



# Managed Omnichannel Customer Experience Solution

## Product Highlights

### Reduced Operational Overhead

Aegis CX offers a consumption-based pricing model, allowing businesses to pay based on actual usage rather than per-seat agent licensing.

### Elimination of Cost and Management Overhead

AEGIS CX leverages a cloud-native solution to eliminate the need for costly on-premise infrastructure. By transitioning to AEGIS CX, organizations see a significant reduction in total cost of ownership, often by more than 40%.

### Simplified Contracts

By consolidating multiple communication channels into a single, integrated agent desktop that can be embedded into CRM or EMR systems, AEGIS CX provides true omni-channel capabilities (voice, chat, email, social media) without the need for third party integrations.

### Scalability and Flexibility

Built on AWS Connect, AEGIS CX benefits from the cloud's virtually unlimited scalability and its flexibility ensures consistent performance - whether for small teams or large enterprise deployments.

### Pay-As-You-Go Model

The pay-as-you-go model consumption-based pricing is an efficient and budget-friendly option that aligns with your business needs.

### Built-In AI and Machine Learning Capabilities

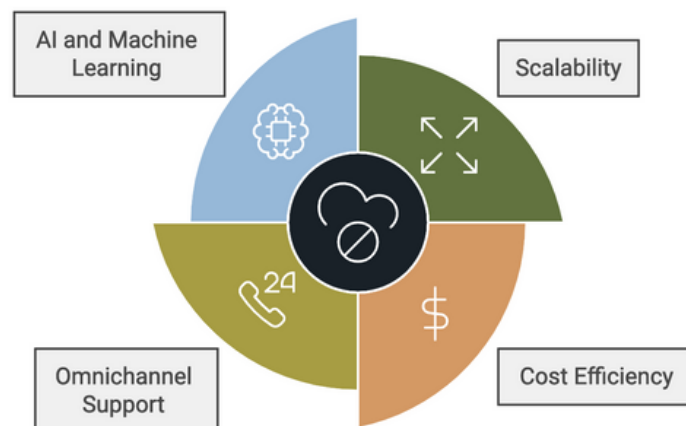
Aegis CX leverages tools like AWS Lex and Transcribe with features such as sentiment analysis, automated customer interactions and AI-driven agent assistance.

## Overview

AEGIS CX is iVi's name for a combination of software, professional services, and managed services built to help clients get more value and performance from their Contact Center solution and is powered by AWS Connect. With AEGIS CX, we are able to complement clients' existing technical experts responsible for their CX environment with our own skilled resources, improving overall support experience for agents and CX supervisors. We also assist in moves/adds/changes of CX queues and scripts reducing the time to value for new feature requests, new queues, and new agent skills.

Additionally, our own IP for AWS Connect enhances its already powerful abilities in ways that are tailored to your requirements.

iVi's managed customer experience solution is designed to optimize contact center operations by integrating advanced monitoring, automation, and management tools. Scalable, cloud-based infrastructure provided by AWS Connect eliminates the need for costly hardware and complex on-premise setups.



With AWS Connect, AEGIS CX scales to meet any call volume, ensuring high availability and reducing operational costs. Businesses benefit from AWS's robust security, global reach, and flexibility, enabling rapid deployment of new features and integrations, including CRM systems. The combination of AWS Connect and AEGIX CX allows organizations to provide a more responsive, data-driven approach to managing customer experiences.

## Benefits of a Managed CX Solution

AEGIS CX and AWS Connect provide a scalable, cloud solution to connect with popular CRM, EMR, and ERP systems (or even in-house developed applications) for the ultimate in customization. The consumption-based modeling provides flexible tiers to fit unique business needs, and the advanced features like AI chatbots, post-call analysis and support for voice, chat, SMS, email and social media enable a comprehensive omni-channel customer experience.

### Scalable and Cost-Efficient

Costs are directly aligned with value.



### Fully Managed Service

Aegis CX handles everything from deployment to ongoing changes.



### Advanced AI and Analytics

Unlock the power of AI-driven insights, real-time sentiment analysis and more



### Expert Support

A team of experts guides you in optimizing the solution



## Use Case Scenarios

### Legacy CX environments needing true omni-channel experience



In many cases legacy systems don't support a truly integrated omni-channel experience. Chatbot capabilities may be limited or require expensive licensing, and call recording capabilities may require 3rd party tools.

AEGIS CX addresses these needs and supports all these functions with everything billed on a consumption basis.

### Those looking for a scalable and cost-efficient options



With a consumption-based model, costs are directly aligned with value. This flexibility allows the client to scale as needed without the upfront investment or overhead of traditional licensing.

### Point solutions for AI chatbots, PCI compliance, and 3rd party integrations



Often, clients experience technology gaps with their existing contact center, for example, they use an IVR solution for credit card processing that takes their agents out of PCI compliance. The customer needs a best-in-class AI-driven IVR and/or ChatBot capability, but their legacy CX solution doesn't offer this functionality or is cost prohibitive.

AEGIS CX provides a point solution and manages the solution to avoid additional operational overhead.

Task Responsibility	AEGIS CX	AEGIS CX (Fee)	Client	Notes
<b>CALL ROUTING AND IVR</b>				
Call Routing / IVR		✓		Included in onboarding SOW, otherwise SOW-based or billed against PSC
Modify or Remove Existing IVR Flows	✓			
MACD Call Routing Rules	✓			
Troubleshoot Call Routing and IVR Issues	✓			
Monitoring Call Queues Call Distribution			✓	
Call Back Functionality Programming		✓		Included in onboarding SOW, otherwise SOW-based or billed against PSC
Monitoring Call Back Queues			✓	
Create Agent Skills		✓		Included in onboarding SOW, otherwise SOW-based or billed against PSC
Modify or Remove Existing Agent Skills	✓			
Troubleshoot Agent Skill Related Issues	✓			

<b>Task Responsibility</b>	<b>AEGIS CX</b>	<b>AEGIS CX (FEE)</b>	<b>Client</b>	<b>Notes</b>
<b>CALL RECORDING AND ANALYSIS</b>				
Set Up Call Recording		✓		Included in onboarding SOW, otherwise SOW-based or billed against PSC
Modify Existing Call Recording Rules	✓			
Change Recording / Retention Policy	✓			
Troubleshoot Call Recording and Sentiment Issues	✓			
Analyze Recordings (Compliance/Customer Satisfaction)			✓	
Set Up Sentiment Analysis		✓		Included in onboarding SOW, otherwise SOW-based or billed against PSC
Modify Existing Sentiment Analysis Rules	✓			
Change Analysis Rules/ Retention Policy	✓			
<b>CHATBOTS</b>				
Design, Implement, and Train AI-Powered Chatbots		✓		Included in onboarding SOW, otherwise SOW-based or billed against PSC

Task Responsibility	AEGIS CX	AEGIS CX (FEE)	Client	Notes
Maintain and Troubleshoot Existing Chatbots	✓			
<b>EMAILS</b>				
Create Email Queue		✓		Included in onboarding SOW, otherwise SOW-based or billed against PSC
Create & Manage Auto Responses			✓	
Modify or Change Escalation Workflows	✓			
<b>SMS &amp; MESSAGING</b>				
Create Queues & Workflows		✓		Included in onboarding SOW, otherwise SOW-based or billed against PSC
Manage Inbound & Outbound Customer Communication			✓	
<b>WEBFORMS</b>				
Create Web Form Workflows		✓		Included in onboarding SOW, otherwise SOW-based or billed against PSC
Troubleshoot Web Form Workflows	✓			



## AEGIS CX Shared Responsibility Model

Task Responsibility	AEGIS CX	AEGIS CX (FEE)	Client	Notes
Handle Customer Submissions			✓	
<b>TICKETING / CONTACTS / TASKS</b>				
Setup Ticketing Integrations		✓		Included in onboarding SOW, otherwise SOW-based or billed against PSC
Setup Task Workflows		✓		Included in onboarding SOW, otherwise SOW-based or billed against PSC
MACD Ticket Creation or Tasks	✓			
Troubleshoot Ticket or Task Issues	✓			
Interact with and Handle Tickets			✓	
<b>PERFORMANCE MONITORING &amp; ANALYTICS</b>				
Create Dashboards & Reports		✓		Included in onboarding SOW, otherwise SOW-based or billed against PSC
MACD Dashboards & Reports	✓			
Troubleshoot Dashboards & Reports	✓			
Analyze Reported Data			✓	

Task Responsibility	AEGIS CX	AEGIS CX (FEE)	Client	Notes
Analyze Customer Journey			✓	
Net Promoter Score and CSAT Tracking			✓	
<b>AGENT SCHEDULING &amp; WORKFORCE MANAGEMENT</b>				
Setup Agent Scheduling and Workforce Tooling		✓		Included in onboarding SOW, otherwise SOW-based or billed against PSC
Troubleshoot Issues with Agent Scheduling	✓			
MACD Agent Scheduling Workflows	✓			
Agent Performance Tracking			✓	
Agent Assignment			✓	
Agent Training & Onboarding			✓	
<b>SYSTEMS INTEGRATION</b>				
Integration with CRM, EMR, etc.		✓		Included in onboarding SOW, otherwise SOW-based or billed against PSC
Troubleshooting Integrations	✓			
Analyze Reported Data			✓	

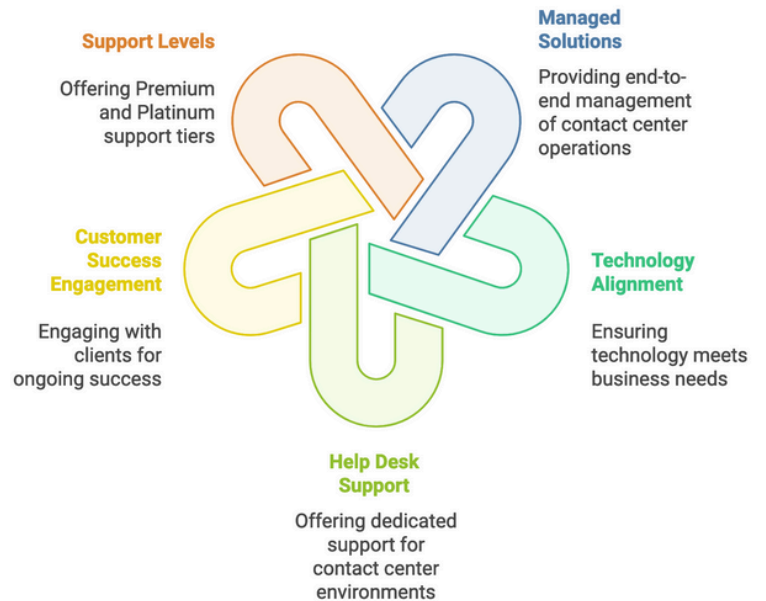
Task Responsibility	AEGIS CX	AEGIS CX (FEE)	Client	Notes
MACD to Integration Workflows			✓	Included in onboarding SOW, otherwise SOW-based or billed against PSC
AI Integrations with CX Features			✓	Included in onboarding SOW, otherwise SOW-based or billed against PSC
Training and Refinement of AI Integrations			✓	Included in onboarding SOW, otherwise SOW-based or billed against PSC
Troubleshooting AI Integrations		✓		
Maintaining Knowledgebase / FAQs/ AI Source Data			✓	
Ensuring Security & Compliance (audits)		✓	✓	Included in onboarding SOW, otherwise SOW-based or billed against PSC
MACD IAM Users	✓			
Downtime & Outage Communications			✓	
DR Planning & Testing		✓		Included in onboarding SOW, otherwise SOW-based or billed against PSC
3rd Party Vendor Coordination			✓	
3rd Party Vendor Ticket Creation & Management	✓			



<b>Task Responsibility</b>	<b>AEGIS CX</b>	<b>AEGIS CX (FEE)</b>	<b>Client</b>	<b>Notes</b>
<b>SYSTEMS MANAGEMENT</b>				
Real-time Monitoring, Reporting, Alerting of System Infrastructure, Health & Performance	✓			
Benchmarking (Part of QBR)	✓			

## AEGIS CX Service Level 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 help desk 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 level.



## AEGIS CX Service Level Comparison

SERVICES / FEATURE / SLA	AEGIS CX Premium	AEGIS CX Platinum	Notes
Operational & Technical Support Hours	8-5 (EST) M-F	24x7x365	
Support Channels - Email	✓	✓	
Support Channels - Slack	✓	✓	
Support Channels - Phone	P1/P2 Only	✓	For Premium level clients, phone support is limited to P1/P2 or security-related issues only
P 1/2 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 24 x 7 x 365
Continuous monitoring of the AWS Platform	✓	✓	
Continuous Monitoring of 3rd Party Dependencies	-	✓	
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 Times SLO - P5 Cases	NBD	NBD	
AEGIS CX MSA	Standard	Custom	AEGIX CX Premium allows very limited redlining/customization of contract documents



## AEGIS CX Service Level Comparison

SERVICES / FEATURE / SLA	AEGIS CX Premium	AEGIS CX Platinum	Notes
Custom Success Manager	✓	✓	
Train the Trainer Service	SoW-based	Up to 3x per year	
Business & Technical Reviews	Annually	Quarterly	
New IVR/Report/Queue/Dashboard Creation	SoW-based	Up to 1 per month	
Innovation Training & Design Sessions	\$5,000 per	\$4,000 per	