

# AWS State, Local, and Education Learning Days

Philadelphia



ARTIFICIAL INTELLIGENCE (AI) AND MACHINE LEARNING (ML)

# Increase productivity and satisfaction with an intelligent contact center

11:30AM - 12:30PM

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# Agenda

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

# Amazon Connect

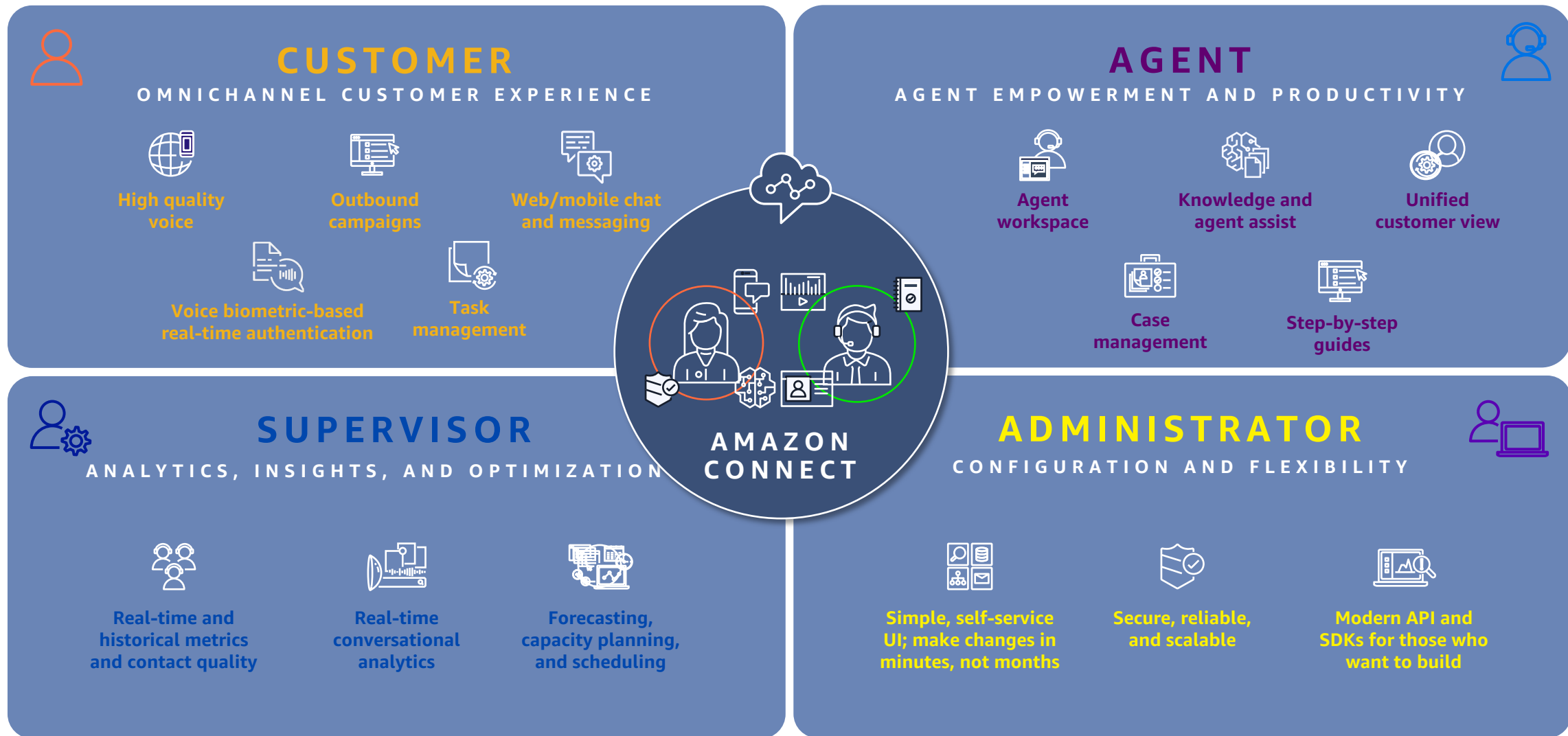
SIMPLE-TO-USE CLOUD CONTACT CENTER





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





**ONE APPLICATION. ONE SEAMLESS EXPERIENCE.**



# What is our vision for agents?

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.

# What role does the agent play?

AGENTS HAVE A CRITICAL ROLE TO PLAY IN 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 customer experience (CX)



**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 increasing number of complex customer issues
- High turnover 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



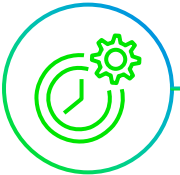
Unify your agent experience and workflows with a **single workspace**

Time to proficiency



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

Average handle time (AHT)



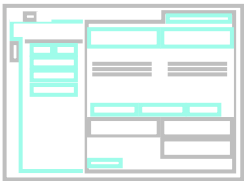
Assist agents to resolve customer issues the first time with **answers powered by generative AI and next best actions**

First contact resolution (FCR)



# Agent productivity and 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



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### Customer Profiles

Enable agents to deliver faster, more personalized customer service.



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### Cases

Track, collaborate on, and resolve customer issues quickly.



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### Amazon Q in Connect

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



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### 3P Apps

Integrate non-Connect applications into the agent workspace



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### Tasks

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



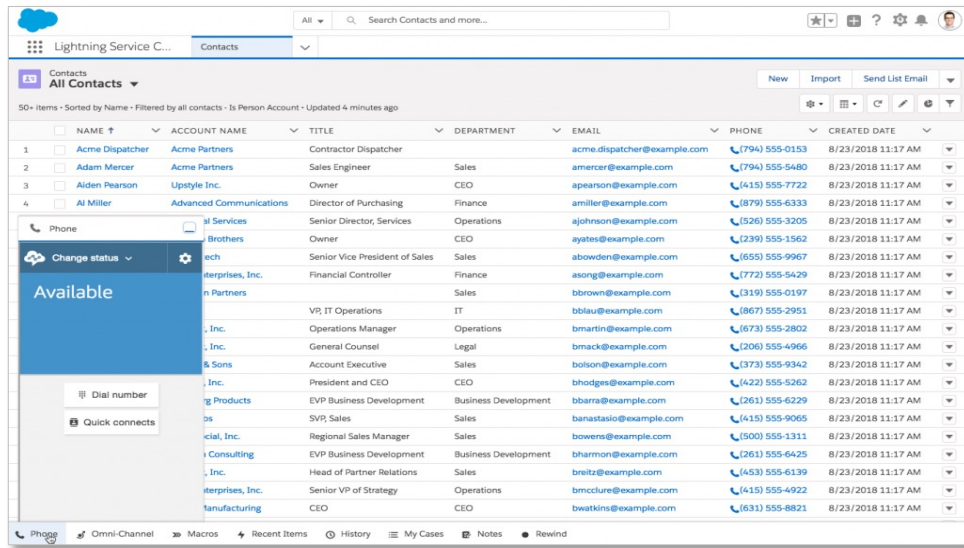
# Amazon Connect agent workspace

The image is a comprehensive mockup of a customer service interface, likely for a contact center. It features a central desktop monitor displaying a software dashboard, surrounded by several floating callout boxes that highlight specific features and workflows.   
  
The central monitor shows a dashboard with a top navigation bar containing a search bar and a 'New suggestions!' button. Below this, there's a sidebar with a list of customer profiles (Ana Carolina Silva, Sofia Martínez, María García, etc.) and a main content area displaying a 'Call back via Mobile App' notification and a grid of service tiles like 'Review transaction history', 'Security Temporary block card', and 'Apply for a new credit card'.   
  
Surrounding callouts include:   
- **Customer information:** A panel showing fields for full name, phone number, birthdate, email address, and mailing address, along with links for product purchase history and contact history.   
- **Voice authentication:** A panel showing 'Voice ID: Authenticated' and 'Fraud Risk: Low risk'.   
- **Omnichannel contact control panel:** A panel listing active calls for different agents (Ana Carolina Silva, Sofia Martínez, etc.) with duration and status.   
- **Third-party applications:** A panel explaining how to integrate external services like credit card portals or shipment trackers.   
- **Suggested responses and solutions:** A panel showing a search bar and a list of suggested responses for a customer's query about locking a card.   
- **Task management:** A panel showing a 'Create task' form with fields for task template, name, and description.   
- **Case management:** A panel showing a 'New car reservation' case with a status dropdown, a summary of the request, and an activity feed of recent events.   
- **Step-by-step guides:** A panel providing a guide for 'Make new reservation' with a list of steps and buttons for 'Car reservation', 'Hotel reservation', and 'It's something else'.   
  
The interface is designed with a clean, modern aesthetic using a blue and white color scheme, with clear typography and intuitive navigation elements.

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

# Kentucky Transportation modernizes driver support with Amazon 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

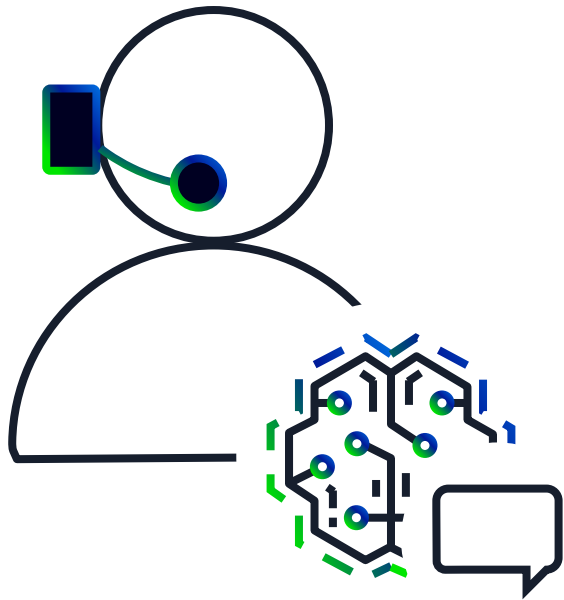
**50%** decrease in agent onboarding

**6** weeks to modernize



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

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- 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

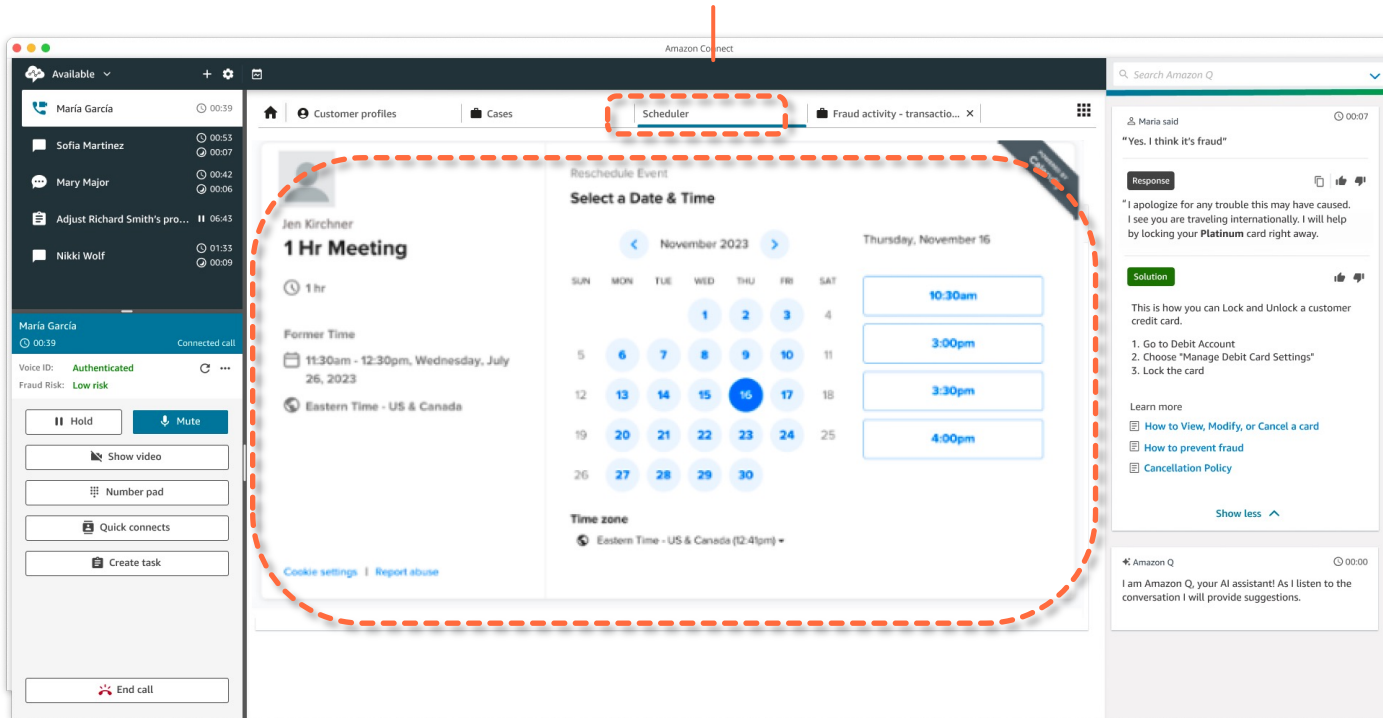


# Unify faster: Third-party applications

NEW FEATURE OF AMAZON CONNECT AGENT WORKSPACE

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## Third-party scheduling application

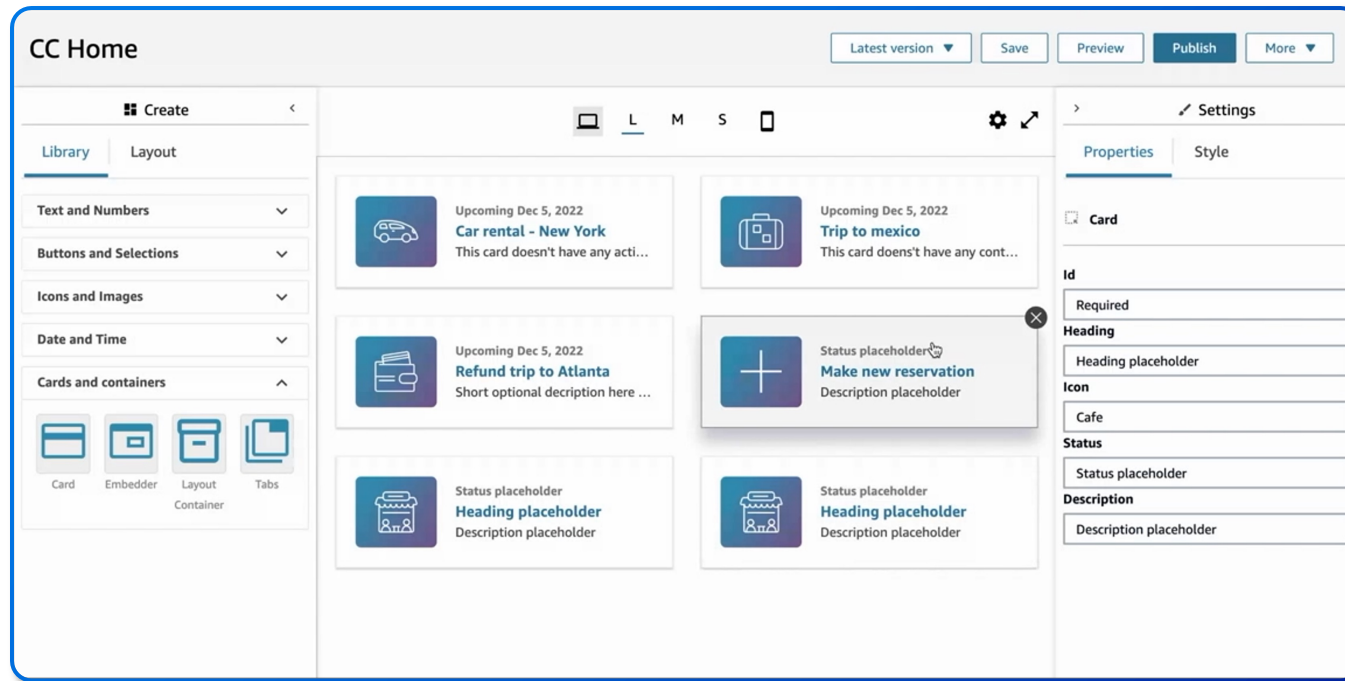


- Enables customers to seamlessly integrate their applications
- Customers can register apps to their AWS account and grant access to the instance
- Agents can open and close apps they have access to within the agent workspace
- Apps can use SDK and Connect APIs to present agent-based or contact-based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

# Create faster: No-code UI builder for guides

NEW FEATURE OF STEP-BY-STEP GUIDES

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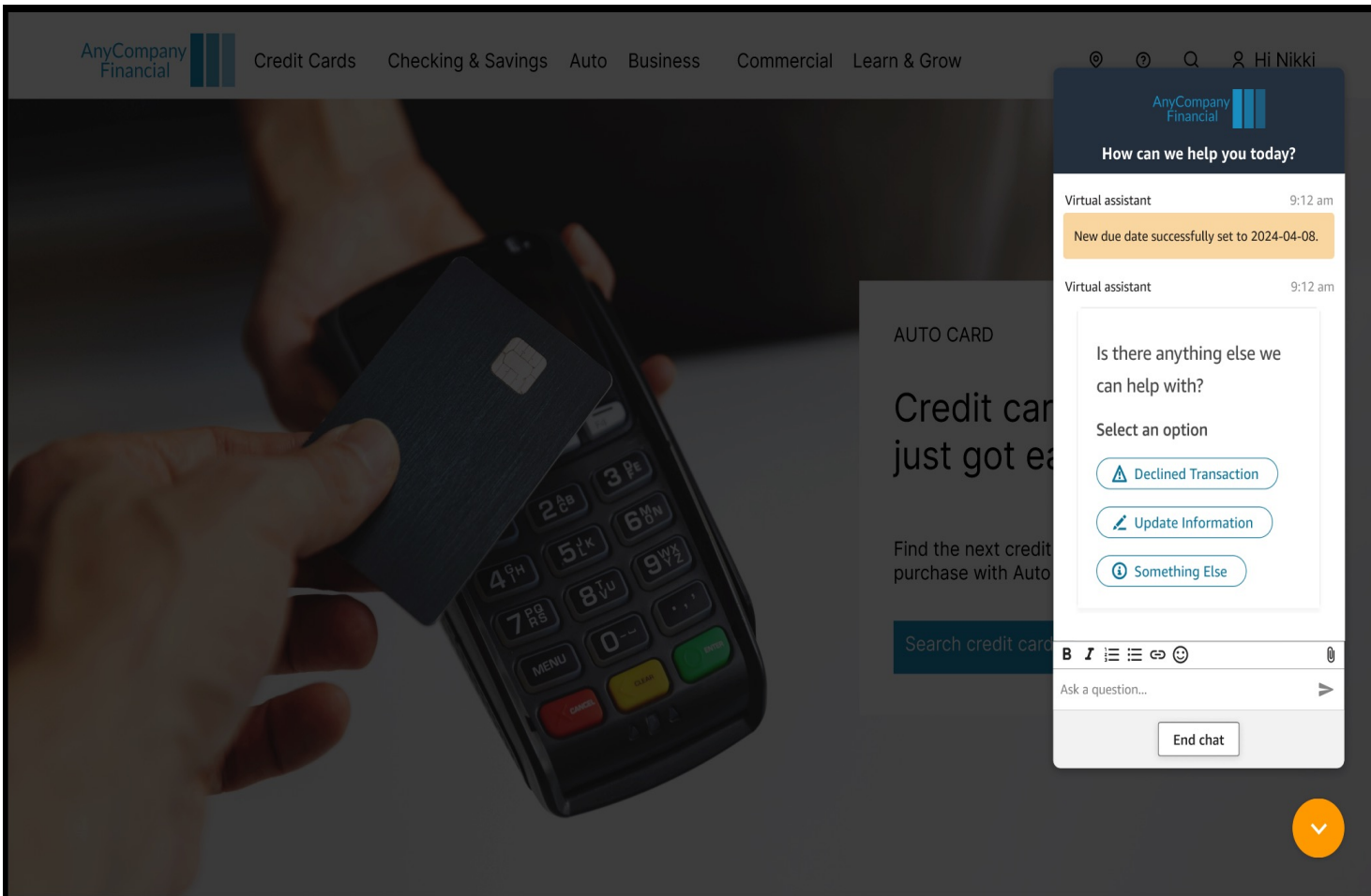


- Quickly create custom UI pages for agents using a drag-and-drop interface
- Seamlessly build forms to surface to agents in step-by-step guides so they can resolve customer issues
- Create interactive messages to send to end-customers via webchat to enable self-service

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

NEW FEATURE OF STEP-BY-STEP GUIDES

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



# 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 Solution Architects/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



# Thank you!

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**TRACK**

ARTIFICIAL INTELLIGENCE (AI) AND MACHINE LEARNING (ML)

**SESSION**

INCREASE PRODUCTIVITY AND SATISFACTION WITH AN  
INTELLIGENT CONTACT CENTER