



# The path to better customer experiences

Modernize the contact center with Amazon Connect



**Contact centers are key** to creating the overall customer experience. In the modern age, they need the agility and scalability to move beyond on-premises and legacy solutions and shift to more nimble work-from-anywhere and omnichannel scenarios. Amazon Connect makes it possible to set up a cloud-based contact center quickly and easily, scale to meet demand, and enable agents to deliver superior customer experiences from anywhere.

## 96%

**of customers will leave you over a bad experience.** Modern customers are ready to switch companies over bad customer experiences.<sup>1</sup>

## \$1 billion

**A 1-point customer-service improvement** can lead to a \$1 billion revenue increase. Just a marginal improvement in customer experience can lead to huge revenue gains.<sup>2</sup>

## Tap into the power of AWS Partners



- **Empower** your organization to deliver better customer experiences.
- **Enable** well-established AWS best practices for businesses of all sizes.
- **Provide** technology solutions that integrate directly with Amazon Connect to further enhance, customize, and optimize the contact center to create customer-experience solutions.



## Accelerate customer-experience evolution

### 2 weeks

2 weeks to deploy an omnichannel cloud contact center<sup>3</sup>

### 20 minutes

20 minutes to train a new agent for increased efficiency and performance

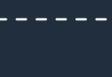
### Up to 80%

Up to 80% savings over traditional contact center solutions<sup>4</sup>

## Provide quality customer service at any scale—from anywhere



Small to medium-sized businesses



Enterprise-class businesses

## Quickly set up a virtual contact center



### Work remotely

All an agent needs is an internet connection, a headset, and a laptop

### Set up quickly

In 20 minutes, an agent can be trained and ready



### Operate efficiently

A simple, browser-based interface delivers all the information and functionality they need



### Communicate clearly

Amazon Connect offers high-quality audio capabilities, natural Interactive Voice Response (IVR), and interactive chatbots

## The modern contact center

Amazon Connect innovations improve experiences for customers, agents, and managers



### 1. Streamlined experiences

Create seamless omnichannel experiences through a single unified contact center for voice, chat, and task management

[Amazon Connect Voice and Chat >](#)

### 2. Faster customer insights

Understand customer needs better and in real time with full speech-to-text search, sentiment, trend analysis, and alerts

[Contact Lens for Amazon Connect >](#)

### 3. Automated task tracking

Easily prioritize, assign, and track all contact-center agent tasks to improve agent productivity and quickly resolve customer issues

[Amazon Connect Tasks >](#)

### 4. Personalized customer service

Give agents all the customer information they need in a single pane of glass to customize interactions and resolve calls faster

[Amazon Connect Customer Profiles >](#)

### 5. Improved customer experience

End frustrating manual and repetitive questioning by analyzing a caller's unique voice characteristics

[Amazon Connect Voice ID >](#)

### 6. Deeper agent knowledge

Use machine learning to accelerate answers, search for information, and resolve issues faster and more completely

[Amazon Connect Wisdom >](#)

## Making the move to Amazon Connect

Selecting the right guide for the migration path to Amazon Connect is key. An experienced AWS Partner can make all the difference in successfully designing, implementing, and deploying Amazon Connect to elevate your customer experiences.

"Amazon Connect's flexibility allowed us to easily implement key features like callbacks, as well as AWS AI/ML services like Amazon Lex to automate our IVR. The change has drastically reduced the wait times in our contact center queue, decreased our transfer rate by 50%, and the time customers spend in our IVR went from 2 minutes to just 18 seconds."

Eric Jones, Vice President Consumer Operations - TransUnion

## Explore Amazon Connect

[Learn more](#)



<sup>1</sup> "Ninety-Six Percent of Customers Will Leave You for Bad Customer Service," Shep Hyken, Forbes, July 12, 2020.

<sup>2</sup> "Improving Customer Experience by 1 Point Can Drive More Than a Billion Dollars in Revenue," Maxie Schmidt, Forrester, Jan 13, 2020.

<sup>3</sup> "Intuit Improves Customer Experience with Amazon Connect, AI-Powered Omnichannel Contact Center," AWS, 2020.

<sup>4</sup> "Amazon Connect: Easy-to-Use Omnichannel Cloud Contact Center," AWS.