RIGHTMOVE

Modernising Customer Experience with a Cloud Telephony Proof of Concept

Replacing a limiting legacy Avaya on-premise system with a highly compliant, deeply integrated, AWS-native Contact Centre featuring Freshdesk automation and Azure SSO.

THE CHALLENGE

- Legacy Avaya system suffered from frequent service outages and poor call quality
- Freshdesk CRM integration was unreliable, causing missed ticket creation and data loss
- Reporting was untrustworthy—metrics were inconsistent and dashboards could not be customised
- Unable to take payments over the phone in a PCI-compliant manner
- Call recordings were not instantly available and failure notifications were absent

THE SOLUTION

- Deployed Amazon Connect PoC for 12 CX users with full voice channel capabilities
- Integrated Freshdesk OOTB connector with automatic screen pop and ticket creation on every call
- Configured Azure Entra ID SSO for seamless, secure agent authentication
- Deployed Amazon Connect Contact Lens for instant, high-quality call recordings
- Built queue-based routing and voicemail to handle peak call loads intelligently

Seamless
FRESHDESK INTEGRATION
Automatic screen pop and ticket creation on every inbound call—replacing the unreliable legacy connector

Real-Time
REPORTING & ANALYTICS
Native dashboards with customisable metrics replaced the untrustworthy legacy reporting

AWS-Native
SYSTEM ARCHITECTURE
Fully cloud-native with consumption-based pricing, eliminating legacy licensing constraints

Technology Stack: Amazon Connect | Amazon Contact Lens | Freshdesk (OOTB Connector) | Azure Entra ID (SSO) | AWS Lambda | Amazon S3

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