



Contact Lens for Amazon Connect

Michael Wallace
Manager-Solutions Architecture
Productivity Applications

March 25th, 2020

Agenda

1. Introduction to Contact Lens for Amazon Connect
2. How to enable Contact Lens in your Connect Call Flow
3. Sample call in real time
4. How to use the Contact Search page to surface data
5. Analyzing the Contact Trace Record (CTR)



Contact Lens for Amazon Connect



Advanced search



Detailed analytics & sentiment analysis



Automated contact categorization



Theme detection
(coming soon)



Supervisor assist
(coming soon)



Open and flexible data

Now available in preview

AI Powered Insights & Analytics

Allen Smith



Recording and transcript

Recording

▶ 0:00 / 0:00

Transcript

All party's sentiment ▼

Agent 00:01
Hello. Thanks for calling [business name]. My name is Han Solo. Let's start with your date of birth, and please verify your address for me as well.

Customer 00:08
Hi. My birthday is February 1, 1981 and my address is 221B Baker Street. I'll be moving soon, so I need to change that later.

Agent 00:18
Well, happy birthday.

Customer 00:20
Thanks.

Agent 00:22
Hmm
I have a hard time finding your account. Do you happen to have your account ID?
Or tell me the last 4 digits of your social security number.

Customer 00:40
My account ID is 12345678
And the last four digits of my social is 1234
Actually that's the wrong number. Let me see. This is frustrating. My card is stuck in the wallet.
It's 4567.

Agent 01:03
Found ya. How may I help you today?

Contact Lens for Amazon Connect

- ✓ Transcript of voice and chat interactions with in-line sentiment markers
- ✓ Interactions automatically organized by your defined categories
- ✓ Quickly visualize the customer experience

Preview of pre-released software. Final release is subject to change.

Contact Lens Documentation:

<https://aws.amazon.com/connect/contact-lens/>

Getting Started with Amazon Connect Webinar:

<https://www.youtube.com/watch?v=yGJdYbwb8j0>

micwll@amazon.com

Q&A