

AWS State, Local, and Education Learning Days

Madison, WI

11:30am – 12:30pm

300

Transforming
contact centers
with AI

Adding intelligence to
your call center to
better understand your
customer and improve
your overall service
ratings



Transforming Contact Centers with AI

Amazon Connect AI Solutions

Andrew Molacek

CXE Sales Specialist
AWS
amolacek@amazon.com

Ankur Taunk

Sr. WW Specialist SA, Connect
AWS
ataunk@amazon.com

Tammy Winebrenner

Prin. WW Specialist Connect
AWS
tawinebr@amazon.com

Agenda

- What is Connect?
- Contact Center Transformation with AI
- Expanding Your AI Vision
- Q & A



Amazon Connect

One application. One seamless experience.

TENS OF THOUSANDS
OF CUSTOMERS

MORE THAN 10 MILLION CONTACT
CENTER INTERACTIONS A DAY

USED BY +100,000 AMAZON
CUSTOMER SERVICE ASSOCIATES

State of the Industry: Key Public Sector Trends

Digital Transformation

Increasing modernization of legacy systems and cloud adoption

CX Focus

Growing demand for seamless, personalized, accessible experiences

AI & Analytics

Widespread interest and increasing adoption of AI, automation, and analytics to drive efficiencies

Workforce Optimization

Ongoing challenges in talent acquisition and retention

Security and Compliance

Easily unleash AI to transform every customer interaction

AI-enable every customer touchpoint in your contact center and drive deeper relationships and better outcomes.

GenAI self service

GenAI Agent assistance

Conversational analytics

GenAI post-contact summaries

Screen recording

GenAI Performance evaluation

Forecasting and Scheduling

All channels

Includes:

Amazon Q in Connect

Amazon Connect Contact Lens

Analytics and Optimization

...and more





Contact Lens

- Transcription, analysis, and contact summarization
- Automated performance evaluations, powered by generative AI
- Improvements to sentiment analysis with tonal detection, granular emotions, and sentiment summary
- Generative AI-powered semantic match for categorization

Automating Agent Evaluations

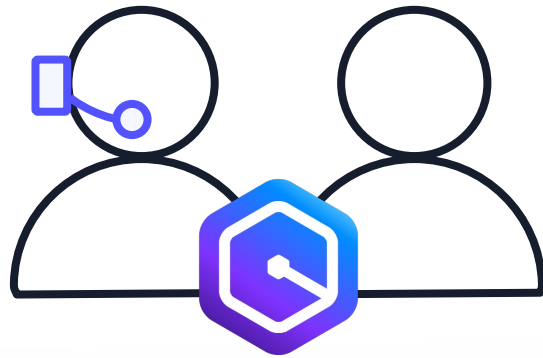
Agent Workspace



© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved. Amazon Confidential and Trademark.



© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved.



Amazon Q in Connect

- Agent Assist delivers generative AI-powered recommended responses, actions, and links to more information
- End-customer self-service using the same technology powering Agent Assist
- More powerful and customizable with built in guardrails support lets you implement safeguards customized to your requirements and responsible AI policies

Starting a new leave application

Agent Workspace

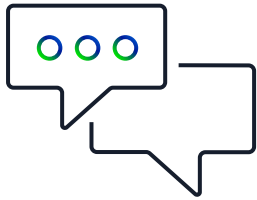


Dakota



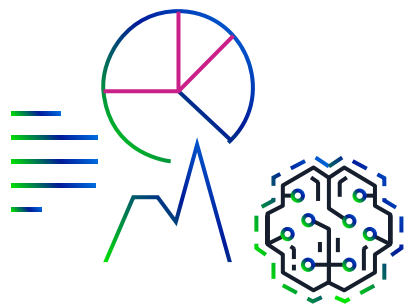
© 2025, Amazon Web Services, Inc. or its affiliates. All rights reserved. Amazon Confidential and Trademark.





Bot creation within Amazon Connect

- Create, test, and continuously improve conversational AI and generative AI-powered bots directly within Amazon Connect



Integrated IVR and chatbot analytics

- Monitor and optimize performance of Amazon Lex bots with native analytics
- Access full details of customer interactions in one centralized views to audit and optimize self-service experiences

Starting a new leave application

Conversational AI



Pat



AnyCompany HR


Upload a document

Upload Our new document upload experience has just launched! Click below to be taken to our upload portal.

New 2024 Benefit Selection is now available >

Welcome, Pat!

AnyCompany's HR Portal is your one-stop shop for compensation, leave, and benefits. What can we help you with today?



Compensation
Find your paychecks, annual W2 statements, 401k and direct deposit information.


Leave
Apply for a leave of absence for medical, birth/adoption, family illness or other reasons.

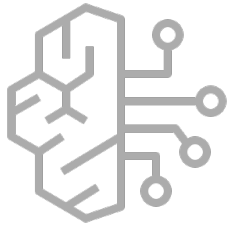
Benefits
Enroll in benefits, find ID cards, change benefit elections, or connect with the Employee Assistance Line.

What can I help you with today?

Below are some recommended actions, or click "Something else?" if you need additional help.

- Start a new leave application** →
- Change medical, dental, or vision insurance →
- Modify my 401k elections →
- Something Else →





Outbound Campaigns

- Enable non-technical users to easily create targeted audiences using simple language queries
- Use generative AI to create customer segments by specifying criteria in plain English text
- Receive generative AI recommended segments based on existing Customer Profiles data



Amazon Connect AI driven customer outcomes:

Automation – Efficiency - Empowerment

Self-service

State of Iowa UI
Automated 30% of calls

CA Department of Motor Vehicles
Achieved 50% self-service rate

Arlington County ECC
Over 15K reduction in non-emergency calls to dispatchers in Q1 2025 vs Q1 2024

Wait Time

University of Texas - Austin
Managed 4x call volumes without additional staff

CA Department of Motor Vehicles
55% of calls answered in 30 minutes from a high of 2 hours

Handle time reduction

KY Transportation Cabinet
From 5+ minutes to 3.3 minutes

SC Department of Social Services
Realized 26% faster processing time for SNAP applicants

WI Department of Revenue
Reduced handle times by 66%

Amazon Connect customer outcomes:



Cost Control

Operational cost reduction

LA County Internal Services
Reduced monthly operating costs by 40%

CA Department of Motor Vehicles
Achieved cost savings goal in 2 months vs original 24-month projection

University of Texas – Austin
Reduced cost by almost 30% despite 4x increase in call volume

Infra and technology savings

Washington DC
Saved over \$1m in upgrade costs

DC Child Support Services
Eliminated \$75K in annual maintenance costs

West Virginia Office of Technology
Eliminated constraints of aging phone equipment to handle unprecedented surges in call volumes

Efficiency-driven savings

SC, Department of Social Services
Reduced agent after call work by 70%

State of Iowa
Automation improvements saved over 10K labor hours in 3 months

KY Transportation Cabinet
Reduced agent training time from 4+ weeks to 2 weeks

Think upstream

Your contact center is just the tip of the iceberg



Traditional Contact Center Focus

Phone Interactions | Agent Workforce | “Press 1” IVR & Routing | Manual Quality Monitoring

Intelligent Engagement

Conversational AI | Omnichannel Self-Service | Virtual Agents | Proactive Notifications

Process Intelligence

Workforce Optimization | Intelligent Document Processing | Cross-Agency Integration | Predictive Analytics

Enterprise Transformation

Cross-Agency Collaboration | Enterprise Data Strategy | Predictive Issue Resolution

[CXDIVE – CX Pays](#)





Thank you!

Andrew Molacek

CXE Specialist
AWS
amolacek@amazon.com

Ankur Taunk

Sr. WW Specialist SA
AWS
ataunk@amazon.com)

Tammy Winebrenner

Prin. WW Specialist, Connect
AWS
tawinebr@amazon.com

Up Next in this Room

1:30pm – 3:00pm

200

**Workshop: Accelerate
citizen and student
engagement with Amazon
Q Business: driving service
excellence**

Unlock organizational
knowledge, automate
inquiries, and improve
response times while
maintaining compliance
using Amazon Q Business

Please complete the survey
for this session



Amazon

AI Solutions

Transforming
Contact Centers with AI

Additional resources

QR Code

Title (Linked)

Brief description

QR Code

Title (Linked)

Brief description

QR Code

Title (Linked)

Brief description

