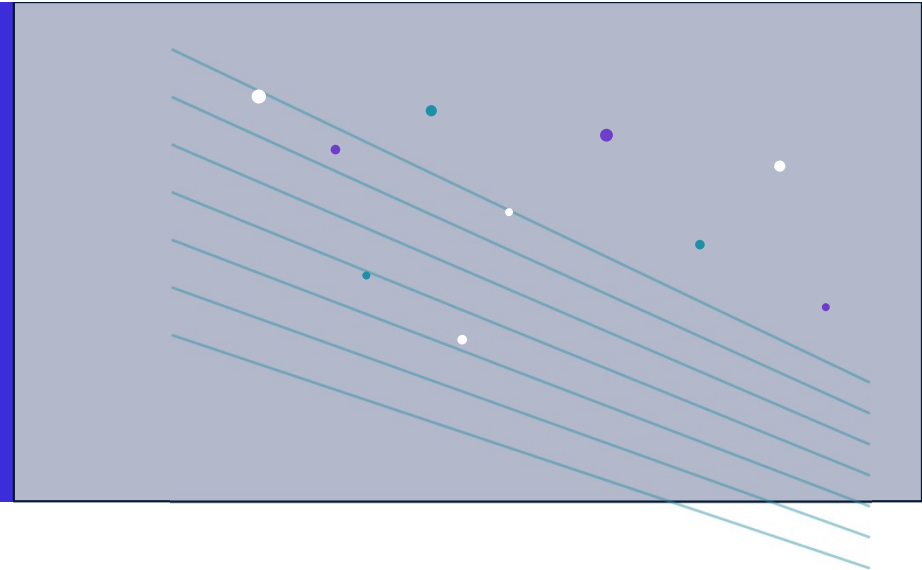


Future proof your contact center by moving from Manual VIP Handling to *Smart Routing*

Intelligent skills-based & priority VIP contact routing for Amazon Connect



Challenges with Manual VIP Call Handling



Manual VIP queue selection



No automatic VIP identification



Long, undifferentiated wait times



Inconsistent VIP experience



Missed personalization opportunities

Our Recommendations



Automate VIP caller

verification directly inside Amazon Connect



Enable AI-driven

personalized greetings & priority routing



Build consistent,

faster service desk handoff