



Mastering Amazon Connect Billing:

Choosing between Consumption and Subscription models

Explore Amazon Connect's Billing options

Understand how Amazon Connect's flexible billing options fit your contact centre needs, with cost-effective choices for every use case.

Overview of Billing Models

Consumption-Based Billing



Pay for what you use, with costs based on call volume, interactions, and real-time needs.

- Ideal for variable call volumes
- Costs tied to usage
- Great for seasonal peaks

Subscription-Based Billing



Fixed monthly fees for advanced features like forecasting, evaluation, and AI tools.

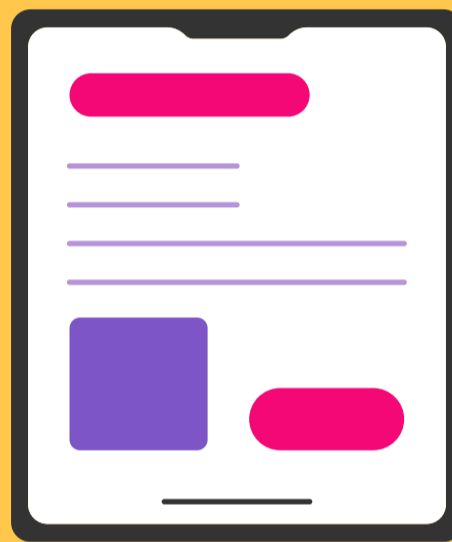
- Predictable monthly costs
- Suited for consistent agent requirements
- Unlocks Amazon's premium contact centre features

Key features and Benefits



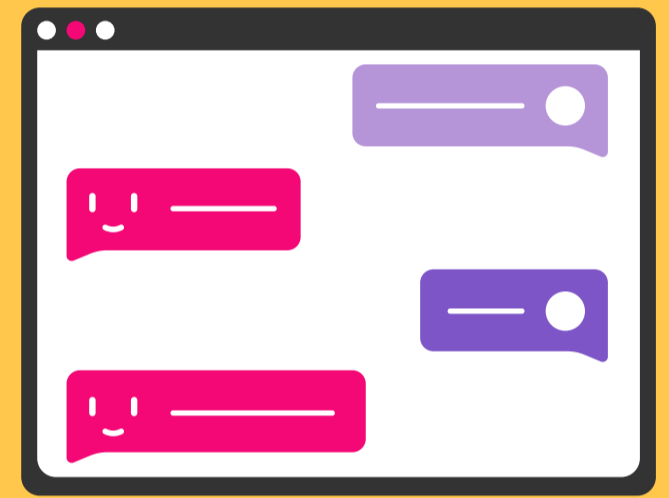
Forecasting and Scheduling

Ensure workforce efficiency with predictive, real-time planning.



Evaluative forms

Keep quality standards high with systematic performance tracking.



Amazon Q (AI)

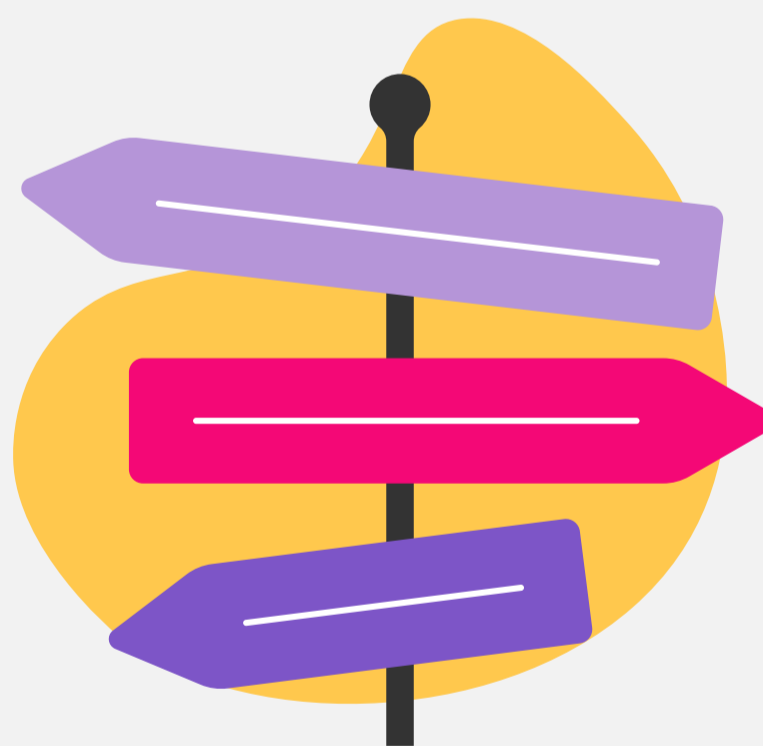
Empower agents with real-time AI-driven support.

When to use each model

For consumption-Based

- Your call volumes vary significantly
- You need a low barrier to entry
- You prefer flexible month-to-month costs

Use this model



For Subscription-Based

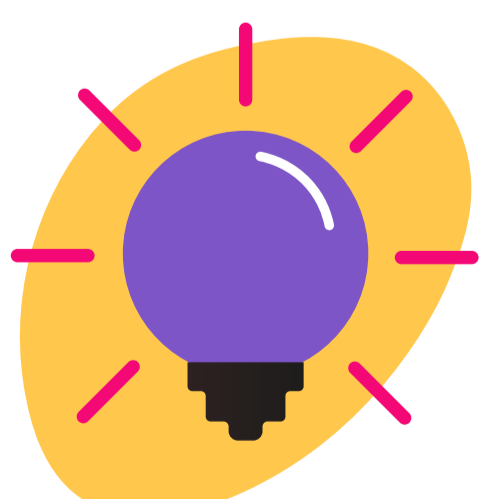
- You need advanced tools, like scheduling or AI
- You prefer predictable costs
- You have a steady workforce

Use this model

Tips to Optimise Amazon Connect Spend

Use Security Groups

Control access to subscription-based tools.



Start with a POC

Test premium features on a small scale.



Leverage Cost Calculators

Estimate costs in advance for better budgeting.



Explore how Amazon Connect can transform your contact centre.

Schedule a free 30-minute envisioning call today!