

Accelerate agent productivity and performance with Amazon Connect

Chad Hendren

Principal Solutions Architect AWS

Iain Truesdale

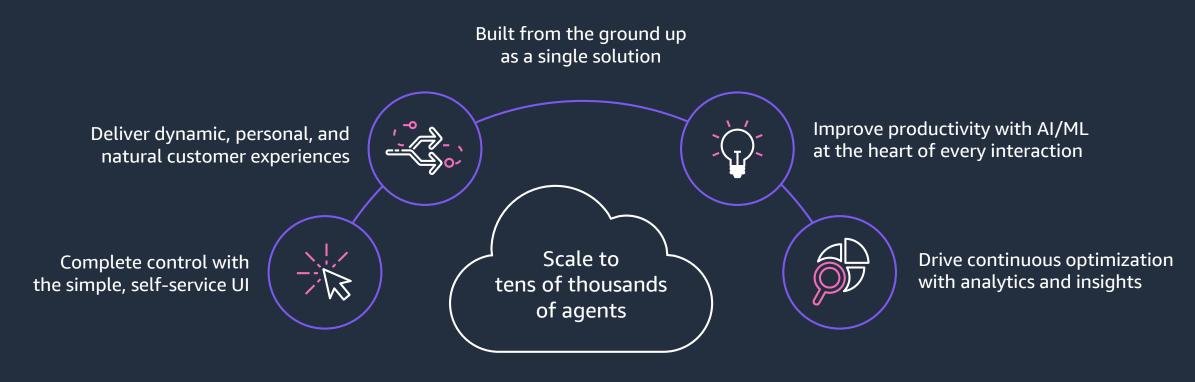
Senior Solutions Architect AWS

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Amazon Connect

EASY-TO-USE CLOUD CONTACT CENTER





Pay only for what you use



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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

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Supervisor focus - ensure agents are supported

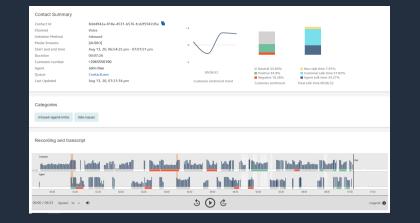
EMPOWERING SUPERVISORS TO OPTIMIZE THE EXPERIENCE FOR AGENTS AND CUSTOMERS

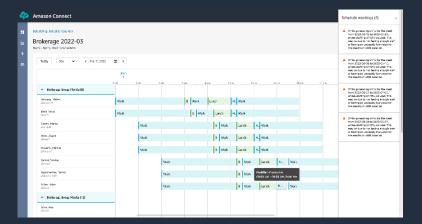


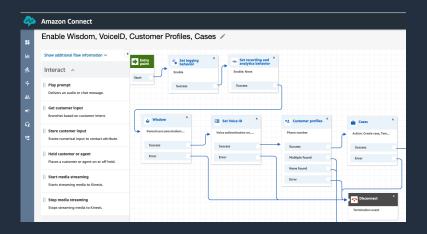
Supervisor

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

When		
A Contact Lens real-time analysis is available	0 -	
If all v of these conditions are met		
Words or phrases - Pattern match Limit: 100 words or phrases total for the rule	1	
Limit. 100 words or phrases total for the rule		
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And from a business perspective

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





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



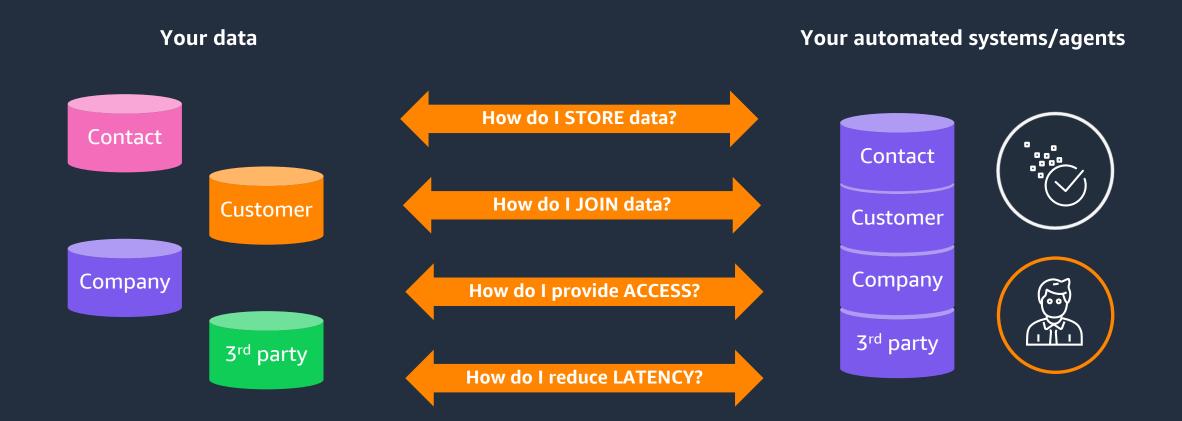
Agent

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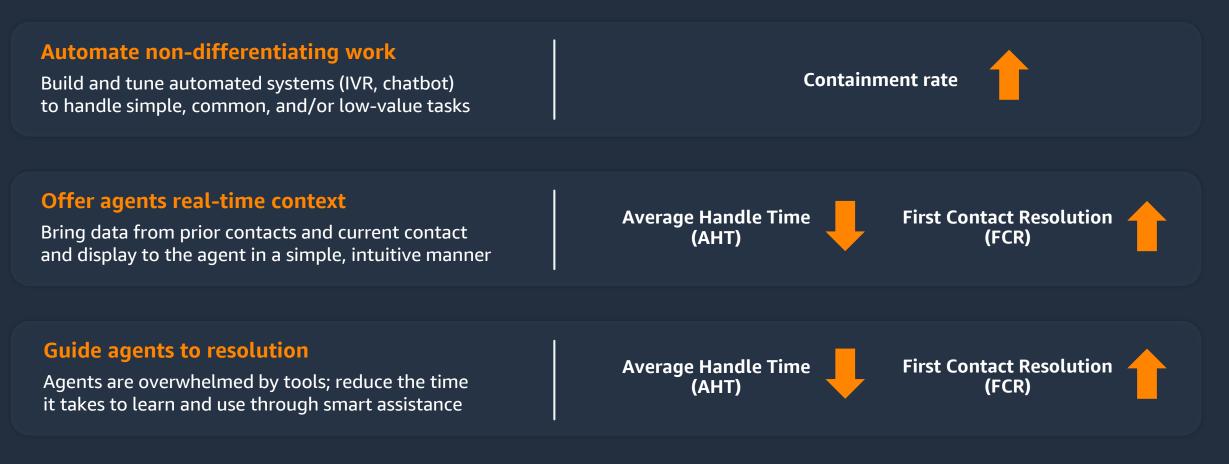
Agent productivity relies on easy, intuitive access to data

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



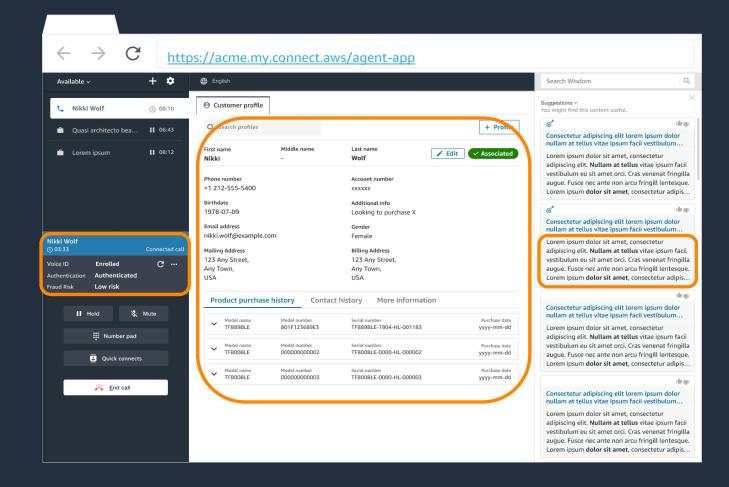
The performance impact of agent experience strategy

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



Unified and dynamic agent application

SINGLE PANE OF GLASS FOR ALL AMAZON CONNECT AGENT EXPERIENCE CAPABILITIES





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



We have options to match your needs

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

Connect Agent Application

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

aws

Recommended

Partner Agent Application

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Quick connects	No more past activities to load.	
		Campaign Histo

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



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Custom Agent Application

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Add line \$ 1003 v* \$ 1007 v	1 Greeting to customer	2 Sub Product Mobile Broadband
	Hi you are speaking with [Lucy Smith]. Would I be speaking with [John Zhang] ?	3 Enquiry Reason Travel Pass - AddRemove
HOLD TRANSFER RELEASE	2 Customer is [John Zhang]	4 Customer Segment Consumer
	Next	💿 5 Transfer Target
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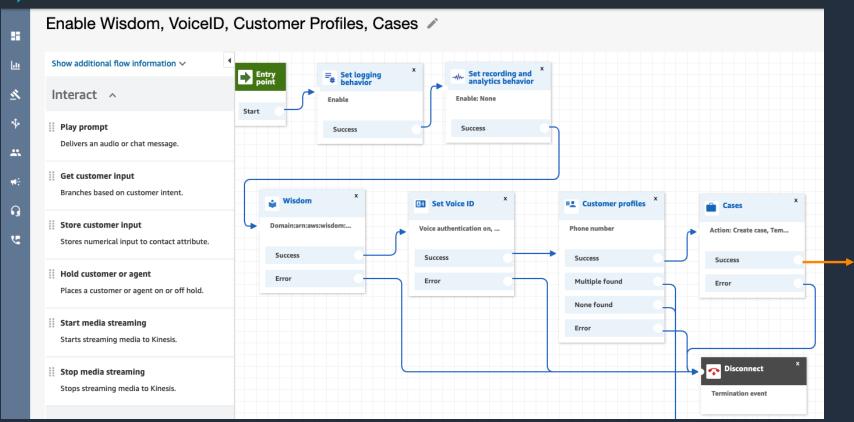
- Custom-built Agent Application specific to your use case built by Customer or Solution Integrator (SI) Partner
- Public APIs available
- Flows available

12

Available in flows

CONFIGURE AUTOMATED AND AGENT EXPERIENCES THROUGH DRAG AND DROP TOOLS

松 🕺 Amazon Connect

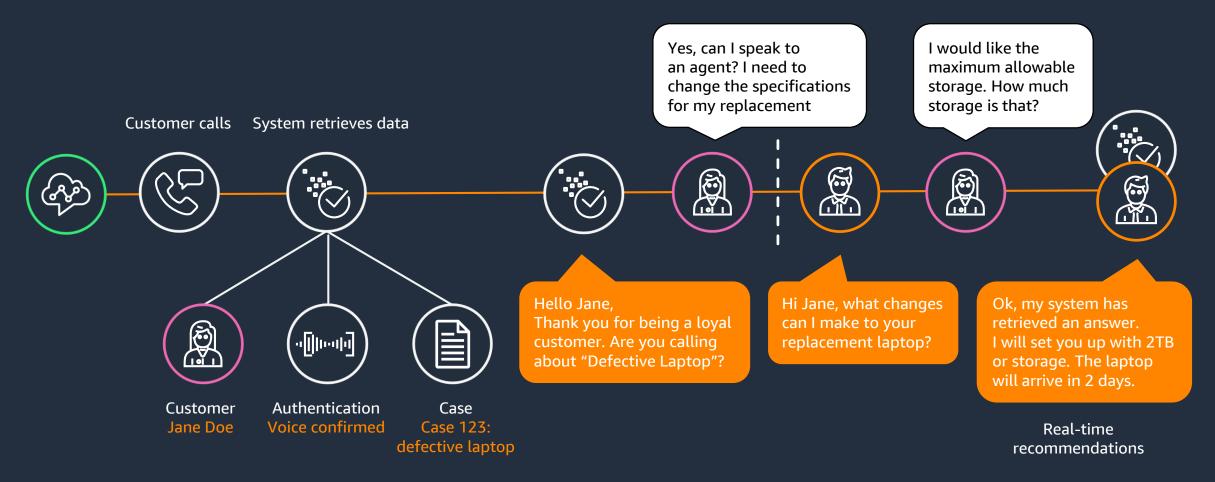


"Hello, Jane, are you contacting us about 'Defective Laptop 123'?"



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

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+1 631-245-2798 © 00:03 Connected call	Contact history More informati							
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Create task								
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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

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€ +16312452798 ⊗ 00:00	 Customer Profile +16312452798 	Cases	PREVIEW ()			+ Profile
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	Phone number +16312452798 Date of birth				Account number Additional info	
	2000-01-01 Email address alice@customer.com				Loyalaty Rewards Member Gender FEMALE	
+1 631-245-2798	Mailing address 40 Any Street, Anywhereville, N	w York, US, 1000 1			Billing address 40 Any Street, Anywhereville, New York, US, 10001	
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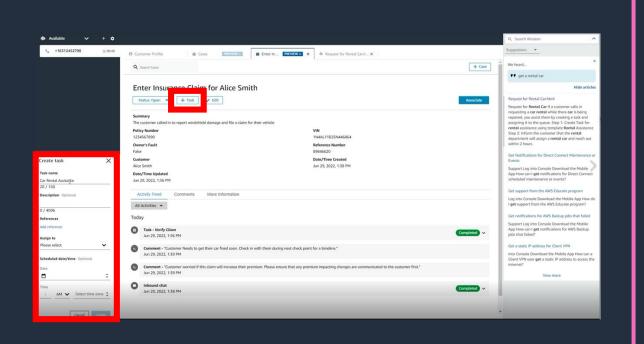
Easy and fast enrollment and verification allowing customers to maintain the natural flow of conversation

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



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

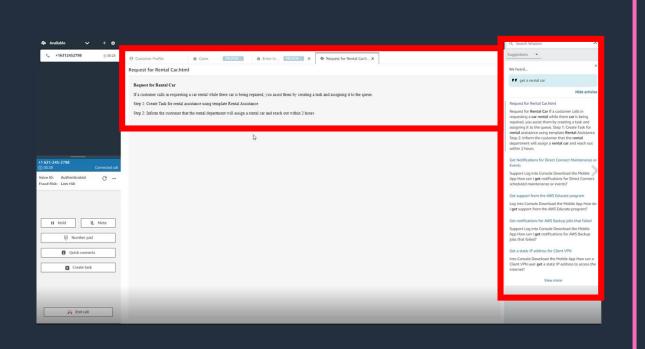
Agent experience to complete and create new followup tasks

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

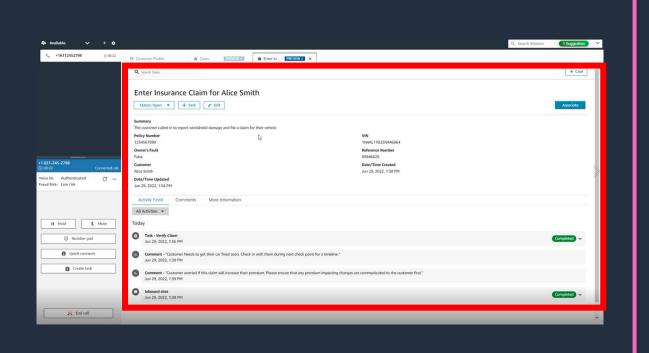
Allow agents to manually, intelligently search with the same functionality

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





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

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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

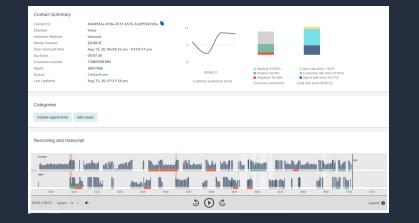
EMPOWERING SUPERVISORS TO OPTIMIZE THE EXPERIENCE FOR AGENTS AND CUSTOMERS

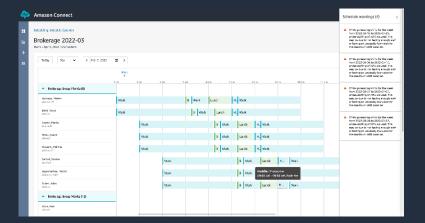


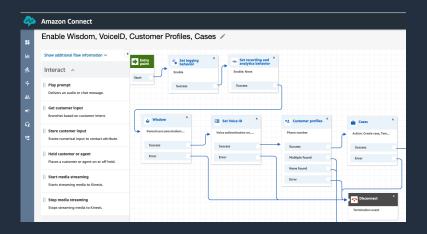
Supervisor

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

A Contact Lens real-time analysis is availab	he 💌	
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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

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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

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