



Enterprise contact center transformation with Amazon Connect

Facing an impending end-of-life infrastructure and the urgency to modernize, a major enterprise insurance organization undertook a large-scale migration of approximately 13,500 agents across claims, sales, service, and lending services. The company's heavy reliance on phone-based revenue generation heightened the stakes, making it imperative that the transition to a new platform be both swift and seamless. Additionally, the company needed its contact center solution to align with its broader AWS migration strategy.

The challenge

The organization was under pressure to quickly deploy a scalable and reliable solution due to the deprecation of its legacy infrastructure. A critical concern was ensuring that the migration would not disrupt operations or impact revenue. With a vast and distributed agent workforce spread across four major departments, maintaining business continuity was a top priority. The company also needed to preserve existing workflows and integrations with various third-party systems, while meeting high standards for security, compliance, and global resilience.

The solution

To meet these needs, the company executed a phased migration from its legacy provider to Amazon Connect. This approach allowed for a controlled transition that minimized operational risk. The deployment supported multi-channel engagement across voice, chat, and SMS, enabling the enterprise to offer customers more flexible and responsive service.

TTEC Digital established key integrations with third-party systems, including Verint for workforce management, and CRM platforms such as A3 and Agent Cubed.

Additionally, TTEC Digital maintained connections to the organization's legacy data lake to ensure continuity of data access and reporting. The Amazon Connect implementation was architected for global resiliency, including multi-region failover capabilities to enhance reliability. Security and compliance were central to the deployment, with robust implementations of IAM, MFA, and adherence to PCI, HIPAA, SOC2, SOX, and HITRUST standards. This comprehensive security framework ensured that the migration upheld the strict regulatory and operational requirements of a large enterprise.





Results and impact

The migration of 13,500 agents across four departments was successfully completed with minimal disruption to business operations. Legacy integrations with workforce management, CRM systems, and reporting tools were preserved, allowing teams to maintain existing workflows and performance insights. Most importantly, the company eliminated the risks associated with end-of-life infrastructure while laying the foundation for a future-ready, cloud-native contact center.

By transitioning to Amazon Connect, the enterprise achieved a significant operational milestone. The project not only mitigated immediate infrastructure risks but also aligned with the company's AWS strategy, enhancing global resilience and enabling a scalable, secure, and compliant contact center environment for continued growth and innovation.

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.

