



# Contact Center Days

## Build a resilient, scalable contact center on Amazon Connect

Eric Emerson  
Senior Consultant  
AWS

Ash Seshadri  
Practice Manager  
AWS

# Meet our Experts!

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Eric Emerson  
Senior Consultant



Prashant Desai  
Senior Consultant



Mehul Patel  
Senior Consultant



Ash Seshadri  
Practice Manager

# Today's agenda

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Amazon Connect overview

Amazon Connect high-availability architecture

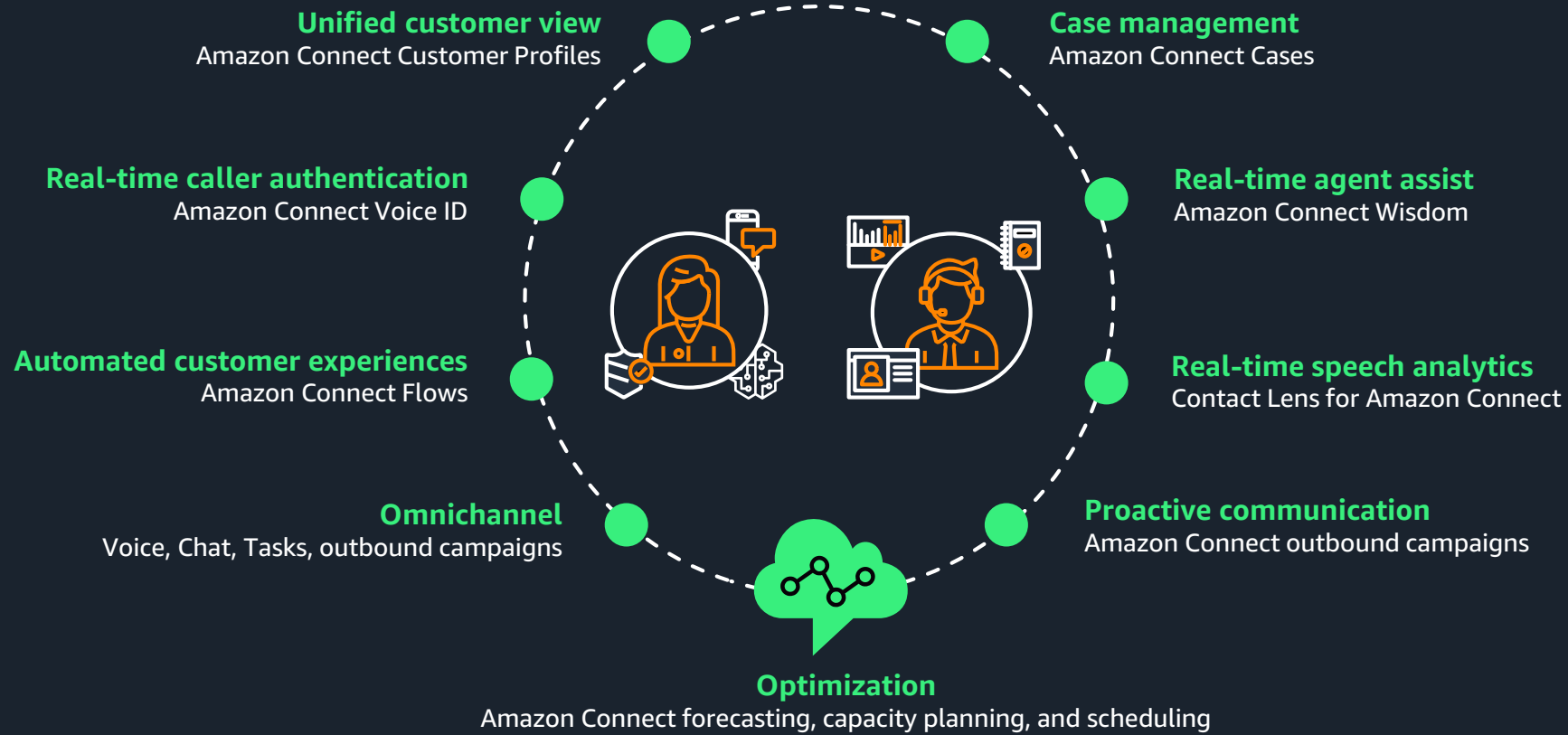
Meet Octank Benefits

High-availability design considerations

Q&A

# Amazon Connect innovations

OMNICHANNEL SELF-SERVICE, AGENT EMPOWERMENT, ANALYTICS, INSIGHTS, & OPTIMIZATION





# Amazon Connect Integrations

## Development



AWS  
Lambda



Amazon  
API Gateway



AWS Step  
Functions

## Storage



Amazon  
S3



Amazon  
Glacier

## Database



Amazon  
RDS



Amazon  
DynamoDB



Amazon  
Redshift

## AI



Amazon  
Lex



Amazon  
Polly



Amazon  
Transcribe



Amazon  
Comprehend



## Analytics



Amazon  
Athena



Amazon  
Kinesis



Amazon  
Glue



Amazon  
QuickSight

## Messaging



Amazon  
Pinpoint



Amazon Simple  
Notification Service



Amazon Simple  
Email Service

## Security



AWS Identity and  
Access Management



AWS  
Directory Service

## Management



Amazon  
CloudWatch



AWS  
CloudFormation



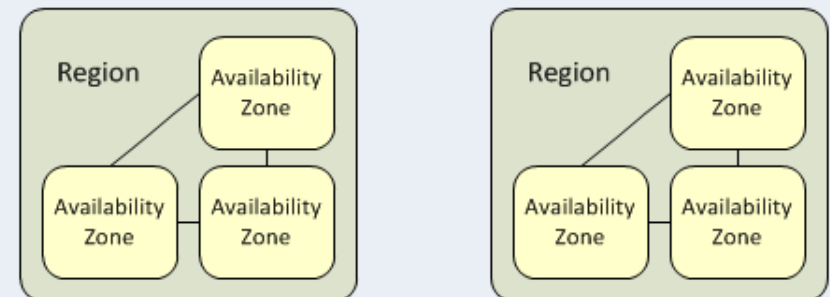
AWS  
CloudTrail

# Amazon Connect Availability – Amazon Connect Architecture

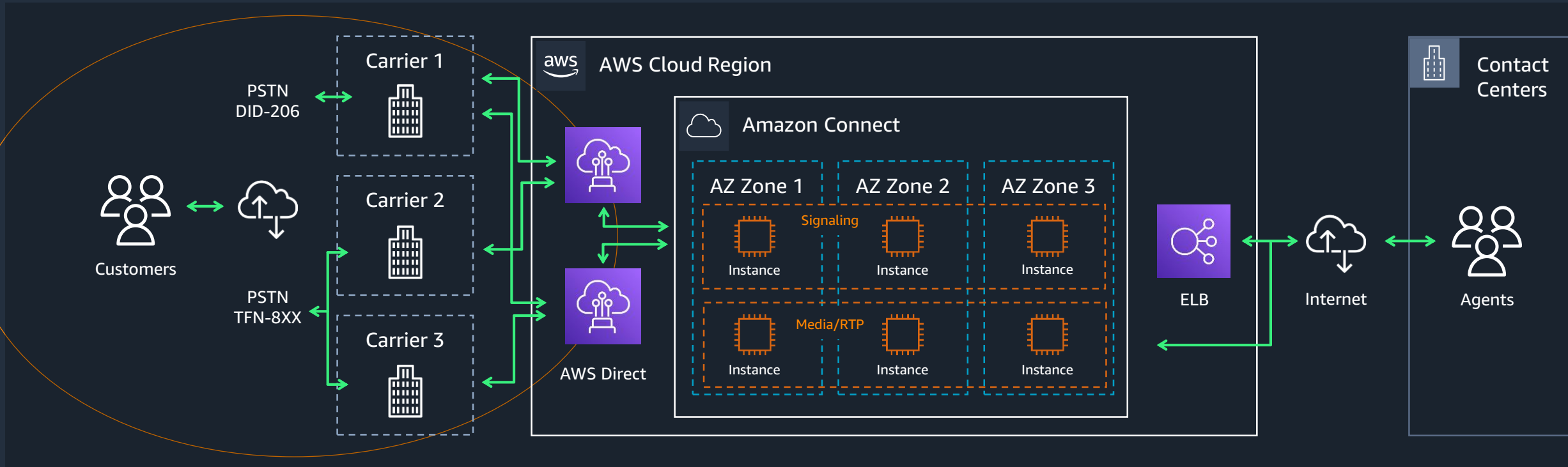
- Each AWS Region has multiple, isolated locations known as Availability Zones.
- AZs are connected with each other through low latency links
- Amazon Connect's architecture is highly available and runs across **multiple Availability Zones** in an AWS region to provide fault tolerance in the event of a server failure or Availability Zone outage.
- AWS datacenters are designed with significant excess bandwidth to ensure sufficient capacity



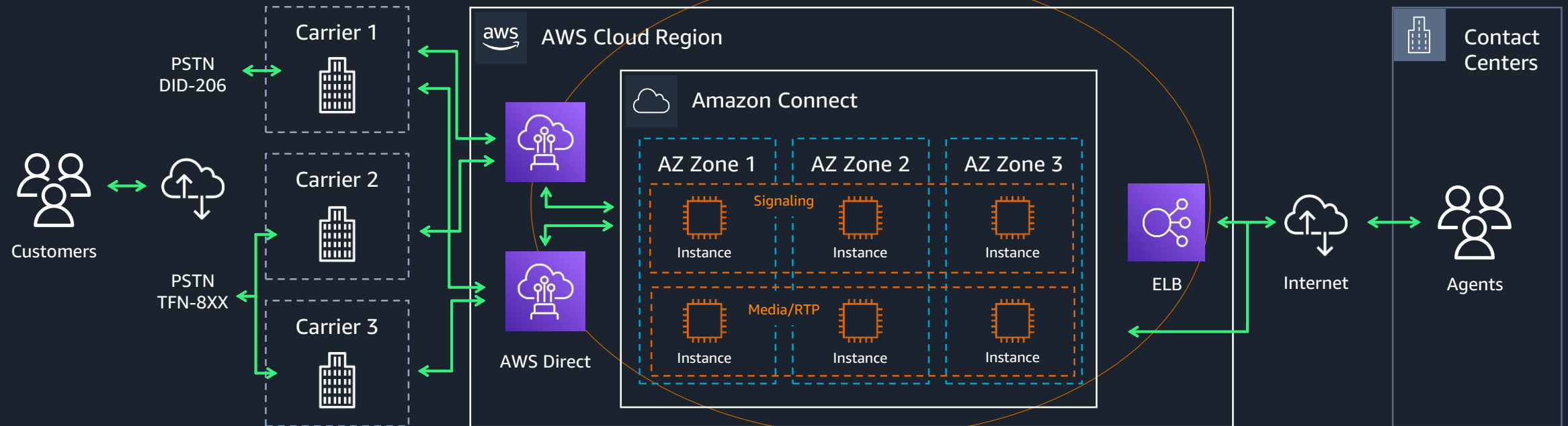
Amazon Web Services



# Amazon Connect - Telephony service

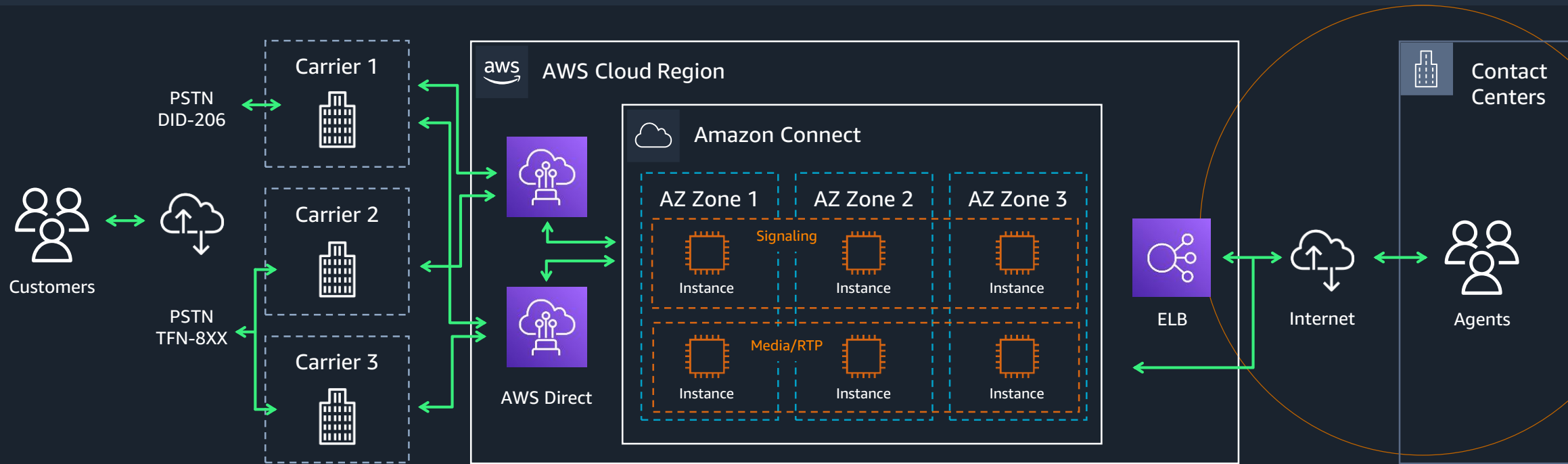


# Amazon Connect - Media and signaling applications





# Amazon Connect - Service for the agents





# Amazon Connect design considerations for resiliency

# Contact Flows



Use a Modular Approach  
Make them Dynamic  
Enable logging  
Callbacks enabled

# Routing

- Path to service
- Offer Self-service
- Queue overflows
- Routing flags

# Change management

Make use of **Aliases** for AWS Lambda and Amazon Lex. You can then quickly flip a contact flow to point at the appropriate Alias and not risk a change in your functions or bots having broad impact

**Test and validate** changes in a pre-production environment

Some customers use a separate Amazon Connect instance in their account and rely on contact flow import/export to **promote** to their production instance

Others **build** in the same instance but **operate** in a mode where changes are made to a non-production flow and once happy with the result, a master flow begins transferring volume to new flow. (This can be dialed up slowly by percentage of calls.)





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Clearly document the failover process and the steps to follow along with dependencies and pre-requisites as well as owners identified. Have a **centralized place** (e.g., SharePoint etc.) to house the process artifacts

# Standardize agent desktops

CONSIDER APPSTREAM TO ONBOARD REMOTE AGENTS QUICKLY



Remove any monitoring/diagnostic software from workstations that could interfere with WebRTC traffic

Have agents run Connect on supported browsers

Provide agents with wired USB headsets for use with Connect

Configure agent workstations with wired ethernet connections for internet connectivity

Antivirus software can monitor packets, protocols, and websites—and block these. Please review our networking guide ensure that the antivirus software is not blocking any domains, IP addresses, Ports or protocols

VPN software can restrict traffic on ports required by Connect to run. Review the networking guide and ensure no ports/URLs and IP Ranges are blocked locally



# Meet Octank Benefits



# Meet Octank Benefits

## Mission

Provide best in class benefits through innovative health care policies and strategies.

## Vision

Demonstrate leadership across the nation providing high value care and service.

Transform and innovate in the health care benefits.

Expand regional presence with high value services.

## Values

Provide benefits such as FSA, Retirement, Life, and Dependent Care.

Strong ethics, fiscal responsibility and team work.

Leverage technology to simplify customer experience.

## Technology

- Contact center capacity scales automatically during the peak enrollment periods.
- Providing the best customer experience with Amazon Connect without increasing Agent count.
- Continuous improvement with technology innovation.
- Services exercised quarterly for business continuity with strict RTO and RPO goals.

# Architecture Principles in Octank's Amazon Connect Implementation At a glance

## Operation Excellence

Region selection.

Carrier diversity.

Network and desktop hardware.

Playbooks for operational events.

Centralized collection of metrics for monitoring.

Review and adjust service quotas regularly.

## Security

Strong identify solution with Single Sign-On (SSO).

Protection of data in transit and rest.

IAM roles, permissions, policies restricting access to data and services

## Reliability

As resiliency is handled as part of the service, there are no reliability practices unique to Amazon Connect beyond of what is covered in Operational Excellence

# Architecture Principles in Octank's Amazon Connect Implementation

## Cost Optimization

Region selection

Callbacks

Storage

Self-service

Redirect voice contacts to chat

## Performance Efficiency

Architectural design

Contact flow design

Agent enablement

Integration with other AWS Services

Testing

## Sustainability

Adopt development and testing methods

Minimize data movement across networks

Implement a data classification policy

Optimize impact on customer devices

# Demo Showcase

Lets walk through a couple of scenarios with our customer

Octank Benefits and the customer experience contacting the service center



# Demo

# Meet Octank's Customer

- John Doe
  - Recently enrolled in FSA and Retirement benefits
  - Regularly calls to check on balance or with benefits questions
  - Most of the calls are self-served, sometimes the call is routed to a benefits advisor



# Scenario - A

- John Doe calls in Octank Customer Service
  - Checks FSA balance
  - Also needs clarification on a recent claim Dependent care (Daycare)

# What did we see? – Scenario – A

- John Doe was able to
  - Check the balance on his FSA account
  - Receive an update from Octank on a recent claim
  - And was given an option to speak to a benefits advisor



# Octank's Resiliency Testing and Business Continuity

- Octank adheres to strict standards to provide best in class customer service.
  - Standards include data security, user experience, and resiliency
  - For resiliency a Business Continuity Plan (BCP) is validated quarterly

## Scenario - B

- John Doe calls back Octank
  - This time – he is greeted with different options to get support
    - Chat | Octank Website FAQ

## What did we see? Scenario - B

- Octank had initiated a BCP validation
- John was able to get support during the validation and provided alternate options
- Octank continued to maintain the high standards for service

# Call to Action

- What did we learn from the session?
  - ✓ Key Design Considerations for Amazon Connect
  - ✓ Well Architected Pillar considerations for Amazon Connect
  - ✓ A Demo walk through of a customer experience
- Have more questions on how to implement Amazon Connect
  - Follow this [link](#) to contact us.



# Thank you!

Questions?