HASBRO

Transforming High-Scale Support Operations with Custom Agent Workspaces & CRM Integration

Replacing rigid siloed tools with a unified Connect workspace that acts as a true single pane of glass, enforcing strict access controls while streamlining ticketing and categorisation workflows.

THE CHALLENGE

- Hundreds of agents managing tens of thousands of temporary seasonal workers
- Over 600 highly specific queues functioning simultaneously during extreme seasonal peaks
- Native out-of-the-box configurations required extension to securely silo sensitive HR complaints
- Limited ability for non-contact center personnel to track ticket lifecycles seamlessly

THE SOLUTION

- Case data remains in Amazon Connect, even though the UI is custom
- Integrates with 3rd CRM via Lambda Functions
- Accessed by agents via Agent Workspace, providing a natural integration for accepting calls and emails
- Multi-level categorization of cases for reporting: fully customizable
- Add additional people to a watchlist to receive notification of comment updates

High-Velocity

PLATFORM SCALE

Hundreds of agents successfully supporting tens of thousands of seasonal workers across 600+ queues

Accelerated

ONBOARDING VELOCITY

By simplifying specific complex views, seasonal temporary staff reached ticket resolution proficiency drastically faster

Secured

SECURITY WORKFLOWS

Strict access controls ensure different teams only see relevant tickets, keeping sensitive HR cases visible exclusively to key staff.

Unified

EXTERNAL INTEGRATIONS

Custom-built integration to an existing in-house CRM provided agents with a true single pane of glass.

KEY TAKEAWAY

When enterprise compliance requires highly specific data boundaries, extending Amazon Connect Cases via custom API integration provides unparalleled security and scale without abandoning the cloud ecosystem.

Technology Stack: Amazon Connect Cases | Customer Profiles | Amazon Bedrock | Amazon Q in Connect | AWS Lambda

© CloudInteract 2026 — Confidential