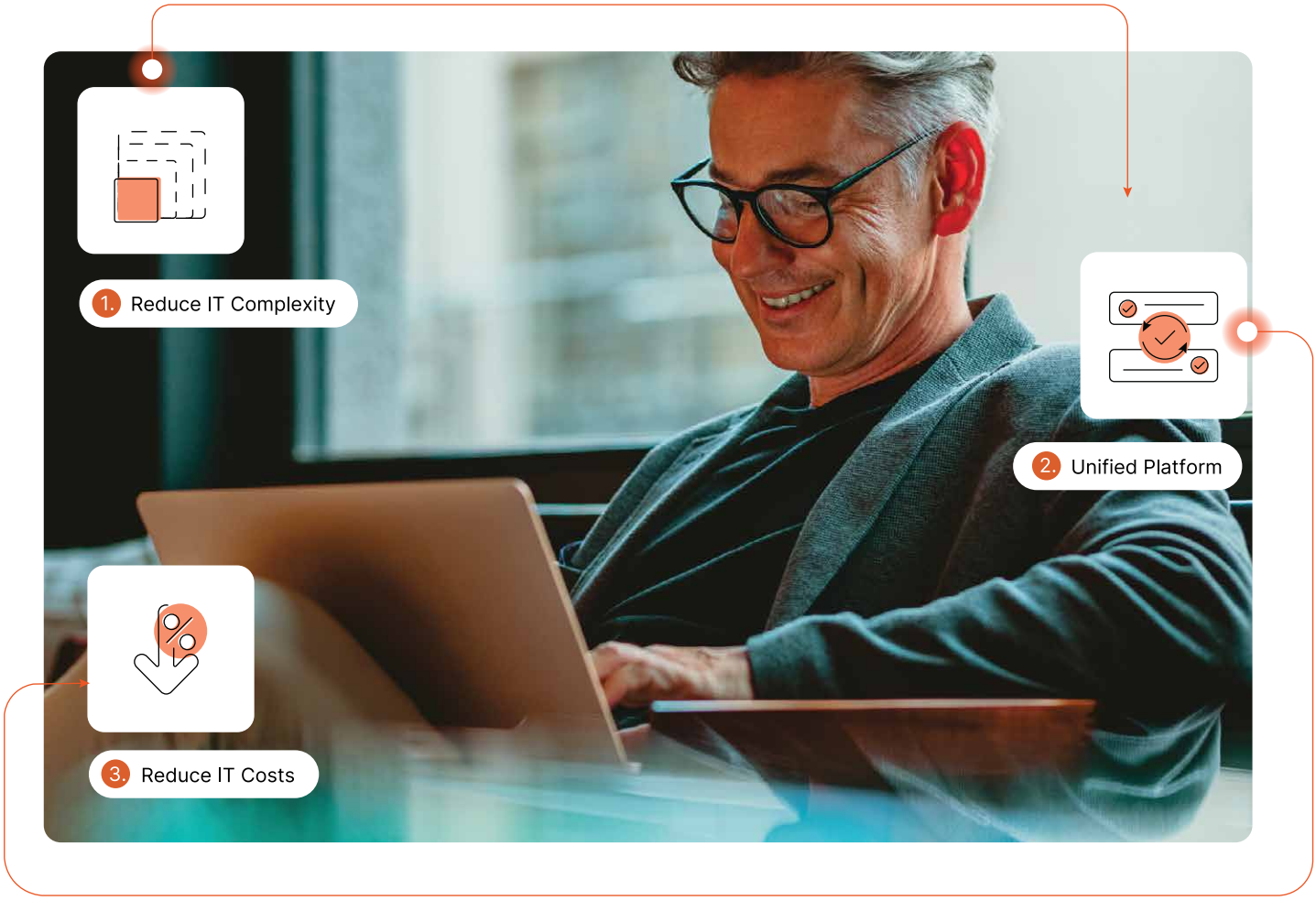
Ebook

For IT leaders

How Many Platforms Does It Take to Answer a Customer?

A practical guide to how a modern CX platform can reduce complexity and cost for Canadian IT Leaders



Trusted Canadian Partner

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Count Your Platforms

Right now, your team is probably maintaining separate systems for:

Voice Routing	IVR
Chat/Digital	Call Recording
Quality Assurance	Workforce Management
Customer Surveys	Budget Constraints
CRM Integration	Analytics & Reporting

That's potentially:

8-10 Vendors. Contracts. Integration points. Change request queues.

Every one of those systems was "best of breed" when it was purchased. Today, they're a collection of disconnected platforms that create swivel-chair workflows, fragmented data, and slow change cycles.

And every time the business asks for something new — a chatbot, AI-powered QA, better routing — you're evaluating yet another vendor to bolt onto the stack.

Before & After

Most mortgage IT teams run eight to ten separate systems just to handle customer interactions. That means fragmented data, slow response to business needs, and licensing costs tied to peak capacity year-round.

Amazon Connect Customer replaces that stack with a single platform. Voice, digital, AI, quality, workforce management, and analytics share one data layer with usage-based pricing. Changes that took months now take days.

Today: Your Current State

Fragmented. Complex. Costly.



Tomorrow: Amazon Connect Customer

Unified. AI-native. Built to Scale.



> *One part of our company ran all of its telephony operations on vendor A and all of its chat operations on Vendor B... Generally, an agent will have two desktops open: our agent desktop [and] the CRM. Someone might even have three screens."*

Product Manager,
Telecommunications Organization

The Economics of Consolidation

Forrester modeled what happens when an organization replaces its legacy stack with Amazon Connect Customer:

By the Numbers

342% 3-Year ROI

<6 Months Payback

~30% less Platform Costs

Results from the Forrester February 2026 Total Economic Impact study of Amazon Connect Customer at scale (2,000 agents, 20M annual contacts).

> *We save roughly $2 million a year by switching just for that [usage-based pricing]."*

VP Product for Customer Services,
Media Entertainment Organization

> *We had a separate license - based quality assurance platform. We were paying $660,000 licensing to monitor 200 to 300 agents... which was cost prohibitive."*

Director of Contact Center Solution,
Real Estate Services Organization

What drove the legacy savings:

- Eliminated license-based pricing tied to maximum concurrent agents — no more paying for peak capacity 24/7
- Retired separate vendor contracts for QA, WFM, recording, surveys, and masking
- Removed infrastructure maintenance, dedicated circuits, and support contracts
- Replaced vendor professional services engagements for routine changes with in-house configuration

What IT Leaders Actually Wanted

Forrester found that the organizations it studied were looking for a solution that could:

Move from license-based to usage-based pricing	Align costs with actual consumption, not peak capacity
Provide a single orchestration layer	Centralize data for compliance, analytics, and actionable insights
Leverage AI end-to-end	From self-service to agent assist to QA to workforce optimization
Enable elastic capacity	Handle seasonal or cyclical demand without buying licenses for peak
Accelerate change cycles	Stop waiting six months for a routing change
Consolidate interaction data	One data layer for security, compliance, and cross-functional insights

Why This Matters for Mortgage & Lending IT



Renewal waves create demand spikes

- Usage-based pricing means you don't pay for peak capacity year-round



Regulatory compliance (OSFI, PIPEDA, PCI)

- One platform with native redaction, retention, and audit trails is simpler to govern than eight



Rate change events drive sudden volume

- Elastic capacity handles surges without emergency procurement



Digital-first competitors are moving faster

- If a routing change takes you six months, a fintech does it in six days



M&A activity in the sector

- Amazon Connect Customer provides a standardization platform for acquired operations (Forrester's composite spent just two months migrating each acquisition)

The Real Question

If you could accelerate consolidating platforms and unifying experiences in your contact centre, which of these is most important to you?

- Cost more than they should (license-based, peak-capacity pricing)
- Change slower than the business needs (vendor-dependent change cycles)
- Can't deliver AI without adding yet another vendor
- Fragment your data across silos that can't talk to each other
- Create compliance risk through inconsistent governance

Every month you maintain the current stack is a month you're paying the complexity tax.

See the Platform in Five Minutes

We built a short demonstration showing how Amazon Connect Customer handles mortgage customer interactions — from AI self-service to agent assist to automated QA — on a single platform, with a single data layer, on usage-based pricing.

Want to understand what consolidation could save your organization specifically?

Tell us what's in your current stack — we'll map it against Amazon Connect Customer's native capabilities and show you what you could retire.

Request a Platform Consolidation Assessment

Watch the 5-Minute Demo



See how Amazon Connect Customer handles mortgage customer interactions on a single platform.

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Source: February 2026 Forrester Total Economic Impact™ study of Amazon Connect Customer, commissioned by AWS. The Forrester composite models a global B2C organization with 2,000 contact-centre agents and 20 million annual contacts. Results are from the composite organization; individual results will vary.