Increase productivity and satisfaction with an intelligent contact center

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- **Amazon Connect**

- **Challenges agents face**

- **Agent empowerment and productivity**

- **Demonstration of agent empowerment capabilities**
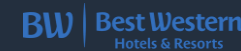
Amazon Connect

EASY-TO-USE CLOUD CONTACT CENTER

Built from the ground up as a single solution

Deliver dynamic, personal, and natural customer experiences

Improve productivity with AI/ML

Have complete control with the simple, self-service UI

Scale to tens of thousands of agents

Drive continuous optimization with analytics and insights

Pay only for what you use

What is our vision?

To provide Amazon Connect customers with solutions that deliver rich, relevant, and timely insights and recommendations to agents so they can be the final and definitive resource in the customer service journey

Customer

Amazon Connect has **tens of thousands of customers** supporting more than **10 million contact center interactions a day**

CUSTOMER
OMNICHANNEL CUSTOMER EXPERIENCE

- High quality voice
- Outbound campaigns
- Web/mobile chat and messaging
- Outbound campaigns
- Voice biometric-based real-time authentication
- Task management

AGENT
AGENT EMPOWERMENT AND PRODUCTIVITY

- Agent workspace
- Knowledge and agent assist
- Unified customer view
- Case management
- Step-by-step guides

AMAZON CONNECT

SUPERVISOR
ANALYTICS, INSIGHTS, AND OPTIMIZATION

- Real-time and historical metrics and contact quality
- Real-time conversational analytics
- Forecasting, capacity planning, and scheduling

ADMINISTRATOR
CONFIGURATION AND FLEXIBILITY

- Simple, self-service UI; make changes in minutes, not months
- Secure, reliable, and scalable
- Modern API and SDKs for those who want to build

ONE APPLICATION. ONE SEAMLESS EXPERIENCE.

What role does the agent play?

Agent

- **Final stop in the customer service journey**

- **Impact contact resolution and customer loyalty**

- **Account for 70%+ of contact center costs**

- **Turnover frequently; up to 50% annually**

Customer

Admin

Supervisor

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Agent challenges for your Contact Center

Agent

- Navigating disjointed technology and tools to understand and solve the customer's issue

  - Too much cognitive load to focus on and empathize with the customer

  - Inability to rapidly onboard and upskill to address increasingly number of complex customer issues

- High turn-over with lack of multi-skill development and career investment

"Contact center agents used an average of 8.2 different systems and tools every day"

–GARTNER, 2018

Softphone

Ordering system

Email

CRM

Warehouse stock system

Chat application

Notes to track tasks

Shipping & tracking application

Amazon Connect Agent Productivity

EMPOWER AGENTS TO DELIVER GREAT CUSTOMER OUTCOMES FROM DAY ONE

Unify your agent experience and workflows with
a single workspace

Time to proficiency ↓

Personalize every customer interaction with quick
access to relevant customer, issue, and interaction data

Average handle time (AHT) ↓

Assist agents to resolve customer issues the first time
with answers powered by Gen AI and next best actions

First contact resolution (FCR) ↑

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Agent Productivity & Empowerment

EQUIP AGENTS WITH EVERYTHING THEY NEED TO DELIVER GREAT CUSTOMER EXPERIENCE

GA

Agent Workspace

Empower agents with a unified experience.

GA

Step-by-Step Guides

Walk agents through issue resolution with manager-configured workflows

GA

Customer Profiles

Enable agents to deliver faster, more personalized customer service.

GA

Cases

Track, collaborate on, and resolve customer issues quickly.

GA

Amazon Q in Connect

Deliver agents the information they need to solve issues in real-time.

GA

3P Apps

Integrate non-Connect applications into the agent workspace

GA

Tasks

Prioritize, track, manage, and automate contact center agent tasks.

Amazon Connect agent workspace

Choose the best agent desktop for your needs

Partner agent desktop
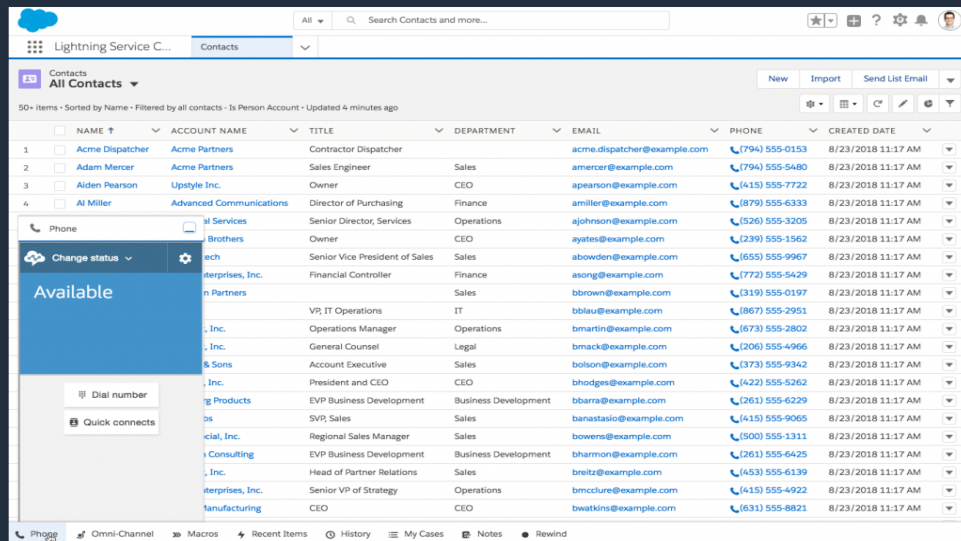
- CRM serves as the agent desktop (e.g., Salesforce, Zendesk)

- ISV builds and manages the agent desktop (e.g., Local Measure ENGAGE solution)

Custom agent desktop

- Custom-build an agent desktop to meet your unique, needs, either on your own or with help of an SI

- Public APIs and SDKs available for back-end and front-end integrations with our capabilities

Amazon Q in Connect uses generative AI to assist agents with recommended responses and actions

GA

- Generate real-time responses that agents can deliver directly to customers, along with actions to take, based on context from the live conversation and relevant information from your company content (e.g., knowledge articles, FAQs, documents)

- Agents can also search across company content to receive specific recommendations, like actions to take

- Source knowledge articles and documents are displayed so agents can access more detail if needed

Unify faster: Third-party applications

GA

Third-party scheduling application
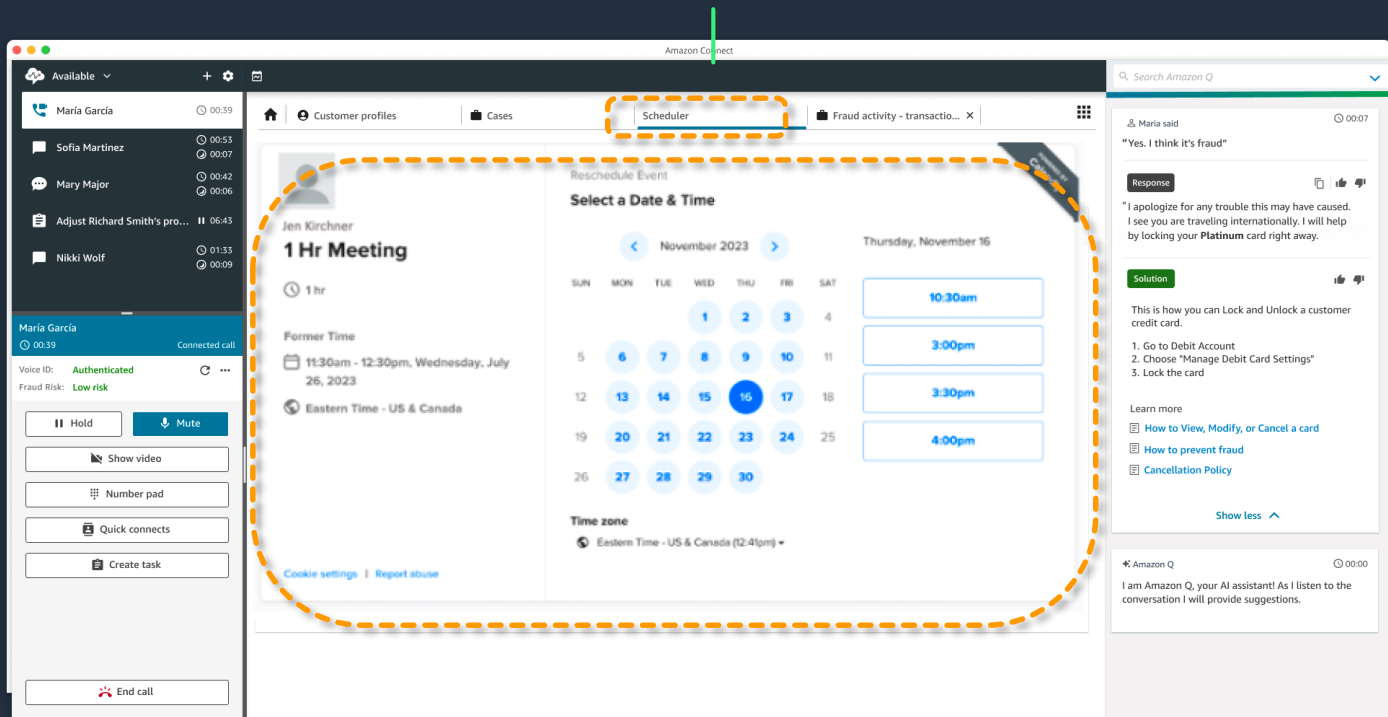
- Enables customers and partners to easily integrate their applications

- Customers can register apps to their AWS account and grant access to the instance

- Agents can open and close apps they have access to within the agent workspace

- Apps can use SDK and Connect APIs to present agent-based or contact-based content

# Create faster: No-code UI builder for guides

NEW FEATURE OF STEP-BY-STEP GUIDES

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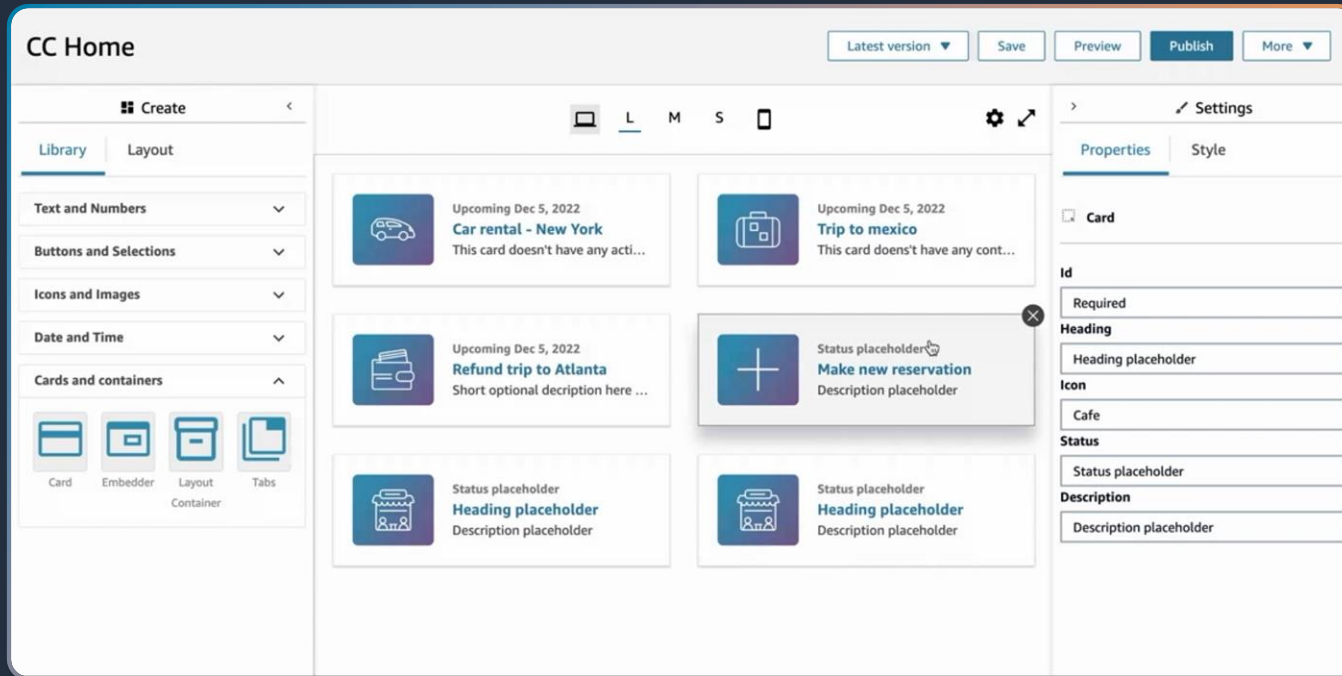
- Quickly create custom UI pages for agents using a drag-and-drop interface

- Easily build forms to surface to agents in step-by-step guides so they can resolve customer issues

- Create interactive messages to send to end-customers via webchat to enable self-service

Self-service: Step-by-step guides in chat

NEW FEATURE OF STEP-BY-STEP GUIDES

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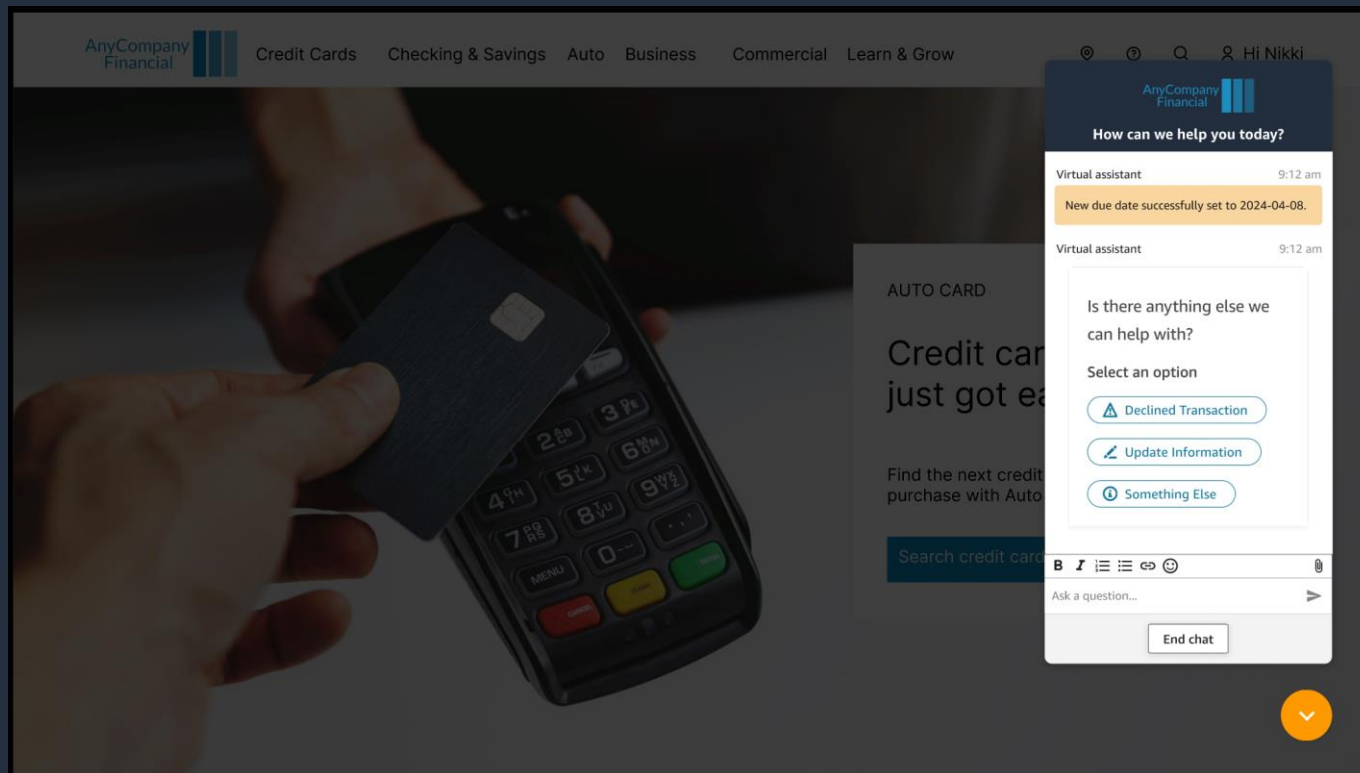
- Enable step-by-step guides within Amazon Connect Chat to create interactive, self-service experiences

- Present end-customers with the same or enhanced guides built for agents

- If end-customers gets stuck and escalate, an agent can pick-up guides where end-customers left off

aws

Kentucky Transportation modernizes driver support with Connect agent empowerment

" It became critical for KYTC to assess its customer service organization when it began facing significant challenges with its previous contact center solution… KYTC agents are using a new desktop when interacting with customers, which has positively impacted training time and agent experience. This is the Amazon Connect Agent Workspace, empowering agents with a unified experience… The agency has reduced the duration of calls with customers because it can address their needs quicker. Prior to the AWS solution, KYTC averaged 3–4 minutes per call, and with the modernized contact center, it averages less than 2 minutes. With between 30,000 and 40,000 calls on average per month, this saves significant time for both agents and customers "

KYTC 2023 Case Study

50% decrease in call time

50% decrease in agent onboarding

6 weeks to modernize

Demo
Agent Workspace

aws

How to start

1   Identify the outcomes you want to drive for your contact center

2   Dive deep on Connect's agent empowerment capabilities and extensibility

3   Get assistance from Account Team/ProServe/Partners to build a PoC

4   Pilot services for smaller workloads; a good starting place is employee self-help desks

5   Expand to customer-facing workloads

Appendix

How to handle objections

Q: I've heard that Amazon Connect is easier for builders to use? My customer is a buyer and wants something out-of-the-box; can they use Amazon Connect's agent empowerment?

Q: My customer is using a CRM (customer relationship management) application as a "system of record" for end-customer information, they don't need a separate application.

Q: My customer wants to reduce my dependency on agents. How can I use these technologies for self-service use cases?

Q: I've heard that competitors have more AI/ML capabilities.
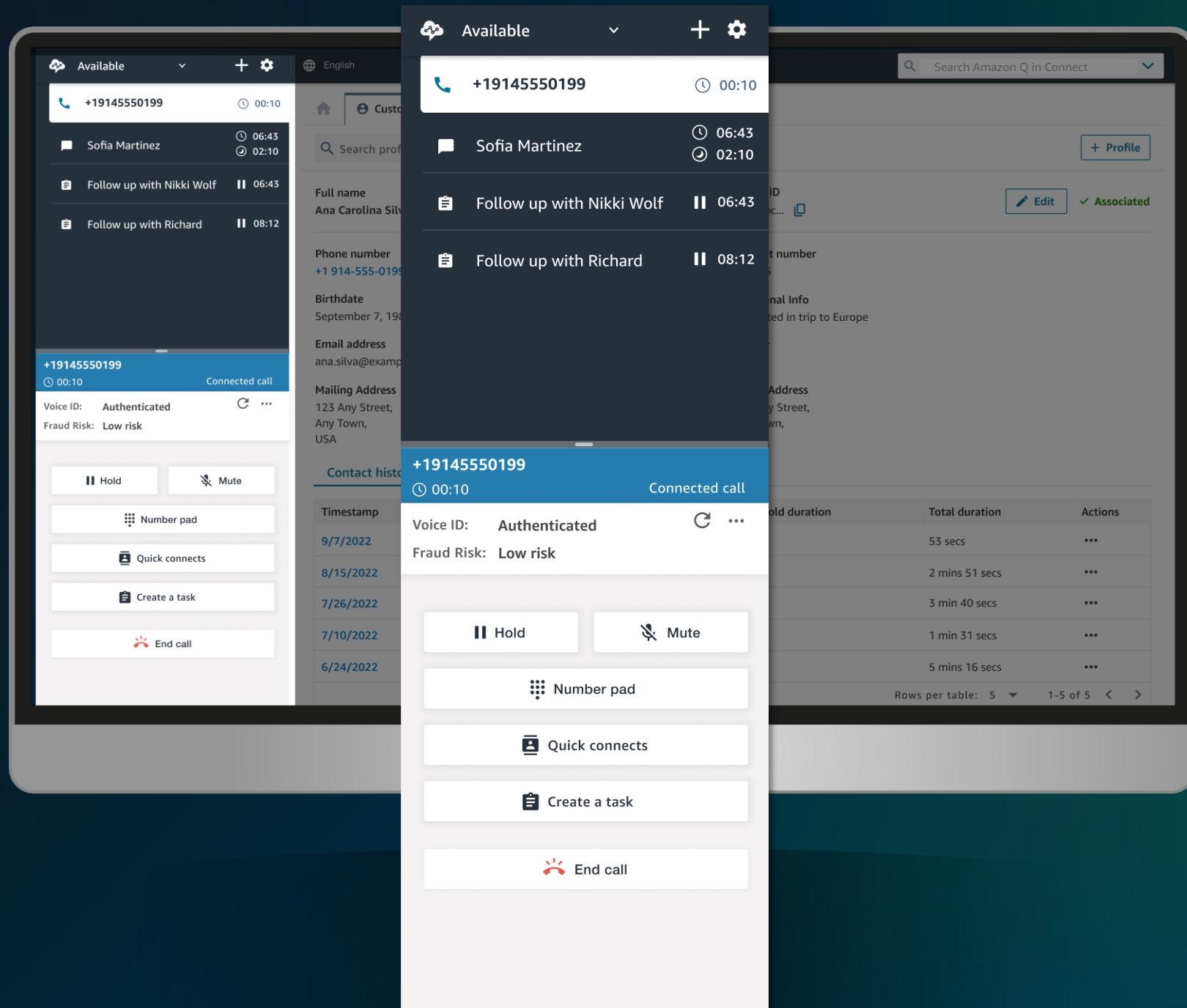
Contact
Control Panel
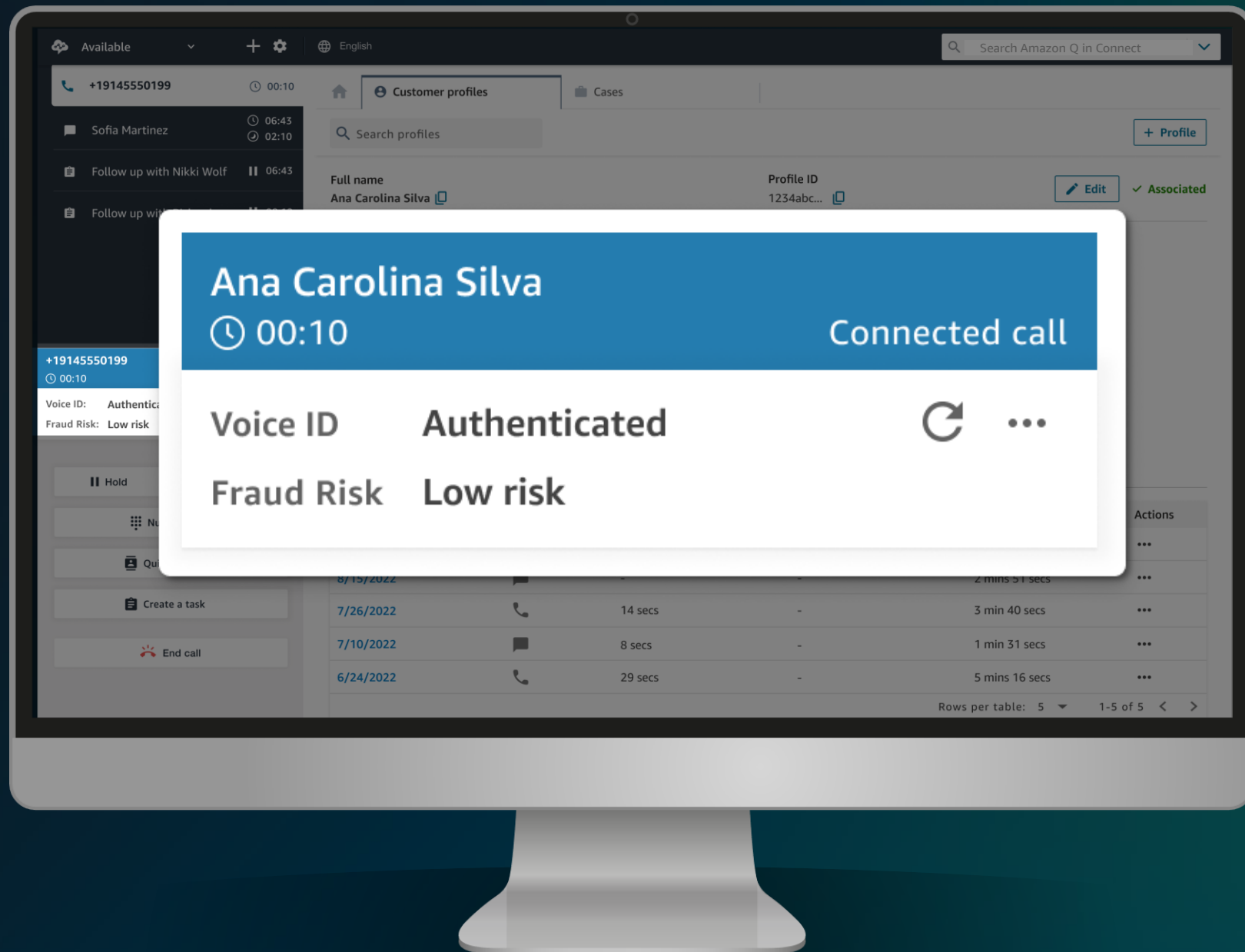
Voice biometrics and fraud risk detection
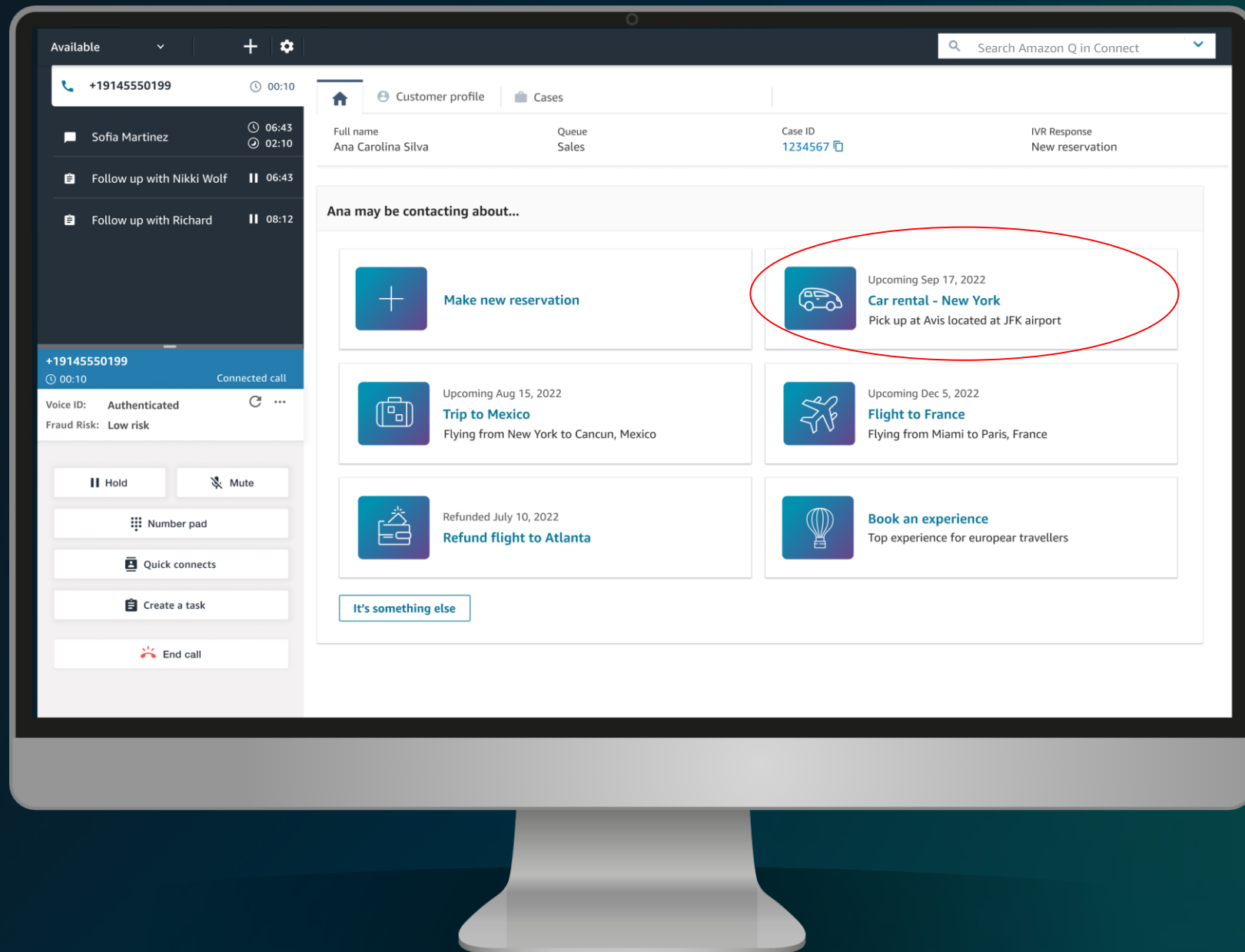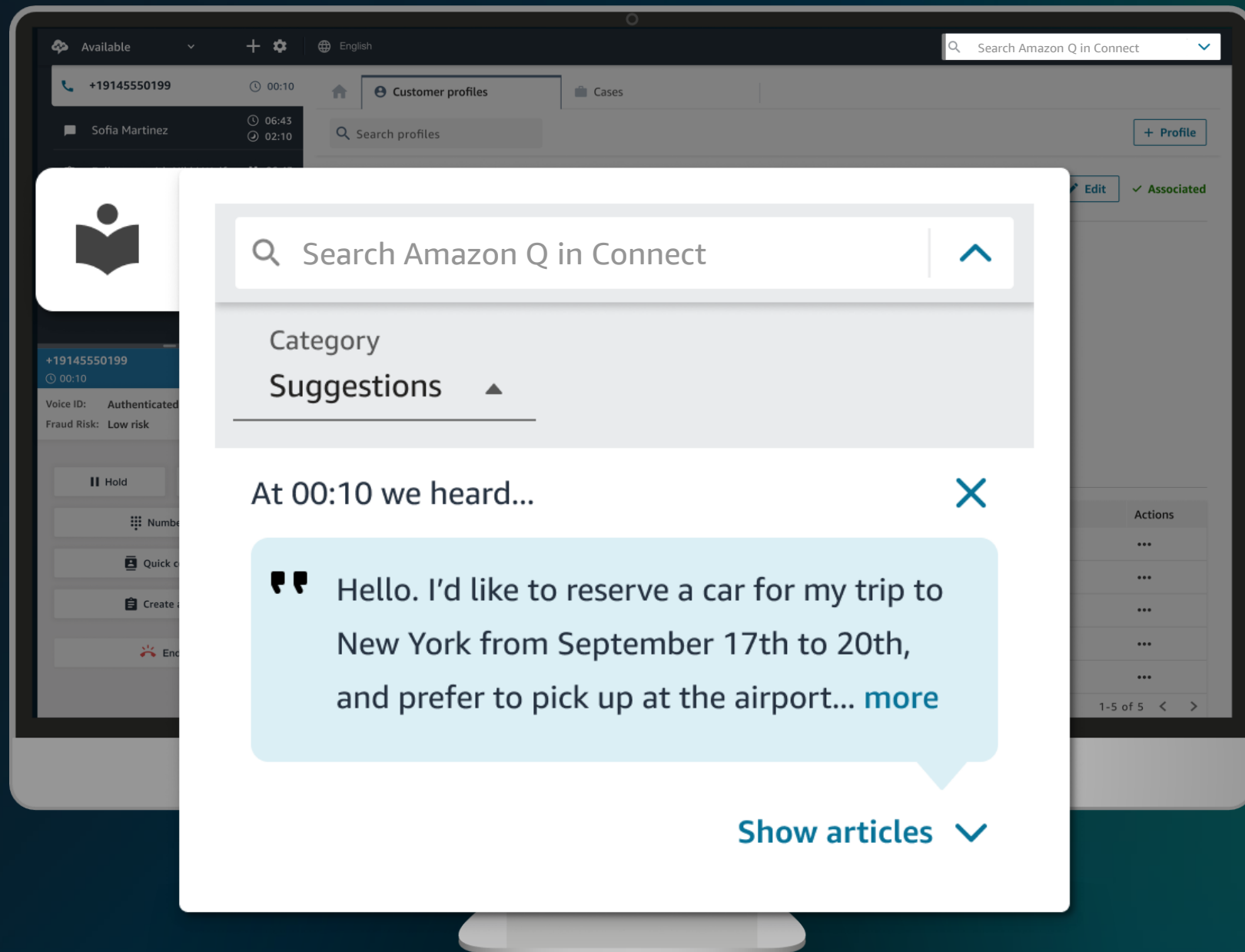
Knowledge and agent assist

Customer profile information

Post-call transcript

Built-in ML to improve the customer and agent experience

Real-time caller authentication
Amazon Connect
Voice ID

Conversational chatbots and IVR
Amazon Connect
with Amazon Lex

Omnichannel
Voice, chat,
messaging, mobile

Automated Identity resolution
Amazon Connect
Customer Profiles

Real-time agent assist
Amazon Q in Connect

Real-time analytics
Contact Lens for
Amazon Connect

Amazon Connect