Building contact center resiliency with Amazon Connect

The challenge

A leading insurance provider relied heavily on Amazon Connect for its customer experience operations. While Amazon Connect is highly reliable, the client recognized that even rare service outages could significantly disrupt their business and impact policy holders. The organization needed a way to ensure business continuity and minimize downtime in the event of a regional outage. Their goal was to strengthen resiliency, streamline disaster recovery, and maintain uninterrupted customer engagement.

The solution

The client partnered with TTEC Digital to implement Amazon Connect Global Resiliency across two AWS regions. To ensure seamless failover and continuity, TTEC Digital deployed:

Amazon Connect Global Resiliency Architecture leveraging APIs and replication services to synchronize critical resources across primary and secondary regions.

TTEC Digital Operational Management Portal (OMP) in both regions to centralize configuration, monitoring, and operations management.

TTEC Digital Voicemail for Amazon Connect deployed across multiple regions to maintain consistent call-handling functionality during failover.

Amazon Connect Salesforce CTI Adapter and Lambda functions to replicate integrations and workflows in the backup environment.

TTEC Digital's "vf-backup" replication service was configured to continuously synchronize key Amazon Connect components such as contact flows, routing profiles, queues, users, security profiles, hierarchy groups, and Amazon Lex bots between the two regions.

The engagement also included user acceptance testing, training, and go-live support, ensuring that the client's teams were fully equipped to manage and operate the new resiliency framework.

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The results

With the resiliency solution in place, the insurance provider gained a dramatically stronger disaster recovery posture – 99.99% uptime across regions. By deploying Amazon Connect across multiple AWS regions, the organization achieved near-continuous service availability. Contact flows, routing profiles, and critical integrations were automatically synchronized, ensuring that in the event of a disruption, operations could shift seamlessly to the secondary region without impacting customers or agents.

The solution also delivered measurable business benefits. Recovery time for critical contact flows was reduced to under 15 minutes, giving the client confidence that customer interactions would not be lost during outages.

Operational teams gained centralized monitoring and management through the TTEC Digital Operational Management Portal, which helped them resolve incidents faster and improve visibility into performance. Agents experienced a smoother workflow with Salesforce CTI integration mirrored across both environments, eliminating downtime in customer relationship management tools.

Most importantly, customers experienced uninterrupted service during potential disruptions, resulting in improved satisfaction and trust in the provider's ability to deliver consistent support. Internally, the organization strengthened its resiliency strategy and reduced operational risk, ensuring business continuity for the long term.

About TTEC Digital

TTEC Digital is a global leader in customer experience orchestration, combining technology and empathy at the point of conversation. With decades of innovation experience across the world's leading contact center technology platforms — plus in-house expertise in CX strategy, data and analytics, AI and more — TTEC Digital delivers an unmatched skillset for organizations looking to forge deeper customer relationships and drive better business outcomes. Learn more at ttecdigital.com.