



# CASE STUDY- Amazon Connect



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## Client Brief

**Project Name** – Amazon Connect Integration with Salesforce

**Industry** – Business Process Outsourcing

**Capabilities** – Build and Implement

## Client Overview

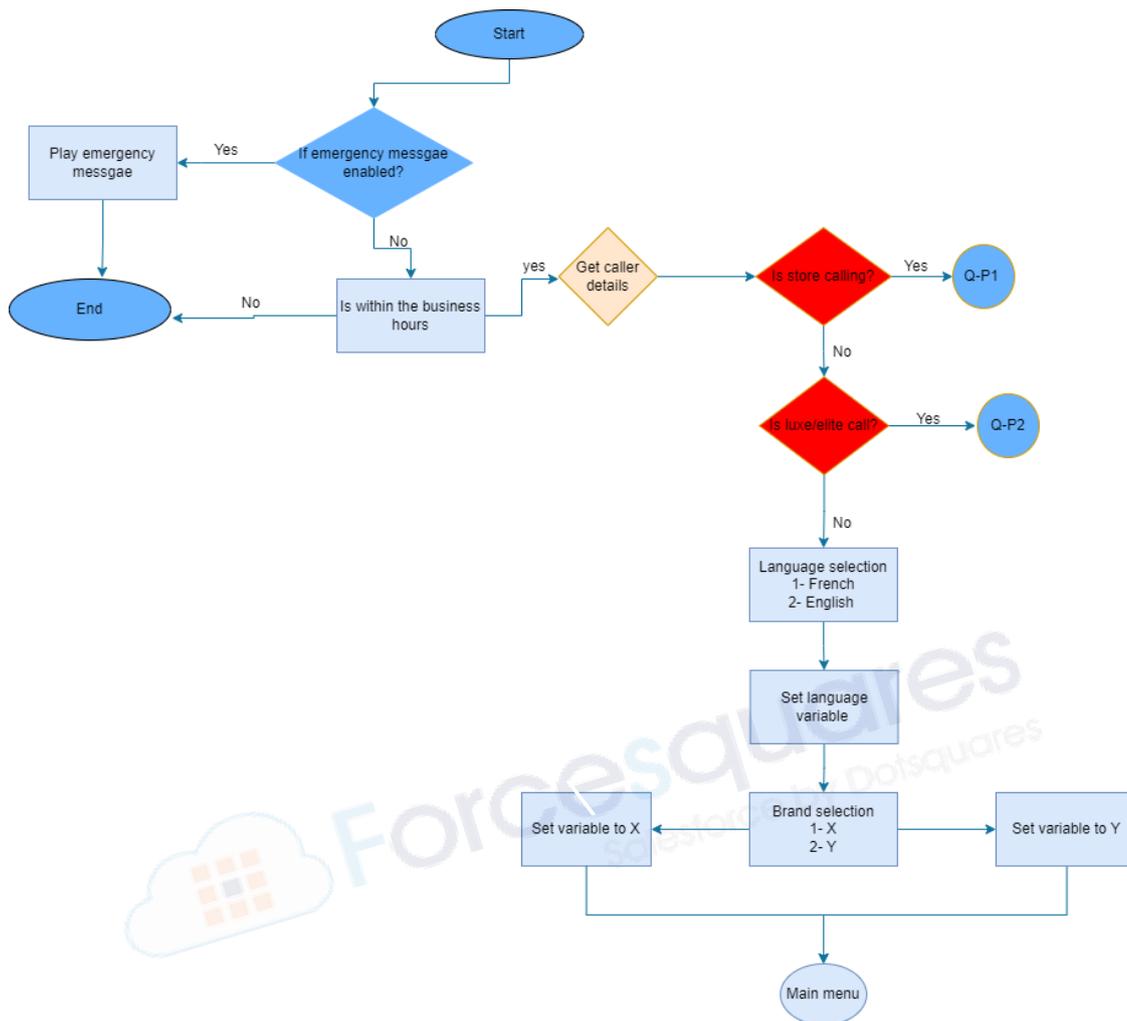
The client has an e-commerce company where they sell goods online in various categories. They also provide online customer service, where customers can contact them with any queries related to their orders. The customer service can be provided in both French and English. They are using Salesforce to manage all of their customer data.

## Beginning Requirements

This project was to develop a contact center for an e-commerce company where we had to integrate Amazon Connect with Salesforce so that data in Amazon Connect could be synced with Salesforce. Additionally, we integrated third-party APIs with the flow created in Amazon Connect.

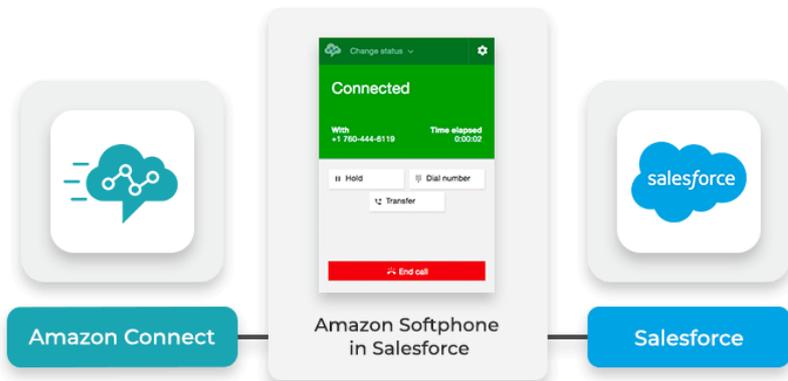
The client wanted us to set up the system such that every time a call was connected in the contact center, customers would automatically receive an IVR system before being assigned to any agents. This would give customers options to move ahead, such as an emergency message if enabled. If not, it would check if the call was within business hours and if so, customers would move forward.

We also had to set priorities on calls based on the IVR options selected by customers. Please refer to the flow attached for a reference of the contact center we created.



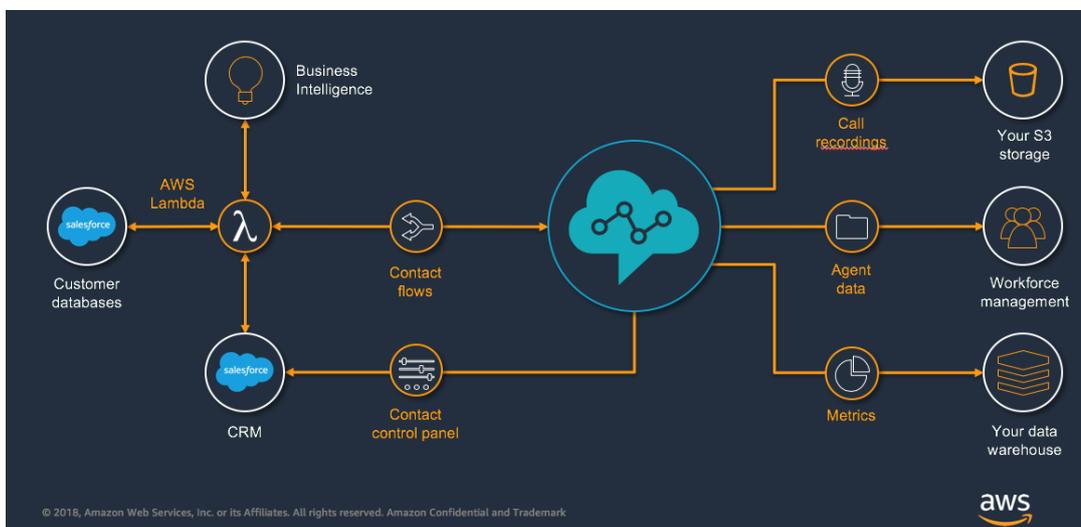
## Challenges Faced

- We have to integrate Amazon connect with Salesforce so that data can transfer from Amazon connect to Salesforce.
- We have to save the local variable in Amazon connect and in Salesforce.
- We have to integrate 3<sup>rd</sup> party API's in the flow that will create in Amazon connect.
- SF object will create and update whenever a call is received.
- Call routing has to be done if the agent is busy on the other call.



## Solution Delivered

- We have integrated Amazon Connect with the Salesforce so that data in Amazon Connect will get synced in Salesforce.
- We have done the setup the SF voice cloud with Amazon Connect so that there is no need to purchase the license for Amazon connect only voice cloud license is mandatory.
- We have done the setup so that calls received in SF will receive from Omnichannel.
- Automatic call recording can be done for the call so that can be saved for future reference.
- Emergency messages come at call with the help of IVR.
- Callback can be done to those customers whose call was not answered on their preferred timing if they have mentioned any.
- Integrated 3rd party API's using lambda function in the Amazon connect flow.



## End to End Technical Solution

- **Dynamic approach**

We proposed and have integrated all the features in the system and enhanced the usability & user experience of the system by making it more dynamic. The team enhanced the existing backend also to achieve the website's features.

- **Quality Assurance**

We have performed different types of testing to ensure the delivery of a quality end product. Different testing conducted was Functional, device, regression, and performance testing. Our team made sure that all the gaps are identified in the testing process and the development team fills those gaps with an optimal solution.

- **Testing**

With sanity testing, we have also done regression testing, load testing, and scenario-based testing. Our team made sure that all the gaps are identified in the testing process and the development team fills those gaps with the optimal solution.

- **Server Infrastructure**

We are using Salesforce org to host the system which is beyond level secured. Salesforce is reliable and secure to host the org and store the legal documents. Database accesses are not public. We have defined permission sets and MFA for an extra layer of security. These all the facts make the system secure.

## Benefits We Delivered

The project development is solely based on the Agile Work methodology and Scrum architecture. This raised our projects to a peak level of quality, security, profit, promotion, etc. We design, build, configure, test and then release the potentially shippable project increment. This process cycle is also performed in an iterative manner or sprints.

### Listing the major benefits gained by the system:

- **Create and updation in Object**

We have done the setup where everytime when the call is received then the previous record will check in the Salesforce if record found then there will updation in the existing object if no record found for the customers then a new object will create in the slaesforce.

- **All information in one place**

Salesforce voice cloud integrates the data of Amazon connect on the cloud. So that all the data can be saved at one place there is not need to move on multiple platforms.

- **Save time**

With the integration of the Amazon connect lots of time saving can be done by providing the IVR system so that lots of the customers queries can be answered through that and also by the call routing the call will automatically transfer to the agent who is free at that time.

## Technology Specifications

Frontend		
Platform	Supported Versions	Language
Org	Salesforce	Apex, Javascript, SQL
Project Name	Amazon Connect Integration with Salesforce	
Website URL		
Salesforce URL	NA	
Backend		
Component	Specification	
Editor/IDE	Visual Studio	
Database	Salesforce Objects	
Web Server	Salesforce	

# Why Dotsquares

**Dotsquares are an international creative digital design and development company striving to make your vision a reality.**

We thrive on seeing ideas grow. Since 2002, we have been working with individuals and global brands to embrace the evolving digital industry.

We are big on trust, reliability and mutual respect so we will take the time to understand you, your product and your business. We work closely with all our clients and are always looking to forge ongoing trusted relationships.

Taking your IT project offshore allows you to cut down on the costs whilst maintaining a quality that onshore companies struggle to match.

We take the pain out of your IT projects and let you concentration the business you know best: Your own.

## What we do...

### WEB



Our web development professionals bring years of experience to meet both the business and technical requirements of a project.

### GAMES



Our game developers use platforms such as Unity, Maya, Cocos2D, Unreal, ARKit, Maya, Max, and more to create the best gaming experience.

### APPS



We provide cutting-edge mobile app development that can efficiently and creatively meet current business demands.

### CRM



Each company is different and we can create bespoke CRM systems to manage your client relationships in the most efficient way.

### DIGITAL MARKETING



The industry is becoming saturated. Using methods like SEO, SMM, PPC, and Google Ads, our marketing experts can give your brand a voice.

### IT SUPPORT



Server support, network troubleshooting, remote installation, our hosting experts are on hand 24/7 to keep your business alive.

## Portfolio

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Virgin australia

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DONUTS  
AMERICA RUNS ON DUNKIN'

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Take Control of Your Health

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YANKEE  
CANDLE®

You'll go far...  
usrentacar.co.uk

INDIVIDUAL  
RESTAURANTS

 Learning Plan

## What our clients say

### Daniel Ox

Ocean Holidays Group  
UK

*Significant cost savings can be made working with an outsourced development company you can trust. Dotsquares have an exceptional team of quality engineers who work quickly and are always aware of deadlines."*

### John Wussah

Education & Training Company  
Australia

*"You have been one of the best developers I have ever worked with. You have excellent technical and interpersonal skills and you got my website development and design project is done to my amazement and satisfaction!"*

### Brian Riback

New York Daily News  
USA

*Dotsquares went beyond the requirements. The Team is amazing and working with them is a winning formula. I feel extremely lucky to have these gentlemen on my Team with their unyielding dedication to excellence."*

## Affiliations

