

# Your guide to intelligent CX with Zendesk, Amazon Connect, & Route 101

Unlock the next generation of customer service



Uniting industry leaders to transform customer experience delivery, this strategic partnership brings together:

- Zendesk's award-winning customer service platform
- Amazon Connect's innovative cloud contact centre solution
- Route 101's deep implementation expertise and managed services

Together, we deliver a comprehensive solution that combines cutting-edge AI technology, enterprise-grade cloud infrastructure, and expert consulting to help organisations modernise their customer experience operations while reducing costs and complexity.



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## Give your contact centre an IQ boost

As the contact centre continues to evolve, customers aren't just concerned about purchasing products from your business—they also want to have exceptional experiences in the process. People crave friendly, attentive, and personalised service that flows naturally and effortlessly across channels online and in store.

But bringing this to the customer experience (CX) is no simple task, especially if you're dealing with common contact centre challenges:

- Expensive legacy solutions with complex pricing
- Challenging vendor relationships
- Difficulty scaling up or down
- Frequent outages causing lapses in service, lost revenue, and wasted agent labour
- Lack of access to powerful artificial intelligence (AI) technologies
- Complex and expensive integrations
- High agent turnover with expensive training costs

## Zendesk on AWS - the intelligent solution for CX

More than 160,000 businesses around the globe have turned to [Zendesk](#) for the out-of-the-box tools they need to solve their contact centre challenges. Powered by [Amazon Web Services](#) (AWS), Zendesk's open and flexible platform takes a unified approach to ticketing and customer support, including chat, email, messaging, social channels, and communities. When combined with Amazon Connect's pay-as-you-go voice and advanced contact centre capabilities, your agents can easily engage customers in the ways that matter most.

In this ebook, we'll outline how Zendesk and Amazon Connect work together to give your contact centre an IQ boost—no matter where you're starting from.



**Positive customer experiences are the key to building long-lasting customer relationships.**

“

**Companies with a CX mindset drive revenue 4–8% higher than their competitive counterparts.”**

**Bain and Company**

## Meet the CX dream team

To successfully respond to rising customer expectations, brands are enhancing their CX tech stack by implementing Zendesk as their help desk solution and integrating Amazon Connect as their call centre.

### Zendesk and Amazon Connect: The brains of CX

**What is Zendesk?** As a leading cloud-based customer service software solution, Zendesk provides an integrated on-demand helpdesk-customer support portal. Taking it a step further, Zendesk makes it easy to customize your CX with advanced AWS AI/ML tools—from customer sentiment analysis to automated language translation of tickets.

#### Key Zendesk features:



Reduced volume of support inquiries



Simplified workflows



Efficient management for ticket support

**What is Amazon Connect?** Amazon Connect, the easy-to-use omnichannel cloud contact centre, enables companies of all sizes to deliver superior customer experiences at a lower cost. With powerful AI and ML capabilities, it's possible to set up a cloud contact centre in just a few clicks and onboard agents quickly to help customers right away.

#### Key Amazon Connect features:



Global telephony



Scalable & elastic



Pay-as-you-go



GenAI FAQs from Zendesk Guide into Voice channel



GenAI Auto-Call Summaries



Outbound Campaigns



Voice ID

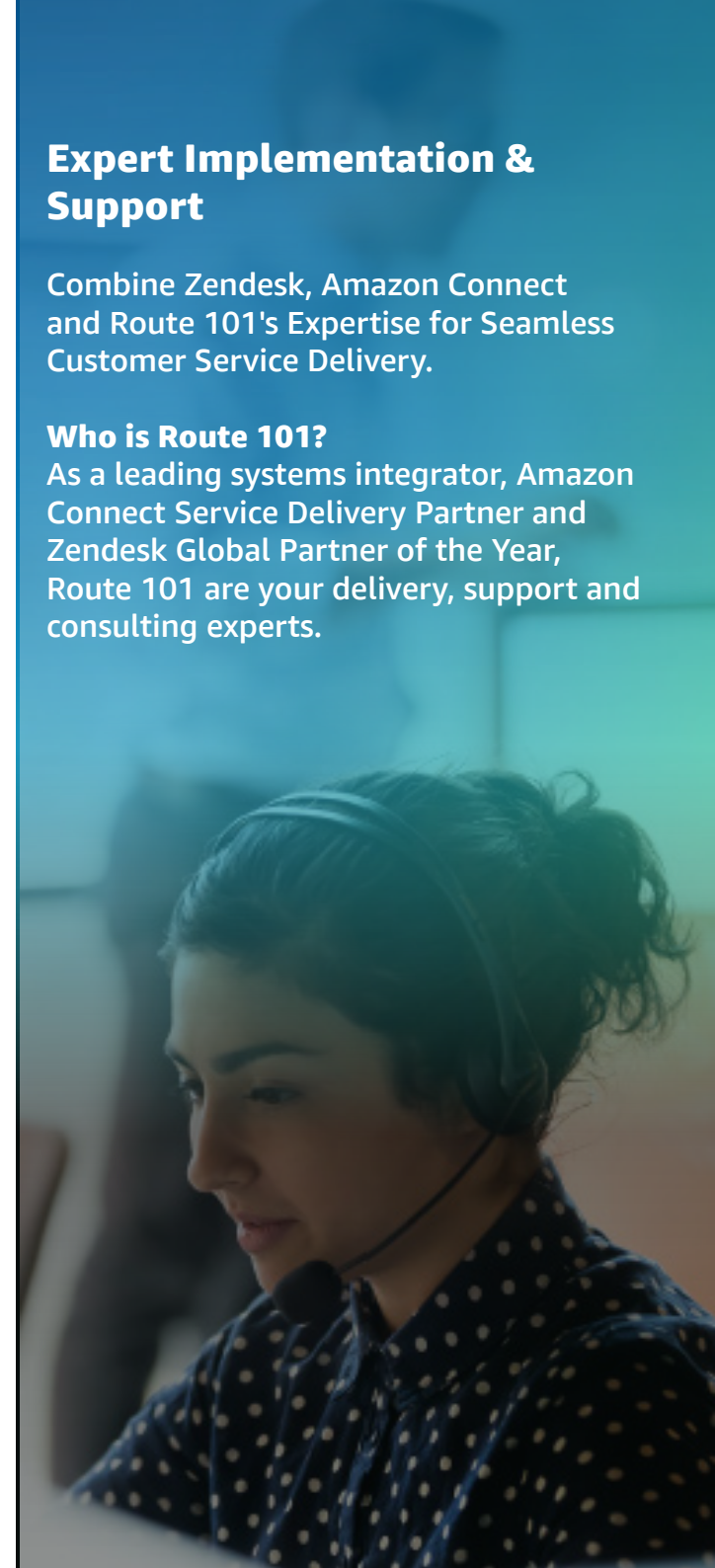
The integration between Zendesk and Amazon Connect is all about giving teams powerful tools for routing, tracking, prioritising, and resolving customer service interactions. So, whether you're already familiar with or using Zendesk, or currently an Amazon Connect customer, adding the other to your tech stack is not only easy, it's smart.

## Expert Implementation & Support

Combine Zendesk, Amazon Connect and Route 101's Expertise for Seamless Customer Service Delivery.

### Who is Route 101?

As a leading systems integrator, Amazon Connect Service Delivery Partner and Zendesk Global Partner of the Year, Route 101 are your delivery, support and consulting experts.



## Route 101: Delivery, Support and Consulting Experts

Collectively, the Route 101 team have hundreds of years experience in contact centre technology and processes. The team boasts insightful customer experience consultants, incredibly smart solutions engineers, and some of the most knowledgeable project delivery experts in the industry.

It's this combination of varied experience and expertise which informs the business model, processes, and ethos; thanks to the team's backgrounds they know the tried, tested and proven methods for success.

### Key Capabilities:



Amazon &  
Zendesk  
Health Checks



Tailored  
Design &  
Implementation



Data Migration &  
Integrations



Ongoing Strategy  
& 24/7 Support



Consultancy &  
Optimisation



Development & AI  
Deployment



**Zendesk, Route 101, and AWS have joined forces to revolutionise contact centre operations through an innovative combination of industry-leading technology and expertise.**

This partnership unites Zendesk's intelligent customer service platform, AWS's secure cloud infrastructure, and Route 101's deep implementation experience to deliver transformative customer experiences.

Our integrated solution enables organisations to:

- Reduce operational costs by 25-40% whilst improving service quality
- Deploy AI-powered automation that increases first-contact resolution by 60%
- Scale operations seamlessly with pay-as-you-go flexibility

Leading UK retailer JD Sports achieved a 35% reduction in handling times and 28% improvement in CSAT scores within six months of deployment, demonstrating the solution's immediate impact.

**Together, we're building the future of intelligent customer experience—where world-class technology, expert delivery, and continuous innovation converge to help businesses thrive in an increasingly digital world.**



## A unified interface for seamless customer communication

The newly enhanced integration between Amazon Connect and Zendesk Support through the Amazon Connect App enables businesses to improve contact centre agent efficiency while reducing the time your customers spend interacting with customer service. This integration allows agents to handle interactions from a single support platform by embedding a web-based softphone directly into Zendesk Support, providing a more personalised approach to customer service through voice channels, chat channels, and task channels.

As a time-saving tool, the Amazon Connect App automatically creates tickets for easy record keeping and issue resolution. Ticket information includes interaction transcripts and recordings with optional speech analysis using Amazon Contact Lens. Contact centre agents can then link customer interactions to existing Zendesk Support end-user profiles based on customer identifiers, user IDs, ticket IDs, templated searches, or any custom field created such as account numbers, organisation IDs, and email addresses. And all Amazon Connect contact details, call recordings with audio playback and a downloadable link, call and chat transcriptions, customer and agent sentiment, conversation characteristics, and more are attached to a Zendesk Support ticket.

Together, Zendesk and Amazon Connect give contact centres a centralised platform for all customer communication to boost agent productivity, maintain full visibility into support operations, and enable seamless customer communication across channels—all while never leaving Zendesk.

Throughout your project, Route 101 provides ongoing management to monitor milestones and address any risks, ensuring your implementation stays on track. Their consultants deliver tailored implementation solutions across all verticals.

**“** The Amazon Connect App is an incredible connection that allows our agents to never leave Zendesk.”

**Hyatus Stays**

**“** Route 101 has been an exceptional partner... We can always rely on them.”

**Albert Owens, Head of  
Operations  
Fiinu Bank**



# Build your contact centre, your way

By combining the powers of Zendesk and Amazon Connect, it's easy to boost workforce efficiency, maximise the value of your data, and embed value-driven customer service at the heart of your business.

**If your starting place is Zendesk, Amazon Connect is your next step to building a future-ready contact centre.**

**Here are five reasons to integrate Amazon Connect with your Zendesk setup:**

1. **Unified CX:** Create a seamless and unified CX that allows agents to access customer information and interactions from both Zendesk and Amazon Connect in one place, leading to more efficient and personalized customer service
2. **Enterprise-quality voice:** Unlock advanced features such as conversational interactive voice response (IVR) with voice authentication on Amazon Connect's globally redundant telephony with 30+ providers as well as 85+ inbound and 230+ outbound countries.
3. **Scalability:** Grow with the needs of your business - if you're experiencing increased call volumes or expanding your customer support operations, Amazon Connect provides the flexibility to scale up or down easily.
4. **Cost-efficiency:** Use resources efficiently with Amazon Connect's pay-as-you-go pricing model.
5. **Advanced analytics:** Gain deeper insights into customer interactions, agent performance, and overall contact centre efficiency with robust analytics and reporting tools.

**If your starting place is Amazon Connect, Zendesk is your next step to exceptional CX.**

**Here are five reasons to integrate Zendesk with your Amazon Connect setup:**

1. **Unified customer support platform:** Integrate various communication channels, including email, chat, and social media, to create a centralised hub for managing customer interactions.
2. **Ticketing and case management:** Create, track and manage support tickets more efficiently and ensure that customer issues are documented, prioritised, and resolved in a systematic manner.
3. **Knowledge base and self-service options:** Empower customers to find answers to common questions on their own, reducing the volume of support inquiries and improving overall customer satisfaction.
4. **Automation and workflow customisation:** Streamline routine tasks, improve response times, and enhance overall operational efficiency.
5. **Customer engagement:** Enhance real-time communication with customers, leading to more personalised interactions.

Together, Zendesk and Amazon Connect offer a simple, proven path to delivering unique customer experiences that are richer, more personalised, and more profitable—a scalable solution that helps agents connect on a human level to deliver unrivaled customer service.



# Unlock the future of CX

Zendesk and Amazon Connect bring together a wide set of capabilities and unlock endless possibilities to empower your agents and engage your customers through the contact centre experience. Amazon Connect and Zendesk make it possible for businesses to build more intelligent contact centres and, most importantly, a more unified and personal CX.

Paired with Route 101's specialised implementation, optimisation and support, unlock the full potential of both platforms.

[Learn more](#)

