aws

Post call analytics for your contact center with Amazon language AI services

Improve customer experience by unlocking insights trapped in customer conversations
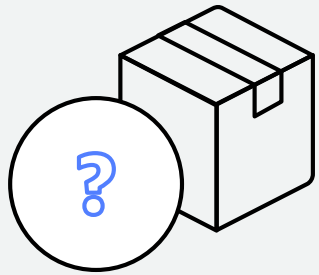
Bill Snyder
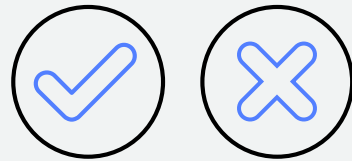
Senior Solutions Architect
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March 6, 2024
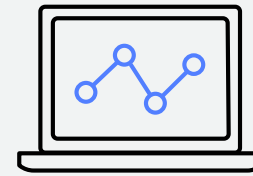
Post call challenges: Need for customer feedback

What do you need?

Identify why customers are calling and what is the best way to solve their problem
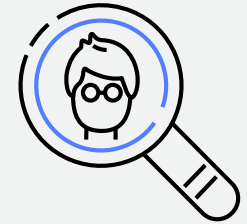
How did we do?

Measure customer satisfaction, handle time, and script compliance

Where to improve?

Analyze the data to improve customer experience and the bottom line
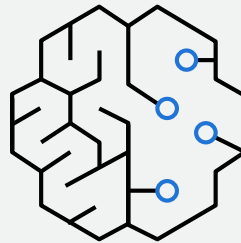
Compliant?

Meet call handling compliance requirements regarding data privacy and call handling.

Post call analytics solution

Comprehensive coverage

+

Automatic processing of recorded calls
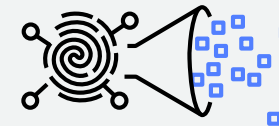
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Call drivers, trends, categories

Compliance adherence

Agent coaching opportunities

Customer sentiment

Insights!

Key features

Extracting conversation insights from recorded customer calls

Turn-by-turn transcripts

Detailed call characteristics

Sentiment analysis

Automated call categorization

Issue detection
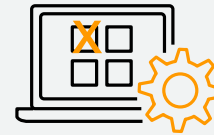
Sensitive data redaction

Call summarization

Includes all standard transcription features

Punctuation, capitalization

Speaker labelling/ Channel identification
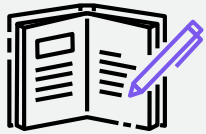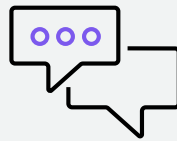
Word-level time stamps

Word-level confidence scores

Automatic language ID

Custom vocabulary

Custom language models

Alternative transcriptions

Vocabulary filtering

PCI/PII content redaction

Post Call Analytics solutions: How it works

Post Call Analytics Solution

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

Audio files →

Ingest audio — Apply selected features — Process audio — Generate transcripts and metadata

Amazon Transcribe Call Analytics

Amazon Comprehend

Amazon Kendra (optional)

Transcripts →

# Total Calls	Avg Cust Sentiment	Avg Agent Sentiment	Avg Duration (sec)	Calls > 70 sec
1,934	4.85	3.76	127	38

Output to a data lake.

Visualize data with Quicksight or other BI Tools

The benefits of a generative AI-powered contact center

AWS CONTACT CENTER INTELLIGENCE + LLMS = INCREASED PRODUCTIVITY

AWS Contact Center Intelligence (CCI) Solutions

- Accurate, real-time call transcriptions
- Find answers from knowledge base
- Recommended response to customers
- Call analytics and conversation insights

Foundation Models

- Question & answering
- Summarization
- Call outcomes
- Fine-tuned LLMs

Better Contact Center Experience

✓ Improve call handling accuracy with faster contact resolution

✓ Script compliance checks and agent scoring

✓ Task automation, cost reduction

✓ Understand complex, natural language queries

✓ Conversational, accurate responses from trusted sources

✓ Abstractive call summarization

✓ Lower agent churn and high customer satisfaction

Increasing **Agent productivity** using Summarization and Conversational Q/A

Generative AI Insights

Summary
The customer called right after purchasing a car because they scratched the car while backing out

Topic
car issue

Product
car

Resolved
no

Callback
no

Politeness
yes

Actions
The agent took down the customer's information and their account of what happened. The agent then transferred the customer to the manager to address the situation and assess the damage.

Generative AI Query

What is the main customer issue?
The main customer issue is that they accidentally hit and damaged the back fender of their new Mercedes car on a low wall in the dealership's parking lot when trying to leave, and they want to speak to a manager about getting it repaired since there were no warnings or reflectors to prevent hitting the wall.

Enter a question about the call.

Submit

Application walkthrough

Hands on Workshop

Deployment verification

https://catalog.us-east-1.prod.workshops.aws/join?access-code=7d12-0149a9-d1

Call Summarization Workshop exercises

Call Summarization
1. Why did the customer call and what issues were discussed?
2. Are we at the risk of loosing the customer?
3. What is the main intent of customer's call?

Dashboarding Workshop exercises

SCENARIO 1 – Contact center supervisor – Compliance validation

1. Thank you has to be spoken at the beginning of the call.
2. Which agents have negative sentiment trends?
3. Find average call duration
4. Average call duration by agent

5. Agent hold time?
6. Which agents are NOT compliant?
7. Which agents have the most interrupts?

SCENARIO 2 – Product manager – Product feedback

1. Which products are getting the most negative calls?
2. What are the reasons people are calling?

3. What percentage of calls are because of missing/stolen packages compared to wrong orders?

Request for Survey

Track: Data and Analysis Track

Topic: Post call analytics for your contact center with Amazon language AI services

Thank you!

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