



# Contact Center Days

## Operational excellence: Service from the heart

Alice Pope

VP – Device, Digital, and Alexa Support  
Amazon

# My role

Approximately 10K employees globally supporting customers located in 140+ countries

Software engineers, product and program managers, content and localization specialists, data scientists, researchers, and many more!

Associates, advanced technicians, team managers, group managers, operations managers, and site leaders



*Video about Amazon journey from books to diverse portfolio goes here*

# Amazon is guided by four principles



Customer obsession rather than competitor focus

Passion for invention

Commitment to operational excellence

Long-term thinking

# Our leadership principles

- Customer Obsession
- Ownership
- Invent and Simplify
- Are Right, A Lot
- Learn and Be Curious
- Hire and Develop the Best
- Insist on the Highest Standards
- Think Big
- Bias for Action
- Frugality
- Earn Trust
- Dive Deep
- Have Backbone; Disagree and Commit
- Deliver Results
- Strive to be Earth's Best Employer
- Success and Scale Bring Broad Responsibility

# Our culture regarding customers



**“We're not competitor obsessed, we're customer obsessed. We start with what the customer needs and we work backwards.”**

**- Jeff Bezos**

# Our culture regarding innovation

**“I think frugality drives innovation, just like other constraints do. One of the only ways to get out of a tight box is to invent your way out.”**

**- Jeff Bezos**



*Video about “Alexa Explains it All” launch plays here*  
<https://multimedia.cs.amazon.dev/video/alex-explains-it-all/index.html>



Worldwide Customer Service (WWCS) Mission  
*Prevent and solve problems, and delight our customers*



Device, Digital, and Alexa Support (D2AS) Vision  
*To be Earth's most trusted device and digital service provider*



D2AS North Star  
*Engage & Delight!*



Customer  
Experience



Employee  
Experience



Build  
For Scale



Nail  
The Plan



# Thank you!

Alice Pope

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