



AWS
**Amazon
Connect**

Anticipate customers' needs and resolve their issues faster and more efficiently with an AI/ML-powered, cloud-based contact center

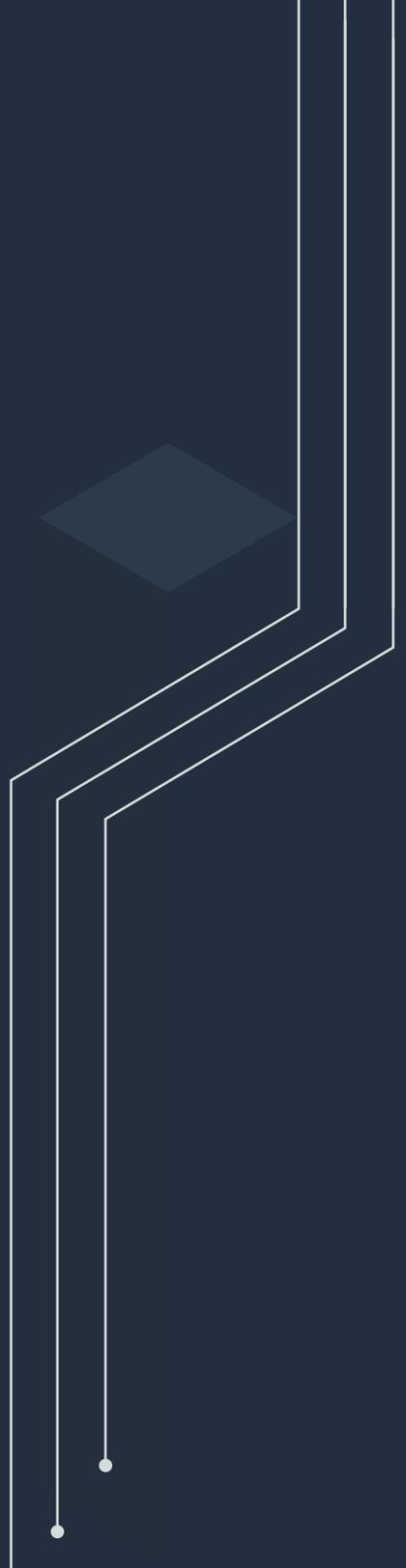
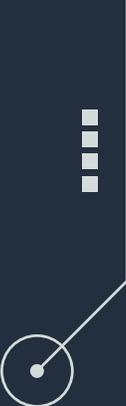


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The future is calling, don't put it on hold



Your contact center can make or break your customers' experience of your brand.



Do you ask customers to repeat themselves over and over as their call is triaged?



Is the customers' chat experience dramatically different from their voice experience?



Can customers quickly get personalized assistance, with or without involving an agent?

Many organizations today use a mix of technologies in their contact center—telephony, chat, other non-voice digital channels, specialized software (ex. CRM), hardware, and infrastructure—that have been knit together over time. On the business side, this means different providers to manage, operational inefficiencies to juggle, sunk costs that keep sinking, and physical limitations on where and how agents can work. On the end-customer side, it can mean a disjointed, impersonal, and deeply frustrating experience.

The cloud offers a whole new way to run your contact center that gives you fine-tuned control of your operations through powerful, easy-to-use interfaces. By leveraging the latest AI/ML services in conjunction with your contact center platform, you can deliver faster, more proactive and more highly personalized customer service experiences, while simultaneously reducing Average Handling Times and improving customer satisfaction with these interactions. Furthermore, the cloud enables a much faster pace of innovation and automatic updates, ensuring your customer service infrastructure remains current and in step with the latest proven technologies.



The market for cloud-based contact centers is growing 76% YoY as organizations move off legacy systems.

Power your customers experiences with Amazon Connect



Amazon Connect is a contact center platform designed to provide your customers with the most satisfying and effective interactions possible.

The web-based platform, built on the Amazon Web Services (AWS) cloud, can be deployed in minutes, versus months, and accessed anywhere through an HTML5-compatible browser. By adding automation that leverages the technology powering Alexa, your Amazon Connect implementation can engage in customer conversations without the need to involve an agent. Similarly, by tracking customer sentiment through native real-time analytics, you can set triggers for activities like call escalations or personalized offers to handle specific scenarios where there is an upset customer.

Because Amazon Connect is a fully managed service, AWS engineers handle the infrastructure, software, and underlying technologies, and you get a user-friendly, graphical interface that controls voice and chat as one. Unlike on-premise solutions and even most cloud solutions, Amazon Connect has a consumption-based pricing model and costs significantly less than legacy systems, with no minimum monthly or annual fees, no long-term commitments, no setup fees, or upfront license charges—and it's all available through one provider unless you choose to integrate partner solutions.

Enhance your customer service and agent's productivity using Amazon Connect to:



Improve your team's productivity with an agile service that works anywhere



Resolve customer issues faster using an omnichannel approach



Anticipate customer needs by leveraging platform AI/ML intelligence

Improve your team's productivity with an agile service for agents anywhere

Open platform/easy integrations



Cut contact center dead weight and embrace the flexibility of the cloud. Amazon Connect enables you to serve your customers faster and improve your agents' productivity—from anywhere.

Amazon Connect provides the ultimate flexibility in how and where you run your contact center. Deploy and set-up your entire environment with clicks instead of code, choosing just voice, just chat, or both. The graphical callflow designer interface makes it easy to create, test, and modify flows that govern all customer interactions, while the built-in dashboards let you track agent productivity and change call routing in real time.

The pure cloud architecture of Amazon Connect scales in minutes to support tens of thousands of agents and millions of customers in response to planned or unplanned events, like tax season or hurricane warnings. It supports flexible workstyles and locations, requiring only a standard broadband internet connection and headsets for agents to take calls and chats from virtually anywhere.

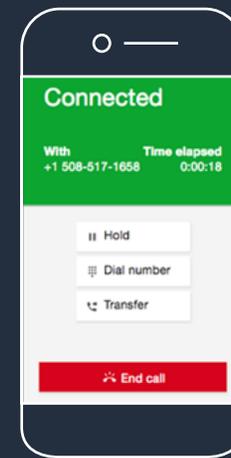
Out of the box, Amazon Connect provides real-time dashboards and historical reports for quick insights. You can also stream your records into a data warehouse and analyze the data using tools of choice, like Amazon QuickSight or Tableau.

Built as an open platform, Amazon Connect easily integrates with other systems in your contact center, such as customer relationship management (CRM), workforce optimization (WFO), or workforce management (WFM) systems to help maximize your existing investments and skillsets. Amazon Connect provides an API that allows you to embed your Contact Control Panel within many industry standard solutions, and home-grown applications. Many popular partner solutions are also offered as prepackaged integrations that embed the Contact Control Panel into their applications.

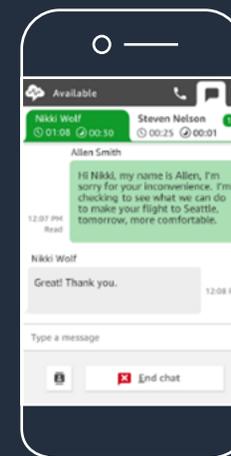
Resolve customer issues faster using an omnichannel approach

Designed from the ground up to be omnichannel, Amazon Connect provides a single experience for voice and chat—meaning that your agents do not have to learn multiple separate, siloed tools, and that your customers have consistent interactions across channels. Manage contact routing, queuing, and analytics for chat and voice, all in a single UI, and apply Skills-Based Routing to ensure customers are connected to the right agents at the right time however they enter the system.

Amazon Connect offers asynchronous chat, meaning your customer can return to a chat with your organization hours after initiating it, without losing previous context. Furthermore, every chat message is encrypted end-to-end using a customer's encryption key, allowing for innovative use cases, such as authenticated secure chat within mobile banking applications.



The contact control panel (CCP) is a web app that gives agents controls for handling calls and managing their status. It supports all the basic capabilities agents needs and runs entirely in a browser as a softphone – no desk phone needed.



When you add chat capabilities to your contact flows, the CCP can include up to 5 concurrent chats per agent.

Anticipate customer needs by leveraging platform intelligence

Contact Lens for Amazon Connect



Advanced search



Detailed analytics & sentiment analysis



Automated contact categorization



Theme detection
(coming soon)



Supervisor assist
(coming soon)



Open and flexible data

Now available in preview

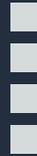
Deliver exceptional customer experiences that are natural, dynamic, and personalized using the built-in AI capabilities and integrations.

Amazon Connect is AI-enabled by default, allowing agents to immediately use AWS artificial intelligence (AI) and Machine Learning (ML) services to improve customer service. By applying AI to your contact flows, you can automate customer interactions, anticipate the resolution, address the issue, and disengage before the call even reaches an agent.

With Amazon LEX, automation and AI feel natural. Using speech-to-text and Natural Language Understanding (NLU), the same technology that powers Alexa, you can build conversational interfaces into any application. Conversations are transcribed in real time, and AI is applied to proactively offer customers resolution of their anticipated issues, even before the customers indicate what their issues are.

Contact Lens and Amazon Lex offer out-of-the-box options for integrating with Amazon Connect. Contact Lens is a set of machine learning capabilities that allows supervisors and QA managers to better understand the callers' sentiment, calling trends, and compliance risks for training purposes. Use Amazon Lex to make the handover between a chatbot and an agent perfectly seamless—without needing code. Amazon Lex also accelerates the building of complex conversational bots which can be created quickly and easily using AWS Lambda integration.

Say hello to your new contact center solution



Get started with Amazon Connect in your cloud contact center today and quickly leverage the intelligent, modern contact center approach with Skills-Based Routing, real-time and historical analytics, and AI-powered call sentiment analysis.



APN Consulting Partners have been designated as Amazon Connect Partners for validating best practices for Amazon Connect and ISV partners listed have all had their integrations reviewed by AWS solution architects. Learn more about these partners:

<https://aws.amazon.com/connect/partners/>



Have additional questions about Amazon Connect? Explore our FAQ:

<https://aws.amazon.com/connect/faqs/>



Learn about Amazon Connect pricing options:

<https://aws.amazon.com/connect/pricing/>



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