure your contact center keeps pace with changing business conditions

Gain the agility you need to swiftly adapt your contact center as business conditions evolve. With AWS EUC Services, you can allow your contact center agents to remain productive wherever they need to work. And as fully managed services, Amazon WorkSpaces and Amazon AppStream 2.0 remove the heavy lifting from providing secure access to your contact center agents. Improve the security, agility, reliability, and cost-efficiency of your contact center with AWS EUC Services.

[Get started with Amazon WorkSpaces »](#)

[Get started with Amazon AppStream 2.0 »](#)

[Schedule a deep-dive consultation or demo »](#)