



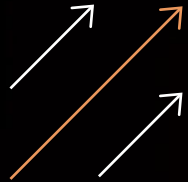
# Boost contact center productivity with real-time call analytics and agent assist

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AWS Language AI Services

# Challenges in the contact center

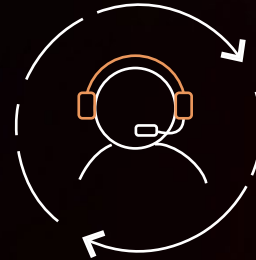
## Surging contact volumes



**+58%**

of care leaders report a growth in total calls

## Retaining skilled agents



**30-45%**

Average annual agent attrition rate

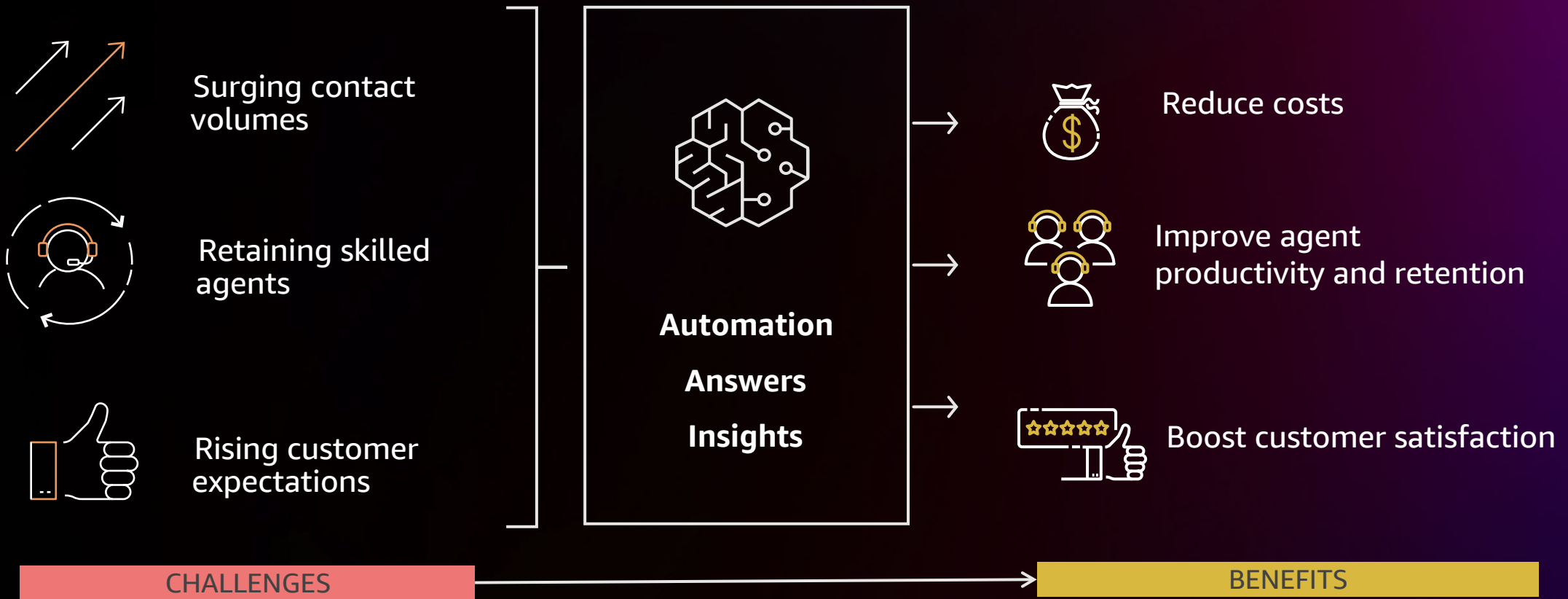
## Rising customer expectations



**75% | 49%**

Of customers expect to receive excellent service. Only 49% receive it

# Using AI/ML to solve contact center challenges



# Two options for your contact center goals

AWS CONTACT CENTER INTELLIGENCE (CCI) SOLUTIONS AND AMAZON CONNECT



## AWS CCI Solutions

Add AI to existing contact centers



## Amazon Connect

Native AI capabilities in Amazon's end-to-end contact center with Contact Lens and Wisdom



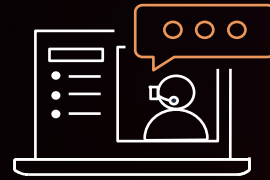
# AWS CCI solutions use cases

ADDRESSING 3 PRIMARY USE CASES WITH AI AND AUTOMATION



## Self-service

- Customers resolve questions independently without a live agent in the channel of their choice
- Interact via bots or search bars
- Offload repetitive queries to virtual agents, reduce employee frustration
- Reduce call transfers with intelligent routing



## Real-time call analytics & agent assist

- Proactively alert supervisors to challenging calls
- Capture insights like customer sentiment, call intent and more
- Provide agents with next-best actions and recommendations including knowledge base lookups on intelligent search



## Post-call analytics

- Identify trends and business opportunities to increase revenues
- Assess agent performance and spot coaching opportunities to boost employee productivity
- Improve quality management and monitor compliance

# Real-time call analytics and agent assist

## Real-time transcriptions

Automate agent note taking and summarization tasks. Improve compliance with automated PII redaction



## Knowledge search

Enable agents to find accurate answers stored across disparate data sources faster



## AWS CCI call analytics and agent assist

## Call analytics and conversation insights

Process calls in real-time to understand call sentiment, call categories and more. This allows you to setup proactive supervisor alerts for negatively trending calls



## Next best actions

Reduce call resolution times with a bot that automatically detects customer requests and delivers instant answers or next best action recommendations to agents.



# Driving business value for customers

Large multinational  
financial bank

MagellanRx  
MANAGEMENT<sup>SM</sup>

/// // PARCEL  
PENDING<sup>®</sup>

**12%**

Improvement in word error rate  
over incumbent ASR service

**5%**

reduction in call handle times

**29%**

Improvement in first call  
resolution times with agent assist

**3 FTE developers**

Redirected from dedicated  
support to new feature delivery

**3-5 days**

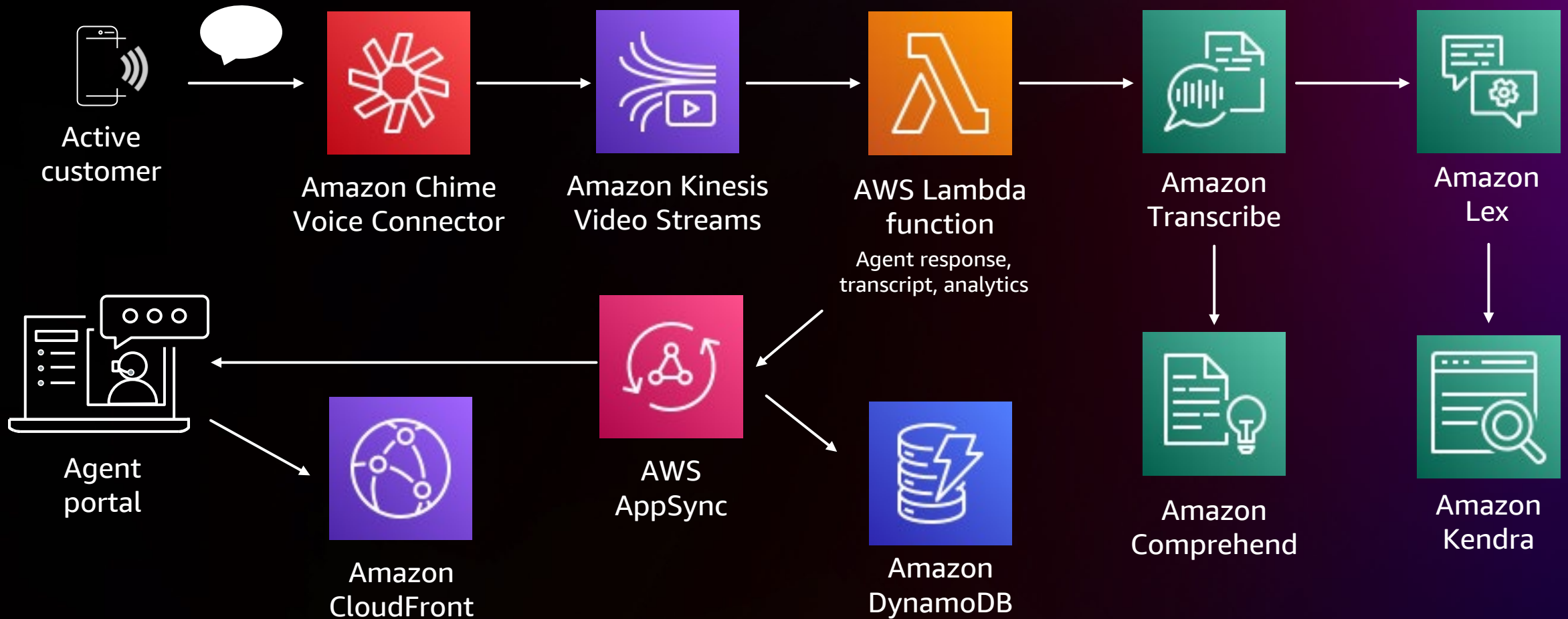
decrease in agent training time

**5 pt**

increase in NPS

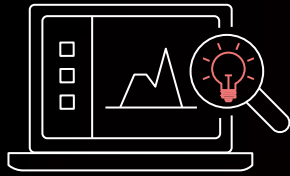


# Architecture



# Next steps

## HOW TO GET STARTED



### DISCOVERY WORKSHOP

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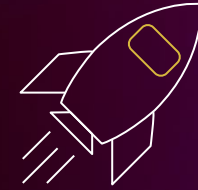
- Do a 1 day workshop/ Immersion day
- Define top KPIs of interest



### 30-DAY POC

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- For Builders: AWS teams such as ProServ, MLSL, Data Labs or CCI SI partner
- For Buyers: CCI ISV Partners



### 4-6 MONTHS LAUNCH

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- Integration with call flows
- Integration to knowledge sources
- Data flow security
- Testing



**AWS Contact Center Intelligence Solutions**  
**[go.aws/cc](https://go.aws/cc)**

# Additional resources



[Live call analytics and agent assist for your contact center with Amazon language AI services](#)

Blog post describing the features and architecture of the AWS CCI Live Call Analytics and Agent Assist applications



[Amazon Transcribe Call Analytics documentation](#)

Public documentation on the underlying Amazon Transcribe APIs with example usage and responses



[AWS Contact Center Intelligence Solutions](#)

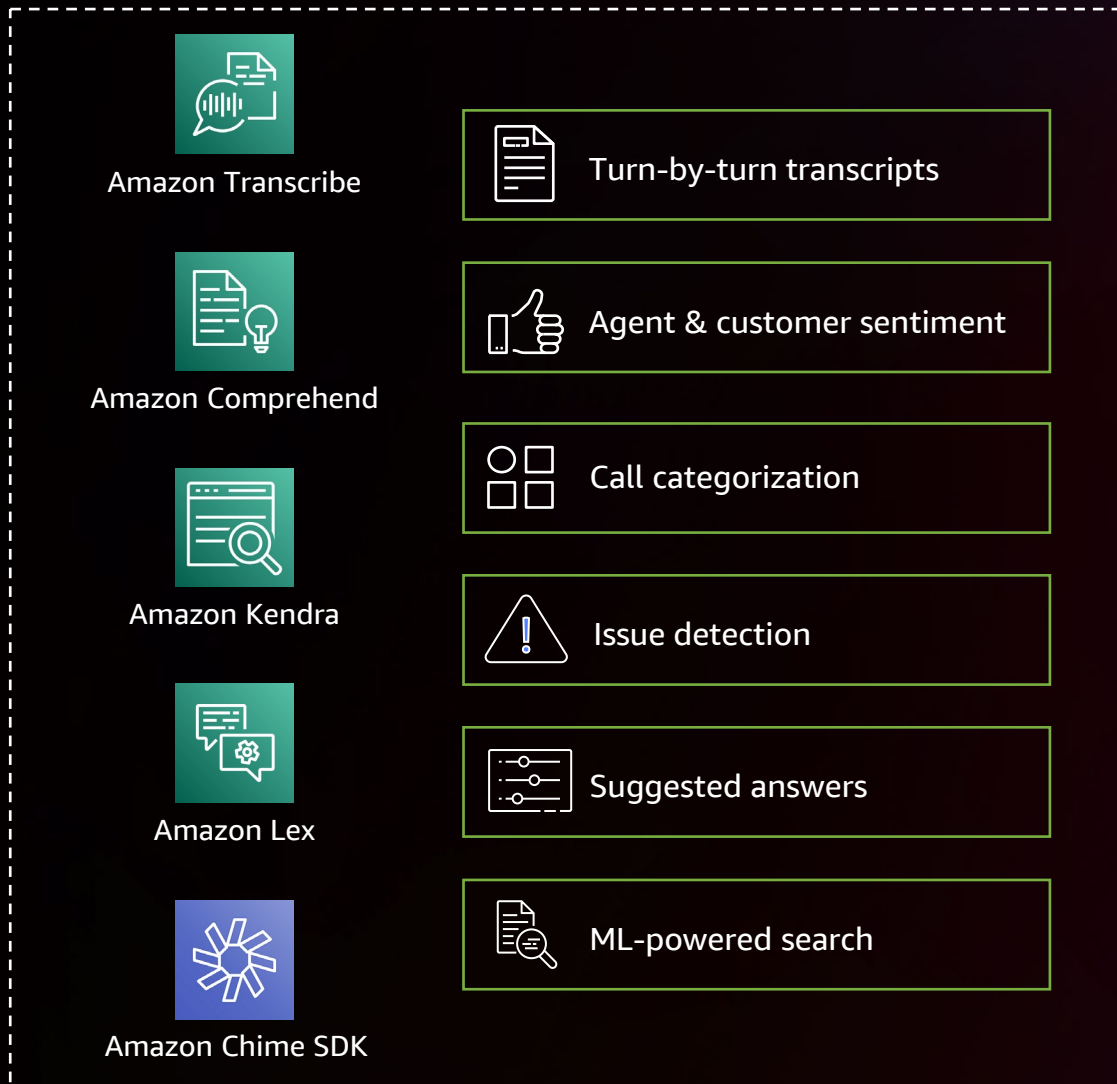
Identify the AWS Contact Center Intelligence use case that works best for you

# Thank you!





# How it works



Faster contact resolution

Improve call handling accuracy

Agent training

Supervisor alerts