

BETTER TOGETHER

Operata for Contact Lens Battlecard

Proving Contact Lens value through harmonized Technical, Operations, and Experience data.



- Qualified Software
- Amazon Select Services
- ISV Accelerate

Customer Challenges

- Suffering from CX “blind spots” due to technical and operational issues
- Struggling to prove the value of Contact Lens

Operata Benefits

- Accelerated time-to-value for Contact Lens
- Unique insight into factors impacting CX
- Increased agent productivity & wellbeing
- Accelerated Contact Lens rules deployment using pre-built CloudFormation templates

Solution Overview

- Operata Platform is CX Observability software
- Operata is designated Amazon Connect Ready
- Available on AWS Marketplace

Contact Lens Customers

- 3M
- AMP
- NatWest
- Just Energy

Solution Deployment

- 30-minute deployment
- Two 1-hour sessions

AWS Seller Benefits

- Increased Contact Lens pilot conversion and attach rate
- Broader Contact Lens adoption with existing customers
- Greater Contact Lens revenue retention

How to Engage in the Field

- AWS seller registers the deal in ACE
- Operata provides AWS seller intro email, seller coordinates an intro call
- Customer signs up on Marketplace
- Operata handles offset and guides customer through 3-month program
- Operata keeps the AWS seller informed across the program