Service Description

Digital Island

AMAZON CONNECT CUSTOMER

This document outlines the Amazon Connect service offered by Digital Island. It's important to note that this is a general product overview and specific details such as feature availability, solution details and pricing, are subject to individual proposal agreements, service schedules and/or statements of work. For general terms and conditions, please see Terms and Conditions on the Digital Island website.

1 SERVICE OVERVIEW

1.1 Overview

Amazon Connect is a cloud-based contact centre service provided by Amazon Web Services (AWS) that enables organisations to deliver customer service and engagement across multiple channels, including voice, chat, email, and messaging. The platform provides intelligent call routing, interactive voice response (IVR), agent workspace capabilities, real-time analytics, and integration with business applications and customer relationship management (CRM) systems.

Designed as a full service customer engagement platform, Amazon Connect supports scalable customer interactions without the need for on-premises contact centre infrastructure. It has comprehensive artificial intelligence (AI) capabilities, such as natural language understanding, conversational self-service, sentiment analysis, and agent assistance, helping organisations improve customer experience, operational efficiency, and service performance.

1.2 Key Capabilities

- Omnichannel customer engagement (voice, chat, email, and messaging)
- Intelligent contact routing and queue management
- Self-service and IVR functionality
- Real-time and historical reporting and analytics
- Integration with CRM, workforce management, and business systems
- AI-powered customer and agent assistance using AWS services
- Secure, scalable, and highly available cloud-based architecture

2 PRICING

2.1 Pricing Model

Amazon Connect operates on a consumption-based pricing model, allowing organisations to pay only for the services they use rather than committing to fixed licensing or infrastructure costs. Pricing is typically based on factors such as voice usage (per-minute charges), digital interactions (chat, messaging, email), telephony services, AI and automation capabilities, and any additional AWS services integrated into the

solution. This model provides ultimate flexibility to scale customer service operations up or down in line with business demand.

In addition to Amazon Connect service charges, Digital Island typically includes a Managed Services component as part of its customer engagement solution offering. This covers the ongoing support, administration, maintenance, optimisation, monitoring, and enhancement of the Amazon Connect environment, ensuring the platform remains secure, performant, and aligned with evolving business requirements. The Managed Services fee provides customers with access to specialist expertise and proactive operational management, eliminating the need for in-house platform administration.

2.2 Monthly Solution Fees

Key pricing components of the Amazon Connect solution may include:

- Amazon Connect consumption charges (voice, chat, messaging, email)
- Telephony and carrier-related costs
- AWS AI and automation services (where utilised)
- Integration and customisation services
- Digital Island Managed Services for ongoing premium support, maintenance, monitoring, and optimisation

Estimated monthly costs will be provided in the proposal agreement or Statement of Work (SOW). Any estimate provided is for budgetary guidance only, and is based on information provided by the customer.

2.3 Implementation Fees

Amazon Connect is implemented by our expert Service Delivery team. This process generally takes the following approach, although every implementation is tailored according to requirements.

Delivery Aspects	Description
Design & Discovery	Requirements workshop and resulting design covering platform setup, customer experience, digital channels, integrations, reporting, and go-live planning.
Solution Build	Configuration of Amazon Connect, including voice services, queues, routing, security, digital channels, contact flows, and agent workspace.
Deployment & Go-Live	Production readiness, UAT support, cutover execution, and post-launch hyper-care.
Training & Handover	Agent and supervisor training, documentation delivery, and transition to Managed Services support.
Project Management	End-to-end project planning, governance, stakeholder communication, risk management, and delivery oversight.

The activities outlined above collectively form the implementation service, covering the aspects required to successfully deliver the Amazon Connect solution. The associated one-off implementation fee will be detailed separately within a formal proposal, quotation, or Statement of Work (SoW), which will define the agreed scope, deliverables and assumptions of the implementation

Implementation fees are generally invoiced in a milestone based approach, using the following milestones:

#	Milestone	Description
1	Execution of Proposal / Statement of Work	50% of Implementation Fee
2	Design completion	25% of Implementation Fee
3	Go-Live	25% of Implementation Fee

2.4 Professional Service Fees

Professional Services Fees cover any consulting, design, implementation, integration, customisation, training, or advisory activities that fall outside the scope of the initial implementation. These services are typically delivered on a fixed-scope basis and may include solution enhancements, workflow development, system integrations, reporting improvements and specialist technical expertise. Where required, Professional Services will be scoped and quoted separately, with the associated fees detailed in a proposal, quotation, or Statement of Work (SoW).

3 SUPPORT

3.1 Support Overview

Digital Island provides full support to keep your Amazon Connect system running smoothly. Our support team is here to help you with technical issues, user questions, and system guidance. You can reach us by phone, email, or online forms. We focus on quickly and effectively fixing any issues:

- **Incident Logging and Tracking** – Every issue is logged and tracked, providing a transparent record of actions and progress.
- **Remote Diagnosis and Resolution** – Our skilled technicians work to diagnose and resolve issues remotely whenever possible, minimising downtime.

A complete detailed description of support and service delivery is included in the Managed Services Service Description.

4 TECHNICAL CONSIDERATIONS

4.1 Customer Instance Management

Your Amazon Connect instance is a SaaS (Software as a Service) solution, typically hosted within Digital Island's secure AWS account structure. This means that we manage all the underlying infrastructure, allowing you to focus on using the features of the system rather than needing to worry about the technicalities of the platform.

4.2 Amazon Connect Infrastructure Location

Your instance resides in the AWS Sydney region.

4.3 Privacy

To the extent that Digital Island or AWS receive or hold Personal Information (as that term is defined in the Privacy Act 2020) in connection with the Deliverables and this Agreement, Digital Island will and will ensure that AWS at all times:

- Comply with the New Zealand Privacy Act 2020 (and associated applicable codes of practice)
- Access, use and process Customer Data only for the purposes of providing the Deliverables in accordance with this Agreement and for no other purpose
- Take reasonable steps to protect all Customer Data from loss, destruction or damage and unauthorised access, use, modification and disclosure; and
- Immediately notify the Customer of any loss, destruction or damage or unauthorised access, use, modification or disclosure of any Customer Data and provide the Customer with such assistance, access or information as is reasonably necessary in order for the Customer to fulfil its legal obligations in the event of such an unauthorised access, use, modification or disclosure.

4.4 Data Sovereignty

The environment will be deployed within the AWS Asia Pacific (Sydney) region. Customer Data is self-contained within this region and does not flow to other regions or jurisdictions, unless requested / approved from the customer.

4.5 Compliance Programs

Amazon Connect operates within AWS's broader compliance program. The table below summarises the certifications and frameworks most relevant to contact centre deployments, and where responsibility sits for each.

Program	Owner	Relevance to this engagement
SOC 1, SOC 2, SOC 3	AWS	Independently audited controls over the Amazon Connect platform, data centres, and network infrastructure.
ISO/IEC 27001, 27017, 27018	AWS	Information security, cloud-specific, and PII-protection management systems covering the underlying service.
PCI DSS	AWS (platform) / Digital Island (configuration)	AWS maintains PCI DSS compliance for in-scope services; Digital Island configures call flows, storage, and secure input capture to keep cardholder data out of scope where required.

Note: compliance certifications and audit reports are updated periodically. Digital Island can provide current audit documentation on request.

4.6 Platform Security

Amazon Connect runs on AWS's global infrastructure, which is built to meet the requirements of the most security-sensitive organisations and is independently audited on an ongoing basis.

- Encryption in transit: all data exchanged between a user's browser and Amazon Connect, and between Connect and integrated AWS services (e.g., AWS Lambda, Amazon Kinesis, Amazon Polly), is protected using industry-standard TLS.

- Encryption at rest: contact data classified as PII is encrypted using AWS KMS; call recordings, screen recordings, and transcripts are protected using Amazon S3 server-side encryption, secured with a KMS key established at instance creation.
- Key management: customers may use AWS-owned keys by default or configure customer-managed KMS keys for organizations requiring independent key control and rotation.
- Resilience: the service is built on redundant AWS infrastructure designed for high availability, with published disaster-recovery guidance.

4.7 Resiliency and Availability

AWS aims to make Amazon Connect available 99.99% of the time. Your Digital Island instance is set up in the AWS Sydney region, using three availability zones. Each zone has its own power, network, and data storage. Your data is copied across all zones. If there is a failure in one zone, it is taken out of rotation without affecting your service. This setup allows us to perform maintenance, add new features, and expand without causing any downtime.

4.8 Power Failure

The Amazon Connect platform relies on cloud-based services for communication, so a power failure affecting web and network services will impact the calling. To mitigate this risk in a more manageable way we recommend:

- **Uninterruptible Power Supply (UPS)** - Investing in a UPS for critical devices such as computers, routers, and modems will provide temporary power during short outages and allow for a controlled shutdown if the power is not restored quickly.
- **Backup Internet Connection** - Having a secondary internet connection (e.g., a mobile hotspot) that can be used in case of primary internet failure can help maintain connectivity for essential operations.

5 PROJECT / IMPLEMENTATION CONSIDERATIONS

5.1 Variation Requests

Once the design is approved, a change freeze will be entered. Any changes (including to volumes and features) must be agreed to via the variation process outlined below.

Digital Island will only be authorised to perform work that is specifically listed in the In-Scope section above. Any additional work will be treated as a Variation and must be requested in writing. Digital Island will complete a Project Variation Request, which will be circulated for approvals by both parties. No work related to the variation will commence until both Digital Island and the Customer have provided written approval.

5.2 Acceptance Testing

Will be completed iteratively as design and development activities progress. Final acceptance testing will be required as sign-off prior to production go-live.

5.3 Risks

Digital Island will maintain a risk register that will be shared with you at regular project update meetings to ensure all current, outstanding, and anticipated risks are surfaced timeously.

5.4 Post Install Review

Digital Island will meet with the Customer at project completion to review the success of the Project in providing the Deliverables.

5.5 Assumptions and Constraints

Amazon Connect implementation projects are generally delivered using the assumptions and constraints outlined below.

- The Customer has disclosed all relevant information that could impact on Digital Island's ability to accurately forecast and plan the Deliverables under this Agreement.
- Voice recording is proposed on the queues agreed for the solution to support transcription, summaries and evaluation. Recording coverage, customer notices, storage and retention must be confirmed during design.
- The Customer will take reasonable steps to protect its own data and not change the environment during the project.
- Customer will prioritise resources and requests to ensure timely delivery of all requested tasks and requests.
- All customer personnel assigned to the Project will be knowledgeable about the current business practice in their respective areas and capable of performing their appropriate tasks as part of the Project.
- Unless expressly agreed by Digital Island, all Digital Island standard processes will apply to the Deliverables and will not be modified to meet the customer's standard requirements for any such processes (if any).
- Customer will be responsible for all organisational change management processes.
- Work will be performed largely remotely and onsite as agreed.
- The customer will provide a project management resource to facilitate change requests, internal communications, and manage any internal processes requirements.
- Customer will schedule training sessions for operators and agents against training dates and times provided by Digital Island.
- Business requirements as captured will not change significantly.
- Customer will confirm that agent workstations, browsers, headsets and internet access meet the requirements for the agreed Amazon Connect agent workspace.
- Customer provided networking infrastructure will be fit-for-purpose and not impact performance of the Amazon Connect solution.
- Cloud Contact centre services rely on Internet connectivity, so calling ability will likely be lost in the event of a power failure.

5.6 Inaccuracy

Where a party becomes aware that any assumption listed is materially incorrect, the party must promptly notify the other party in writing, providing reasonable details of the inaccuracy. The parties will in good faith assess the impact of the incorrect assumption on the project Milestones, Deliverables and Fees and agreed any changes to Milestones, Fees and Deliverables in accordance with the following principles:

- Where the incorrect assumption is a result of the Customer's error or omission, the Milestones, Deliverables and/or Fees will be adjusted to reflect the incorrection assumption.
- Where the incorrect assumption is a result of Digital Island's error or omission any necessary changes to the Deliverables will be made at no additional cost to the Customer.

Where the parties are unable to agree on any matters arising due to an inaccurate assumption, the matter will be dealt with in accordance with the Dispute process in the General Terms and Conditions.

5.7 Project Constraints/Risks

Where constraints or risks are identified to the project they will be assessed on the basis of probability (chance that the risk will be realised during this Project) and impact (degree to which a realised risk will affect the Project execution or solution delivery) of the Deliverables being impacted.

Constraints and Risks may be assessed as:

- High (requires attention to ensure successful solution delivery), or
- Medium (action to be taken at Project Managers discretion) and
- Low (unlikely to require attention, project objectives safe)

Where a risk is identified as High, the Customer acknowledges that Digital Island will use all reasonable care and skill to avoid or mitigate the constraint/risk but does not guarantee the successful delivery of the Project should the constraint/risk be unable to be avoided or mitigated.

5.8 Out of Scope

In general, the following are considered Out-of-Scope for standard Amazon Connect implementations (unless specifically included as in scope in the proposal agreement or statement of work) and will incur additional costs as per the variation management process if required:

- **Existing Systems** – Cancellation of existing PBX, SIP, carrier or telephony services, and remediation of existing network, internet or telephony issues.
- **Custom Development** – Complex custom application development, bespoke reporting beyond standard Amazon Connect capability, advanced workflow automation, and integrations with other systems not specifically agreed.
- **Channels, AI and Advanced Features** – Webchat, SMS, email, outbound campaigns, workforce management, quality management, customer profiles, and any other channel, automation or feature not specifically defined as 'in scope' in the Proposal Agreement or Statement of Work.

6 RESPONSIBILITIES

6.1 Customer Responsibilities

To ensure a successful Amazon Connect implementation, you are responsible for:

- **Providing Business Requirements** – Clearly define objectives, workflows, and integration needs during the design phase.
- **Ensuring Internal Readiness** – Assign key stakeholders for workshops, testing, and approvals.
- **System Access & Credentials** – Provide the required resources and necessary permissions for integrations (e.g., CRM, telephony, third-party applications).
- **Network & Infrastructure Readiness** – Ensure internet connectivity, firewall configurations, and any required hardware to meet system requirements.
- **Support Coordination** - Designate a point of contact for coordinating support and troubleshooting issues.

6.2 Digital Island Responsibilities

Digital Island will:

- Deliver the agreed services with reasonable care and skill, in line with industry standards.
- Use all reasonable commercial endeavours to meet the deliverables and milestones set out in the signed agreement.
- Take reasonable steps to correct any failures or deficiencies in the deliverables.
- Comply with any additional responsibilities outlined in the terms.

7 TERMS & CONDITIONS

Product Specific Terms:

- The Initial Term shall commence on the date that services are implemented and shall remain in effect for the term stated in the proposal agreement or statement of work (SOW). The Agreement shall automatically renew upon the expiration of the Initial Term for additional one year periods (each a Renewal Term), unless either party gives the other party written notice of non-renewal at least thirty days prior to the end of the Initial Term or any Renewal Term.
- AWS charges are invoiced in NZD but priced in USD and converted at the prevailing exchange rate at the time of invoice. The NZD amounts payable may therefore vary between billing periods due to exchange rate fluctuations.
- Any pricing for services and implementation is an estimate based on current understanding and assumptions. A technical design workshop may be required to confirm the final scope and pricing.
- Charges for any additional costs incurred relating to travel, accommodation or disbursements for the implementation project will be charged separately.
- Any consumption charges related to the project incurred during the build, test and deploy phases will be billed in addition to the Implementation Fee. This could also include temporary number redirect services to assist go-live and enable roll back in the unlikely event this is required
- The customer agrees to use the Amazon Connect service in accordance with the AWS service terms (as found at https://aws.amazon.com/service-terms/) and agrees that AWS will have the right to enforce the terms of such end user software licence directly, as licensor, against the customer despite not being a party to this contract for sale.
- The Customer acknowledges that if any party accesses Amazon Web Services via Customer credentials or equipment either with or without the Customer's authority and any fraudulent activity is made by such party, the Customer is solely liable to pay the Charges arising in connection with such fraudulent activity.

Digital Island General Terms:

You can find our General Terms on our website: www.digitalisland.co.nz/about-us/terms-conditions-home