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AWS Contact Center Intelligence

Use generative AI to extract insights
from contact center recordings

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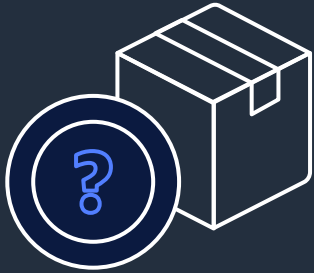
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Agenda

- Call analytics
- Application walkthrough
- Deployment verification
- Hands-on workshop

Post-call challenges: need for customer feedback



What do you need?

Identify why customers are calling and what is the best way to solve their problem



How did we do?

Measure customer satisfaction, handle time, and script compliance



Where to improve?

Analyze the data to improve customer experience and the bottom line



Compliant?

Meet compliance requirements regarding data privacy and call handling

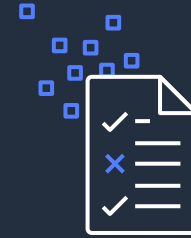
Post-call analytics solution



Comprehensive
coverage



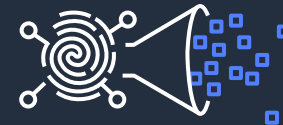
Automatic processing of
recorded calls



Call drivers,
trends,
categories



Compliance
adherence



Agent
coaching
opportunities



Customer
sentiment

Insights!

Call analytics

EXTRACTING CONVERSATION INSIGHTS FROM RECORDED CUSTOMER CALLS



Turn-by-turn transcripts



Detailed call characteristics



Sentiment analysis



Automated call
categorization



Issue detection



Sensitive data redaction



Call summarization

Application walkthrough



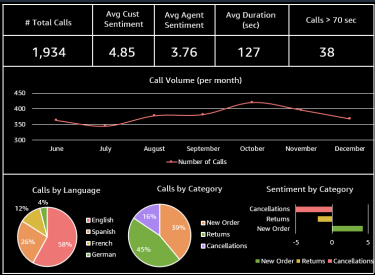
Call analytics: how it works

Recorded calls
Batch processing
(WAV, MP3, FLAC, MP4,
AMR, OGG (OPUS),
WebM)

Audio files →



Transcripts →



Output to a data lake

Visualize data with
Amazon QuickSight
or other BI tools



Hands-on workshop



Getting started with this workshop



You have access to an Amazon Web Services (AWS) account with any optional pre-provisioned infrastructure and IAM policies needed to complete this workshop.



The AWS account is only available for the duration of this workshop.
You will lose access to the account once the workshop is complete.



Any optional pre-provisioned infrastructure is deployed to a specific AWS Region. Make sure that you are working in this Region; other Regions are blocked.



Review the terms and conditions of the event. **Do not upload any personal or confidential information to the account.**

Workshop Access

<https://cld.dstiel.people.aws.dev>



Thank you!

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Please take our survey:
AWS Contact Center Intelligence