

Lead in the next era of customer experience

Enterprise-grade contact centres, **small business ready**

Strong customer relationships are your edge over bigger rivals.
They're also the hardest thing to hold onto as you grow and the team gets busier.

Today's customers judge you against the best service they've had from any brand, whatever your size or industry. They expect to be recognised on any channel, and to help themselves when that's quicker. AI is raising that bar again. And they rarely tell you when you fall short; they just stop.

29% have walked away from a brand over poor customer experience.*

For most small businesses, the phone sits in one system, email in another and chat somewhere else, so no one has the full picture. Customers repeat themselves, your team is left guessing and even the simplest questions become moments of frustration.

Until now, bringing it together has meant large upfront fees, months of work and specialist expertise. What's been missing is a right-sized way to do it.

Meet CXperience Builder

Enterprise capability without the enterprise overhead

CXperience Builder is an all-in-one contact centre, built on Amazon Connect Customer, the platform global organisations rely on - packaged for teams of one to fifty. It brings together voice, chat, email and tasks from day one, with preconfigured blueprints for analytics, AI and automation. Switch on more as you grow.



Contact centre made simple
AI-ready blueprints



No setup fee
Zero implementation costs



US \$149
Per user, per month



30 days
No lock-in contract



100% AI-ready, built on Amazon Connect Customer

CXperience Builder is 100% AWS-native, built on the Amazon Connect Customer platform that powers many of the world's largest contact centres, made ready for smaller teams. Self-service FAQ support, agent assist and automated quality assurance all come as standard from day one.

It's the same enterprise-grade AI, backed by the security, privacy and compliance controls to match - you decide what AI can and can't do. The latest AWS capabilities reach you as they're released.

“

The best experience is often the one the customer never needs. Our job is to find the frustration and design it out before you lose them.”

– **Ryan Rayner**,
Co-Founder and Chief
Customer Officer, iCXeed



Live in less than 1 hour

No implementation project. Follow the guided onboarding steps, and you'll have working phone numbers, a chat script for your website and branded email addresses ready to use.



Contact centre made simple

Agent workspaces, contact flows and reporting pre-built from proven blueprints. Telephony is integrated - no separate telco relationship to manage. Capacity scales up and down with your business. Plus unlimited Amazon Connect Customer e-learning.



More time to be human

AI handles repetitive tasks in regional voices, so your team spends its day on the conversations that need a person. Integrated analytics show you what's driving interactions, so you can fix the root cause.



Help, whenever you want it

iRis is your team's agentic AI support partner. Ask it in plain language what's happening in your contact centre. iCXeed's team is behind it when you'd rather talk to a person.



Start fast, scale when you're ready

Channels

- Voice
- Chat
- Email
- Tasks

Workflow

- One workspace for your agents
- Call routing and agent profiles
- AI agent to human agent seamless handoffs

Data & Analytics

- Recordings and transcripts
- Live and historical dashboards
- Customer profiles with full history
- CSAT and NPS surveys

Productivity & AI

- Self-service FAQ support for questions you upload
- Conversation analytics and call summaries
- Automated quality scoring

START:

Ready on day one

BUILD:

Switch on when you're ready

- SMS
- Social media
- WhatsApp
- Apple Messages for Business
- Co-browse
- Video

- Point-and-click changes to workflows
- Outbound voice, email and SMS campaigns

- Forecasting, capacity planning, rostering
- Advanced interaction analytics, theme detection and trending
- Actionable insights for efficiency and friction optimisation

- Agent assistance and productivity AI support
- Real-time agent guidance with answers from your knowledge base

SCALE:

Grow with expert professional services

- Mobile app integration

- Integration to your other business systems

- Deeper reporting on your own data

- Agentic AI



CXperience Builder is built for businesses like yours

- ✓ You have a contact centre of 1-50 people
- ✓ You have little or no in-house CX expertise
- ✓ Your communications channels don't talk to each other
- ✓ Amazon Connect Customer has been too costly or complex to implement
- ✓ You want a predictable fee, not a capital expense
- ✓ You want to compete and win against bigger players
- ✓ You want immediate advantage from preconfigured analytics and AI

Start where you are

Begin with voice, chat and email working as one, with a unified view of every customer and one place your team works from - fully enabled with AI you can customise or turn on and off. Switch on more whenever you're ready. As you grow, iCNeed's professional services team is here to build with you.

EXPLORE

See CXperience Builder and ask questions at cx.icneed.ai

DEPLOY

Subscribe directly through [AWS Marketplace](#)

About iCNeed

iCNeed is a specialist AWS customer experience transformation partner helping organisations work smarter in delivering cognitive customer experiences. With a team of over 80 AWS certified professionals and advanced tier accreditation in Amazon

Connect and AI Services, iCNeed blends consulting, operations and technology to deliver managed innovation services on AWS. The company serves clients globally with offices in Singapore, Australia, the United States and the Philippines.



- ISV Accelerate
- MSP Competency
- AI Services Competency
- Amazon Connect Customer Competency
- Business Value Realisation Competency

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