



Amazon Connect

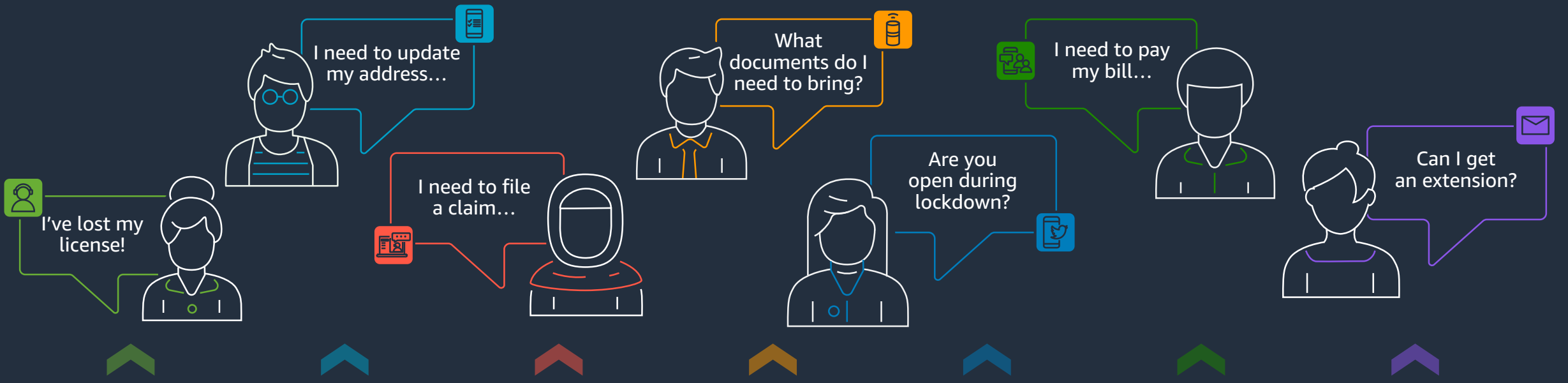
Modernize your customer service



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THE CONCEPT OF THE CONTACT CENTER HAS EVOLVED



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

Agenda

- The origin of Amazon Connect
- Reinventing the Customer Experience
- Enabling your workforce Metrics
- Insights powered by AI/ML
- Security & compliance
- Oakland County
- Q&A

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

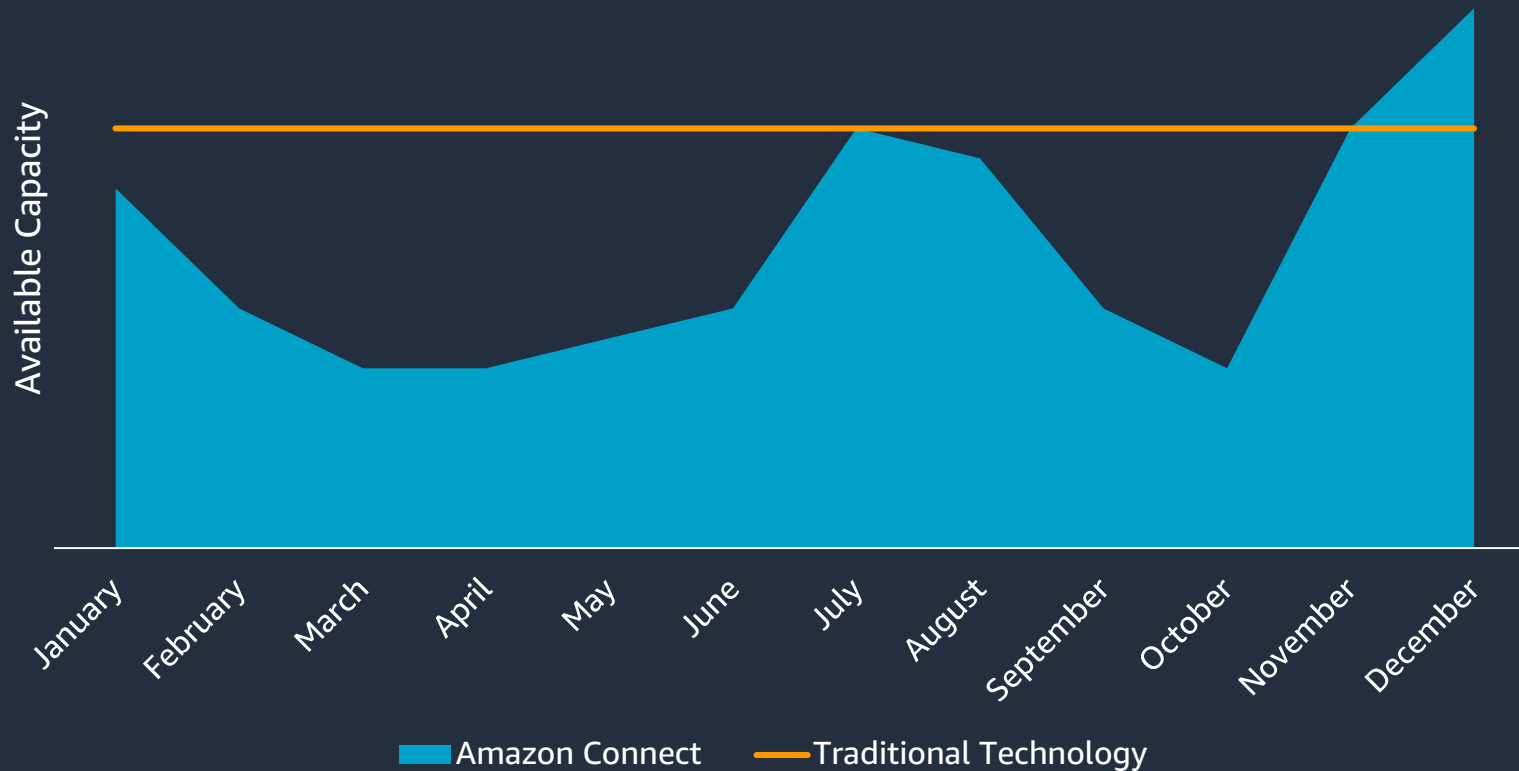
Amazon Connect

Easy to use omnichannel cloud contact center



Pay **only** for what you **use**

Scalability: Capacity when you need it



Scale to **1,000s** of agents and concurrent calls **overnight**

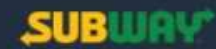
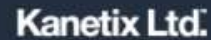
No minimums
No thresholds
No penalties

Amazon Connect has been innovating quickly

147+ major feature launches in four years

Automatic agent status change	Per-second billing	Real-time customer voice stream	Contact flow import / export	Salesforce CTI adapter	ISO compliance	Contact Lens	Multi-block editing	User management API	Natural text-to-speech voices
Asia Pacific (Tokyo) Region	Real-time analytics dashboard	Contact flow block copy / paste	Conversation logs	Chatbots	Amazon Lex languages: Spanish, French, and German	ML-based PII redaction	AWS CloudTrail support for Amazon Connect APIs	Agent event streams	Contact attributes API
User hierarchy API	SOC compliance	AWS CloudTrail integration	Output file storage	Conversational speaking style voices	Chat for web and mobile	Whisper flows	Europe (London) Region	Agent connection time metrics	Speech synthesis markup language support
Tagging support	Telephony metadata	Resource config APIs	Contact flow looping	Metrics and reporting	Auto queues call transfer	US West (Oregon) Region	Contact flow versioning	Customer voice stream	Automated queue callbacks
SSO SAML 2.0	Pause / resume call recordings	Interactive chat messages	Dynamic range compression (DRC) tag	NA/EU/APAC telephony pricing decreases	Contact flow AWS Lambda functions	PCI-DSS compliance	Queue metrics API	HIPAA	One-click drill downs for real-time metrics

Today, thousands of customers trust Amazon Connect



Amazon Connect delivers real value to customers



Reduced Call Volume Routing 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%



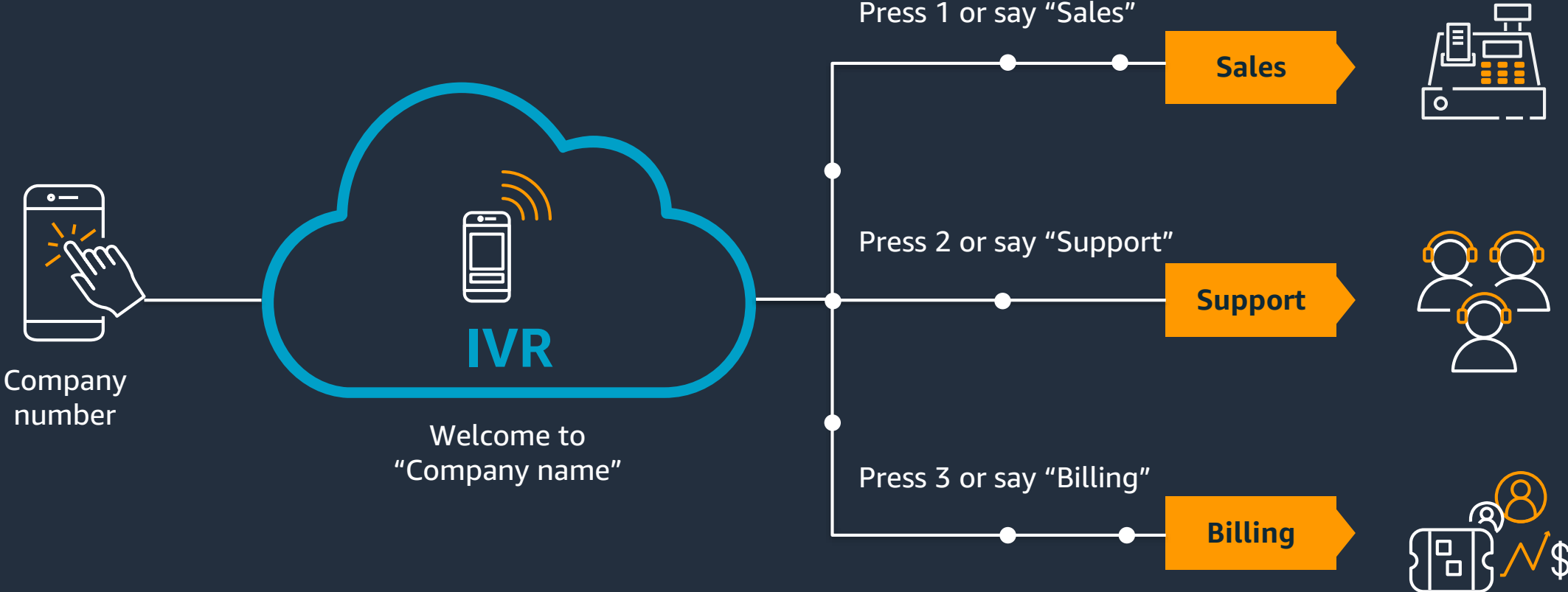
Reduced Training Time by One Week



Reduced Subscription & Usage costs by 31%

241% ROI Compared to other CCaaS providers

Standard self-service automation

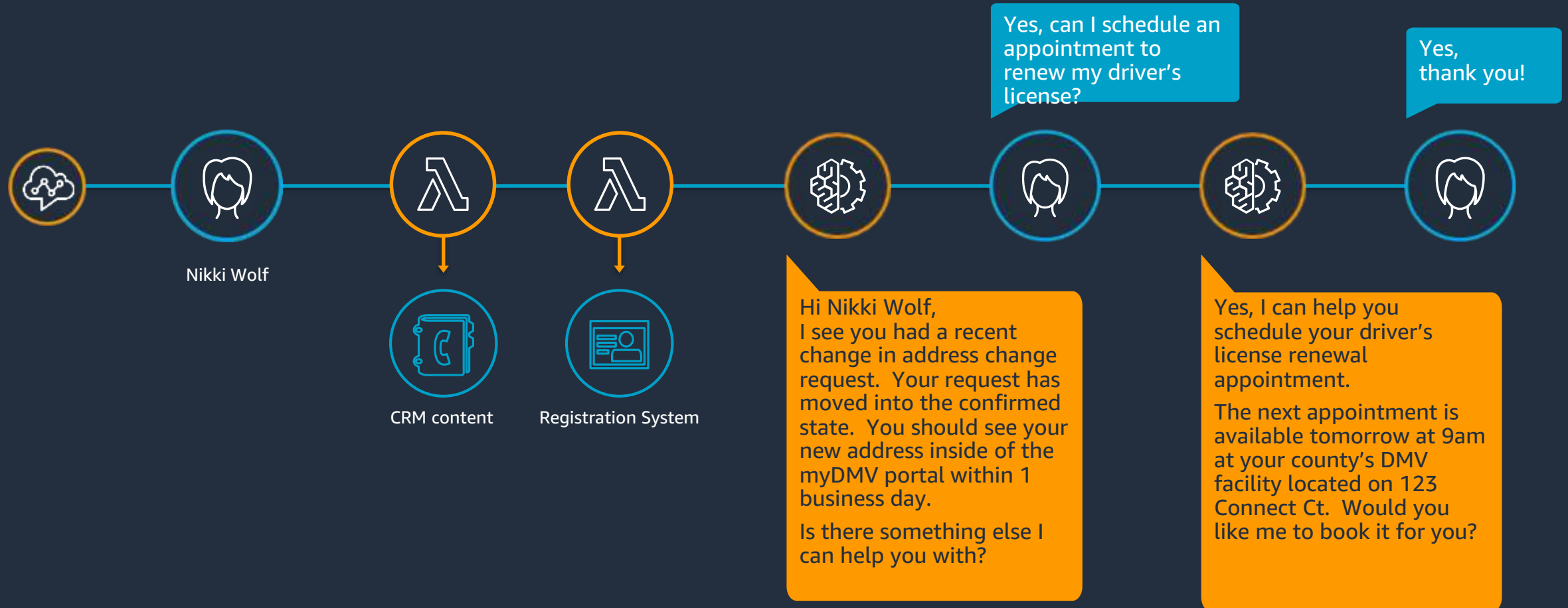


Contact Flow Engine—customer experience example

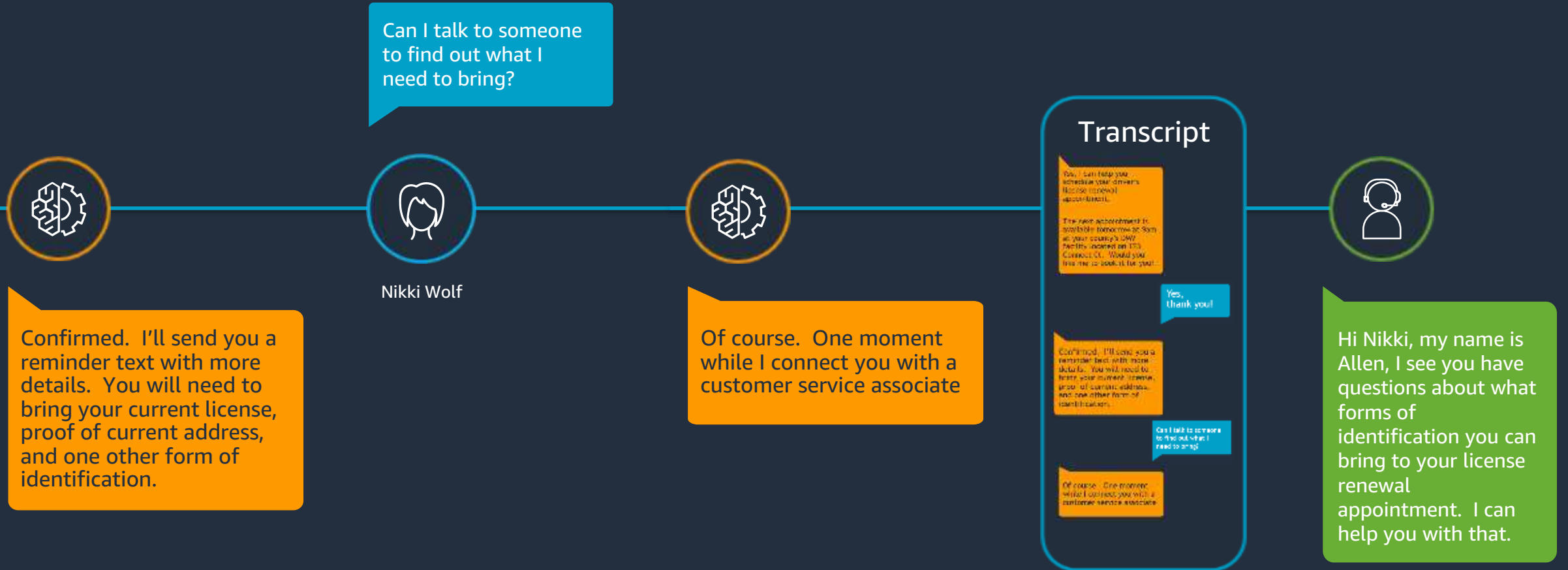


Nikki Wolf

Contact Flow Engine—customer experience example



Contact Flow Engine—creating cohesive experiences



Introducing: New Amazon Connect innovations

INCREASE CONTACT CENTER PRODUCTIVITY TO IMPROVE CUSTOMER EXPERIENCE



**Amazon Connect
Voice ID**

Preview



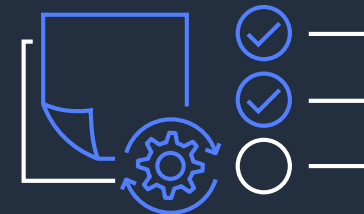
**Amazon Connect
Customer Profiles**

Generally available



**Amazon Connect
Wisdom**

Preview



**Amazon Connect
Tasks**

Generally available

Amazon Connect integrated reporting and analytics



Comprehensive **contact search** features



Out of the box **real-time & historical** dashboards for **agents** and **queues**



Open data model for **contact records** and **data**

Contact Lens for Amazon Connect

NEW ANALYTICS CAPABILITIES POWERED BY MACHINE LEARNING



Advanced
search



Detailed
analytics and
sentiment
analysis



Automated
contact
categorization



Theme
detection
(coming soon)



Supervisor
assist
(coming soon)



Open and
flexible data

The out-of-the-box **with just a few clicks**

Job Zero is Security-Security & Compliance with Amazon Connect

- SOC 1,2,3
- PCI DSS
- ISMAP
- FedRAMP Moderate (US East/West) DoD CC SRG IL2 (US East/West) HIPAA BAA
- IRAP
- MTCS
- C5
- ENS High
- HITRUST CSF
- FINMA



Now available in US GovCloud
West



OAKLAND

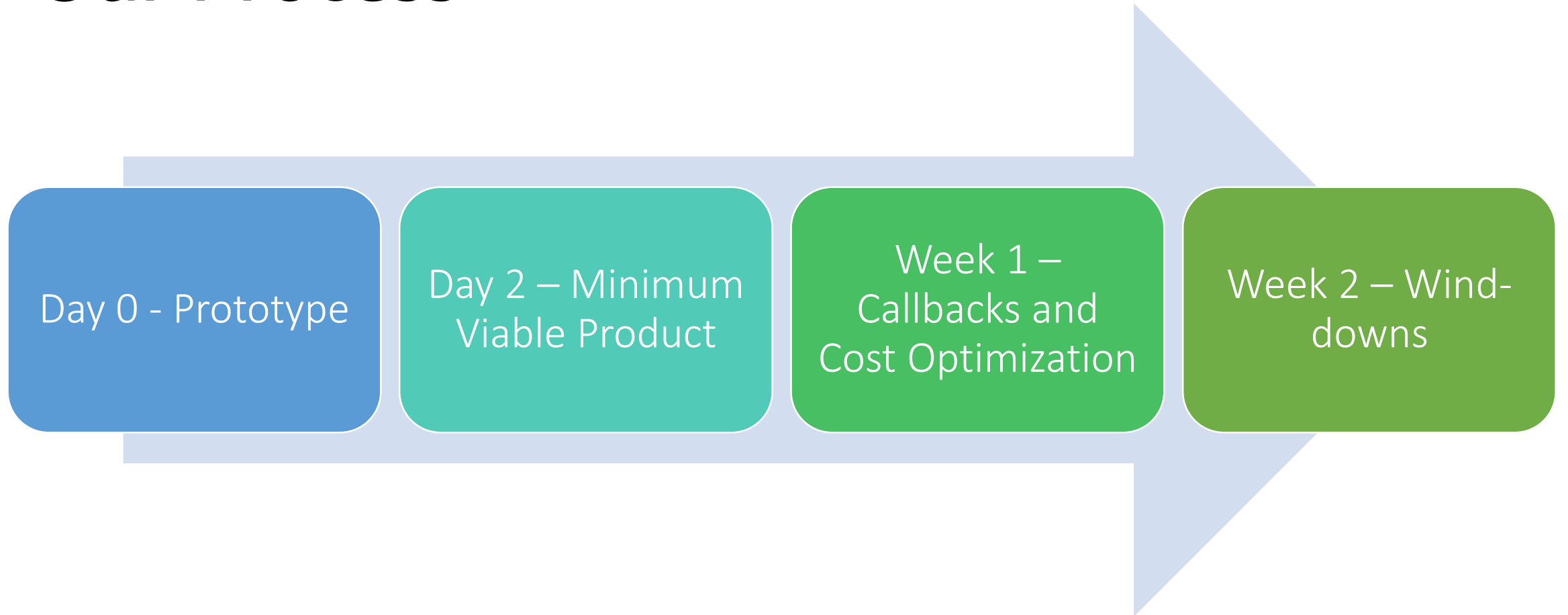


C O U N T Y M I C H I G A N

Where is Oakland County?



Our Process



Formula for Success



What's Next?



Amazon Connect

Easy to use omnichannel cloud contact center



100%
cloud-
based with
no-hassle
telephony



Self-service,
easy-to-use
interface



Automatic
scaling



Secure and
compliant



AI / ML
ready with
Amazon Lex
and Contact
Lens



Consumption
-based
pricing
without
commitments

Q&A Session

Thank you!

