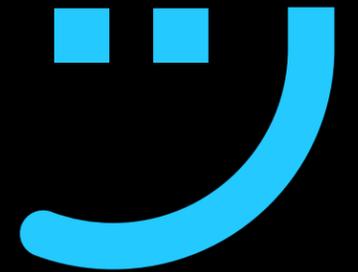


# CXone Tops Amazon Connect

CXone is Built Just For You.



NICE's CXone is built on over 30 years of contact center experience, creating an unparalleled CCaaS platform in the cloud specific to your contact center needs. Its applications are developed to work together to provide a unified experience for your customers and your operations. Make the move to a real CCaaS provider that understands contact centers and their customers. CXone will fit you—nicely.

## USE A LEADING CCAAS PLATFORM WITH EASE AND TRANSPARENCY

CXone works right out of the box, in the cloud, and will integrate seamlessly with many third-party applications. Amazon Connect provides diverse services for contact centers, but they are piecemeal—and not designed for customer interactions. Take a little of this, and a little of that, and then you need to add in a lot of your developer's time. Not to mention bolster your partnership with your systems integrator for their support.

CXone is fully customizable with flexible pricing options based on your specific needs, with one clear monthly fee. Amazon Connect charges in small time and interaction increments, making it impossible to estimate a total monthly charge. Plus, each added service requires more development

resources, AWS products and services, third-party applications, and their support—adding up to a big bill.

With CXone, you get a customized suiteform, built in the cloud for CX, with pay-as-you-go pricing and full support. Forgo the DIY approach and go with the CCaaS leaders who will be true partners at every step.

## FIND THE TRUE VALUE AND PARTNER IN CXONE

CXone provides a unified cloud experience for smart, agile customer service. Amazon Connect provides a collection of services that happen to function in tandem. Take a look at the total picture of operations and customer service through a veteran CCaaS provider vs. a jack-of-all-trades.

- **Digital and Omnichannel.** Agents with CXone can simultaneously handle interactions on multiple channels and toggle a single customer interaction between voice and chat. Amazon Connect doesn't allow this functionality natively on its platform.
- **Flexible Integrations with Existing Infrastructure.** CXone can integrate with existing telco providers including Avaya, Cisco PBX, and existing softphones. Amazon Connect requires you to use it for telephony.
- **Unified Solution from One Provider.** CXone is functionally unified, developed, and

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- > [Talk to a specialist 1-866-965-7227](#)
- > [Contact us](#)

### Reasons CXone Wins



**Transparent, Clear Pricing**  
with No Surprises



**Unified Solution with**  
Full Technical Support



**Minimal IT Resources**  
Needed

“I encourage contact center leaders to understand the differences between native and non-native cloud solutions. You want to select a native-cloud platform like CXone in order to realize the benefits we've achieved. CXone has made a significant impact on our business.”

Nadim Hajje  
Vice President of Information  
Technology and Data Analytics  
Omega World Travel

supported by one provider, including cloud-native Workforce Management, Quality Management, Analytics, Automation/AI, and ACD/IVR applications. There's no need to maintain the relationship with multiple third-party applications. Amazon Connect has only partial native functionality and must rely on third parties for advanced functionality.

- **Global Locations on One Instance.** CXone consolidates voice, routing, reporting, workforce management, quality management, feedback and performance management in one global instance. Amazon Connect cannot do this.
- **Reporting and Advanced Analytics.** CXone has robust integrated reporting and advanced analytics built into the platform. Amazon Connect does this partially and requires third parties for advanced analytics.
- **Minimal Development Resources Needed.** There's no need to use all your internal IT resources to build out the contact center platform with CXone. Amazon Connect requires extensive developer time and expertise.
- **Predictable Monthly Pricing.** Easily forecast your monthly spend on the total package of your contact center software, applications, and support with CXone. Pay-as-you-go pricing ensures you pay for only what you need. Amazon Connect's small incremental pricing makes it challenging to estimate costs.
- **One Vendor To Call For Support.** With CXone, you contact one provider for all troubleshooting needs, rather than an array of partners. With Amazon Connect, you need to maintain strong relationships with third parties for the technical support.

## TAKE IT FROM UNHAPPY CUSTOMERS

Customer reviews of Amazon Connect tell it all.

What did you dislike about Amazon Connect's solution? **"There is no single point of contact** to help me with my issues. The interface is always changing, so sometimes difficult to find the same features."

–Human Resources Manager, Semiconductors Company

**"The major bad thing is reporting. It is by far the worst.** People can't believe how bad it is. They did it all internally and it is probably a slice of what they do for themselves but it's not enough. They give you access to all the data, but you have to build the presentation layer." –Amazon Connect partner

"You can stand it up to take calls but **there are no advanced features. Take WFM: you need to integrate with Verint or Calabrio and that takes a partner.** You want to integrate other AWS services like Lex or Polly? Then it is more partner services. This is a great model for us, but customers are seeing a growing expense." –Amazon Connect partner

What did you dislike about Amazon Connect's solution? **"It's too much of a Lego approach,** I guess. The phone platform is very limited because you have to build everything around it. So as opposed to say out of the box solution like NICE where all of the features are there when you stand up your instance. Amazon, you have to build everything." –Government financial services, Solutions Architect.

**"It was going to require some effort on our end from a resource perspective.** We were going to have to bring on some additional resources to implement onboard. We just didn't have the time and the luxury to do that." –Health Care Equipment & Services, CEO

## GAIN A PARTNER FOR CONTINUED BUSINESS SUCCESS

We partner with contact center leaders at every step of their journey to ensure business value realization and long-term success.

- Exceed CX goals consistently with a designated Customer Success Advisor working on periodic and personalized business reviews to ensure you exceed your CX goals, consistently.
- Get faster support with lesser effort through industry leading support model based on a single point-of-contact working in collaboration with a cross-functional technical team instead of the common tiered support model. Get a global 24/7/365 omnichannel technical support (via preferred channel—phone, chat, electronic case) and access to an active online Customer Community that features an enterprise-class knowledge base.
- Customize your Service Experience with monthly subscription packages that range from convenient self-service support to full-service white glove support with onsite options for all customers.

Enable exceptional CX on a unified platform with a dedicated partner invested in your success. Contact us today!

## About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

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