

# AWS State, Local, and Education Learning Days

Phoenix, AZ

11:30am – 12:30pm

200

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

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# Agenda

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

# Digital Natives

20

**Generation Z** (born 1997-2012) makes up over **20% of the U.S. population**

22

**Millennials** (born 1981-1996) comprise another **22%**

140

**140+ million Americans – almost ½ the US population – are digital natives**



## 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:

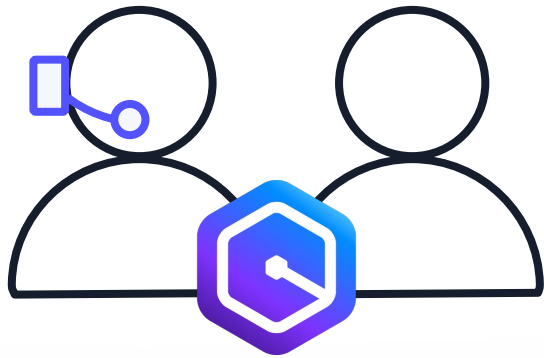
Amazon Q in Connect

Amazon Connect Contact Lens

Analytics and Optimization

...and more





## Conversational AI

- Deploy out-of-the box, customizable AI Agents to address a variety of customer service inquiries, creating a more personalized experience
- Capable of handling ambiguous and more complex support questions
- 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

## 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.

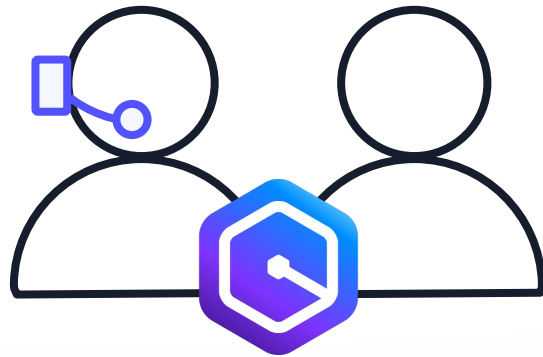
**Leave**  
Apply for a leave of absence for medical, birth/adoption, family illness or other reasons.

**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 →



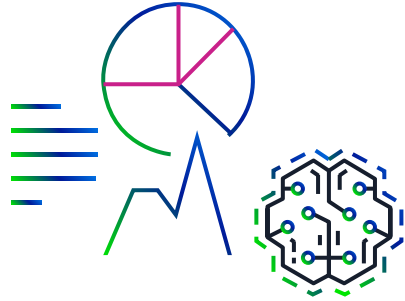
## AI Agent Assist

- Detects customer intent and provides agents with real-time generative- AI responses, suggested actions, and step-by-step guides tailored to each interaction
- Enables natural language queries across knowledge bases for immediate access to relevant information and documentation
- Leverages customer history and integrated system data to deliver personalized support, reducing handle times and improving first-contact resolution

# Starting a new leave application

## Agent Workspace





## AI-powered post contact analytics

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

# Automating Agent Evaluations

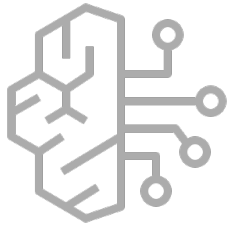
## Agent Workspace



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## 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

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

## Intelligent Interactions

Structured Agents | AI Agents | Omnichannel Self-Service | Agent Assist | Proactive Engagement

## Process Intelligence

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

## Enterprise Transformation

Cross-Agency Collaboration | Enterprise Data Strategy | Predictive Issue Resolution | Constituent 360



# Thank you!

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**Please complete the survey  
for this session**



**Amazon**

**AI Solutions**

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