

GLOBAL SAAS PROVIDER

# Rapid Legacy Migration to Amazon Connect in Just 3 Months

Executing a massive, time-critical transition from a failing legacy vendor to a modern AWS-native contact centre, migrating 250+ advisors across two global business units weeks ahead of schedule.

## THE CHALLENGE

- Legacy vendor's Salesforce integration was unreliable and causing data loss
- Hard contract deadline with the incumbent provider leaving zero margin for delay
- Two separate global business units each with distinct routing and compliance requirements
- Over 250 contact centre advisors needed to be migrated and retrained
- 80,000 monthly call minutes could not tolerate any service interruption

## THE SOLUTION

- Designed a unified Amazon Connect architecture serving both business units
- Integrated Salesforce Service Cloud Voice for seamless CRM and telephony fusion
- Built custom routing logic to handle distinct compliance requirements per business unit
- Deployed Amazon Connect Contact Lens for real-time sentiment analysis and QA
- Executed the full migration 3 weeks ahead of the critical deadline

**3 Months**

MIGRATION TIMELINE

Completed 3 weeks ahead of the hard contract deadline

**250+**

CONTACT CENTRE ADVISORS

Migrated and retrained across two global business units

**80k**

MONTHLY CALL MINUTES

Zero service interruption during the transition

### KEY TAKEAWAY

When the stakes are high and the deadline is immovable, execution speed and engineering rigour become the only things that matter. This project demonstrated that a 3-month migration across two global business units isn't just possible — it can be delivered ahead of schedule when the right partner takes the lead.

Technology Stack:

Amazon Connect

Salesforce Service Cloud Voice

Amazon Contact Lens

AWS Lambda

Amazon EventBridge

AWS CloudFormation