



Accelerate agent productivity and performance with Amazon Connect

Chad Hendren

Principal Solutions Architect
AWS

Iain Truesdale

Senior Solutions Architect
AWS

Amazon Connect

EASY-TO-USE CLOUD CONTACT CENTER



Built from the ground up
as a single solution

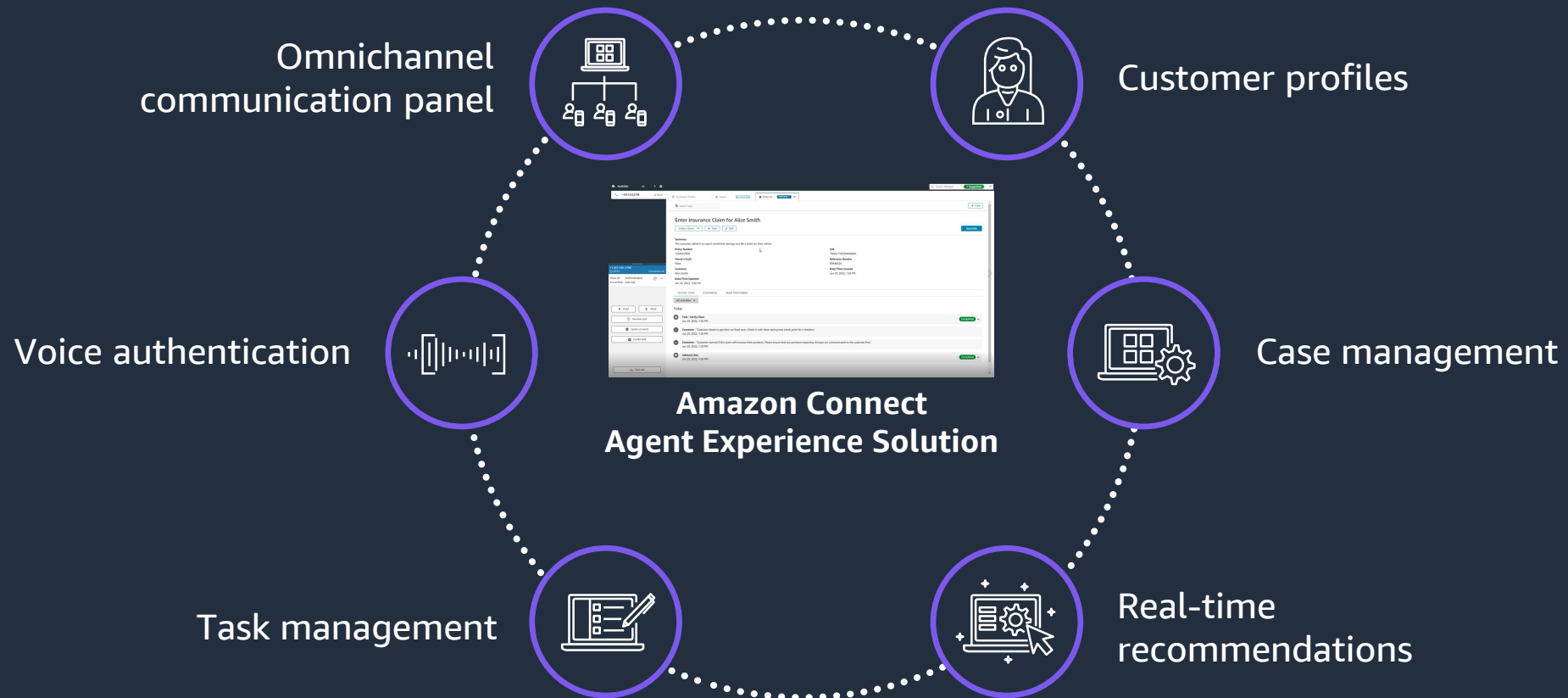


Pay only for what you use



Amazon Connect's agent experience enhancements

CAPABILITIES TO IMPROVE AGENT PRODUCTIVITY BY CONNECTING YOUR DATA WITH YOUR AUTOMATED AND AGENT INTERFACES



Agent focus – automated agent experience

GUIDING AGENTS TO SUCCESSFUL OUTCOMES



Agent

Tedious caller authentication
Lack of real-time customer insights
Disconnected, disparate systems and tools
Inability to manage follow-up actions

The screenshot displays a web-based agent interface. At the top, there's a navigation bar with a search bar containing 'Search Wisdom' and a '+ Profile' button. Below this, the main content area is divided into several sections:

- Customer profile:** A card showing 'Customer profile' with a search bar and a '+ Profile' button. Below it, fields for 'First name', 'Middle name', and 'Last name' are visible, with 'Nikki' and 'Wolf' filled in. There are 'Edit' and 'Associated' buttons.
- Product purchase history:** A table with columns for 'Model name', 'Model number', 'Serial number', and 'Purchase date'. It lists three items with their respective identifiers.
- Call history:** A list of recent calls on the left side of the interface, including 'Nikki Wolf' (00:10), 'Quasi architecto bea...' (06:43), and 'Lorem ipsum' (08:12).
- Agent status:** A section for 'Nikki Wolf' showing 'Connected call' with a 'Voice ID' of '03:33'. It also displays 'Enrolled', 'Authenticated', and 'Low risk' fraud risk status.
- Call controls:** Buttons for 'Hold', 'Mute', 'Number pad', 'Quick connects', and 'End call' are located at the bottom of the call control area.

Supervisor focus - ensure agents are supported

EMPOWERING SUPERVISORS TO OPTIMIZE THE EXPERIENCE FOR AGENTS AND CUSTOMERS



Supervisor

- Agent staffing
- Agent certification rate
- Agent absentee/attrition rate
- Real-Time Alerts
- Action via flows

And from a business perspective

AGENT PRODUCTIVITY HAS DOWNSTREAM IMPACTS ON END CUSTOMERS, ADMINISTRATORS, AND CX EXECUTIVES

Containment rate



End customer

Customer Satisfaction (CSAT)
Customer Effort (CES)
Net Promoter Score (NPS)



Agent

Average Handle Time (AHT)



Administrator

Agent staffing
Agent certification rate
Agent absentee/attrition rate

First Call Resolution (FCR)



CX executive

Capital (fixed) costs
Variable Cost Per Contact (CPC)
Repeat issues

Most contact centers don't have the right tools

THE RESULT IS OFTEN WASTED TIME, WASTED EFFORT, AND DECREASED SATISFACTION



End customer

- Unable to engage on channels of choice
- Ineffective self-service options
- Inconsistent, impersonal interactions
- Unnecessary complexity



Agent

- Tedious caller authentication
- Lack of real-time customer insights
- Disconnected, disparate systems and tools
- Inability to manage follow-up actions

Agent productivity relies on easy, intuitive access to data

COMPANIES ARE CHALLENGED TO GIVE AUTOMATED SYSTEMS AND AGENTS ACCESS TO RELEVANT DATA



The performance impact of agent experience strategy

FOCUS AGENTS TIME ON HIGHER-VALUE WORK AND ASSIST THEM IN RESOLVING CUSTOMER ISSUES

Automate non-differentiating work

Build and tune automated systems (IVR, chatbot) to handle simple, common, and/or low-value tasks

Containment rate



Offer agents real-time context

Bring data from prior contacts and current contact and display to the agent in a simple, intuitive manner

Average Handle Time (AHT)



First Contact Resolution (FCR)



Guide agents to resolution

Agents are overwhelmed by tools; reduce the time it takes to learn and use through smart assistance

Average Handle Time (AHT)



First Contact Resolution (FCR)



Unified and dynamic agent application

SINGLE PANE OF GLASS FOR ALL AMAZON CONNECT AGENT EXPERIENCE CAPABILITIES

The screenshot displays a web-based agent application interface. The browser address bar shows the URL <https://acme.my.connect.aws/agent-app>. The interface is divided into several sections:

- Left Sidebar:** Contains a list of active calls. The top call is for "Nikki Wolf" (00:10). Below it are "Quasi architecto bea..." (06:43) and "Lorem ipsum" (08:12). A detailed call control panel for "Nikki Wolf" (09:33) is highlighted with an orange box, showing "Connected call", "Voice ID: Enrolled", "Authentication: Authenticated", "Fraud Risk: Low risk", and buttons for "Hold", "Mute", "Number pad", "Quick connects", and "End call".
- Customer Profile:** A central panel titled "Customer profile" is highlighted with an orange box. It includes a search bar for profiles and a table of customer details:

First name	Middle name	Last name		
Nikki	-	Wolf	Edit	Associated
Phone number	Account number			
+1 212-555-5400	xxxxxx			
Birthdate	Additional info			
1978-07-09	Looking to purchase X			
Email address	Gender			
nikki.wolf@example.com	Female			
Mailing Address	Billing Address			
123 Any Street, Any Town, USA	123 Any Street, Any Town, USA			

Below the profile is a "Product purchase history" table:

Model name	Model number	Serial number	Purchase date
TFB89BLE	801F123689E3	TFB89BLE-1904-HL-001183	yyyy-mm-dd
TFB00BLE	000000000002	TFB00BLE-0000-HL-000002	yyyy-mm-dd
TFB00BLE	000000000003	TFB00BLE-0000-HL-000003	yyyy-mm-dd
- Right Panel:** Features a search bar labeled "Search Wisdom" and a "Suggestions" section. The suggestions list several entries, each with a snippet of text: "Consectetur adipiscing elit lorem ipsum dolor nullam at tellus vitae ipsum facii vestibulum...". One suggestion is highlighted with an orange box.

What is the best experience for your agents?

UNDERLYING SERVICES STORE DATA IN THE SAME INSTANCE AND ARE ACCESSIBLE BY AUTOMATED SYSTEMS AND AGENT APPLICATIONS



Amazon Connect contact control panel

Interact with customer contacts

Contact objects/agent objects

Flow block available
Connect unified agent app

Amazon Connect streams

Salesforce CTI adapter



Amazon Connect customer profiles

Unified profile of customer data

Profiles objects

Flow block available
Connect unified agent app

Public APIs
Amazon Connect streams

None



Amazon Connect cases

Case management

Cases objects

Flow block available
Connect unified agent app

Public APIs
Case event streams

None



Amazon Connect voice ID

Voice-based caller authentication

Voiceprints, auth./
fraud scores

Flow block available
Connect unified agent app

Public APIs
Amazon Connect streams

Salesforce CTI adapter



Amazon Connect Wisdom

Real-time knowledge
article recommendations

Knowledge articles

Limited flow block
Connect unified agent app

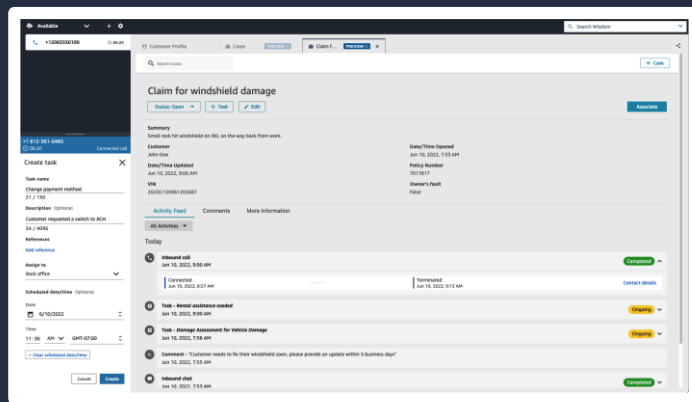
Public APIs
Amazon Connect streams

Salesforce CTI adapter

We have options to match your needs

USE APIS AND ADAPTERS TO BRING THESE CAPABILITIES TOGETHER IN YOUR ENVIRONMENT

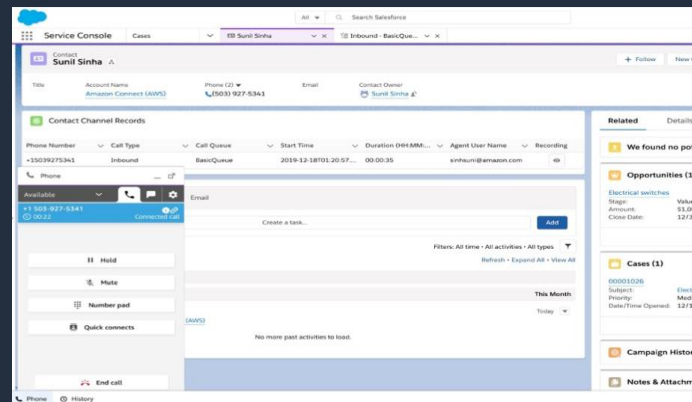
Connect Agent Application



- Available out-of-the-box with Agent Experience services natively integrated
- Well-Architected according to AWS architecture design principles
- Flows available

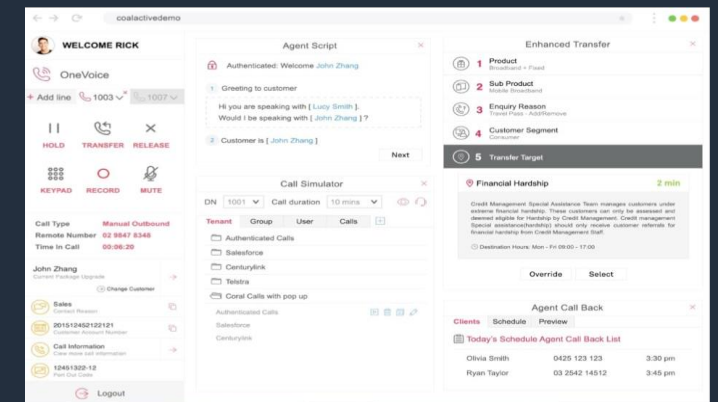
Recommended

Partner Agent Application



- CRM serves as the Agent Application (Salesforce, Zendesk)
- Partner builds the Agent Application (Local Measure)
- Flow available

Custom Agent Application



- Custom-built Agent Application specific to your use case built by Customer or Solution Integrator (SI) Partner
- Public APIs available
- Flows available



Available in flows

CONFIGURE AUTOMATED AND AGENT EXPERIENCES THROUGH DRAG AND DROP TOOLS

Amazon Connect

Enable Wisdom, VoicelD, Customer Profiles, Cases

Show additional flow information

Interact

Play prompt

Delivers an audio or chat message.

Get customer input

Branches based on customer intent.

Store customer input

Stores numerical input to contact attribute.

Hold customer or agent

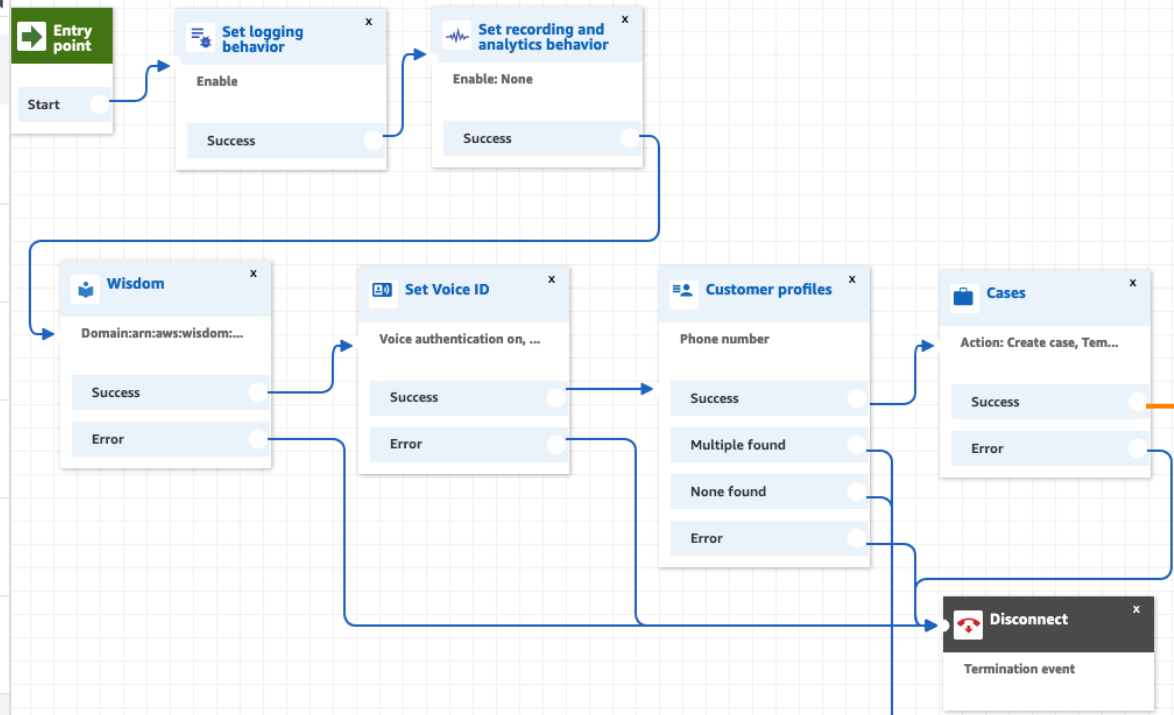
Places a customer or agent on or off hold.

Start media streaming

Starts streaming media to Kinesis.

Stop media streaming

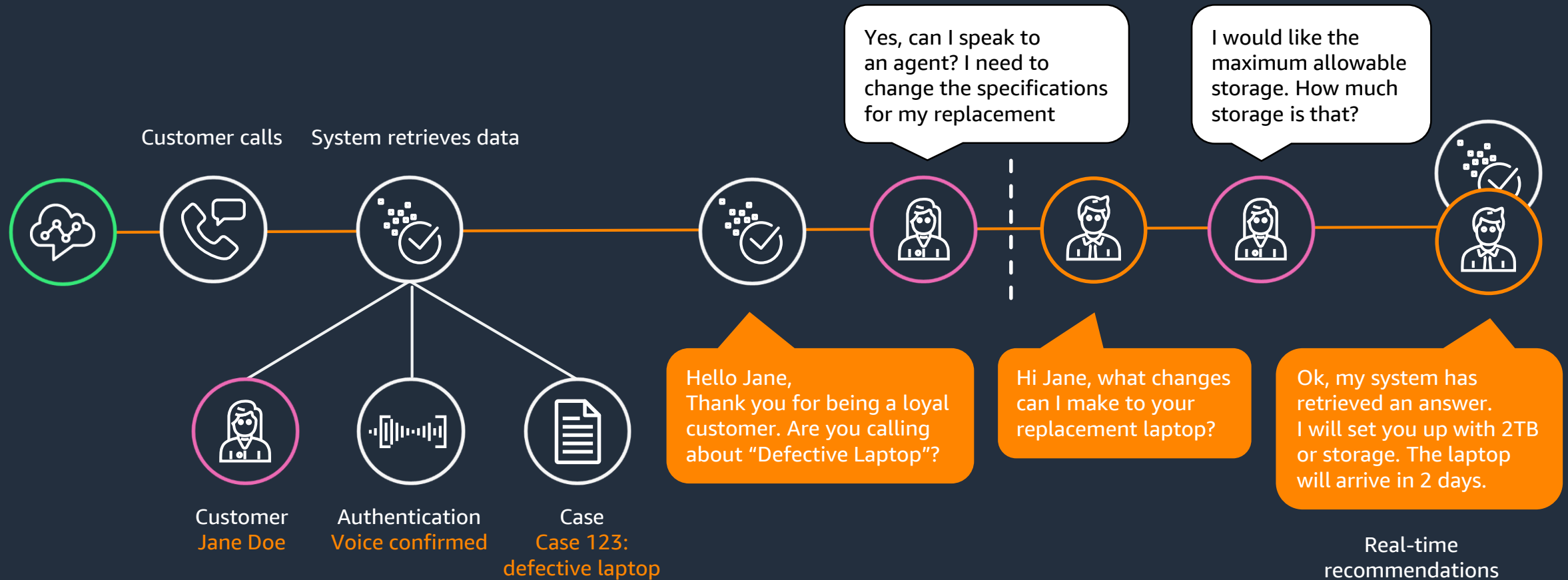
Stops streaming media to Kinesis.



“Hello, Jane, are you contacting us about ‘Defective Laptop 123?’”

Tying Amazon Connect features to business value

IMPROVEMENTS IN DEFLECTION, AHT, AND FCR DUE TO DATA



Customer Profiles

PERSONALIZE AND AUTOMATE THE CONTACT CENTER EXPERIENCE

The screenshot shows a customer profile for 'Alice Smith' with the following details:

- First name: Alice
- Middle name: --
- Last name: Smith
- Phone number: +16312452798
- Date of birth: 2000-01-01
- Email address: alice@customer.com
- Mailing address: 40 Any Street, Anywhereville, New York, US, 10001
- Account number: --
- Additional info: Loyalty Rewards Member
- Gender: FEMALE
- Billing address: 40 Any Street, Anywhereville, New York, US, 10001

The 'Contact history' table contains the following data:

Timestamp	Channel	Queue Duration	Hold Duration	Call Duration	Actions
06/29/2022	☎	3 secs	--	2 mins 45 secs	...
06/29/2022	☎	3 secs	--	3 mins 22 secs	...
06/29/2022	■	--	--	1 mins 24 secs	...
06/29/2022	■	5 secs	--	1 hrs 23 mins 31 secs	...
06/29/2022	■	--	--	32 secs	...
-----	--	--	--	Showing everything	...

Creates a unified profile which is provided to agents and automated experience (IVR) in real-time

Ingests customer data such as contact history, address, phone number, and recent purchase history

Automatically scans, matches and de-duplicates customer data from multiple repositories

Voice ID

REAL-TIME CALLER AUTHENTICATION AND FRAUD DETECTION USING ML-POWERED VOICE ANALYSIS

The screenshot displays a customer profile for 'Alice Smith' with a phone number of +16312452798. A red box highlights a call log entry for +1 631-245-2798, which is marked as 'Authenticated' and 'Low Risk'. Below the profile, a 'Contact History' table lists several calls with their respective durations and channels.

Timestamp	Channel	Queue Duration	Hold Duration	Call Duration	Actions
06/29/2022	☎	3 secs	-	2 mins 45 secs	...
06/29/2022	☎	3 secs	-	3 mins 22 secs	...
06/29/2022	■	-	-	1 mins 24 secs	...
06/29/2022	■	5 secs	-	1 hrs 23 mins 31 secs	...
06/29/2022	■	-	-	32 secs	...
-----	---	---	---	Showing everything	

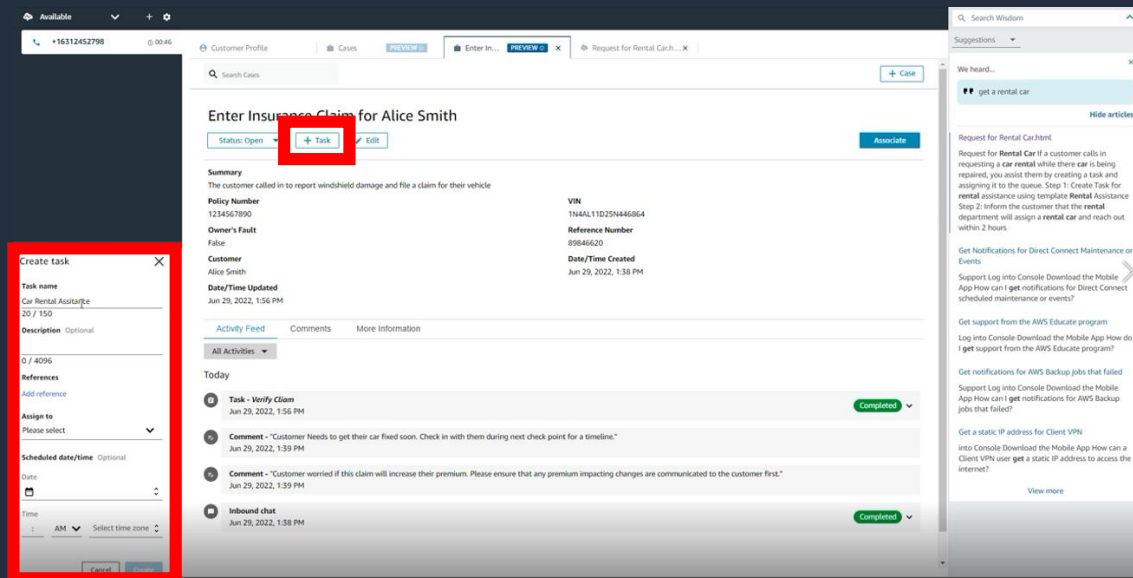
Easy and fast enrollment and verification allowing customers to maintain the natural flow of conversation

Enable and configure with a few clicks for both automated (IVR) and high-touch customer interactions

ML-powered real-time fraud detection that automatically flags suspicious callers

Tasks

EASILY AUTOMATE, TRACK, AND MANAGE TASKS FOR CONTACT CENTER AGENTS



Prioritize, assign, and track work across disparate applications

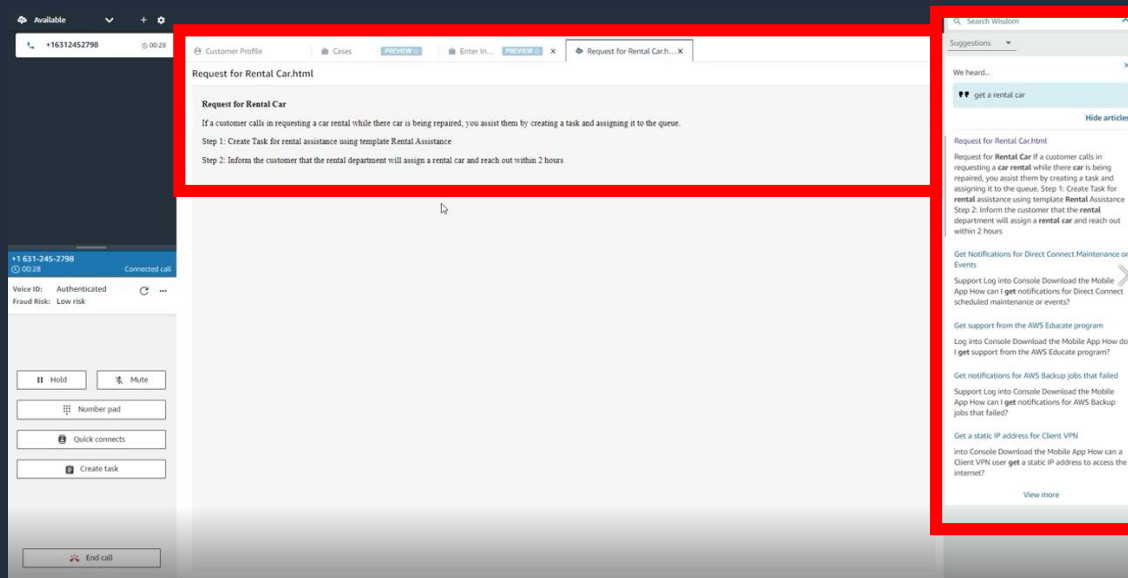
Built-in connectors and open SDK to easily integrate with your applications

Agent experience to complete and create new follow-up tasks

Build workflows to automate tasks that don't require agent interaction

Wisdom

DELIVER AGENTS THE INFORMATION THEY NEED TO ADDRESS CUSTOMER ISSUES IN REAL-TIME



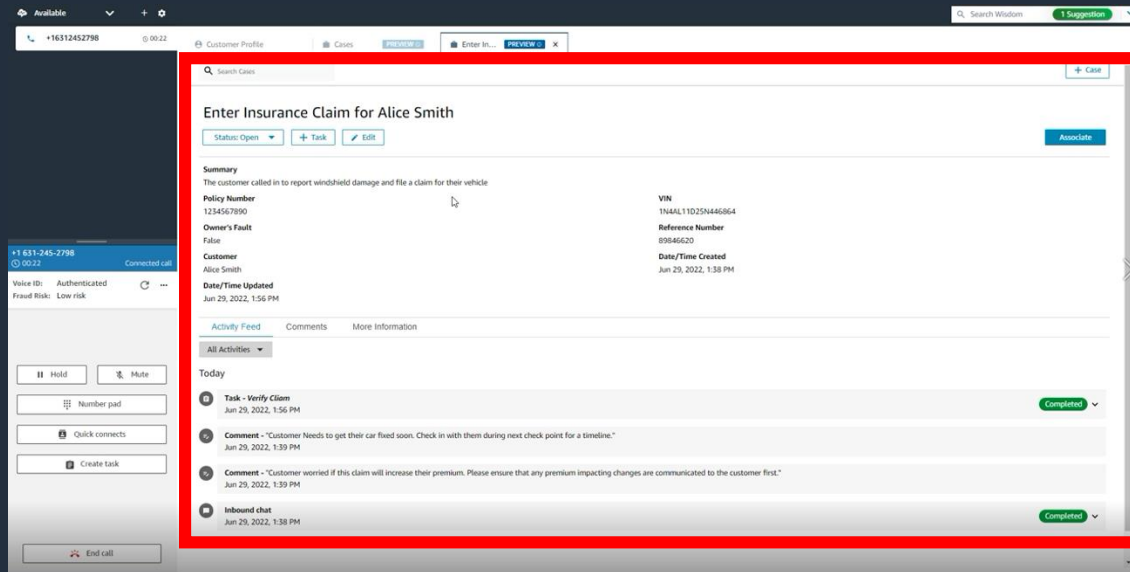
Deliver real-time recommendations to agents to solve customer problems quickly

Allow agents to manually, intelligently search with the same functionality

Ingest your data with built-in connectors for Salesforce, Zendesk and ServiceNow

Cases

DELIVER AGENTS THE INFORMATION THEY NEED TO ADDRESS CUSTOMER ISSUES IN REAL-TIME



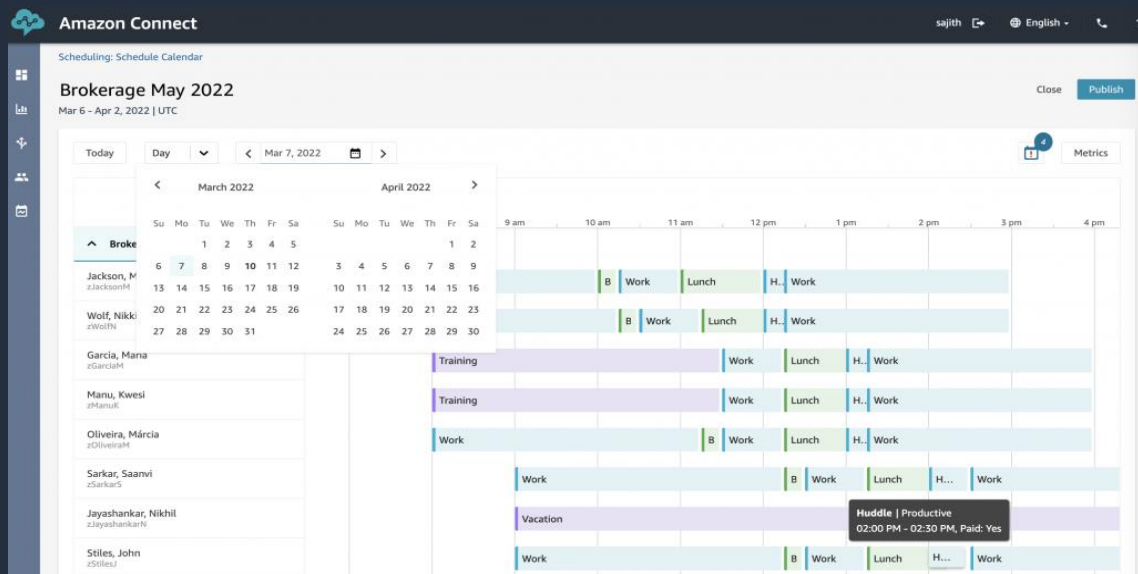
Automatically capture case data from your IVR and chatbots

View case history and activity in one place in the unified agent application

Take action with integrated task management

Forecasting, Capacity Planning, & Scheduling

REACH CUSTOMERS AT SCALE WITH ML-POWERED OMNICHANNEL COMMUNICATIONS



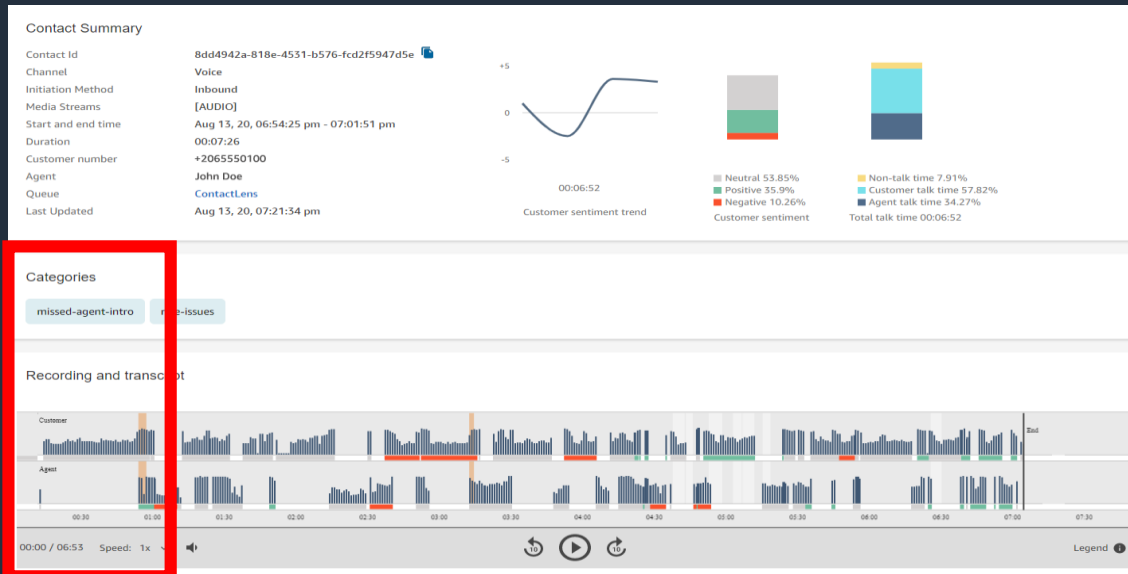
Improve accuracy and efficiency using machine learning

Simplify staffing using Connect's native intuitive user experience

Benefit from cloud flexibility, scalability, and reliability

Contact Lens

REAL-TIME SPEECH, CONTACT ANALYTICS, AND ALERTS POWERED BY MACHINE LEARNING



Identify call drivers, discover new issues, evaluate sentiment, and identify coaching opportunities

Conduct fast full-text search on call transcripts to quickly troubleshoot customer issues

Categorize, label, and act on calls based on customer or agent utterances

Redact sensitive data like names, addresses, and credit card numbers to protect customer privacy

Supervisor focus - ensure agents are supported

EMPOWERING SUPERVISORS TO OPTIMIZE THE EXPERIENCE FOR AGENTS AND CUSTOMERS

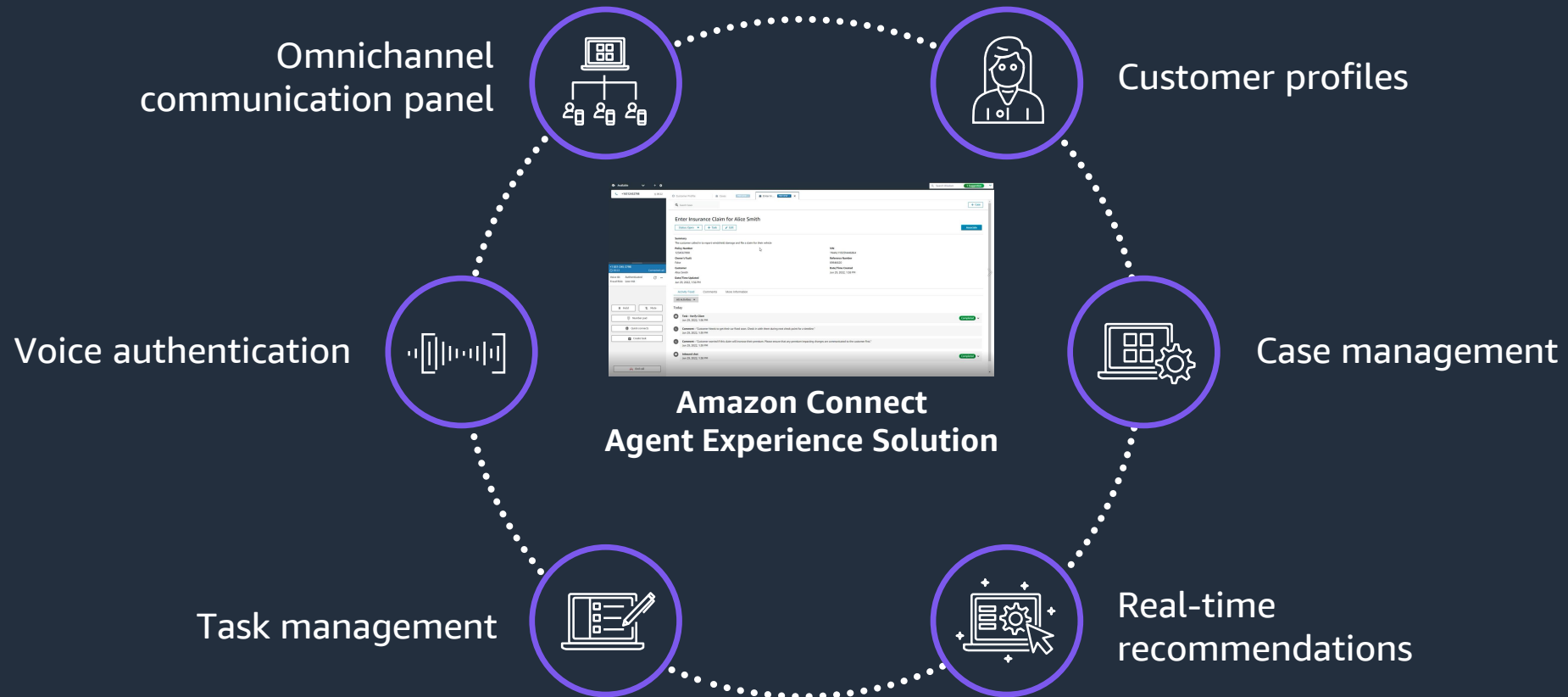


Supervisor

- Agent staffing
- Agent certification rate
- Agent absentee/attrition rate
- Real-Time Alerts
- Action via flows

Amazon Connect's agent experience enhancements

CAPABILITIES TO IMPROVE AGENT PRODUCTIVITY BY CONNECTING YOUR DATA WITH YOUR AUTOMATED AND AGENT INTERFACES



A Few Customers Using Agent Experience Services

CASE

The Intuit logo is displayed in a blue, lowercase, sans-serif font.The Fujitsu logo consists of the word "FUJITSU" in a red, uppercase, serif font, with a red infinity symbol above the letter "i".

We're here to help you enhance your agent performance

AMAZON CONNECT CUSTOMER RESOURCES



Getting started: leverage agent experience automation capabilities to start small, land big!

- Outline initial use cases and which agent experience options you need
- Dive deep with us! Get assistance from AWS solution architects, professional services, or partners to develop a Proof of Concept (POC) for agent experience solutions
- Trial services for internal, smaller use cases: a good starting place is employee self-help desks or human resources
- Expand to customer-facing, full production contact center solutions
- Continue your Amazon Connect journey and think big!



Thank you!

Chad Hendren
chadaws@amazon.com

Iain Truesdale
ijt@amazon.co.uk