

# AWS State, Local, and Education Learning Days

Sacramento, CA

3:15pm – 4:15pm

**200**  
level

**Intelligent contact centers**

Learn how AI can modernize customer service operations and improve satisfaction



# Amazon Connect

Increase productivity and satisfaction with an intelligent contact center

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# Agenda

- Amazon Connect Overview
- Amazon Connect in SLG & EDU
- Amazon Q in Connect
- Contact Lens



## Amazon Connect

**One application. One seamless experience.**

TENS OF THOUSANDS  
OF CUSTOMERS

MORE THAN 10 MILLION CONTACT  
CENTER INTERACTIONS A DAY

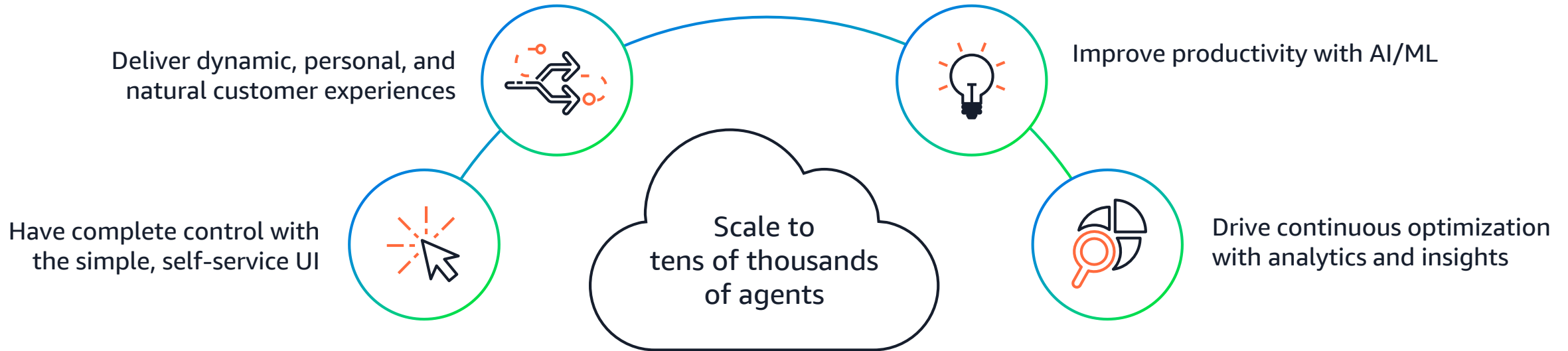
USED BY +100,000 AMAZON  
CUSTOMER SERVICE ASSOCIATES

# Amazon Connect differentiators

SIMPLE-TO-USE CLOUD CONTACT CENTER



Built from the ground up as a single solution



**Pay only for what you use**

**Globally redundant telephony** +30 providers, +85 inbound, and +230 outbound countries

Instant access to **+200 fully featured AWS services**





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



# Built from the ground up to accelerate your CX innovation

TAKE CONTROL OF AN ENTERPRISE GRADE CONTACT CENTER WITH JUST A FEW CLICKS



## Self-service

Take control from day one and make changes fast

- Get started in 5 minutes, with an enterprise grade contact center and global telephony
- Powerful UI and API lets you make changes instantly

- Test, dial up, and deploy features at will, only paying for what you use
- Iterate on demand with built in A/B testing

## True omnichannel

Unify your experiences and maximize people

- Configure a customer journey and deploy across all channels instantly—no duplicate effort
- One automation engine (e.g., IVR, Chatbot, tasks)

- One agent experience
- One routing & skills engine
- One data, analytics, and optimization engine

## Native data and AI

Drive real world results

- Access data in one place with no walled gardens: your data is your data
- AI conversational and real time journey analytics

- AI-driven agent and manager assist
- AI-driven quality management, forecasting, and agent scheduling

## One vendor solution

Enable solutions with clicks not integrations—native, not cobbled together

- Agent optimization suite
- Customer profiles
- Case management

- Tasks to track all agent and back-office work
- Proactive outbound
- Voice authentication

## Flows

Powerful IVR, chatbot, agent and task automation

- One flow language, drag-and-drop editor, and engine for all channels
- Native Natural Language understanding

- Agent step-by-step guides
- Flow analytics to optimize and iterate
- Reusable modules, versioning, and change control



## CUSTOMER

OMNICHANNEL CUSTOMER EXPERIENCE



High quality voice



Outbound campaigns



Web/mobile chat and messaging



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

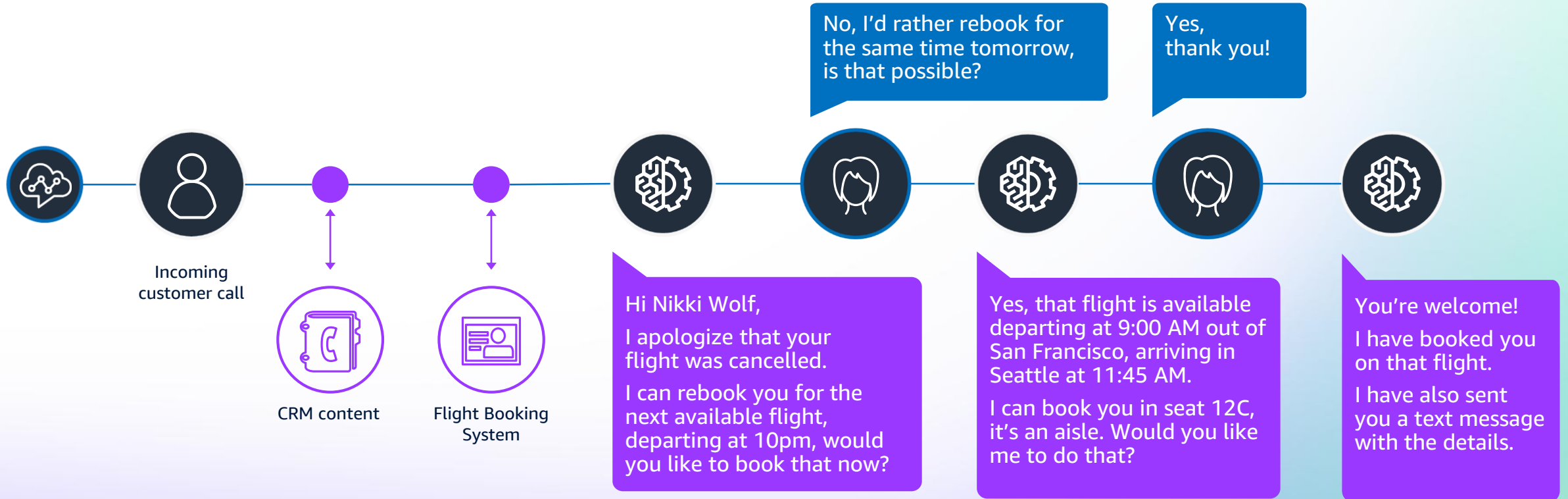


Modern API and SDKs for those who want to build



ONE APPLICATION. ONE SEAMLESS EXPERIENCE.

# Customer Experience



## PERSONAL

Amazon Connect Flows adapt on a per customer basis

## DYNAMIC

Answer customer questions before they are even asked

## NATURAL

Amazon Connect chatbots use the same technology that powers Alexa

## OMNICHANNEL

Amazon Connect SMS provides assistance on channel of choice

# Agent experience

AMAZON CONNECT AGENT WORKSPACE



**Agent Profile:** Nikki Wolf, Available, 00:03

**Navigation:** Customer profiles, Cases, Upsell - Travel Rewards C...

**Case Summary:** Nikki may need assistance with...  
Case: XYZ1234567  
**New case - transaction declined**  
Declined charge of \$550 at Example Corp on 11/28/23

**Next payment due on 12/22/23**  
**Make payment**  
3 open accounts

**Fraud activity - transaction declined**

**Summary**  
Silver card was declined for a charge of \$550 at Example Corp Travel on 11/28/23. The customer has been contacted to review this activity.

<b>Reference ID</b> XYZ1234567	<b>Customer name</b> Nikki Wolf	<b>Contact email</b> nikki_wolf@example.com
<b>Creation date</b> November 28, 2023	<b>Last updated</b> November 28, 2023	<b>Contact phone</b> 1 212-555-5400
<b>Assigned queue</b> Transaction Support	<b>Assigned user</b> John Stiles	<b>Account number</b> 233455
<b>Card currently locked</b> Yes	<b>Date of transaction</b> November 28, 2023	<b>Tenure of membership</b> 10 years 3 months
<b>Transaction amount</b> \$550	<b>Vendor of transaction</b> Example Corp Travel	<b>Case status</b> Open

**Buttons:** Close case, Add task, Edit case, Go to case details

**Security:** **Unlock Card**  
Initiate the card unlock process

**Offers:** **Apply for a new credit card**  
Nikki is currently eligible for the Platinum Travel Card.

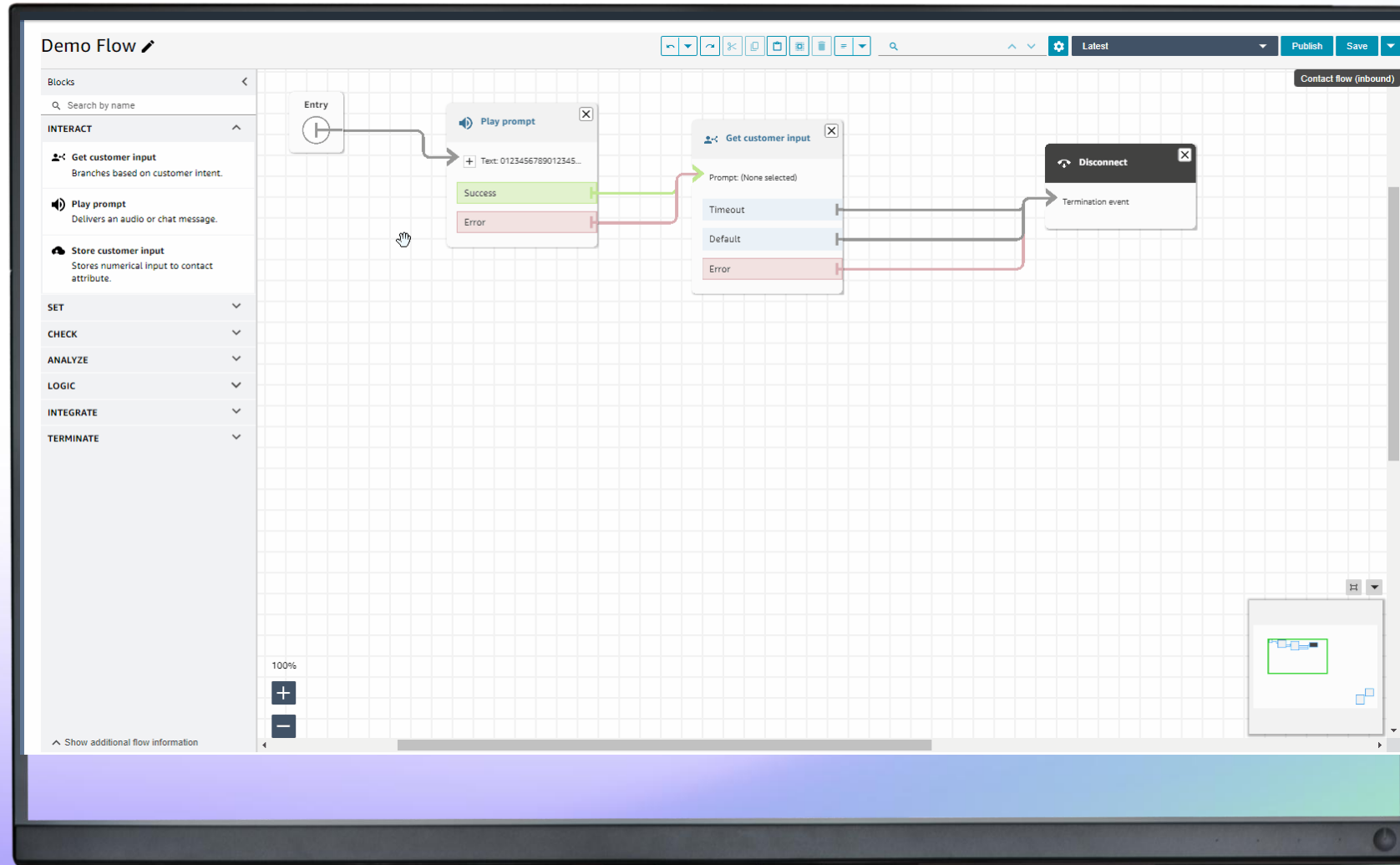
**Chat History:**  
Virtual Assistant: Please confirm your one-time password now (12:50 PM)  
Nikki Wolf: 1234 (12:50 PM)  
Virtual Assistant: Thank you for confirming. I've processed your credit limit increase, and your new credit limit is \$15,000. (12:50 PM)  
Virtual Assistant: We notice you've been spending more on travel expenses. Our travel rewards card may be a better fit for your needs. (12:50 PM)  
Nikki Wolf: Talk to an agent (12:50 PM)  
Nikki has joined the chat

**Amazon Q Assistant:** I am Amazon Q, your AI assistant! As I listen to the conversation I will provide suggestions.



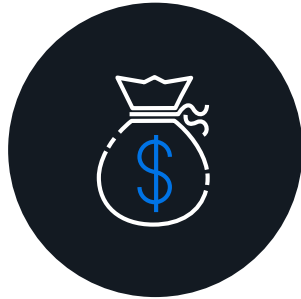
# Administrator experience

WORKFLOW BUILDER, OMNICHANNEL & SKILLS-BASED ROUTING, RULES ENGINE, AND MORE



# Pay-as-you-go makes innovation work for you

FREEDOM TO RAPIDLY EXPERIMENT AND SCALE UP AND DOWN



No required  
upfront commitments



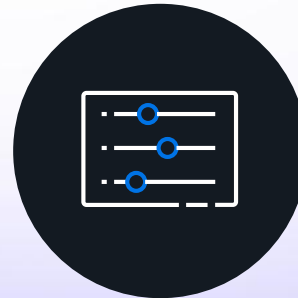
Elastic  
scalability



Reduced  
maintenance



Expand globally  
at your pace



Instant  
experimentation



Accelerated  
innovation

# Amazon Connect in SLG & EDU



# LA County DCFS achieves call center reliability and 40% cost savings

## CHALLENGE

LA County's Child Protection Hotline receives over 220,000 calls every year, a challenge to their aging, on-premises infrastructure. Meanwhile, their servers were costly to maintain and posed the risk of outages during California's frequent wildfires and other natural disasters.

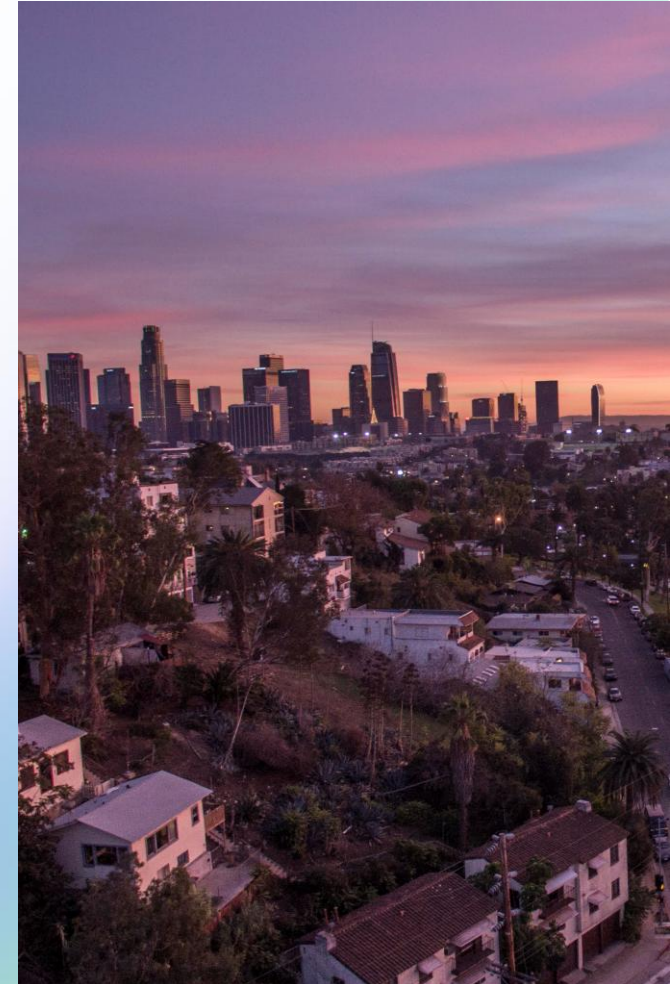
## SOLUTION

Since migrating to Amazon Connect, DCFS has achieved the greater cost efficiency, flexibility, and reliability they need to fulfill their critical mission: serving Los Angeles County's children and families in virtually any contingency. The agency has also seen gains for their employees as a result of working from home, including higher morale, fewer sick days, and less time spent on building management.

“Working alongside AWS teams is **beyond anything I have experienced** in my career. We have peace of mind knowing they are capable and **willing to do whatever it takes** to maximize our system's effectiveness.”

**Bobby Cagle**

Director, Los Angeles County Department of Children and Family Services





# State of Kansas Department for Children and Families increased their case acceptance rate by 50%

## CHALLENGE

The State of Kansas DCF call center supports eight state agencies and receives an inbound call average of over 45,000 calls a month. When the COVID-19 pandemic hit, DCF needed to quickly transition its agents from working in office to working remote without interrupting service to its citizens.

## SOLUTION

DCF chose Amazon Connect to support their cloud-based remote call center. Using Amazon Connect, DCF began collecting and analyzing data around client needs, quality, and historical metrics. From this data, DCF identified opportunities to enhance their call center operations, including adding the ability to text information to the caller's phone, an AI chatbot to reduce queue wait times, an FAQ contact flow, and a self-service option for callers to automatically pull their case status.

DCF continues to improve on customer outreach using additional AWS services, such as Amazon Lex and Amazon Pinpoint. These services allow agents to communicate with customers through text, chatbot, and self-service capabilities. Since implementing the ability to text customers, their case acceptance rate increased by 50%.

**With Amazon Connect, DCF enhanced call center operations, improved the contact flow structure, and increased their case acceptance rate.**

**As a result, four additional Kansas agencies decided to move their call centers to the cloud and replicate DCF's structure.**

# Oklahoma State University, Oklahoma City enables students to self-serve

The screenshot displays the Oklahoma State University, Oklahoma City website. At the top, there is a navigation bar with the OSU logo, the text "OKLAHOMA CITY", and a search bar. Below the navigation bar, there are several menu items: "Future Students", "Current Students", "Faculty / Staff", "Community Outreach", "Academics", and a prominent "Apply & Enroll Now" button. The main content area features a large banner with the text "Don't let the world get in between you and your goals!" and a photo of three students. To the right, there is a "COVID-19 UPDATES" section with a virus graphic. Below this, there is a "Latest COVID-19 update" section. A chatbot window titled "OSU-OKC" is overlaid on the page, showing a welcome message from "Pete" and a list of trending topics: "CARES ACT INFO", "COVID-19 CAMPUS SERVICES", "ACCUPLACER™", "ADVISEMENT OFFICE", and "ADMISSIONS OFFICE". The chatbot interface includes a "Help" button and a text input field at the bottom.

- Built a QnA bot, Pete, to address the information gap that students face
- Using Intelligent automation, provided answers to student FAQs with accurate, up-to-date information
- Reduced call hold times and enabled live agents to focus on handling higher-value interactions

# Amazon Q in Connect

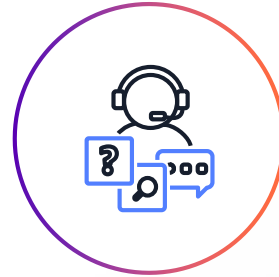
# Challenges in solving customer concerns



## Identify customer concern



Ask qualifying questions



## Search for solution across disparate sources



Knowledge management system

Customer-facing FAQ sites

Internal chats with colleagues



## Take additional steps to resolve concern



End call without resolution

Transfer or escalate

# Amazon Q - A generative AI powered assistant from AWS

AMAZON Q **DEVELOPER**



AMAZON Q **BUSINESS**

## Embedded

Amazon Q  
In Connect

Amazon Q  
In QuickSight

Amazon Q in  
AWS Supply Chain

## Benefits

In-built privacy and security

Customizable to your business



## CUSTOMER

OMNICHANNEL CUSTOMER EXPERIENCE

High quality voice

Conversational IVR and chatbots

Chat, SMS, and messaging

In-app/web calling and video

Outbound campaigns

Voice authentication

Task management



## AGENT

AGENT EMPOWERMENT AND PRODUCTIVITY

Agent workspace

Knowledge and agent assist

Unified customer view

Case management

Step-by-step guides

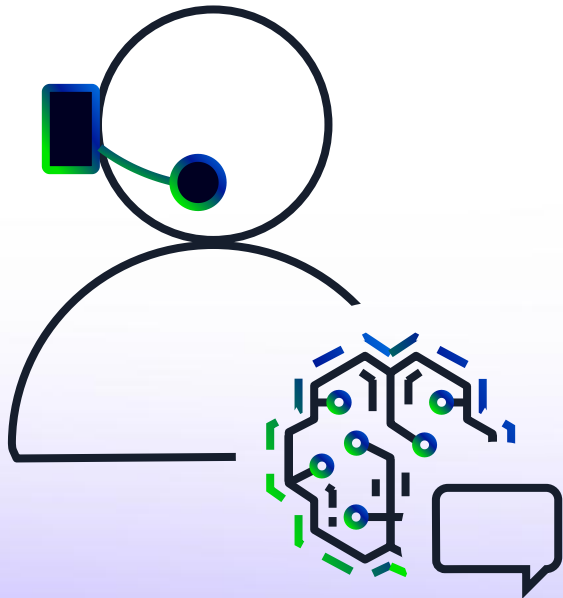


Assistance from Amazon Q in Connect

### AI at the heart of every interaction

- ✓ Listen and generate responses for end-customers and agents in real-time
- ✓ Recommend and take actions

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



- Agents and end-customers can chat with Amazon Q in Connect to receive recommendations, including actions to take, based on relevant information from your company content (e.g., knowledge articles, FAQs, websites)
- Agents can also receive automatic solutions derived from live conversations with end-customers
- Pre-configure agents, LLM prompts, and guardrails to modify Q in Connect's behavior, tone, and content access, including leveraging customer-specific information, to improve recommendation relevancy and appropriateness

# Generative AI-powered agent assist delivers suggested responses and actions

The screenshot displays the Amazon Q agent assist interface. On the left, a chat window shows a conversation with 'Nikki Wolf'. The chat history includes a system message about travel expenses, a user message asking for more information about a travel rewards credit card, and an AI-generated response. The main panel shows suggested actions for Nikki, such as 'New case - transaction declined', 'Make payment', 'Unlock Card', 'Apply for a new credit card', and 'Add travel notice'. On the right, a search bar and a list of suggested responses and solutions are shown, with red boxes highlighting the detected issue, the generated response, the generated solution, and the source articles.

Detected issue

Generated response

Generated solution

Articles and documents used to generate the response & solution

# Enable Q in your self-service

The image displays the Amazon Connect console interface for configuring a bot. The main window shows the 'Hotel booking Bot' configuration page, with the 'Configuration' tab selected. The 'Define your bot' section includes options for supported languages (Dutch, English, etc.) and a confidence score threshold slider. The 'Intents' section lists various actions, with 'Activate book room' selected. A detailed view of the 'Activate book room' intent is shown, including its name, description, and configuration options like 'Fulfillment', 'Code Hooks', 'Input Context', and 'Output Context', all of which are enabled. A mobile app interface is overlaid on the left, showing a chat conversation where a user asks to book a room for three people, and the virtual assistant responds with a confirmation and asks for dates. A callout box on the right highlights the 'Enable Amazon Q intent' toggle.

**Amazon Q in Connect Info**  
Use Amazon Q in Connect assistant to handle customer queries.

Enable Amazon Q intent

# Enable Q in your self-service

## Q&A BASED ON CUSTOMER HISTORY AND COMPANY KNOWLEDGE

**AnyCompany Insurance**

2. Personal property coverage  
3. Liability protection  
4. Additional living expenses coverage

Would you like me to explain any of these in more detail?

Sofia Martínez Sent at 2:34 PM

Yes, please explain dwelling coverage and how it's different from personal property coverage.

AnyCompany Assistant 2:34 PM

Certainly!

Dwelling coverage protects the structure of your home, including walls, floors, roof, and built-in appliances. It typically covers damage from events like fire, storms, or vandalism.

Personal property coverage, on the other hand, protects your belongings inside the home, such as furniture, clothing, and electronics. It often covers these items even when they're not in your home, like if they're stolen from your car.

The main difference is that dwelling coverage is for the house itself, while personal property coverage is for the items you own inside the house.

**B** *I*

Type a message

**End chat**

## RECOMMEND ACTIONS, LINKS AND INLINE STEP-BY-STEP GUIDES

**AnyCompany Insurance**

This information will be processed securely to confirm your identity and coverage options.

**First Name**  **Last Name**

**Date of Birth**  **Social Security Number**

Use MM-dd-yyyy format

**Are the additional lines you are interested in covering?**

Auto  
 Renters  
 Life  
 Travel

**Do you currently have home insurance?**

Yes  
 No

Back Submit

**B** *I*

Type a message

**End chat**

# How Amazon Q in Connect works

What is the customer's issue?

CUSTOMER: "I'm supposed to pickup my rental car in 2 hours but I need to cancel. Will I be charged a cancellation fee?"

*Intent Detection ML Model*

What information is relevant?

This document from the customer's knowledge repository is relevant: 'Cancellation Policy.docx'

*Semantic Matching ML Model*

What Amazon Q asks Bedrock

Amazon Q in Connect: "Provide a response as an agent using information from 'cancellation policy.docx'"

*Prompt Engineering*



Generative Response

LLM: "I apologize, but your reservation will be subject.. "

Generative Solution

LLM: "Here are the steps to resolve the customer's issue..."

*Amazon Bedrock LLM*

# Generative AI-powered post-contact summaries

Agents can access post-contact summaries for voice contacts on the Contact Control Panel (CCP)

Managers and supervisors can access summaries for voice and chat contacts on the Amazon Connect admin website

**Contact details**  
In progress | Last updated: Jul 17, 2024, 03:02:06 pm

**Overview**  
Voice | Duration: 1 min 23 s (Jul 17, 2024, 3:00:36 PM – 3:01:59 PM)

Channel subtype	Agent	Initiation method	Disconnect reason
Telephony	agent1 (Doe, Jane)	Outbound	Customer disconnect

Customer phone number: +1 [redacted] | Customer sentiment: [Progress bar]

**Summary** ✨ Generated by AI

The customer was frustrated about a delayed gift delivery. The agent checked the order and saw it was delayed due to weather conditions. To resolve it, the agent offered to expedite a replacement shipment at no extra cost, which the customer accepted. The customer emphasized the delivery was very important and timely.

1

Amazon Connect Contact Control Panel | Softphone

Available

Transcript

Issue

Summary

Generating summary

Customer 00:03

Hi.

Agent 00:05

Greeting

Hello, this is Jane from Amazon. How can I help you today?

Customer 00:11

Issue

Um, I'm actually very frustrated now, uh, because my gift delivery has been delayed for a few days.

Agent 00:20

Close contact

2

Amazon Connect Contact Control Panel | Softphone

Available

Transcript

Issue

Summary available ✨

Customer 00:03

Hi.

Agent 00:05

Greeting

Hello, this is Jane from Amazon. How can I help you today?

Customer 00:11

Issue

Um, I'm actually very frustrated now, uh, because my gift delivery has been delayed for a few days.

Agent 00:20

Oh, sorry about that. Could you provide your order number please so I can check it for you.

Customer 00:27

Close contact

3

Amazon Connect Contact Control Panel | Softphone

Available

Transcript

Issue

Summary

The customer was frustrated about a delayed gift delivery. The agent checked the order and saw it was delayed due to weather conditions. To resolve it, the agent offered to expedite a replacement shipment at no extra cost, which the customer accepted. The customer emphasized the delivery was very important and timely.

Customer 00:03

Hi.

Agent 00:05

Greeting

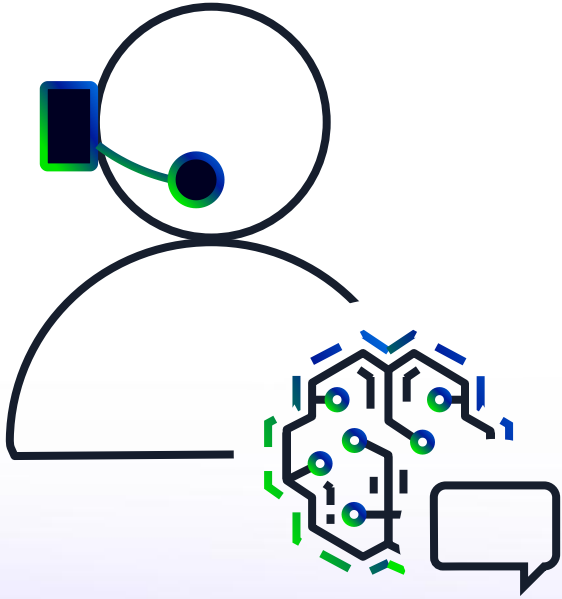
Hello, this is Jane from Amazon. How can I help you today?

Customer 00:11

Close contact

Developers can directly ingest the summaries from the APIs into third-party systems

# Amazon Q in Connect's Business Value



**Onboarding time**



**Average handle time (AHT)**



**Escalations**

Amazon Q in Connect will increase overall agent productivity by 10%, decrease costly escalations by 5%, and new agents will become proficient 10 days sooner, which results \$317 per agent per month savings.

# What our customers are saying



"Amazon Q in Connect will create **10-15% time savings** on every contact..."



"We envision these features will enable our agents and supervisors to focus on delivering premiere customer experiences..."



"We expect that Amazon Q in Connect will **ensure both our new and experienced agents are prompted in real-time** with accurate information..."

# Leverage your existing content

**Add integration** [Info](#)  
Choose a data source for this integration and establish a connection to import your content to Amazon Q.

▼ **Integration setup**

**Choose integration method**

**Create a new integration**  
Create a new integration and select object fields

**Use an existing integration**  
Reuse an existing integration with object fields

**Source**

Search

Salesforce
ServiceNow
Zendesk
Microsoft SharePoint Online
S3

- No-code connectors can integrate content from Salesforce, ServiceNow, Zendesk, Microsoft SharePoint Online, & Amazon S3
- Create, Read, Edit, Delete APIs to import and manage content from other knowledge sources
- Support for HTML, Word, PDF & TXT formats

# Pay-as-you-go Pricing

No required up-front payments, long-term commitments, fees or data storage charges

## Amazon Q in Connect Pricing

# \$40/agent/month

You are billed \$40 per agent/per month for agents who either receive a suggested response, or who search across connected knowledge sources. Amazon Connect security profiles enable you to manage which agents can receive suggestions and search Amazon Q in Connect.

\*Prices here are in USD

# Contact Lens

# Contact Lens for Amazon Connect

Out-of-the-box experience enabled contact centers and their staff to use the power of ML with just a few clicks



Advanced  
search



Detailed analytics  
and sentiment  
analysis



Automated  
contact  
categorization



Call  
summarization



Real time  
supervisor alert



Sensitive data  
redaction

# Use Case - Identify critical issues in real-time

Real-time metrics

Agents

Time range: trailing previous 2 hours

Agent login	Channels	Agents					Contacts				
		Activity	Duration	Agent hierarchy	Routing profile	Capacity	Active	Availability	State	Duration	Queue
loginname_a	All channels	On contact	01:15:01	US/ West/ Dept A	RP name A	3	1	0	-	-	-
	Voice						1	0	Connected	00:05:18	Queue name
	Escalation, Angry customer						0	0	-	-	-
loginname_b	Voice	On contact	00:02:32	US/ West/ Dept A	RP name B	1	1	0	Connected	00:04:39	Queue name
loginname_c	All channels	On contact	00:28:13	US/ West/ Dept A	RP name B	2	0	1	-	-	-
	Voice						0	0	Connected	-	-
	Chat						0	0	-	-	-
loginname_d	Chat total	On contact	00:24:01	US/ West/ Dept A	RP name A	2	2	0	-	-	-
	Chat						1	0	Connected	00:01:01	Queue name
	Chat						1	0	Connected	00:12:45	Queue name
loginname_e	All channels	On contact	00:13:30	US/ West/ Dept A	RP name C	2	2	0	-	-	-
	Voice						0	0	-	-	-
	Chat total						2	0	-	-	-
	Chat						1	0	Connected	00:11:56	Queue name
loginname_f	All channels	On contact	01:07:52	US/ West/ Dept A	RP name a	3	1	0	-	-	-
Voice							1	0	Connected	00:03:12	Queue name
Chat total							0	0	-	-	-

Rows per table: 50 1-22 of 100

New table

- Get alerted to real-time issues when a customer conversation matches your predefined rules
- Listen in or review live call transcript to decide whether a call transfer is needed

# Use Case - Simplify call transfers

The screenshot displays a call center interface with three main sections:

- Contact Information:** Shows 'Contact Id', 'Channel' (Voice), and 'Customer sentiment' (represented by a green progress bar).
- Categories:** Lists 'Proper-Greeting' as a category.
- Transcript:** Shows a message from the Agent: 'Hello. Thanks for calling XYZ Company. My name is John Doe. Let's start with your date of birth, and please verify your address for me please.' with a timestamp of 00:00 and a smiley face icon. Below it, the Customer's timestamp is 00:13.

- Pass call transcript containing customer sentiment, matched categories, and detected issue from one agent to another
- Reduce the need for customers to repeat themselves during call transfers

# Use Case - Manage policy and regulatory compliance

When

A Contact Lens post-call analysis is available

If all of these conditions are met

Words or phrases - Exact match  
Limit: 100 words or phrases total for the rule

Logic: Any of the following words or phrases were not mentioned during the first 30 seconds of the contact, where speaker is agent

Enter keywords or phrases. Comma separate multiples entries. Add

Keywords or phrases	
thank you for being a gold member	
thank you for being a valued customer	

- Track adherence to call scripts (e.g., greetings)
- Ensure regulatory requirements are being followed (e.g., disclaimers)

# Use Case - Improve handling of sensitive customer data

```
{
  "ParticipantId" : "33333333",
  "Id" : "sssssssss-ssss-ssss-ssss-sssssssss",
  "Content": "My email id is [PII].", //This shows that the customer's email ID has been redacted.
  "BeginOffsetMillis" : 500,
  "EndOffsetMillis" : 945,
  "Sentiment" : "NEGATIVE",
  "LoudnessScore": [
    40.5,
    55.0,
    59.3
  ],
}
```

- Redact customer data such as names, addresses, credit card details, and social security numbers
- Hide sensitive information in the call transcript and silence it in the audio recording

# Use Case - Find agent coaching opportunities

The screenshot displays the 'Contact search' interface. At the top, a message states: 'The contact search page has a brand new experience. Now you can select your search timeframe by the hour. You can use multi-select for agent names, contact queues, contact flows, and more. Also, we've extended the time range of search from two weeks to eight weeks. The previous version of the contact search page is still available for a limited time. [Learn more.](#)'

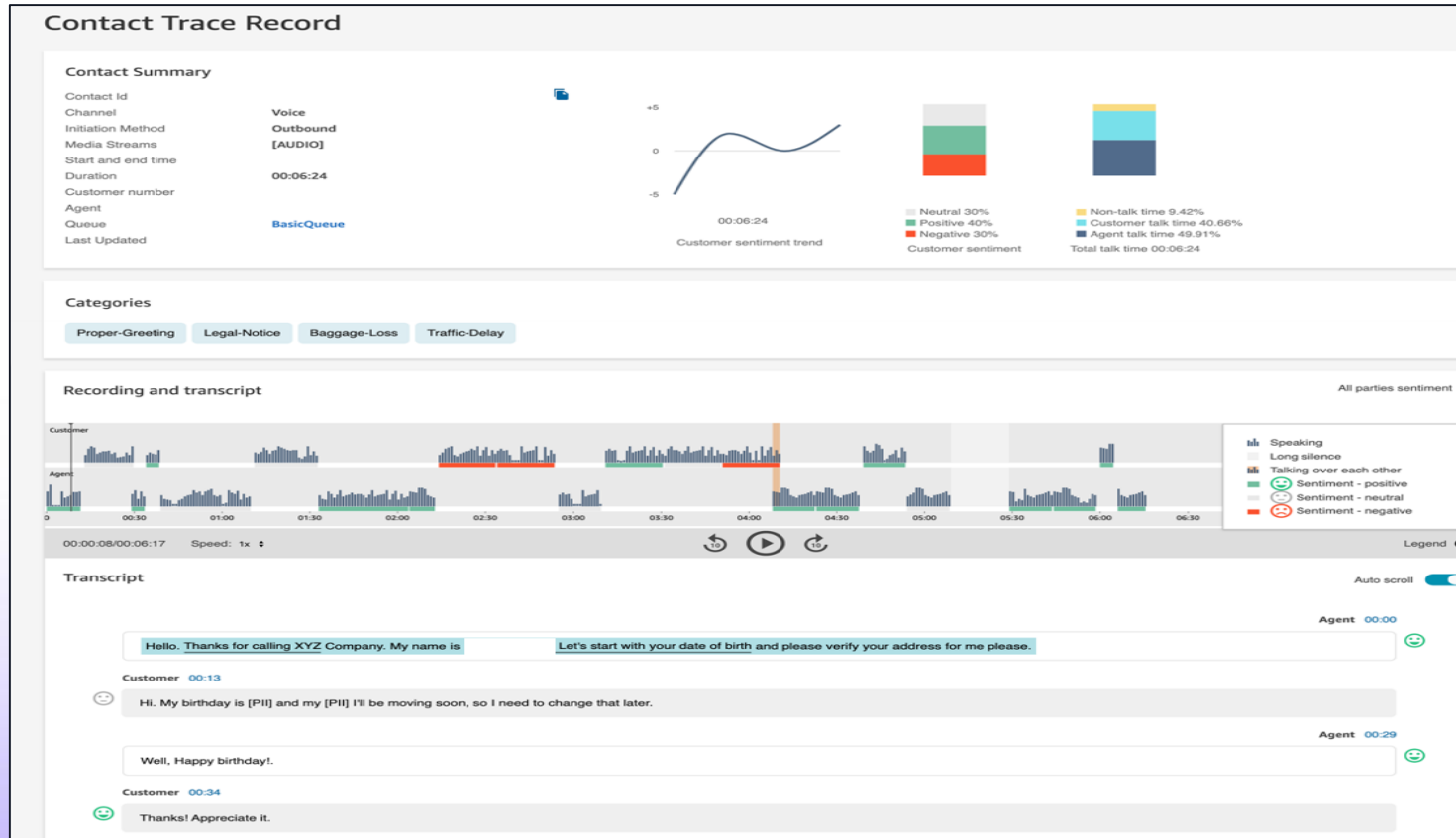
Below the message is a 'Filters' section with a 'Clear all' link. It includes a 'Time range' dropdown, a 'Channel' dropdown set to 'All Channels', and an 'Add Filter' button. A dropdown menu is open, listing various filter options: Agent, Contact ID, Contact category (CL), Customer phone number, Disconnect reason, Initiation method, Interaction duration, Non-talk time (CL), Queue, Sentiment Score (CL), System phone number, and Words or phrases (CL).

The main area shows a table of contacts. The table header includes columns for Contact ID, Channel, Initiation Timestamp, Queue, Agent, Recording/Transcript, Customer Phone Number, Disconnect Timestamp, and Contact Duration. The table is currently empty, with a message: 'No results found. Please review your filter selection.'

At the bottom right, there is a 'Rows per page' dropdown set to 25 and navigation arrows.

- Use the Contact Search page to find calls analyzed by Contact Lens
- Search by filters unique to Contact Lens such as words or phrases, contact category, sentiment score, and non-talk time

# Use Case - Review call details



- Get sentiment for every conversation turn and over the length of the entire call
- See matched call categories, the breakdown of talk time between agent and customer, and any interruptions or silence

# Use Case - Customize Vocabulary to improve accuracy

Name	Language	State
Test-	British English	Ready (default)
TestUpload	Scottish English	Ready

Context menu for 'TestUpload':

- Set as default
- Download
- Remove

- Expand and tailor the vocabulary of the speech-to-text engine in Contact Lens.
- Improve the accuracy of speech recognition for product names, brand names, and domain-specific terminology

This is the header. It is **required**.

```
sample-table-type-file (2) - Notepad
File Edit Format View Help
Phrase IPA SoundsLike DisplayAs
Los-Angeles Los Angeles
F.B.I. ε f b i aɪ FBI
Etienne eh-tee-en
```

# Use Case - Get call summarization automatically

The screenshot displays a contact record for a voice call. The contact ID is 67ffb54... and the call was completed on July 17, 2024, at 03:00:36 pm. The agent involved is agent1. The call summary, generated by AI, describes a customer's frustration with a delayed gift delivery and the agent's offer to expedite a replacement shipment. The transcript shows the customer saying "Hi." and a key highlight labeled "Issue" is present.

Contact ID	Channel	Contact status	Initiation timestamp	System phone number	Queue	Agent	Recording/Transcript	Cust
67ffb54...	Voice	Completed	Jul 17, 2024, 03:00:36 pm	outbound	BasicQueue	agent1	🔊 📄 🗑️	+17

**Audio**

0:00 / 0:00

**Summary** ✨ Generated by AI

The customer was frustrated about a delayed gift delivery. The agent checked the order and saw it was delayed due to weather conditions. To resolve it, the agent offered to expedite a replacement shipment at no extra cost, which the customer accepted. The customer emphasized the delivery was very important and timely.

**Transcript** Show key highlights

Key highlights: Issue

Categories: Greeting

**Customer** 00:03

Hi.

- Identifies and labels key parts of the conversation
- Finds issue, outcome, and action item of a call
- Output available in Contact Lens JSON file

# Pay-as-you-go Pricing

Pay only for what you use. No long-term commitments or minimum monthly fees

## AWS Free Usage Tier

**\$Free**

Get started

Receive:  
90 minutes per month

## Contact Lens Pricing by AWS Region\*

**\$0.015**/min

First 5 million minutes

**\$0.0125**/min

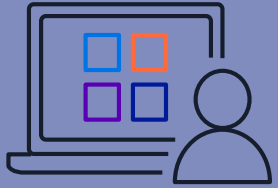
5 million+ minutes

### AWS Regions:

US East (N. Virginia), US West (Oregon), Canada (Central), Europe (London), Europe (Frankfurt), Asia Pacific (Singapore), Asia Pacific (Sydney), Asia Pacific (Seoul), and Asia Pacific (Tokyo)

\*Prices here are in USD and apply to instances hosted in US-based regions.  
For other pricing, including outbound dialing rates, go to: <https://aws.amazon.com/connect/pricing/>

# AWS contact center resources



**Immersion days/  
workshops**



**Architecture  
reviews/guidance**



**Professional  
services**



**Partner  
engagement**



**Training &  
certification**

Get started with Amazon Connect today:  
[aws.amazon.com/connect/](https://aws.amazon.com/connect/)

# Next steps

## HOW TO GET STARTED WITH AMAZON CONNECT



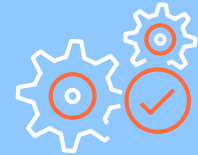
**Define use case  
and timeline**



**Proof of concept  
to validate**



**Pilot for use case  
or subset of traffic**



**Production**

**[Amazon Connect](https://aws.amazon.com/connect/)**

[aws.amazon.com/connect/](https://aws.amazon.com/connect/)



# Thank you!

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Please complete the survey  
for this session



## Artificial Intelligence (AI) and Machine Learning (ML)

Increase productivity and satisfaction  
with an intelligent contact center