

Delivering Contact Center Excellence by meeting  
your customers in their channel of choice --

Amplifying the Human Experience



## OUR EXPERTISE



Digital Transformation

AI-Powered Solutions

Amazon Connect



## OUR TEAM

Amplify's certified consultants excel at understanding business needs and providing positive business outcomes.

Our consultants have been at the forefront of contact center evolution for decades, leading the charge with cutting edge technology. Our proven approach embraces the total experience for your customers, employees and business stakeholders.



## ▶▶▶ OUR SERVICES

**Transformative Consulting**  
Analysis and assessment

**Implementation**  
We offer end to end services from conversational user experience design, project management to deployment

**Managed Services**  
Optimized for secure, scalable solutions



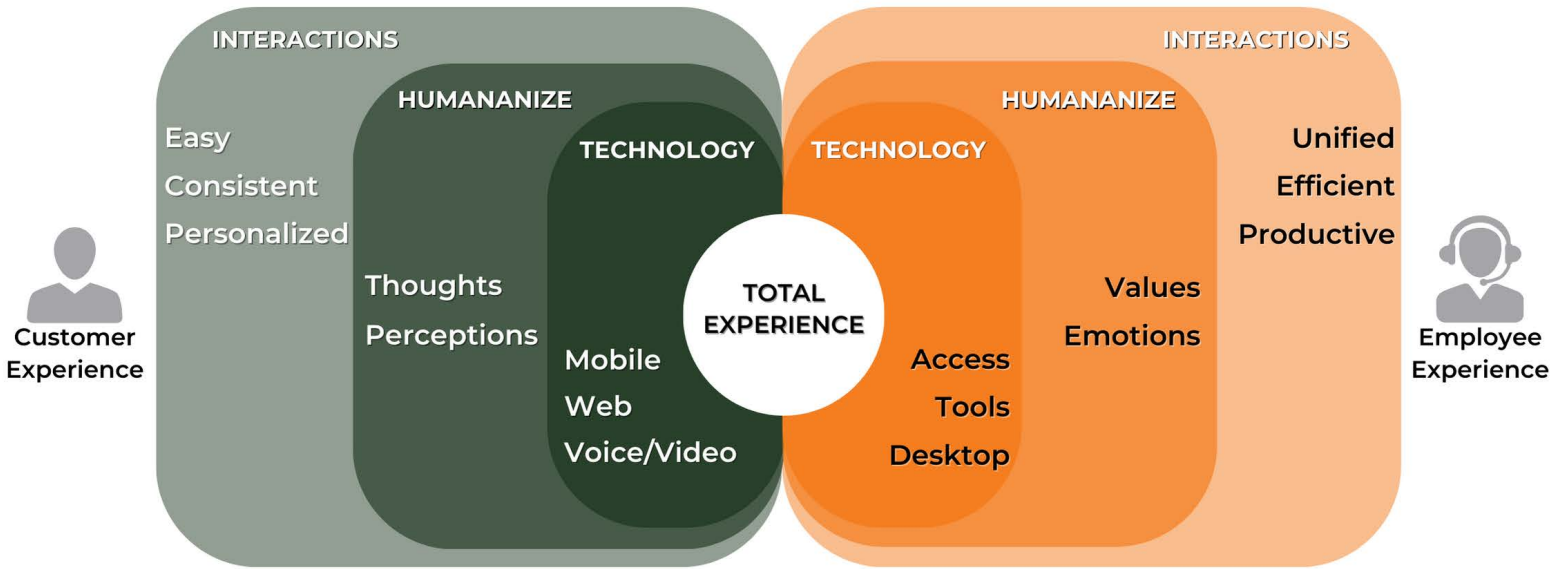
## OUR PARTNER

At AmplifyTE, we partner with AWS to accelerate CX innovation at a lower cost with a faster time to value. Amazon connect is an AI-powered contact center solution that helps you transform your customer experience (CX) at scale. Amazon Connect is a Gartner recognized industry leader.



Contact us for more info or a demo:  
[www.amplifyte.com](http://www.amplifyte.com)

# OUR PROVEN APPROACH



At Amplify Total Experience, we excel in optimizing every aspect of customer and employee journeys. Our proven outside-in methodology ensures that we incorporate the appropriate digital, data-driven solutions like AI and LLMs into your contact center. Your customers, employees, and stakeholders are with us every step of the way.

## Interactions

The first step in transforming your business is to get a current snapshot of your customers' experience. We want to understand your processes and what matters most to your customers and employees. We collect and analyze data using a variety of methods, including our video AI research tool to conduct focus groups and usability studies. We gather qualitative and quantitative data and provide an executive summary of actionable insights, detailing how your customers prefer to interact with your company so you can meet them on their terms.

## Humanize

The Human Experience is a crucial element of a successful total experience. We use a social lens to peer into interactions, emotions, sentiments and intentions. This helps discover behavioral elements that impact customer experience, which is often overlooked. The resulting analysis will give you detailed insights into how your customers and employees feel and behave at critical moments of their journey. This information influences User Interface (UI) and User Experience (UX) design that will better support customers and employees.

## Technology

While we are mapping data-driven insights to the customer and employee UX, we also assess your current infrastructure and solutions, with an eye toward innovative technologies. We specialize in building, integrating, and delivering solutions on AWS, recognized for its flexibility and vision as a Platform as a Service (PaaS) and Contact Center as a Service (CCaaS). Our extensive industry experience and partner ecosystem enables us to support and integrate best of breed technologies to meet your unique business needs.

## The Result - A Total Experience

Our proven approach delivers a Total Experience for your operations, grounded in data-driven insights and supported by a trusted partner. AmplifyTE commits to equip your business with the tools and strategies necessary to maximize your business outcomes.

