



ADC - A7

Transform your Contact Centre with Amazon Connect & Generative AI

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Amazon Connect

EASY-TO-USE CLOUD CONTACT CENTER



Built from the ground up
as a single solution

Deliver dynamic, personal, and
natural customer experiences



Improve productivity with AI/ML
at the heart of every interaction



Complete control with
the simple, self-service UI



Scale to
tens of thousands
of agents



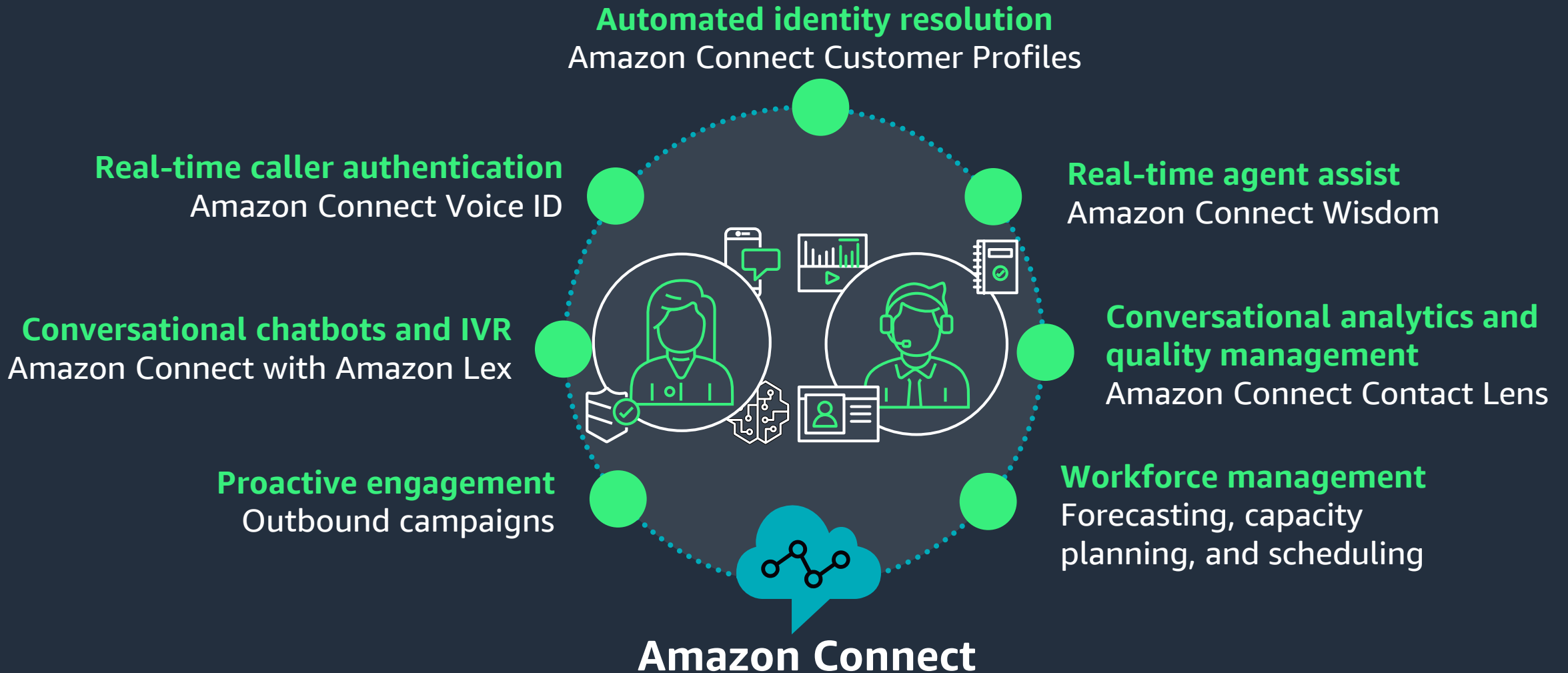
Drive continuous optimization
with analytics and insights



Pay only for what you use



Built in AI/ML to Improve Outcomes



Generative AI use cases to deliver real business outcomes



**EXPAND AGENT ASSIST
CAPABILITIES**



**ENHANCE MANAGER
ASSIST**



**IMPROVE CUSTOMER SELF-
SERVICE EXPERIENCES**



Customer Profile

Cases

[+ Profile](#)

Recently viewed profiles

Full name	Phone number	Email address	Account number
Tom Jones	+15554443333	test@example.com	-

[Suggestions](#)

[Search Results](#)

Welcome Agent



Quick connects

Number pad

Create task

Generative AI use cases to deliver real business outcomes



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Transcript

[Open Contact Lens analysis](#)

New Credit Card ▾

BANK - New Credit Card

Agent: Thank you for calling ABC Credit Card Company. My name is Michael, how can I help you today?

Customer: Hi, I'm interested in opening a new credit card account with you. Can you provide some information on the options?

Agent: Absolutely. We offer a few different credit cards depending on your needs. Our Platinum Rewards card earns you 2% cashback on all purchases. There's also our [redacted] card to earn airline miles, and our Low APR card with a very competitive ongoing interest rate.

Customer: The Platinum Rewards card sounds great. What are the fees like for that one?

Agent: There is a \$95 annual fee for the Platinum Rewards card, but it's waived the first year. There are no foreign transaction fees. The APR is currently 15.99% variable.

Customer: And what kind of credit line could I expect? My credit score is around 720.

Agent: With your credit score, you'd likely qualify for at least a \$5,000 line. Possibly higher depending on income and other factors. I can go ahead and do a soft pull on your credit to give you a more accurate estimate.

Customer: Okay, that sounds good. My income is \$60,000. If I can get at least \$10,000 in credit I'm interested.

Agent: Let me take a quick look here... Yes, based on your credit history and income I can confidently pre-approve you for a \$12,500 line of credit on the Platinum Rewards card. Shall we go ahead and get your application submitted?

Customer: That's great, yes let's move forward with the application. What details will you need from me?

Agent: Perfect. To start I'll need your full name, date of birth, home address, and Social Security number...

Analysis

Live Call Mode

Contact summary

Supervisor evaluation

Questions

Post-call summarization AI-assistant

Automated call summary

The customer was interested in opening a new credit card. The agent provided information about available options including the Platinum Rewards card with 2% cashback, the [redacted] card for airline miles, and the Low APR card. The customer decided on the Platinum Rewards card. The agent shared details about the \$95 annual fee waived the first year, 15.99% APR, and no foreign transaction fees. Based on the customer's 720 credit score and \$60,000 income, the agent pre-approved a \$12,500 credit line. The agent collected the customer's personal information and submitted the application.



Transcript

[Open Contact Lens analysis](#)

Book Vacation (Good Agent Handling)

AIRLINE - Book Vacation (Good Agent Handling)

Agent: Thank you for calling Sunny Skies Airlines, this is Mark speaking. How may I assist you today?

Customer: Hi, I need to book a vacation package for March but having no luck with your site.

Agent: I apologize you had trouble with our site. I'd be happy to help look at vacation packages for March. Can I get some details on what you're looking for?

Customer: We just need something for 4 people, somewhere warm and tropical like the Caribbean or Mexico.

Agent: Sure, let me take a look at what's available...okay I am seeing a few resort packages in Mexico and Jamaica in March. How many nights were you hoping to travel?

Customer: Around 5-7 nights. Your site said there was no availability so I don't know why you're now seeing stuff. This is pretty frustrating.

Agent: I completely understand your frustration. Our site has been glitchy lately showing inaccurate availability. I assure you we do have packages for March. My system is showing multiple all-inclusive options.

Customer: Well your site issues wasted my time earlier. But fine, what options do you actually have and how much would they cost?

Agent: Again, I sincerely apologize for the confusion caused by our site problems. Let me make this right for you. I have a 5-night Jamaica package that would be \$3,000 for 4 people. And we're currently offering \$200 off as an apology for your trouble.

Customer: Hmm okay, that does help make up for the frustration a bit. But I still don't understand why I saw no availability online.

Agent: You're absolutely right to be upset. Our IT team is working urgently to fix the

Analysis

Contact summary

Supervisor evaluation

Questions

Post-call Supervisor AI-assistant

Evaluation form

Agent performance

Click on any notes section to highlight associated quotes from the transcript.

1. Greeting

1.1. Did the Agent properly greet the Customer?

- Yes (AI-suggested)
- No

AI evaluation assistant notes

Yes, the Agent properly greeted the Customer. At the start of the transcript, the Agent said "Thank you for calling Sunny Skies Airlines, this is Mark speaking. How may I assist you today?". This greeting identifies the company, provides the Agent's name, and offers assistance, which is a proper way to greet a customer in a call center setting.

2. Professionalism

Generative AI use cases to deliver real business outcomes



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**ENHANCE MANAGER
ASSIST**



**IMPROVE CUSTOMER SELF-
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Octank Insurance

AI-powered insurance - tailored coverage for your life



*Create your own
policy*



*Protect your paycheck.
Insure your income.*



*Safeguard your sanctuary.
Insure your home.*

Octank Insurance is committed to your privacy and security. Learn more about [how we use your personal information](#).

Generative AI considerations for use cases

1

Having a human in the loop can help ensure safe and accurate responses.

2

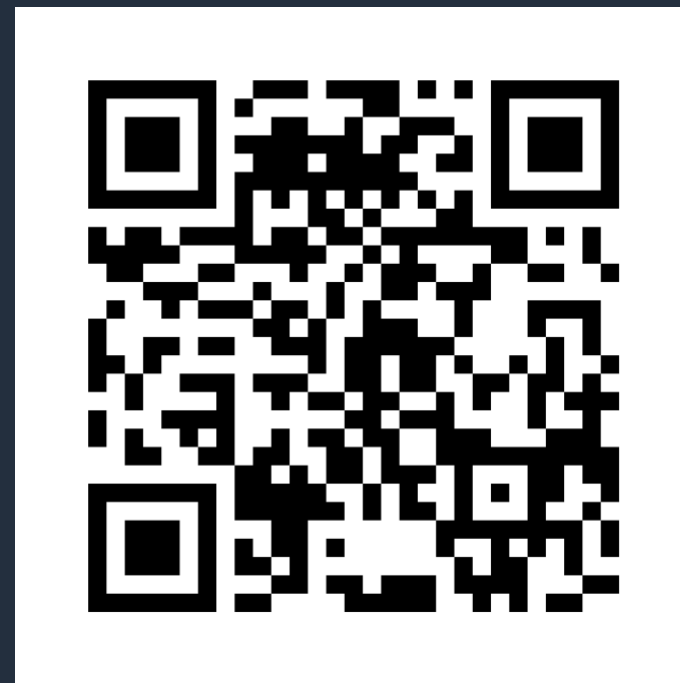
Mitigate hallucinations by generating responses based on enterprise content.

3

LLMs will make the most sense for high-value use cases that aren't fully realized with existing AI/ML capabilities.



Learn more about
Generative AI on AWS



Learn more about
AI/ML-powered Amazon Connect



Please complete
the session survey