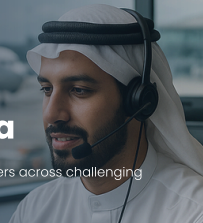# AMACH | aws

Amach's
Avoxi Integration to Amazon Connect for Middle East and Africa

Enabling seamless, compliant, and highquality voice connectivity for airline call centers across challenging regulatory and infrastructure landscapes.

Problem Statement

Airlines in the Middle East and Africa face fragmented regulatory frameworks, infrastructure limitations, and monopolistic markets that drive up costs, compromise call quality, and delay deployments—ultimately degrading passenger satisfaction and increasing operational complexity.

Key Issues:

Problem		Solution

Regulatory Barriers
- Problem: Strict, countryspecific VoIP restrictions and licensing requirements slow number acquisition and inflate legal overhead.
- Solution: In region compliance team secures necessary approvals and navigates local regulations on your behalf.

Infrastructure Gaps
- Problem: Uneven telecom infrastructure leads to poor call quality, latency, and dropped connections.
- Solution: Enterprise grade SIP trunking with georedundancy guarantees low latency, highavailability voice links.

Market Monopolization
- Problem: A handful of state owned carriers control national markets, limiting competition and driving up rates.
- Solution: Avoxi's extensive carrier partnerships introduce competitive routing and costeffective rate cards.

Number Porting Complexities
- Problem: Legacy number porting processes are opaque, lengthy, and prone to compliance bottlenecks.
- Solution: Streamlined porting workflows retain existing numbers swiftly, even under strict regulatory regimes.

Security & Compliance Risks
- Problem: Data sovereignty laws and security mandates heighten the risk of outages, intercepts, and fines.
- Solution: End-to-end encryption, full PSTN replacement, & proactive compliance monitoring safeguard voice traffic.

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Avoxi + Amazon Connect Key Features

Amazon Connect Onboarding:
Leverages Amach's AWS partnership and expertise whilst providing a base Amazon Connect instance with region appropriate data residency.

Number Acquisition & Porting:
Provides Direct Inward Dialling (DID) and toll free numbers (in certain locations) to meet market needs. Seamlessly transfers existing numbers under local regulations.

Plan Selection & Configuration:
Offers tiered plans sized by concurrent lines and estimated call volume.
Configures SIP trunking for integration with Amazon Connect .

True Local® Outbound Caller ID
Displays a local, familiar number in 100+ countries to double answer rates and build trust.

Analytics & Quality Assurance:
Call Insights Analytics dashboards monitor latency, packet loss, & agent performance in real time.
Automates number testing to validate availability and routing health, triggering alerts and remediation as needed.

Routing & Flow Management:
Utilizes Flow Builder for drag-and-drop call routing logic, and enables rapid testing and deployment of new routing scenarios without coding.

Benefits & Business Impact

Accelerated Time to Market
Deploys compliant, fully operational voice services in weeks, slashing setup time.

Superior Call Quality & Reliability
Enterprise grade SIP trunking with regional redundancy minimizes latency and dropped calls.

Cost Efficiency
Competitive carrier routing and cloud based provisioning reduces telecom spend by up to 30%.

Enhanced Passenger Experience
Local number presence and reliable connectivity boost firstcontact resolution and satisfaction.

Scalable, Centralized Management
Manages all voice services—provisioning, analytics, and support—from a single platform, reducing overheads.

Ready To Learn More?

Transform your airline's contact center with **Amach's** seamless Avoxi to Amazon Connect integration. Achieve regulatory compliance, exceptional call quality, and rapid deployment across the Middle East and Africa—backed by **Amach's** deep AWS expertise.

Contact Us

📍 14 Clanwilliam Square, Dublin

🌐 amach.com

✉ sales@amach.com

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