



Increase productivity and satisfaction with an intelligent contact center

Tim Gabriel

Sr Solutions Architect
Customer Acceleration Team

Donald Rich, Jr.

Solutions Architect
Customer Acceleration Team

- **Amazon Connect**
- **Challenges agents face**
- **Agent empowerment and productivity**
- **Demonstration of agent empowerment capabilities**

Amazon Connect

EASY-TO-USE CLOUD CONTACT CENTER

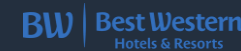


What is our vision?

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



AMAZON
CONNECT

AGENT

AGENT EMPOWERMENT AND PRODUCTIVITY



Agent workspace



Knowledge and agent assist



Unified customer view



Case management



Step-by-step guides



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?

AGENTS HAVE AN CRITICAL ROLE TO PLAY A HIGH PERFORMING CONTACT CENTER



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

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

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)



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

Customer information

Full name
Ana Carolina Silva

Phone number
+1 914-555-0199

Birthdate
September 7, 1987

Email address
ana.silva@example.com

Mailing Address
123 Any Street,
Any Town,
USA

Product purchase history

Contact history

More information

Voice authentication

Voice ID: **Authenticated**
Fraud Risk: **Low risk**

Step-by-step guides

Make new reservation

You can make a single reservation or include multiple items to get access to discounts. Reservations usually takes 10-15 minutes.

- ▶ Reservation process
- ▶ Reserving for multiple guests
- ▶ Student discounts

Car reservation

Hotel reservation

It's something else

Omnichannel contact control panel

- Ana Carolina Silva 01:43
- Sofía Martínez 00:53
00:07
- María García 01:29
00:14
- Follow up with Nikki 06:43

Third-party applications

Easily integrate third-party applications such as homegrown (e.g. credit card portal) or vendor-built applications (e.g. shipment order tracker) to consolidate information and reduce context switching.

Suggested responses and solutions

Search Amazon Q

New suggestions!

Ana said

"I want to lock my card"

Response

"I would suggest a card lock or credit card freeze to prevent anyone from making new purchases on your credit card account. Would you like me to do that?"

Solution

This is how you can Lock and Unlock a customer credit card:

1. Log in to the servicing system
2. Tap the "Menu" tab in the top left
3. Choose the "Manage Card" option.
4. Lock the card

Task management

Create task

Task template*
Customer follow-up

Required

Task name*
Follow up with Ana

Required

Description

Follow up with Ana at (914) 555-0199 regarding her new account.

Case management

New car reservation

Status: Open + Task Edit Associated

Summary

Ana requested to reserve a luxury car from September 17th to 20th. Pick up and return at New York City JFK airport.

Activity feed Comments More information

Today

Comment - "Reservation completed and email confirmation sent."
August 10, 2023 at 3:21 PM

Inbound call
August 10, 2023 at 3:20 PM

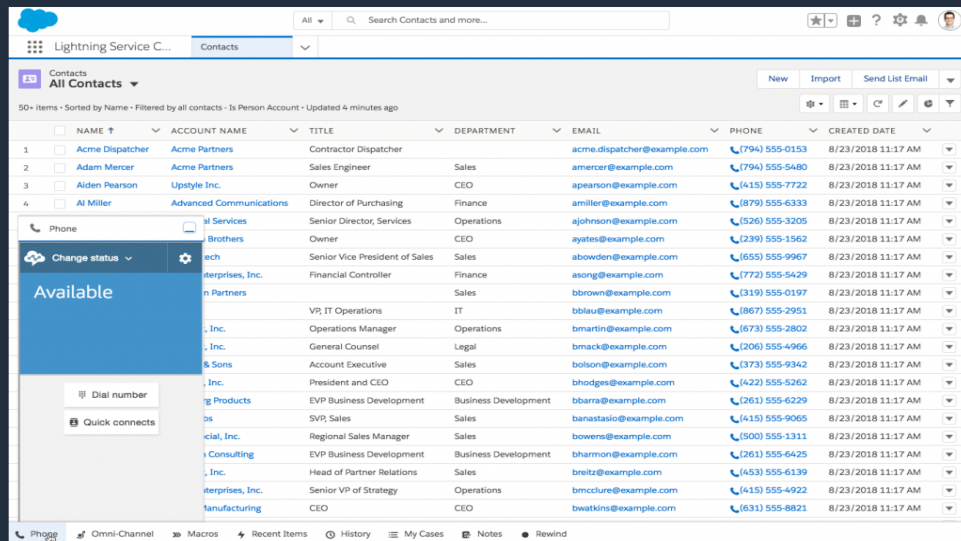
Ongoing



Choose the best agent desktop for your needs

USE ADAPTERS AND APIS TO BRING THESE CAPABILITIES TOGETHER IN YOUR PREFERRED ENVIRONMENT

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

NEW!

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

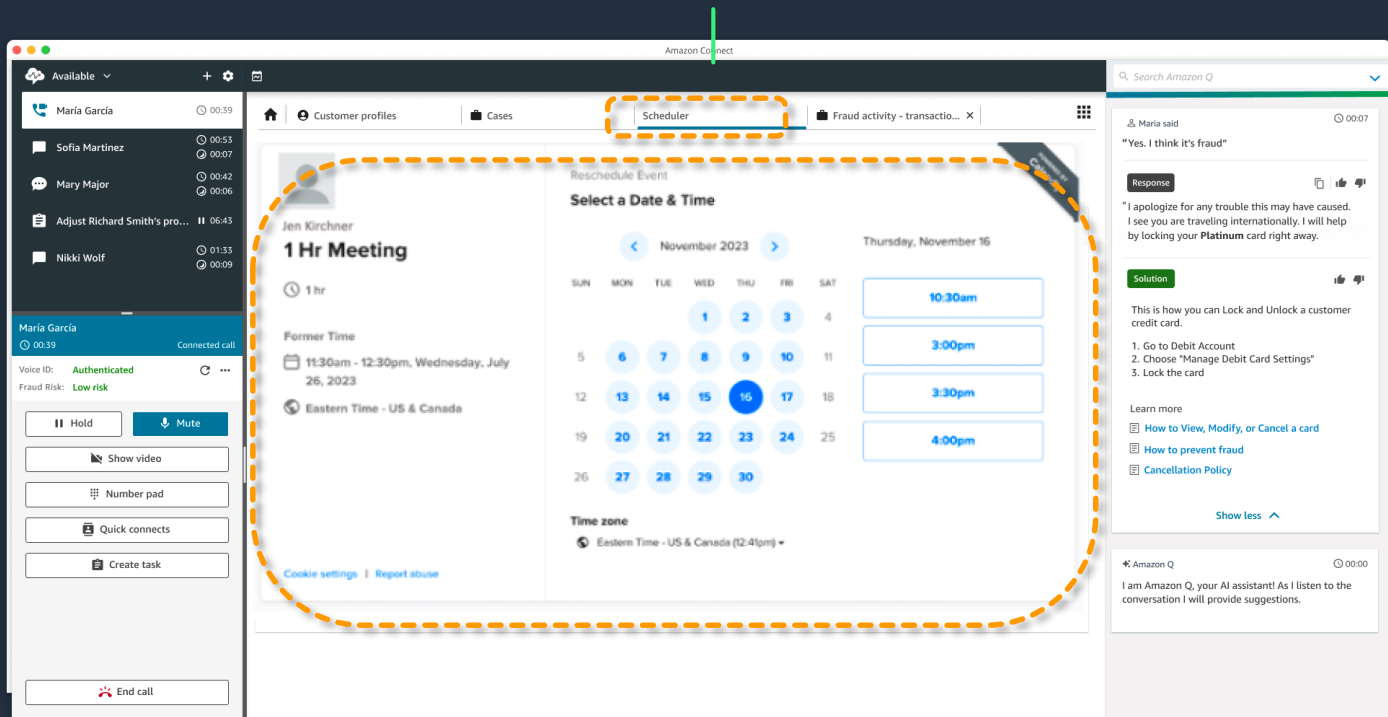
NEW!

Unify faster: Third-party applications

NEW FEATURE OF AMAZON CONNECT AGENT WORKSPACE

GA

Third-party scheduling application

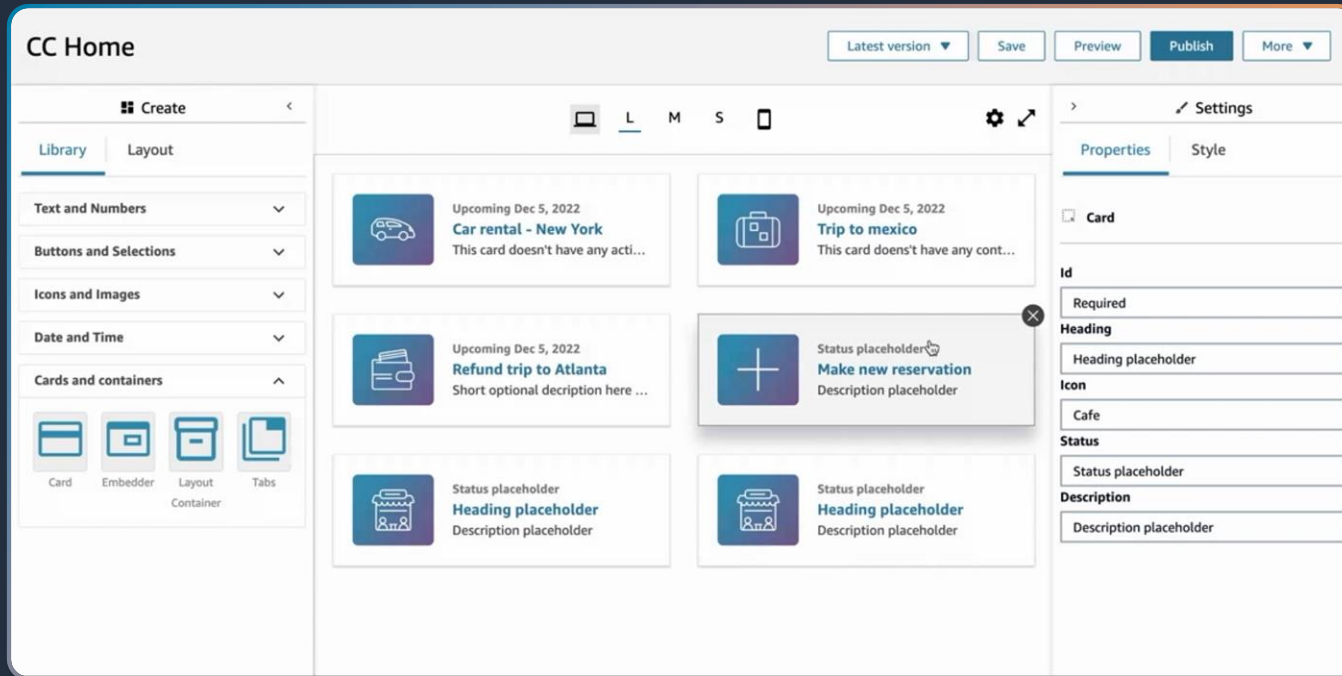


- Enables customers and partners to easily integrate their applications
- Customers can register apps to their AWS account and grant access to the instance
- Agents can open and close apps they have access to within the agent workspace
- Apps can use SDK and Connect APIs to present agent-based or contact-based content

NEW! Create faster: No-code UI builder for guides

NEW FEATURE OF STEP-BY-STEP GUIDES

GA



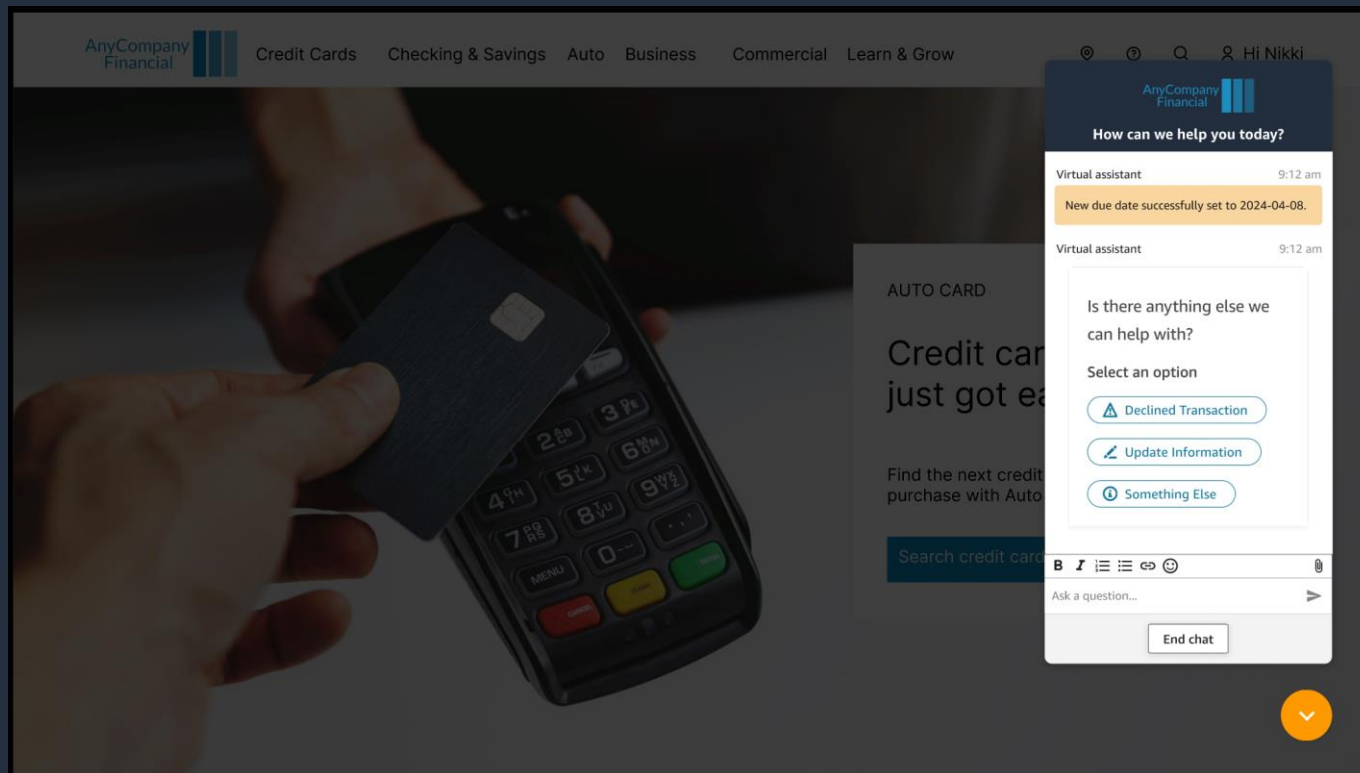
- Quickly create custom UI pages for agents using a drag-and-drop interface
- Easily build forms to surface to agents in step-by-step guides so they can resolve customer issues
- Create interactive messages to send to end-customers via webchat to enable self-service

NEW!

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

NEW FEATURE OF STEP-BY-STEP GUIDES

GA



- 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

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

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



Please Provide Your Feedback

Thank you!

Donald Rich, Jr.

Solutions Architect

awsdon@amazon.com

<https://www.linkedin.com/in/donaldrichjr/>

Tim Gabriel

Sr. Solutions Architect

awstimg@amazon.com

<https://www.linkedin.com/in/timgabriel/>



Step 1: Select "Artificial intelligence/Machine Learning Track"

Step 2: Select "Increase productivity and satisfaction with an intelligent contact center"

Appendix

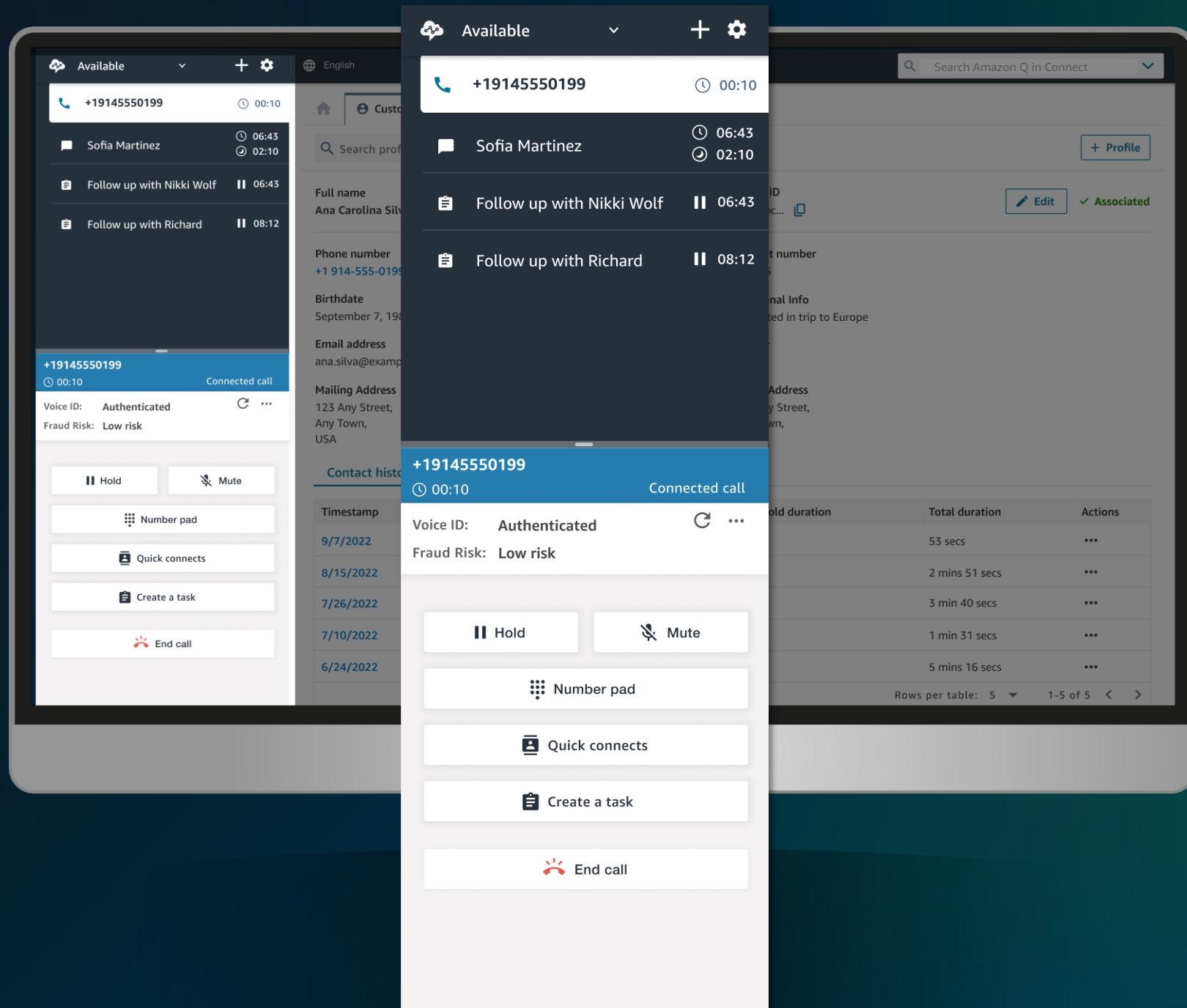
How to handle objections

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?

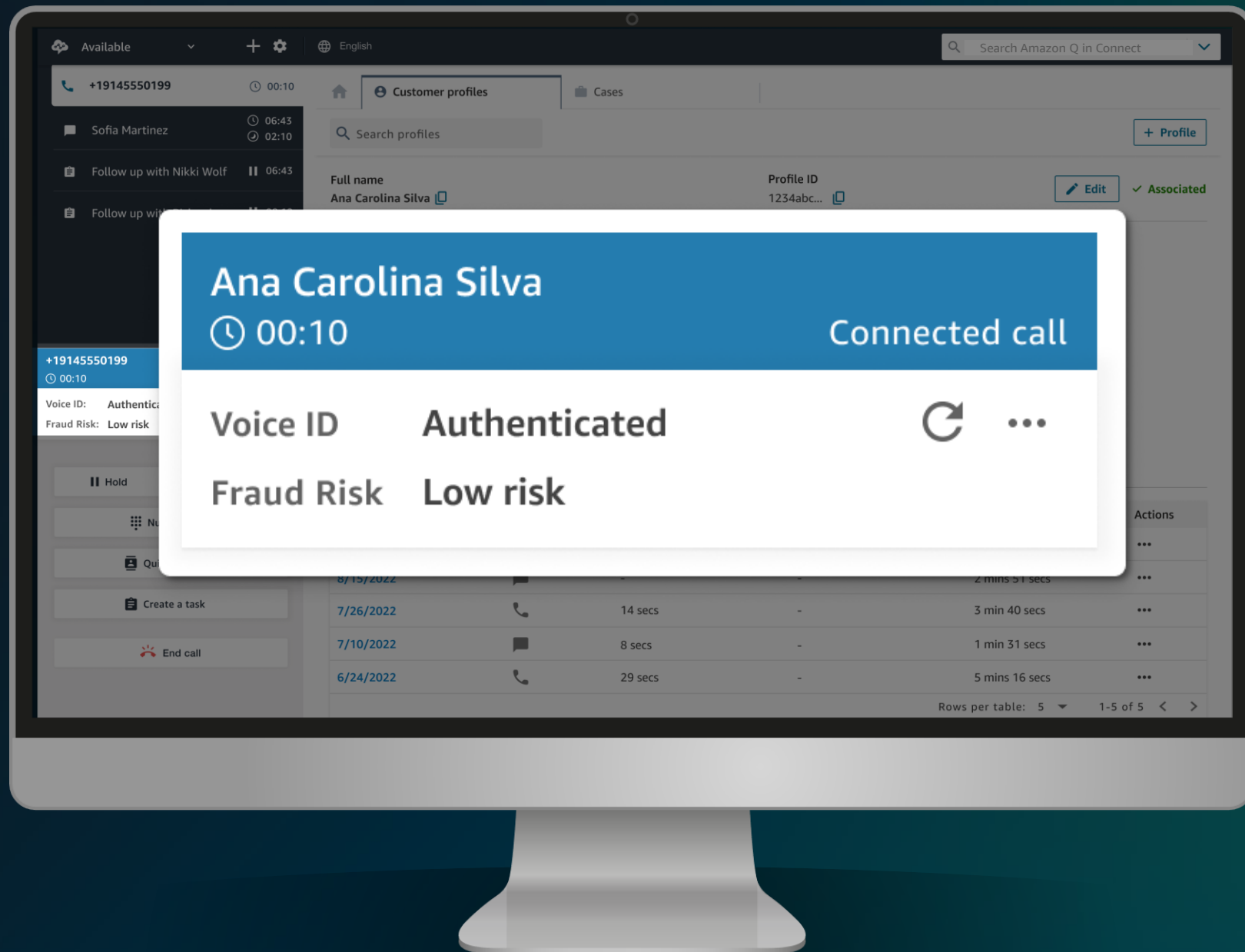
Q: My customer is using a CRM (customer relationship management) application as a "system of record" for end-customer information, they don't need a separate application.

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

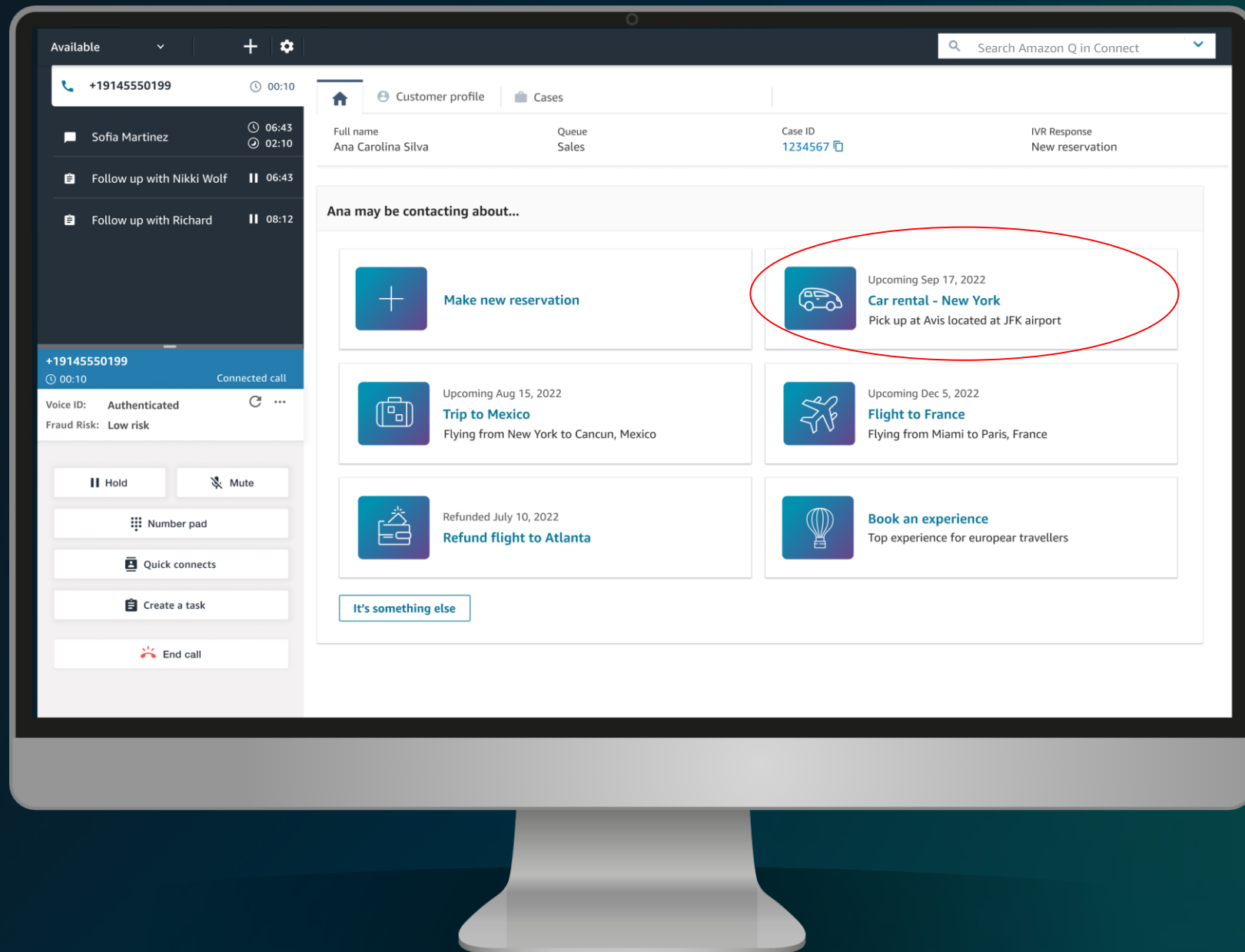
Q: I've heard that competitors have more AI/ML capabilities.



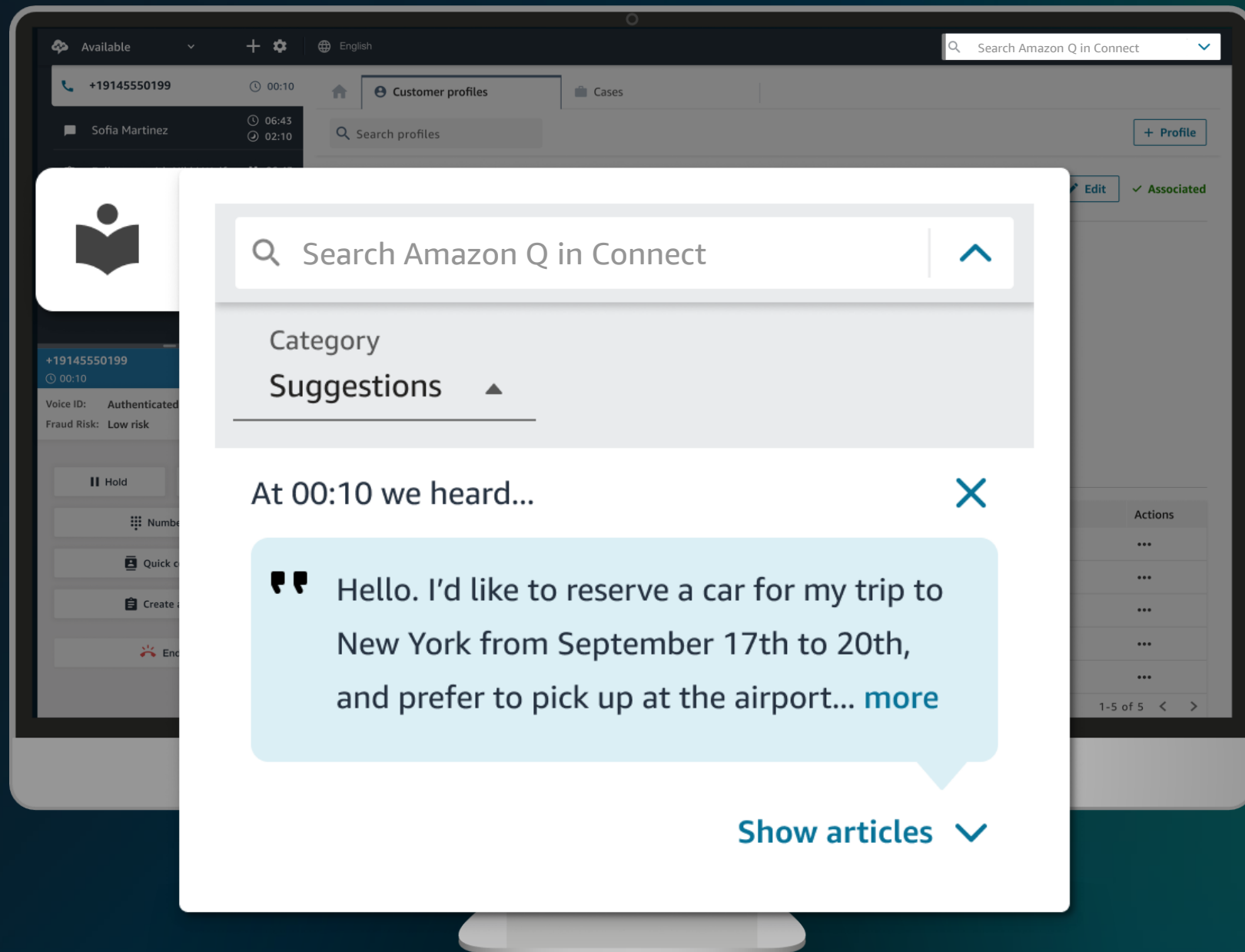
Contact Control Panel



**Voice
biometrics and
fraud risk
detection**



Guides



**Knowledge
and agent
assist**

Available

+19145550199

00:10

Customer profiles

Cases


Sofia Martinez

06:43


02:10

Search profiles


+ Profile



Full name

Ana Carolina Silva 

Profile ID

1234abc... 

Phone number

+1 914-555-0199

Account number

233455

Birthdate

September 7, 1987

Additional Info

Interested in trip to Europe

Email address

ana.silva@example.com

Gender

Female

Mailing Address

123 Any Street,
Any Town,
USA

Billing Address

123 Any Street,
Any Town,
USA

Contact history

More information

Customer profile information



New car reservation

Status: Open ▾

+ Task

✎ Edit

✓ Associated

Summary

Ana requested to reserve a luxury car from September 17th to 20th. Pick up and return at New York City JFK airport.

Reference ID

1234567

Customer name

Ana Carolina Silva ...

Creation date

September 10, 2022

Last updated

September 10, 2022

Activity feed

Comments

More information

Today



Comment - "Reservation completed and email confirmation sent."

September 10, 2022 at 3:21 PM



Inbound call

September 10, 2022 at 3:20 PM

Ongoing



Case management

Post-call transcript

The foreground window displays the following information:

+19145550199 00:10 After call work

Voice ID: **Authenticated**

Fraud Risk: **Low risk**

Transcript

Agent 00:01

Hello. Thanks for calling [business name].
My name is Bob. May I have your name please?

Ana 00:05

Hi, my name is Ana Silva.

Agent 00:08

Hi Ana. What can I help with today?

Ana 00:10

I'd like to reserve a car for my trip to New York from September 17th to 20th, and prefer to pick up at the airport

At the bottom of the foreground window are three buttons: a contact icon, a more options icon, and a blue button labeled "Close contact".

The background app interface shows a list of contacts on the left, including Sofia Martinez, Nikki Wolf, and Richard. The main area shows the profile for Ana Carolina Silva, with details like phone number (+1 914-555-0199), birthdate (September 7, 1987), email (ana.silva@example.com), and mailing address (123 Any Street, Any Town, USA). A "Contact history" table is also visible.

Timestamp
9/7/2022
8/15/2022
7/26/2022
7/10/2022
6/24/2022

On the right side of the background app, there is a search bar "Search Amazon Q in Connect", a "+ Profile" button, an "Edit" button, and a status "Associated". At the bottom right, there is a table with call duration and actions.

Total duration	Actions
53 secs	...
2 mins 51 secs	...
3 min 40 secs	...
1 min 31 secs	...
5 mins 16 secs	...

At the very bottom of the background app, it says "Rows per table: 5" and "1-5 of 5".

Built-in ML to improve the customer and agent experience

