

AWS Price Estimate

Trends Marketplace Team 2

**Effective December 15th, 2019*

Conditions	Rate
Calls per Pricing Interval	1000
Average Dialogues (per Minute)	5
Average Call Duration	6 minutes ¹
Average Call Storage Size (per Minute)	~0.0005 GB ²³

Assumptions:

- No data transfers outside of storage region (\$0.00 for S3 transfers in same region).
- Order, customer information, or other pre-existing data used during the call is assumed to have no additional storage cost in the model of call prices because the data has a different business-related purpose non-originating from the call.

Amazon Service	Rate	Quantity	Total
Amazon Connect	\$0.018 per minute	6 mins X 1000 calls	\$108.00
Amazon DynamoDB	\$0.25 per million reads	1000 calls X 2 reads	\$0.0005
Amazon EC2 (a1.2xlarge)	\$0.00215 per minute	6 mins X 1000 calls	\$12.90
Amazon Lambda	\$0.000125 per minute	6 mins X 1000 calls	\$0.75
Amazon Lex	\$0.004 per speech request	1000 calls X 6 mins X 5 dialogue	\$120.00
Amazon Simple Queue Service	\$0.09 per GB	0.0005 GB X 6 mins X 1000 calls	\$0.27
Amazon S3	\$0.023 per GB	0.0005 GB X 6 mins X 1000 calls	\$0.07
		(per 1000 calls)	\$241.99

Feel free to adjust the numbers to your average customer support call duration and your expected number of dialogues (customer or agent uninterrupted statements) per minute. Given the above pricing model it is assumed each call will cost the business roughly \$0.24 per call. This returns a reduced agent time per call, managerial call center insights, and a more intuitive customer experience.

The cost is beyond competitive with the mean hourly call agents rate of ~\$0.23⁴ in Minnesota. The automated portion of the call saves your agents from spending precious time querying generic information of the customer and their problem (claim #'s, order details, customer summaries, etc.). This liberates agents to respond to the problem and free skilled agents time to process more calls with less interactions with the computer increasing agent efficiency per minute.

¹ [Industry Call Center Standards \(link\)](#)

² [File Size Calculator \(link\)](#)

³ [Average Audio Sampling Rate per Phone Call \(link\)](#)

⁴ [Average Call Center Representative Hourly Pay \(link\)](#)