



Elevate your customer experiences

**Deploy a modern cloud-based
omnichannel contact
center in minutes**



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The new standard for customer experience

The world changed for businesses in 2020.

Customers, employees, and businesspeople have discovered a new landscape for buying, working, and doing business; and many are struggling to adapt. About half of businesses say that overall, they feel the future performance of their business is less secure because of the pandemic.¹ And in 2020, about 60% of small and medium-sized businesses predicted their revenues would shrink due to the pandemic.² This concern is borne out by the fact that 96% of customers will leave a brand over a bad experience.³ With so many customers willing to switch brands, the stakes for a great customer experience couldn't be higher.

To compete, your organization needs a new kind of contact center, one with technologies that meet those heightened customer expectations with seamless, scalable, effortless, and affordable

experiences. Delivering those exceptional customer experiences requires a contact center that's affordable, easy to set up, and easy to manage. To deliver next-generation experiences, a contact center must incorporate the agility and scalability of a cloud-based solution. It should also draw on the power of Artificial Intelligence (AI), Machine Learning (ML), and omnichannel language understanding capabilities—the kind of automatic speech recognition technology that powers Amazon Alexa.

Without enterprise-size budgets and large teams of people, most smaller businesses need solutions that help them deliver better customer experiences with fewer resources while empowering agents to be effective from anywhere.

In this eBook, we'll share how it's now possible, and even simple, for businesses of any size to:

- **Cost-effectively and quickly launch an omnichannel contact center** to meet and exceed newly heightened customer expectations
- **Empower agents** to work seamlessly from anywhere, with minimal training
- **Leverage AI and ML** to raise the bar on every customer interaction
- **Gain expert contact center migration support and technology integrations**
- **Evolve and scale** with the business

Cost-effectively launching an omnichannel contact center

Through years of experience with customers large and small, Amazon found gaps in the traditional contact center model, which we began to fill 10 years ago by building our own contact center technology. Traditional contact centers lack modern capabilities like self-service configuration, dynamic Contact Flows that intelligently adjust responses in real-time, and the ability to converse with customers using natural language. We designed these capabilities for our own contact center technology—the one hundreds of millions of Amazon customers use every day. Now we've made that same customer/contact center technology available to businesses of all sizes, as Amazon Connect.

Amazon Connect offers small and medium-sized businesses affordable, agile, enterprise-level capabilities cost-effectively in the cloud with:



No facilities upkeep or overhead to pay for



No complex, expensive licensing models—payment required only for what they use



No long-term commitments or heavy upfront costs



No equipment to buy (beyond headsets and laptops)



No new code to write



Frequent product enhancements—no need to wait for annual or biannual updates to seamlessly add new features

Amazon Connect helps improve business resiliency by empowering contact center employees to deliver a seamless customer experience—from anywhere. It takes only minutes rather than months to deploy a pilot or launch an entirely new Amazon Connect contact center.

With a solution like Amazon Connect, organizations can eliminate the complexity, expense, and manual configuration of the traditional contact center. That can save up to 80% compared to traditional contact center solutions. And they start from the same foundation Amazon built from the ground up for our own retail business more than 10 years ago.

Now companies of all sizes use the Amazon Connect omnichannel contact center to support from ten to tens of thousands of agents and serve millions of customers daily with next-generation use cases. By taking advantage of the global AWS infrastructure, organizations access more than contact center technology; they also benefit from the deep integrations of the AWS Partner Network, comprising hundreds of expert Partners who have created virtual contact centers for companies like yours.



Launch a world-class contact center in minutes

Access the same capabilities Amazon uses for its own contact center technology and:

- Take only **20 minutes** to train new agents for complete customer service
- Support anywhere from **ten to tens of thousands** of agents with instant scalability
- Serve **millions of customers** daily
- Access **hundreds of expert AWS Partners** for consultation and technology
- **Save 80%** over traditional contact center solutions
- **Integrate easily** with AWS and third-party solutions including CRM, Helpdesk, Outbound, and more

Empower managers to set up agents who work seamlessly from anywhere—in 20 minutes

To set up with the Amazon Connect contact center, a remote agent requires only a simple internet connection, an HTML5 browser (like Google Chrome, or Mozilla Firefox), and a headset. They can be quickly equipped and connected to everything required to address the immediate needs of customers. Supervisors can quickly set up inbound numbers, Skills-Based Routing, queuing, analytics, and management tools for agents, wherever they're working.

For example, with Amazon Connect, contact center agents use a simple interface that enables them to receive calls, chat with contacts, transfer them to other agents, and put them on hold. This is all supported in the background by sophisticated telephony, analytics, and call-management services.

Because Amazon Connect is built on a cloud architecture, it can scale quickly for seasonal or event-driven changes to support a few, dozens, hundreds, or even thousands of agents, helping millions of customers. The ability to train remote agents on the system in less than 20 minutes accelerates an organization's capacity to scale rapidly and allows for remote agents to get up to speed quickly.

“ Our agents adopted Amazon Connect very quickly and were taking calls within the first hour, with little training needed. We've also integrated Amazon Connect into Salesforce, making our agent experience even more user-friendly. ”

William Davis, Director of Business Operations, Bellhop

To accelerate the setup of agents, Amazon Connect provides an intuitive, user-friendly, graphical interface for voice and chat that's all in a single place, so they don't need to learn multiple tools. It gives them an easily learned tool that provides powerful capabilities such as:

- **Real-time caller authentication** using Machine Learning to make voice interactions faster and more secure through Amazon Connect Voice ID
- **A single user interface** for the creation and completion of voice calls and chats with Amazon Connect Tasks
- **Fast full-text search on all transcripts** with Contact Lens for Amazon Connect and real-time, detailed analytics and sentiment analysis that allows supervisors to quickly understand the trends of customer conversations
- **A more unified view of a customer's profile** with the most up-to-date information through Amazon Connect Customer Profiles
- **Time savings with Amazon Connect Wisdom** to help agents quickly navigate and search multiple sources of information based on phrases and questions exactly as the customer would ask them

Amazon Connect also uses several AWS services to provide additional capabilities and customization. And because it's an open platform, Amazon Connect can be easily integrated with existing AWS services and third-party systems including CRM, Helpdesk, Outbound, and more. This way, adopting a new solution and training agents on it doesn't slow down the transition to a new contact center and doesn't degrade customer experience during the change.

Leverage Artificial Intelligence and Machine Learning to improve every interaction

The role of AI and ML has changed the overall customer experience. Amazon Connect empowers agents to understand customer needs more quickly and to improve their performance, with Contact Lens for Amazon Connect. Contact Lens uses ML to help ensure a consistent customer experience using detailed analytics and sentiment analysis to discover customer insights. Using Natural Language Processing (NLP) and speech-to-text analytics, Contact Lens for Amazon Connect does all the following:

- **Helps agents resolve questions faster** with real-time analytics, and Contact Lens offers prompts and guided scripts.
- **Monitors calls for customer issues** and automatically alerts supervisors when an agent needs assistance. Contact Lens for Amazon Connect also analyzes call transcripts, sentiment, and conversation characteristics to detect issues and customer trends.

- **Flags any customer-experience issues and places them in categories** based on keyword and phrase matching done within Contact Lens.

Amazon Connect Customer Profiles integrates with some of today's most powerful technologies to bring together customer information from multiple applications into a unified customer profile. This allows small businesses to do more with less—democratizing the tools of AI for the small and medium-sized business so they can keep up with the fast-advancing marketplace.

AI-enabled conversational agents, for example, are expected to handle 20% of all customer-service requests by 2022.⁴ With 55% of small businesses currently lacking the time to implement AI solutions, this could be an important advance.⁵ Built-in AI capabilities allow agents to anticipate customer needs and proactively offer resolutions, personalizing the customer experience through voice and chat.

Amazon Connect delivers insights to agents as they begin customer interactions, enabling better customer experiences with fewer resources and lower cost. Armed with the full picture wherever they are, agents can create a more positive, personalized experience.

Through intelligent, natural-language virtual assistants, AI also enhances the automated experience. AI-powered voice and chatbots can improve efficiency while delivering positive customer experiences, such as:

- Assisting a large number of customers 24x7, without needing a human presence
- Handling a variety of time-consuming manual tasks, such as changing passwords, requesting balances, or scheduling appointments, without the need to speak to an agent
- Troubleshooting quickly
- Delivering essential data to potential customers efficiently
- Helping agents and managers understand actual customer needs and identify complex problems
- Proactively start a conversation with customers

The power of natural Interactive Voice Response

Natural Interactive Voice Response (IVR) and interactive chatbots make engagement fast and easy for customers. Driven by Amazon Lex, the same automatic speech recognition technology that powers Amazon Alexa, it empowers both live agents and chatbots to deliver more relevant messages by integrating with CRM systems, creating a positive feedback loop. It also uses automation to track customer sentiment through real-time analytics. This way, with asynchronous chat, customers are free to start on one chat session, then return to another without losing historical context.



Gain expert contact center migration support and technology integrations

One of the major barriers to deploying this kind of contact center for small and medium-sized businesses has been the lack of expertise on-staff to customize the solution for more streamlined contact center management. Amazon Connect can help with migration support and Partner integrations. Even with the ease of implementing Amazon Connect, small and medium-sized businesses can benefit from technical expertise and support with implementing and optimizing new technologies. They can access the wide network of AWS Partners with experience helping to build cloud contact centers with Amazon Connect. Additionally, AWS Technology Partners provide integrations that can be quickly deployed. And because Amazon Connect is an open platform, it can easily be integrated with existing AWS services and third-party systems including CRM, Helpdesk, Outbound, and more.

Amazon Connect Partners bring proven success delivering AWS services to customers two ways:

AWS Consulting Partners

AWS Consulting Partners bring the expertise and best practices to help organizations adopt and implement AWS services. They can help remove barriers to the cloud and accelerate deployment of Amazon Connect. They can help conduct a proof of concept with just a few hours of training and experimentation.

AWS Technology Partners

AWS Technology Partners provide technology solutions that integrate directly with Amazon Connect. While Amazon Connect is a powerful contact center solution, global Partners can further enhance, customize, and optimize the contact center to create customer-experience solutions.

Margarita's Mexican Restaurant

Challenge: Safely satisfying customers during a pandemic.

With almost universal lockdowns, the global COVID-19 pandemic brought an unprecedented challenge to small, eat-in restaurants. Many turned into “ghost kitchens” as they struggled to transform overnight from eat-in establishments to carry-out and delivery-only.

Margarita's Mexican Restaurant, a family-owned restaurant in Justin, Texas, faced just this situation during the pandemic's early months. At first glance, the challenge seemed to be the launching of a new telephony system, but when Margarita's brought in an AWS Consulting Partner, they started to see the situation from a customer experience point of view.

During the pandemic, it has been especially hard for small businesses operating without a contact center to offer great customer experiences in a carry-out and delivery-optimized model. Working with an expert AWS Consulting Partner, Margarita's sought to ensure great experiences even with high inbound call volumes during peak business hours.

Solution: Multiple capabilities. A single solution.

Margarita's turned to an AWS Consulting Partner for help to provision an Amazon Connect contact center to operate during their business hours. They set up a couple of customer-service agents for the restaurant, each with a basic routing profile and simple URL endpoint for logging in to their virtual desk—all from the agents' homes.

The workflow they created checks for any available agent during regular business hours and sends the call to a queue if all agents are busy, with automated call-back options for those on hold.

Amazon Connect also integrates with Margarita's CRM software to add a variety of notification and reporting techniques that enable measurement of key performance indicators including:

- Defined custom overflow conditions, such as escalation based on the number of calls in queue, call volume, or agent availability
- Daily call process reports on the number of calls blocked, average call duration, and call answer times
- Management alerts for extreme wait times
- Agent productivity reports

Result: Safe operations and happy diners

Working together, Margarita's and their AWS Consulting Partner implemented an Amazon Connect solution for Margarita's that allowed the restaurant to continue providing a great dining experience without the dining room, including:

1/2 DAY
TO LAUNCH



An amazingly fast launch with go-live in just half a day

Consistent and unchanged point-of-sale operations

91%
FASTER

A 91% faster process for more orders and happier customers



Simplified call handling with no need to maintain telephone lines

87%
REDUCTION

An 87% reduction in customer complaints



Increased pandemic safety through remote ordering and socially distanced pickup

SOURCES

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⁵"10 Small Business Tech Trends of 2021," Andrew Martins, *Business News Daily*, Dec. 23, 2020.



Give your customers the
superior customer experiences
they deserve.

EXPLORE AMAZON CONNECT

