Ebook

Agentic Experiences

Customer Experience Modernization Guide 2026

A guide for organizations looking to migrate to a modern CX platform.



Trusted across North America

aws PARTNER Advanced Tier Services

aws PARTNER Amazon Connect Delivery

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Key Trends in CX for Growing Business

Exceptional customer service (CX) is critical for building loyalty and driving growth. Customers expect smooth, personalized interactions, no matter which channel they are using. These are the trends (and challenges) that need to be considered.

Experiences Their Way

60%
More Profitable

Organizations that prioritize CX are 60% more profitable than those that do not make meeting customer needs and preferences a priority

Reliable & Trustworthy Interractions

93%
Repeat Purchases

Customers are likely to make repeat purchases from companies that offer excellent service

Agents That are Knowledgeable

31%
Value Knowledgeable Agents

Customers claimed that getting a knowledgeable agent is important.

Customers Want to Feel Heard

20%
Expext NO Info Repetition

Customers said that not having to repeat the same information is crucial.

91%

Of CX professionals say their contact centre is what drives customer loyalty and is a key indicator of CX success.

References:

1. https://www.rootquestion.com/blog/the-impact-of-a-customer-experience-strategy/

2. https://blog.hubspot.com/service/customer-service-tips

3. https://www.smallbizgenius.net/by-the-numbers/-call-center-statistics/

4. https://www.cxnetwork.com/cx-service-support/articles/smart-customer-experience-investments-buyers-perspective

The Challenges You'll Face to Deliver Exceptional CX



Resource Limitations

IT teams can be small & are already dedicated to other projects, so managing a contact centre with its mix of operations can seem daunting.



Budget Constraints

Upfront investments or fixed-rate contracts are not ideal when workloads are constantly changing.



Optimization

Contact centres need to be retooled and updated constantly, which requires additional resources and budget.



Market Complexity

With so many solutions available, it's difficult to identify the right fit.



Time constraints

Your most valuable resource is...Time. IT and customer support teams are juggling multiple priorities and don't have the capacity to deploy a contact centre solution.

Time requirements go up with complex migrations; so a contact centre project can wreak havoc on internal teams without expert assistance.

Amazon Connect Customer Benefits

Amazon Connect Customer is the cloud-based contact center solution that can deliver this ideal state,regardless of the number of call center employees.

Here are some examples of its advantages.



Usage-Based Pricing

A pay-as-you-go cloud contact center with no minimum fees or long-term contracts, scale as needed and pay only for what you use.



Reduce Cost

Lower contact center costs with usage-based pricing, no minimum commitments, flexible features, and savings of 30–80% compared to traditional solutions.



AI-Native by Design

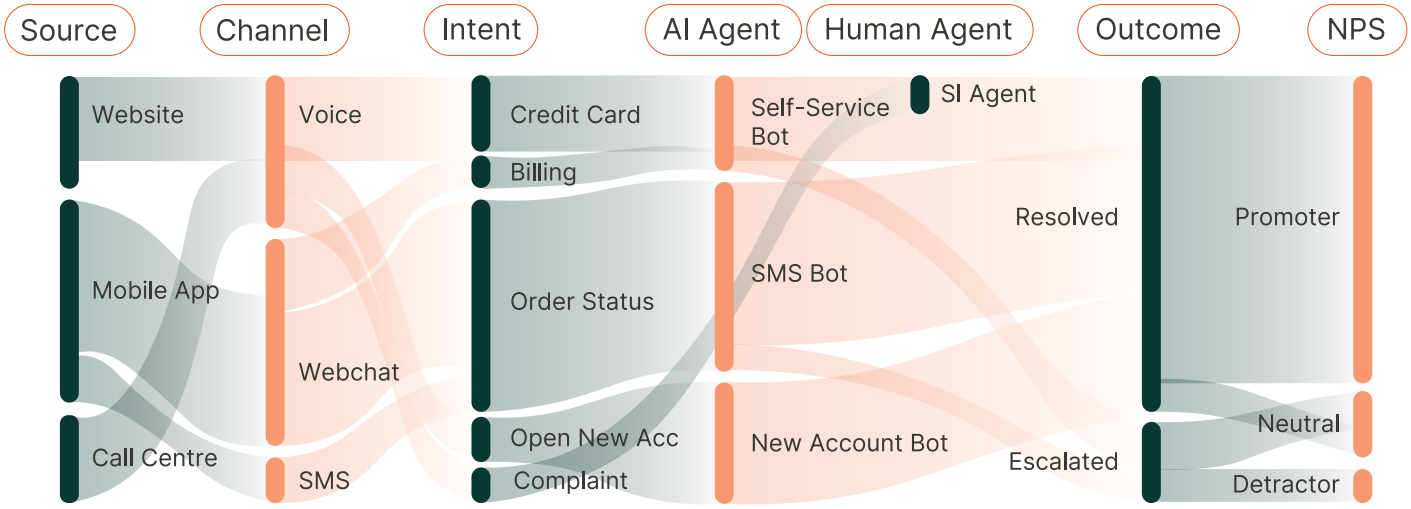
Leverage AI to deliver real-time support, automate workflows, drive intelligent actions, and continuously enhance customer and agent experiences across every communication channel.

A partner to bring it all together

- Validated Experience with decades of CX migration knowledge
- Accelerated Results to save time to adoption
- Cost Optimization to get the most out of the platform

Amazon Connect Customer:
AI-Powered End-to-End CX

Automated workflows and AI-assisted task execution



Supervisors

Supervisors & contact centre managers get 100% view into their contact centre operations. AI powered sentiment and theme analysis and real-time alerts give them unique insights on customers, agents, and their contact centre.

LoB Leaders

Business leaders get a customer experience platform that aligns with their strategic objectives. Fueled by real world feedback and data. They can make informed decisions with confidence.

Key Trends in CX for Growing Business

Amazon Connect uses a flexible, usage-based cost model that aligns costs directly to your actual contact centre activity. This lets you innovate, test, and validate new features or channels while paying only for what you use.

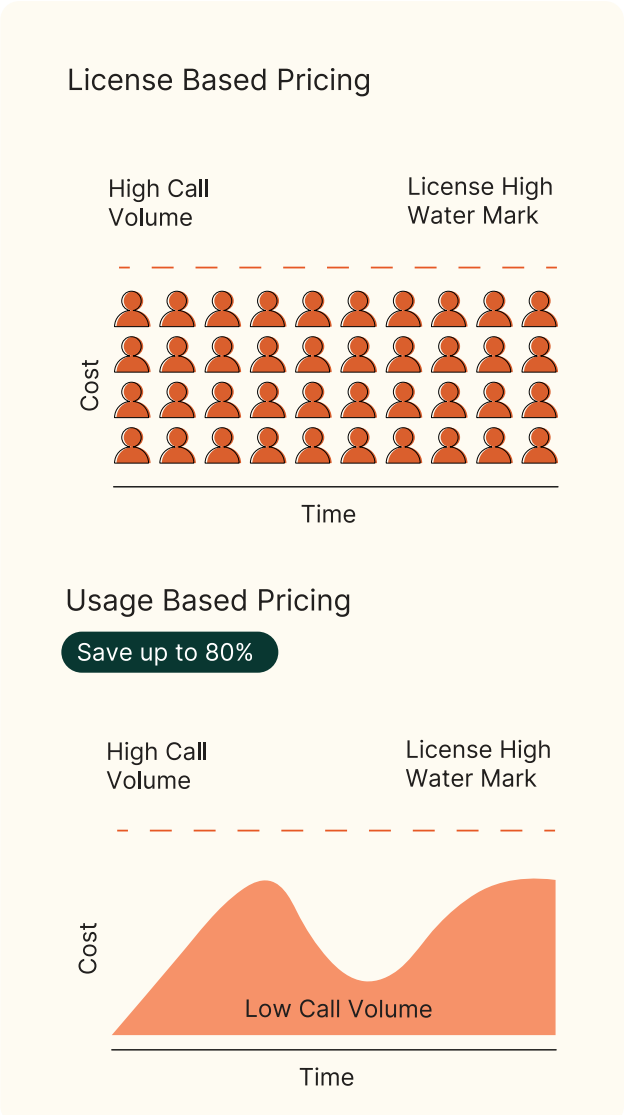
With no contracts, minimums, or multi-year license commitments, you avoid paying for idle capacity. Scale up during busy periods, scale down when demand drops without the burden of locking in your “high water mark” for licenses.

Features & Usage Pricing

> *True usage-based pricing model, where you pay olnly for what you use.*

aws vs. Traditional Providers:

- Enable or disable features individually like Contact Lens, call recording, or outbound campaigns and pay only when used
- Test and validate features without long-term commitments
- No locked-in number of seats
- No multi-year contracts
- 30–80% lower costs compared to traditional contact centre platforms
- Scale AI capabilities independently based on business demand.



The True Value of a Partner

Xodus approached Serve7 in late 2023 for a brand new deployment of Amazon Connect to establish a cloud-based contact centre that would seamlessly grow alongside their business.

Serve7's deep expertise in Amazon Connect implementations allowed Xodus to roll out a flexible and robust solution that aligned with their evolving needs. Most importantly, Amazon Connect is ready to scale to infinite capacity as their business evolves and operations expand.

Partnering for Accelerated Results

> *"The contact centres I've been involved in were lucky if we audited 2% of calls. Now, thanks to Amazon Connect and Contact Lens, we're listening to 100% of our calls and chats, which gives us a definitive measure of compliance, regulatory requirements, and overall customer sentiment. This is a game changer."*



Jason Nagy
VP of Customer Experience
Xodus

Though Xodus is a startup; their long-term vision and Serve7's flexible solution design position them for scalable growth.

With Amazon Connect's modularity and the continual roll-out of new functionalities, Xodus's contact centre will evolve to meet growing customer demands while maintaining a high level of customer service.

Serve7 as AI-Powered CX Transformation Partner

Do you have the resources to modernize your customer experience operations?

The answer is often *"No"* and that's ok!

Contact Centre migrations are very specialized, and most organizations migrate only once every 10-15 years. We'll collaborate with your internal teams and departments and fill any gaps necessary to ensure acceleration and cost efficiency.

Service Delivery Partner for Amazon Connect

We've undergone specific, rigorous training and have validated experience in order to deliver professional contact centre migrations. Here's how Serve7 helps deliver value:

Validated Experience

Serve7 is a validated Amazon Connect Partner with deep technical expertise, proven methodologies, and a strong track record of successful implementations. We design and optimize contact center workflows, ensuring compliance with industry standards such as HIPAA and PCI while addressing the unique needs of various industries.

Cost Optimization

We design cost-efficient architectures, optimize AWS pricing models, and provide tools and processes for ongoing cost management, ensuring long-term savings and financial efficiency.

Accelerated Results

We build specialized features, integrate generative AI capabilities, and tailor interfaces to meet your specific requirements. Our team develops customized reports and analytics, maps customer journeys, and designs self-service experiences with automated workflows.

Modernize & Optimize

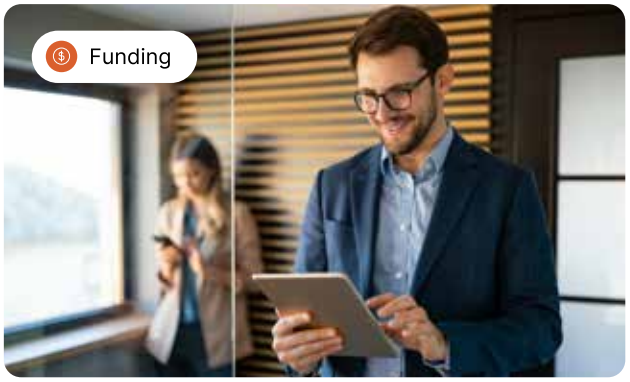
From pre-launch consultation to implementation, phased rollouts, and continuous optimization, Serve7 provides full lifecycle support for your contact center. With quarterly feature reviews and annual business reviews, we ensure that you're getting the most efficient and productive use of Amazon Connect.

How Customers Achieve Results with Serve7

Funding

As an Amazon Connect Service Delivery Partner, Serve7 helps organizations unlock AWS funding programs like the Migration Acceleration Program (MAP), which can cover up to 90% of professional services costs for a contact centre migration.

This means your budget can go further reducing migration costs, freeing resources for innovation, and accelerating your path to a modern, AI-native customer experience platform.



Free Funding Calculator

Find out how much AWS funding your organization is eligible for!

Contact Centre Migration Funding

Customer	Project Cost	Funding Secured	Savings
Canadian BPO	$150k	$120k	80 %
Health Services Company Canada Wide	$252k	$177k	70.1 %
Global IT Firm	$225k	$124k	55.1 %
Canadian College	$157k	$90k + Usage Credits	57%

Your Next Step:
Book Your AI-Powered CX Modernization Assessment

The Serve7 Free CX Assessment Includes:

- Discovery session focused on customer and operational workflows
- Review of your current CX and contact centre environment
- Identification of AI and automation opportunities
- Prioritized modernization roadmap
- AWS funding and migration incentive review

No cost. No pressure. No sales pitch.

Book My Assessment

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