



Optimize your omnichannel contact center with Amazon Connect

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Common Questions we hear

- How can I innovate on the Customer Experience (CX) I am providing my customers?
- How do I improve CSAT and NPS?
- How do I introduce Artificial Intelligence (AI) & Machine Learning (ML) in a meaningful way to my Contact Center?
- How can I pilot new concepts and try advanced technologies without large upfront costs?
- How do I optimize CX while also optimizing costs?

Businesses already trust AWS to innovate CX in many ways



Yelp eases its storage and management burdens and boosts user engagement



Formula 1 uses data-rich, real-time metrics to create deeper fan experiences



Zillow uses the cloud to serve up an average of 15,000 images per second



Lyft analyzes GPS data at scale to develop new product offerings to delight customers



Pinterest speeds innovation and creates word-changing experiences with the cloud



Airbnb transforms its massive data stores into better customer experiences



Johnson & Johnson use transactional data to improve physician compliance



Nike collects customer data to drive the customer's digital experience in NikePlus

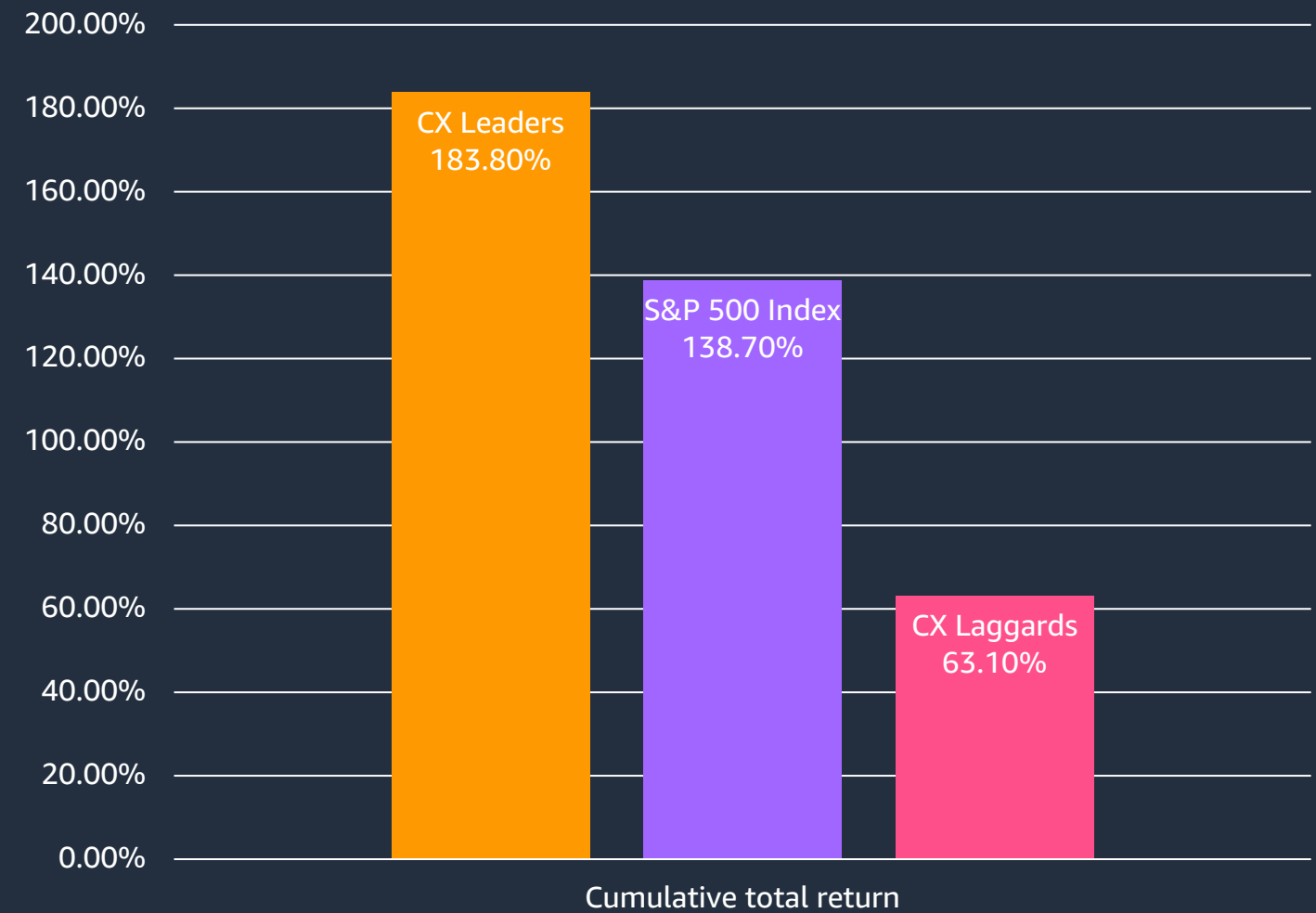
Customer Experience leaders outperform the market

CX Leaders outperformed the broader market, generating a return **45 points higher** than the S&P 500 Index

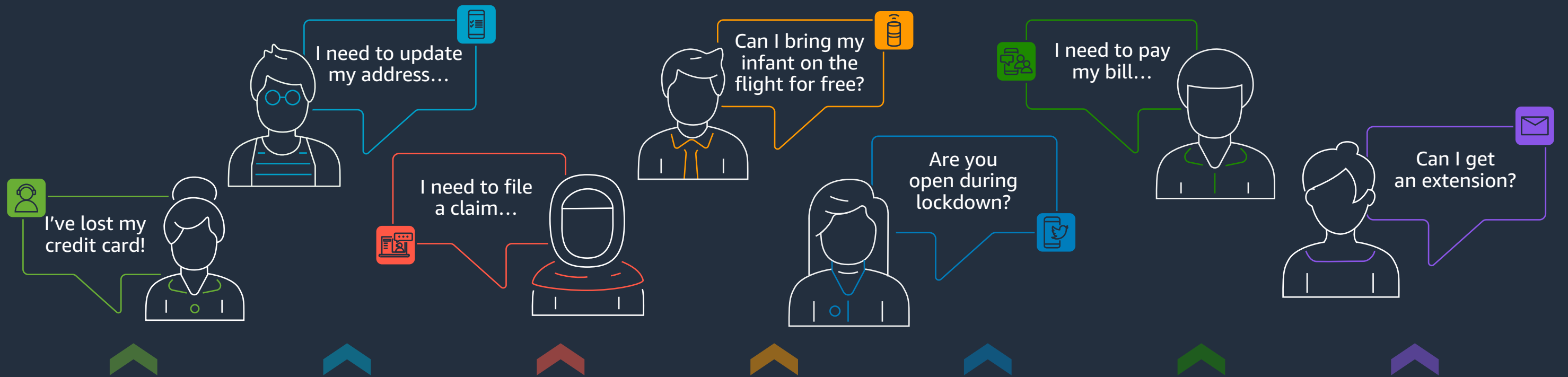
CX Laggards posted a total return **76 points lower** than the broader market

CX Leaders generated a return that was nearly **3x greater** than that of CX Laggards.

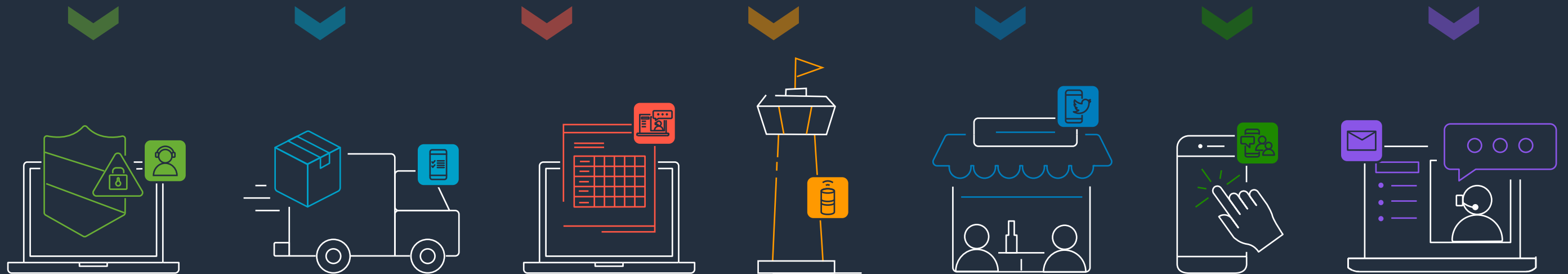
10-Year Stock Performance of Customer Experience (CX) Leaders vs. Laggards (2007-2017)



Source: Customer Experience ROI Study, Watermark Consulting (2019)



THE CONCEPT OF THE CONTACT CENTER HAS EVOLVED



SYSTEMS OF RECORD | COMPLIANCE | POLICIES | BACK OFFICE | PRODUCTS

Common contact center challenges



Expensive legacy solutions with complex pricing & large upfront costs.



Painful, frequent outages
(causing lapses in service, lost revenue, wasted agent labor, and excess troubleshooting)



Challenging vendor relationships
(lack of trust, misleading fees, slow development cycles, etc)



Unable to access powerful AI technologies
(expensive, bolt-on integrations)



Inability/difficulty to scale up *or* down easily



Complex and expensive to integrate to systems of record (or not possible at all)

We built scalable cloud technology to improve our Contact Center experience

Amazon.com Customer Service supports...



Millions
of customers



Dozens
of languages



32
countries

Over 70,000 Customer Service Associates

Amazon Connect

Easy to use omnichannel cloud contact center



Real Customer results



Reduced call volume by up to 24%



Reduced System Administrator effort by up to 60%



Shortened AHT by up to 15%



Reduced Supervisor effort by up to 20%



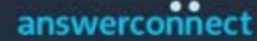
Reduced training time by one week



Reduced license & usage costs by 31%

241% ROI compared to other CCaaS providers

Today, thousands of customers trust Amazon Connect



Large-scale migration from legacy environments

intuit



Environment

130,000 calls (1.9M mins) in a single day

33,000 agents, 100+ teams, 11 countries

Challenges

Multiple tools
Reliability Issues
Constrained by HW & Telco
Multiple points of failure
Lengthy upgrades
Difficult to experiment
Difficult to add features

Results

Mission Critical: 100% uptime & 100% SLA for tax peak, including 1.9M minutes on tax day alone

Instant Innovation: 100 Experiments to improve CX performed in 6 months with Amazon Connect

Migrated entire 33,000 agent population to Amazon Connect in less than 1 year

Realize benefit immediately – even with small use cases

News Corp

Environment

3400 contacts per month (voice and chat)

17 Agents

Supporting 9 business units and 11,500 employees

Challenges

Increasing contact volumes

End of life systems

Difficult to make changes

No cloud flexibility

No integration to systems of record

Complex reporting/metrics

Siloed chat app w/ no AI

Constrained by hardware

Results

Deployed in just three weeks to production

Increased agent productivity by 53%

Reduced hold time by 50%

Reduced abandoned calls from 8% to 3%

Demo

Get started today



Set up today:

<https://aws.amazon.com/connect/>



Learn about new innovations:

<https://aws.amazon.com/blogs/aws/amazon-connect-smarter-and-more-integrated/>



Find more information:

<https://aws.amazon.com/connect/resources/>

Thank you!

