

# Aegis CX: Fully Managed Omnichannel Customer Experience Solution

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## Overview

Aegis CX is a fully managed omnichannel customer experience solution, built on the powerful and scalable AWS Connect platform. Designed to deliver exceptional customer experiences, Aegis CX provides the flexibility, scalability, and advanced AI capabilities of a cloud-native environment while avoiding the high costs and complexity of legacy on-premises contact center solutions. Whether you're a small business or a large enterprise, Aegis CX offers tailored tiers to meet your needs, providing seamless integrations, enhanced analytics, and expert management from conceptual design to ongoing support.

## Key Capabilities

- **Omnichannel Customer Experience:** Support for voice, chat, SMS, email, and social media interactions.
- **Advanced AI Features:** AI chatbots, sentiment analysis, and post-call analysis to provide a responsive customer experience.
- **Scalable Cloud Solution:** Consumption-based model with flexible tiers to fit businesses of all sizes' unique needs.

- **Integration Flexibility:** Connect with popular CRM, EMR, and ERP systems or even in-house developed applications for the ultimate in customization.

## Benefits of a Managed CX Solution

- **Fully Managed Service:** Aegis CX handles everything from deployment to ongoing changes, allowing your team to focus on strategic goals rather than system maintenance.
- **Expert Support:** Access to a team of experts who guide you in optimizing the solution, adapting to changes in business needs, and enhancing the customer experience.
- **Advanced AI and Analytics:** Unlock the power of AI-driven insights, real-time sentiment analysis, and proactive customer outreach to deliver superior service.
- **Scalable and Cost-Efficient:** With a consumption-based model, costs are directly aligned with value. Scale as needed without the upfront investment or overhead of traditional licensing.

## Use Case Scenarios

- **Clients with legacy contact centers needing true Omnichannel and a more cost-effective business model:** A common use case is an organization with a legacy on-prem CX environment requiring self-support or self-support and contracted managed or ad-hoc services. In many cases these legacy systems don't support a truly integrated Omnichannel experience, chatbot capabilities may be limited or require expensive licensing, and call recording capabilities may be limited or require expensive 3rd party tools. All of these needs are addressed with AEGIS CX, the foundational AWS Connect components support all of these functions, and more, by default, and everything is billed on a consumption basis so you are only paying for what you use.
- **Point Solutions for AI Chatbots, PCI Compliance, 3rd Party Integrations:** Another common use case is for clients with an existing contact center that they are satisfied with, but they are facing technology gaps with that platform and what the business needs from the contact center system. Common examples include IVR solutions for credit card processing that take your agents out of PCI audit/compliance scope. Customer needs a best-in-class AI-driven IVR and/or ChatBot capabilities but their legacy CX solution doesn't offer this functionality or its prohibitively expensive. Finally, we see situations where the client has a particular business process that is reliant on one or more enterprise software tools/databases and providing access to that data and the business process to customers or agents but integrating into what are typically closed systems (legacy contact center solutions) is cost prohibitive or impossible. In these situations we provide the point solution, and its connectivity to your legacy systems, and manage the solution so that the client isn't incurring additional operational overhead. And again, after the costs for the initial deployment and customization, ongoing costs are driven by usage.

- **Scalable and Cost-Efficient:** With a consumption-based model, costs are directly aligned with value. Scale as needed without the upfront investment or overhead of traditional licensing.

## Pricing

### **Aegis CX Pricing Model: Base + Percentage**

Our **Base + Percentage pricing model** is designed to offer a flexible, shared-risk approach that can scale with your business needs, providing predictable costs while allowing for premium features when needed. With two service levels—**Premium** and **Platinum**—we can match our support to your operational needs, helping you balance budget considerations and enterprise requirements.

#### **Here's How It Works:**

1. **Base Rate:** Every service level begins with a base rate, which covers the essential features and support for Aegis CX. This base rate varies based on the selected service level:
  - **Premium** is designed for clients seeking a cost-effective, streamlined option.
  - **Platinum** is ideal for enterprises that require more extensive support and customized monitoring.
2. **Percentage-Based Scaling:** In addition to the base rate, a small percentage of your usage costs is included. This percentage-based component scales up or down according to your monthly usage, so you only pay for what you actually use, making it perfect for fluctuating demand.

### **Service Levels**

#### **Premium Level – Cost-Effective and Streamlined**

Our Premium option is suited for organizations that want a highly efficient and responsive service without the added features of enterprise-level support. In this tier, we:

- Focus on essential support, excluding general tech support for non-critical issues outside of business hours.
- Prioritize cost efficiency by reducing human resource allocation for non-essential support, which helps keep your costs predictable and manageable.

#### **Platinum Level – Comprehensive Enterprise Support**

The Platinum level is designed for businesses that need the highest level of support and flexibility. This option includes:

- **Enhanced Monitoring:** In addition to monitoring Aegis CX, we also track third-party systems like CRM or EMR platforms using LogicMonitor's website monitoring features. This visibility helps you maintain seamless integration with key external platforms.
- **Customizable Agreements:** We offer the flexibility to tailor EULA, MSA, and other contract terms to better align with your enterprise needs.

- **After-Hours Critical Support:** Platinum includes comprehensive after-hours support, ensuring critical issues are addressed promptly.

### Base Rate Tiers

Base rate tiers are determined by expected AWS Connect monthly minutes of usage. The base rate is a fixed monthly cost set by tier level and does not change unless the client changes their base rate (due to anticipated growth, M&A activity, new use cases, etc) the variable rate is a percentage and is set based on tier and service level desired and comes down as usage increases. The percentage charges are calculated monthly based on your actual AWS Connect spend.

0-100k minutes/mo

100-250k minutes/mo

250k-1M minutes/mo

1M-5M minutes/mo

5M+ minutes/mo

## AEGIS CX Shared Responsibility Model

AEGIS Costs and Shared Responsibility Model				
	AEGIS CX	AEGIS CX (Fee)	Customer	Notes
Task / Responsibility	AEGIS CX	Fee-Based	Client	Notes
Call Routing and IVR				
Create IVR Flows		X		Included in onboarding SoW, otherwise SOW-based or billed against PSC
Modify or Remove existing IVR Flows	X			
MACD Call routing rules	X			
Troubleshoot Call routing and IVR issues	X			
Monitoring call queues / call distribution			X	
Call back functionality programming		X		Included in onboarding SoW, otherwise SOW-based or billed against PSC

Monitoring call back queues			X	
Create agent skills		X		Included in onboarding SoW, otherwise SOW-based or billed against PSC
Modify or remove existing agent skills	X			
Troubleshoot agent skill related issues	X			
Call Recording and Analysis				
Set up call recording		X		Included in onboarding SoW, otherwise SOW-based or billed against PSC
Modify existing call recording rules	X			
Change recording / retention policy	X			
Troubleshoot call recording and sentiment issues	X			
Analyse recordings (compliance/customer sat)			X	
Set up sentiment analysis		X		Included in onboarding SoW, otherwise SOW-based or billed against PSC
Modify existing sentiment analysis rules	X			
Change analysis rules / retention policy	X			
Chatbots				
Design, implement, and train AI-powered chatbots		X		Included in onboarding SoW, otherwise SOW-based or billed against PSC
Modify and troubleshoot existing Chatbots	X			
Monitor chatbot queues and escalations			X	
Email				
Create email queue		X		Included in onboarding SoW, otherwise SOW-based or billed against PSC
Create and manage auto responses			X	
Modify or change escalation workflows	X			

SMS and Messaging				
Create queues and workflows		X		Included in onboarding SoW, otherwise SOW-based or billed against PSC
Manage inbound and outbound customer communication			X	
Web Forms				
Create web form workflows		X		Included in onboarding SoW, otherwise SOW-based or billed against PSC
Troubleshoot web form workflows	X			
Handle customer submissions			X	
Ticketing / Contacts / Tasks				
Setup ticketing integrations		X		Included in onboarding SoW, otherwise SOW-based or billed against PSC
Setup task workflows		X		Included in onboarding SoW, otherwise SOW-based or billed against PSC
MACD ticket creation or tasks	X			
Troubleshoot ticket or task issues	X			
Interact with and handle tickets			X	
Performance Monitoring and Analytics				
Create Dashboards and Reports		X		Included in onboarding SoW, otherwise SOW-based or billed against PSC
MACD Dashboards and Reports	X			
Troubleshoot Dashboards and Reports	X			
Analyse reported data			X	
Analyse customer journey			X	
Net promoter score and CSAT tracking			X	
Agent Scheduling and Workforce Management				
Setup Agent Scheduling and Workforce Tooling		X		Included in onboarding SoW, otherwise SOW-based or billed against PSC
Troubleshoot issues with agent scheduling	X			

MACD Agent Scheduling workflows	X			
Agent Performance Tracking			X	
Agent Assignment			X	
Agent training and onboarding			X	
Systems Integration				
Integration with CRM, EMR, etc		X		Included in onboarding SoW, otherwise SOW-based or billed against PSC
Troubleshooting Integrations	X			
MACD to Integration workflows		X		Included in onboarding SoW, otherwise SOW-based or billed against PSC
AI Integration with CX features		X		Included in onboarding SoW, otherwise SOW-based or billed against PSC
Training and refinement of AI Integrations		X		Included in onboarding SoW, otherwise SOW-based or billed against PSC
Troubleshooting AI Integrations	X			
Maintaining knowledgebase / FAQs / AI source data			X	
Ensuring Security and Compliance (audits)		X	X	Included in onboarding SoW, otherwise SOW-based or billed against PSC
MACD IAM users	X			
Downtime and outage communications			X	
DR Planning and Testing		X		Included in onboarding SoW, otherwise SOW-based or billed against PSC
3rd Party Vendor Coordination			X	
3rd Party Vendor Ticket Creation and Management	X			
Systems Management				
Real time monitoring, reporting, alerting of system infrastructure, health, and performance	X			
Benchmarking (part of QBR)	X			

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## AEGIS CX Service Levels Comparison

AEGIS CX provides a fully-managed Contact Center solution for our clients. From an ongoing operational perspective, treat our team as an extension of your IT team, where we help you align the technology and its capabilities with the needs of your business. This could be something as simple as adding a new skill definition or as complex as building a AI-driven IVR solution that allows your customers to pull detailed data from one or more of your enterprise applications and anything in between.

In addition, we are your helpdesk for your contact center environment. Our team understands not just the underlying platform but also the specific architecture and functionality of our client environments, so we can quickly troubleshoot and resolve issues with functionality or performance.

We provide these services and offer ongoing customer success engagement at support levels Premium and Platinum. The chart below details the difference in the included services and SLAs at each licensing level.

AEGIS CX Service Levels Comparison			
Services / Feature / SLA	AEGIS CX Premium	AEGIS CX Platinum	Notes
Operational & Technical Support hours	8-5 (EST) M-F	24 x 7 x 365	
Support Channels - Email	X	X	
Support Channels - Slack	X	X	
Support Channels - Phone	P1/2 Only	X	For Premium level clients, phone support is limited to P1/P2 or security-related issues only
P1/2 Support hours	24 x 7 x 365	24 x 7 x 365	At either entitlement level, P1/P2 (complete or significant outages) will be supported



			24x7x365
Continuous monitoring of the AWS platform	X	X	
Continuous monitoring of 3rd party dependencies	-	X	
Reporting / Dashboards	Standard	Custom	
Alerting / Notification workflows	Standard	Custom	Standard notifications are SMS and email. Custom workflows can include ticket creation in your ticketing system, phone calls, and escalation logic
Response time SLO - P1/P2 cases	30 min	15 min	
Response time SLO - P3/P4 cases	4 hours	2 hours	
Response time SLO - P5 cases	NBD	NBD	
AEGIS CX MSA	Standard	Custom	AEGIS CX Premium allows very limited redlining/customization of contract documents
Customer Success Manager	X	X	
Train the trainer service	SoW-based	Up to 3x per year	
Business and Technical Reviews	Annually	Quarterly	
New IVR/Report/Queue/Dashboard Creation	SoW-based	Up to 1 per month	
Innovation Training and Design Sessions	\$5,000 per	\$4,000 per	

### Consumption Charges for AWS Usage

The following table details the monthly consumption-based charges for the underlying AWS Connect functionality. These are base rates, and customers at higher AEGIS CX licensing tiers may receive discounts on these rates.

Inbound / Outbound voice	\$0.018	Per minute
Outbound campaign voice usage	\$0.025	Per minute
In-app and web calling audio usage	\$0.010	Per minute
Video connection	\$0.015	Per minute
Storage for call recordings	\$0.023	Per GB/Month
Amazon Q in Connect	\$40.00	Per agent
Performance management of agents	\$12.00	Per agent
Agent forecasting and scheduling	\$27.00	Per agent