



Optimize, Automate, and Scale your Customer Experience Globally

With Amazon Connect and Amazon Lex

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Agenda

- Amazon Connect introduction
- Conversational interfaces
- Amazon Lex introduction
- Amazon Lex V2 new features and capabilities
- Demonstration – Console walkthrough
- Q&A

Amazon Connect



Easy to use, omnichannel cloud-based contact center service that scales to support businesses of any size

The fastest path to customer service innovation



Skills-based
contact routing



Voice & chat
recording



Real-time and
historical analytics



High-quality
voice capability

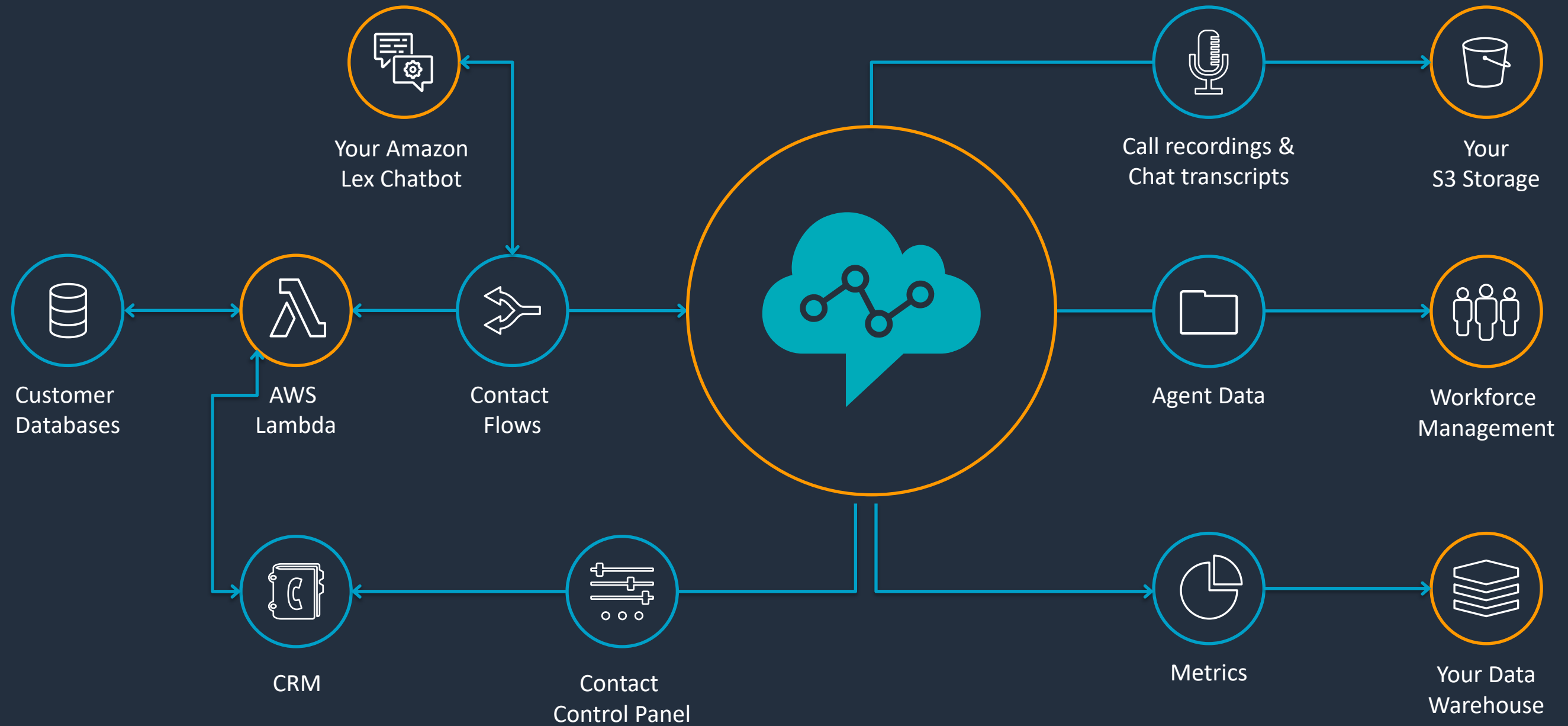
Service Architecture:

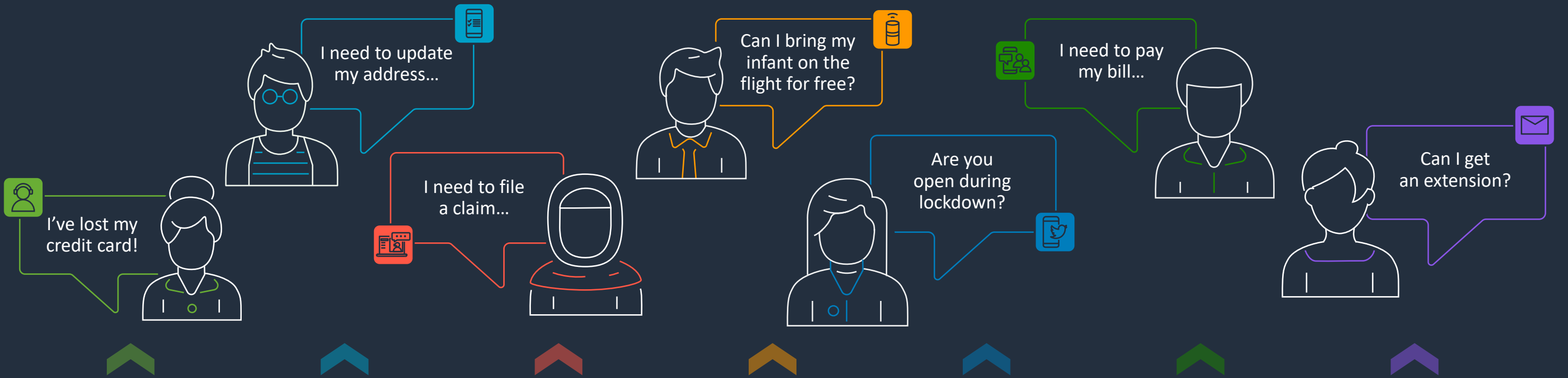
Multi-Tenant across multiple availability zones
connected through low latency links

Telephony Architecture:

Host toll-free and direct dial numbers (DID) on
our managed network of carriers

Open platform/easy integrations





THE CONCEPT OF THE CONTACT CENTER HAS EVOLVED



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

Conversational interfaces meet this moment



Natural



On demand



Accessible



Effective

Amazon Lex: Conversational AI

Easy to use—fully managed
AI service
on AWS platform

Natively **integrate** with
AWS services: Amazon Connect,
Amazon Kendra, AWS Lambda



High-**quality** text and
speech natural language
understanding



Seamlessly **deploy**
across channels
and scale



Build **conversational** interfaces to meet your customer needs

Contact center implementations



Virtual agents

Provide automated and personalized self-service to customers

Reduce agent call volume



Intelligent routing

Identify callers' intent and routes to an appropriate agent queue

Improve customer experience



Information capture

Collect key information to assist agents in resolving questions efficiently

Reduce call resolution times

Amazon Lex—how it works



Script



Design



Build



Test



Deploy

Stakeholders



End user

Customer Experience

Speech accuracy

Language understanding



Author

Conversation Flows

Quick iterations

Collaboration



Developer

Build and Deploy

Simplified design

Less code



Operator

Governance

Focus on CI/CD

Low OPEX



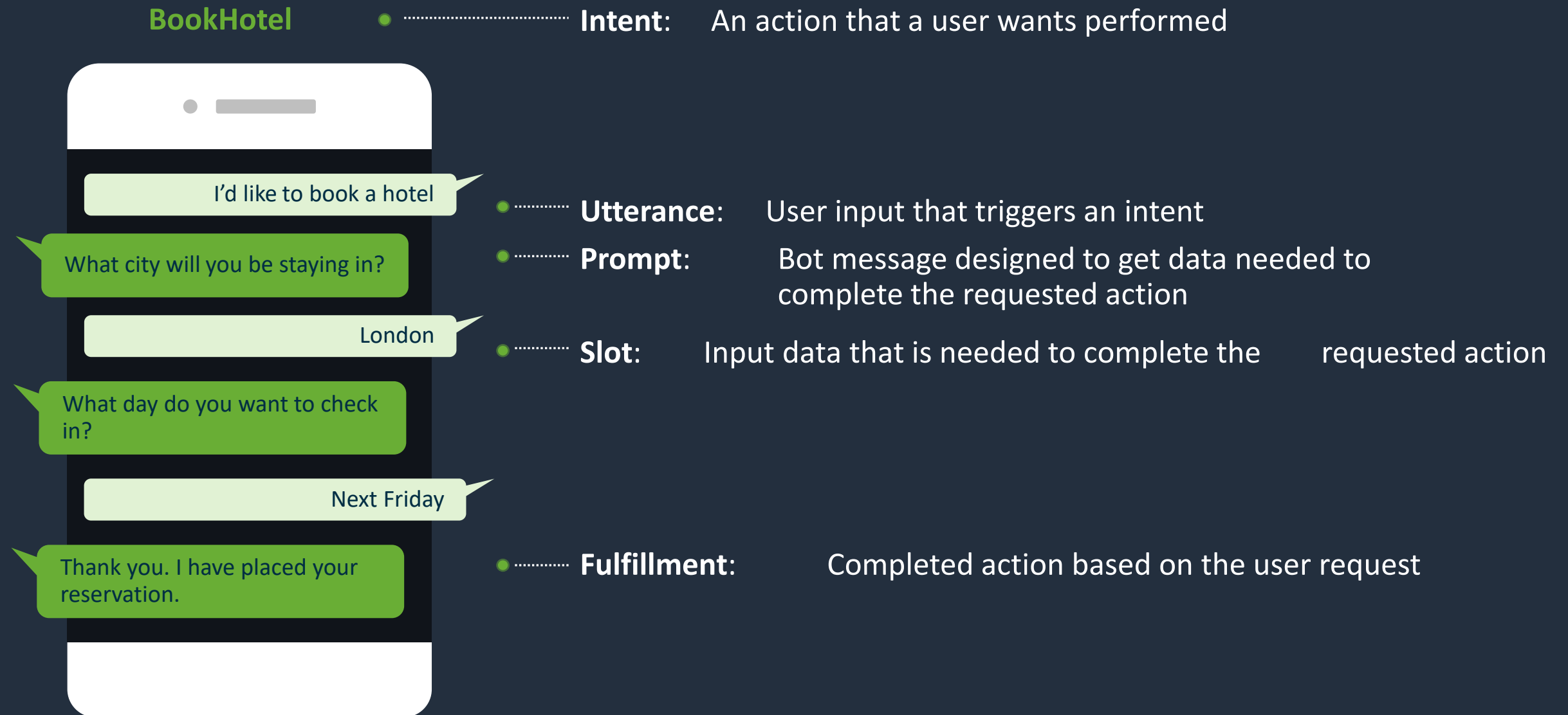
Owner

Analytics

Actionable insights

Investments

Amazon Lex—components for designing your bot



Amazon Lex language support

German (Germany)

English (Australia)

English (UK)

English (India)

English (US)

Spanish (LATAM)

Spanish (Spain)

Spanish (US)

French (Canada)

French (France)

Italian (Italy)

Japanese (Japan)

Korean (Korea)



Multiple languages in a bot

Support a diverse customer base in a single conversation interface

What's new: Builder productivity



Intents and Slot
types scoped to a
language



Versioning on the
bot level



Alias points to a
specific version



Save partial
configuration



Renaming
resources

What's new: Builder productivity



Visual
Conversation
Flow



Collaborative
editing and
Faster iterations



Simplified
management of
Lambda functions



Granular settings
for Confidence
score and
Sentiment Analysis



Default Fallback
intent

What's new: Streaming capabilities – barge-in

- Enable your bot to be interrupted by your user
- Bot listens for user input while playing back a prompt
- Useful when user might already know the answer to a question
- By default, user can interrupt any prompt
- Change the behavior by editing / configuring a slot

What's new: Streaming capabilities – Wait and continue

- Enable your bot to wait for your user to provide additional information
- Useful when user might not be ready to respond to a prompt
- Users can say phrases such as "hold on a second" to make the bot wait
- Bot sends periodic reminders to the user to provide the information
 - *Response when user wants the bot to wait*
 - *Response if the user needs the bot to continue waiting*
 - *Response when the user wants to continue*

Migration

- Copies your custom intents and slot types to the Amazon Lex V2 bot
- Migrate multiple Amazon Lex V1 bots, each using a different language, to one Amazon Lex v2 bot
- The migration process doesn't migrate the following:
 - Aliases
 - Amazon Kendra indexes
 - AWS Lambda functions
 - Conversation log settings
 - Messaging channels such as Slack
 - Tags

Demonstration

Resources

- Amazon Lex V2 – How it works

<https://docs.aws.amazon.com/lexv2/latest/dg/how-it-works.html>

- Amazon Lex V2 – Supported languages

<https://docs.aws.amazon.com/lexv2/latest/dg/how-languages.html>

- Amazon Lex V2 – Streaming capabilities

<https://docs.aws.amazon.com/lexv2/latest/dg/streaming.html>

- Amazon Lex V1 to V2 migration

<https://docs.aws.amazon.com/lexv2/latest/dg/migration.html>

- Building multilingual voice experiences in Amazon Connect

<https://aws.amazon.com/blogs/contact-center/build-multilingual-voice-experiences-in-amazon-connect>

Q&A

Thank you!

