



# Put your customers first and resolve issues fast

The #1 CRM powered by the fastest growing contact center

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# Strengthen your customers' brand experience

Contact center interactions significantly impact your customers' brand experience. When a customer reaches out to you with questions, your ability to understand and resolve the issue quickly has long-term repercussions on the relationship.

## Empower your agents to be human

Contact center agents field calls from customers on many things, which requires them to have a 360-degree picture of the customer's history and brand experiences. Up until now, agents have been responsible for building that picture for themselves - piecing together data from internal systems, applications, and databases that house files, forms, and policies - all while in the midst of conducting the call.

But that's not a human job anymore. There are too many moving parts to juggle when a quick turnaround is expected.

The global strategic partnership between AWS and Salesforce combines the broadest and deepest set of machine learning services with the world's #1 Customer Relationship Management (CRM) system together to empower your agents to focus their full attention on providing customer service. Now your customer service team can take advantage of AI-enabled systems that work together to seamlessly route calls, surface relevant information, and put answers at your agent's fingertips.

## A partnership for personalization

Customers use an average of 10 channels to communicate with companies, and they expect a personalized experience across them all. Using the seamless integration between Salesforce Service Cloud and Amazon Connect, your agents can deliver a connected experience and resolve issues in record time.

## Your fastest path from idea to impact



Amazon Connect



service cloud

# Resolve issues faster with smart, seamless agent experiences

Amazon Connect and Salesforce Service Cloud work together seamlessly, bringing phone, digital channels, and CRM data into a single unified console. Customer Service Agents get a full-power command center experience where they can manage customer data and interaction histories as well as deliver service across channels including email, chat, messaging, and phone. The AI-enabled solutions work together to expedite agents in resolving issues for your customers.

By using Amazon Connect and Salesforce services together, you can:

- **Set up quickly and scale to support millions of customers**
- **Innovate with AI-enabled capabilities**
- **Save money with cost effective, pay-as-you-go pricing**

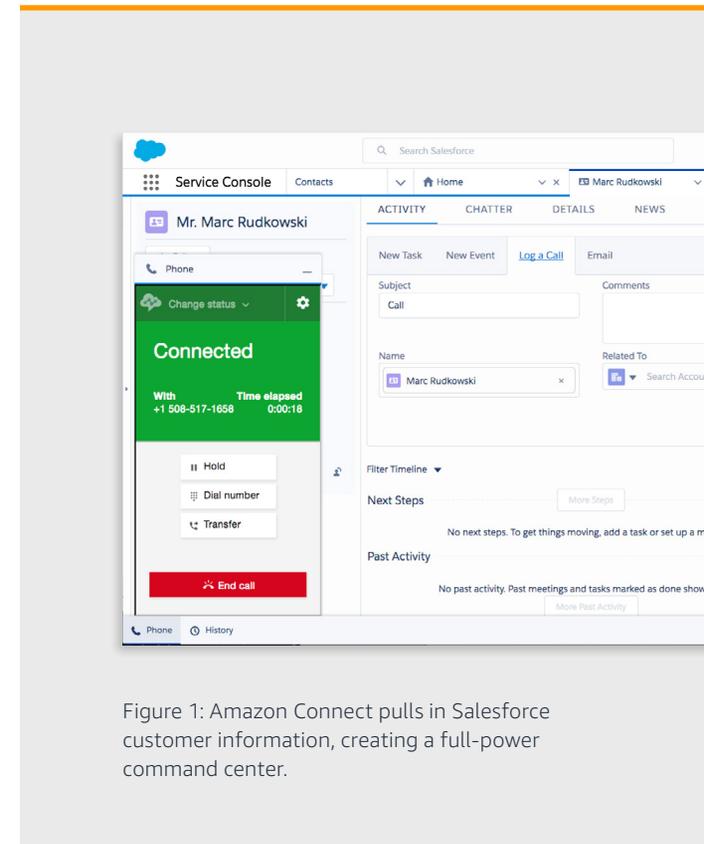


Figure 1: Amazon Connect pulls in Salesforce customer information, creating a full-power command center.



# Set up quickly and scale to support millions of customers

Amazon Connect can be set up and integrated with your existing Salesforce environment in a matter of clicks, providing an intelligent and responsive contact center that maximizes the value of your CRM.

Roll out what you need on day one and easily scale as you grow, without expensive fixed costs. Amazon Connect supports millions of customers and makes innovation easy. Its graphical interface allows non-technical managers to design and modify contact flows for both phone and chat and manage agents in real time. You can use the built-in performance metrics and dashboards to identify opportunities where it might be beneficial to adjust the flow, propose new solutions, or coach agents.

Amazon Connect includes voice, chat, analytics, chatbots, AI and ML capabilities to route calls appropriately and resolve issues faster.

## Take advantage of AWS innovation



Omnichannel support for chat, SMS, email, and voice



Out-of-the-box machine learning (ML) capabilities



Speech analytics and sentiment analysis from every contact



Automated self-service for natural language understanding (NLU)

# Innovate with AI-powered capabilities

AI capabilities of Amazon Connect and Salesforce help boost your team's productivity and customer experience.

You can leverage ML and AI to quickly understand and anticipate the customer's issue. Based on speech-to-text analytics, keyword searches, and sentiment, the integrated systems can pull relevant resources, such as user manuals or previous contact history, and make them available to the agent. This helps expedite the call resolution and empowers agents to focus on providing excellent customer service instead of navigating multiple systems.

AI capabilities can be used to suggest next-best steps for your agent including cross-sell and up-sell opportunities, relevant programs, or offers. In this case, AWS AI transcribes the call recording in real time, identifies keywords, and plugs them into Salesforce Service Cloud. Then Salesforce Einstein searches for knowledge articles, recommendations, and surfaces next best actions.

Contact Lens for Amazon Connect can also be used to understand customer sentiment. At the end of the call, this information creates a valuable log that allows you to gauge success of the call flows and the agent's service.

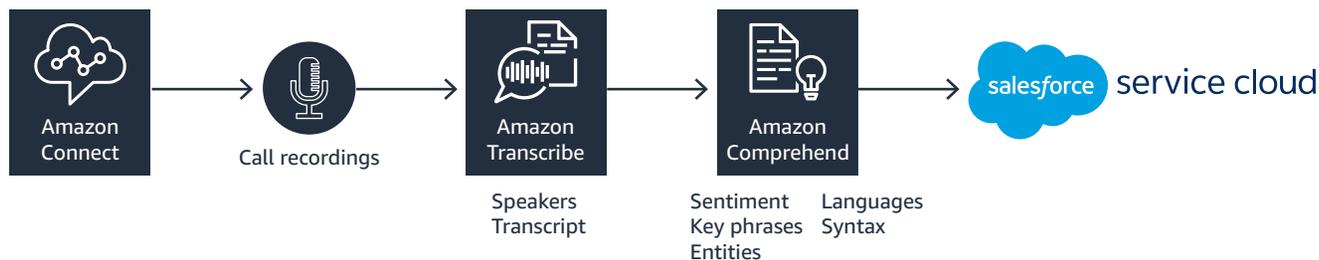


Figure 2: Support for transcribing recordings and injecting analysis into case activity for agents

## Power your interactions with the same technology that powers Alexa

Take the customer experience even further with built in AI and Natural Language Understanding (NLU)—Amazon Lex technology.

# Save money with cost effective, pay-as-you go pricing

With Amazon Connect, you only pay for what you use. There is no minimum monthly fee, no long-term commitment required, no upfront licensing charge, and pricing is not based on peak capacity, agent seats, or maintenance. Furthermore, by empowering each agent to resolve issues faster, you enable them to effectively field more calls in the same amount of time, improving efficiency.

The Amazon Connect CTI Adapter for Salesforce provides a pre-packaged solution that enables customers of any size to get up and running fast and without hiring professional services for set up and ongoing management.



**Save up to 80%**  
compared to traditional contact center solutions

# John Hancock cuts customer wait time in half with Amazon Connect and Salesforce

## Challenge

John Hancock struggled to make it easy for its insurance customers to quickly get on the phone with the right agent. It took on average two minutes for customers to make it through an inflexible, impersonal, legacy contact center system.

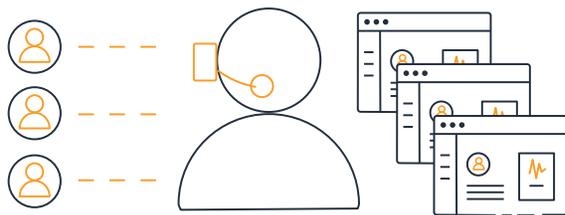
## Solution

Using Amazon Connect and Salesforce, John Hancock customers are routed quickly to the right agent, who is equipped with all relevant context. Managers have access to insights from John Hancock's call data due to real-time transcription and sentiment analysis.

## Results

Thanks to a more personalized level of service, call center NPS increased by 80%, the time customers spent in the IVR decreased by 50%, and employee engagement scores increased.

Read more about [John Hancock's story](#).



# Get started today with Amazon Connect and Salesforce

## Salesforce Care remote work offer

AWS and Salesforce are offering free Salesforce Service Cloud licenses and Amazon Connect credits and services to organizations impacted by the COVID-19 pandemic.

Amazon Connect credits are available for Salesforce Care employee and customer support customers new to Amazon Connect. Existing Amazon Connect customers can contact their [AWS Account Representative](#) with questions. Apply [here](#).



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[https://aws.amazon.com/contact-us/?nc2=h\\_header](https://aws.amazon.com/contact-us/?nc2=h_header)



## Download the Amazon Connect Integration adapter >

<https://appexchange.salesforce.com/appxListingDetail?listingId=a0N3A00000EJH4yUAH>

## Coming soon

Service Cloud Voice delivers an even more seamless experience, deeper integration and on-call agent productivity tools.

[Learn more.](#)



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