

# 4 Evaluation Essentials for Personalizing and Innovating Your Customer Service



How Small and Medium Businesses can Drive Proactive Customer Interactions using machine learning and AI-enabled Contact Centers





# Why do small and medium businesses need a contact center solution?

It has long been standard practice for businesses of all sizes to operate contact centers, thereby allowing customers to ask questions with a live agent that can provide feedback and troubleshoot issues in real time. However, as we move further into the 21st century, a single channel of contact is no longer enough to satisfy today's sophisticated digitally-minded consumer.

Customers who are used to an increased level of personalization expect to communicate with an organization through the channel of their choice, over the phone or through chat. In addition, they expect communication to be simple, fast and consistent. That's where a contact center can help.

However, for small and medium-sized businesses, setting up and operating a contact center, even on a small scale, can be complex and costly. It is often difficult to set up, configure and use the platform to fit the needs of the business. Once the contact center is operational, the business is typically stuck with the technology. Adding new features and optimizing workflows can take months, and this is if the company only uses a single system. Many businesses require multiple solutions to serve the needs of the business, which can add additional complexity.

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**“Anticipate customer needs and provide personalized customer experiences using the same contact center technology that powers Amazon’s retail business.”**

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Using a cloud-based contact center can help small businesses avoid many of the traditional contact center traps altogether. The future of cloud-based platforms allow for simplified setup and management, flexible scaling, out-of-the-box AI at a lower cost of operations. As more and more businesses are moving operations to the cloud, it pays to learn how your contact center could benefit.



# Why do small and medium businesses need a contact center solution?

## What is Amazon Connect?

Amazon Connect is an easy to use omnichannel cloud contact center that helps companies provide superior customer service at a lower cost. The service harnesses the same contact center technology that 70,000 Amazon customer service agents use across 32 countries to power millions of customer interactions.

Because no technical skills are required to implement Amazon Connect, it pairs well with small and medium-sized business owners who find themselves in a growth phase and want to seamlessly take their customer interactions to the next level. A self-service, drag and drop interface makes it easy to manage and it takes only minutes to set up your contact center. Managers can take advantage of easy-to-use tools for skills-based routing, real-time and historical analytics. This means Amazon Connect simplifies contact center operations and improves agent efficiency - all with pay-as-you-go pricing. There are no up-front payments or long-term commitments and no infrastructure to manage.

Since Amazon Connect was built on the cloud, as your small business grows, so can your contact center. All with the reliability of AWS. Machine learning and AI capabilities that were previously unavailable for SMBs come AI-enabled by default, allowing managers and agents to immediately use AWS AI services with Amazon Connect to automate interactions and improve customer service.



## 4 Evaluation Essentials

Implementing a cloud-based contact center solution can help a business realize significant capital and operational savings. For business owners thinking about using these services, there are four essential considerations to begin the process.

**1 | Technology evaluation.** Every organization's contact center will ultimately depend on its specific customers, its existing capabilities and its current technology environment. Amazon Connect is self-service and companies can try it out for free (see below). That's useful for evaluating a company's needs and finding out how the product integrates with existing technology. Amazon Connect requires WebRTC (Real-Time Communications), an open platform technology that is supported by Google Chrome and Mozilla Firefox browsers.

**2 | Proof of concept.** An AWS Solutions Architect can help a business test the service's features for a proof of concept. It's a good idea to involve a company's in-house telephony team, which can take part in the process after just a few hours of training and experimentation.

The [AWS Free Tier](#) allows a business to try Amazon Connect without charge for 30 minutes a month. After call flow capabilities are replicated, the trial period can be used to experiment with features like the Amazon Lex chatbot, which allows callers to perform tasks like changing a password, requesting an account balance, or scheduling an appointment without talking to an agent.

**3 | Third-party integration.** Amazon Connect is an open platform, which means integrating AWS services or third-party systems such as CRM or Anti-fraud software is an option. For example, Amazon S3 can store call recordings, which Amazon Transcribe can convert to text based on channels. Amazon Comprehend can then run sentiment analysis of the transcripts. AWS analytics services such as Amazon Athena can analyze contact data in seconds, using standard queries. And AWS Lambda serverless technology can trigger workflows and provide task-based prompts to help customer service representatives adapt to customer needs. Businesses can also work with AWS consulting and technology partners to integrate other services with Amazon Connect. This includes sales and service (CRM), messaging, unified communications, mapping, location, workforce management, fraud detection and speech analytics and sentiment analysis services.



## 4 Evaluation Essentials

### 4 | **Artificial intelligence and machine learning optimization.**

Amazon Connect is AI-enabled by default, allowing agents to immediately use AWS AI services with Amazon Connect to automate interactions and improve customer service. This allows small and medium sized businesses to do more with less resources. Amazon Connect has natural text-to-speech built-in so you can create personalized messages in real-time and with Amazon Lex. This is an Amazon service that builds conversational interfaces into any application with speech-to-text and Natural Language Understanding (NLU). You can use the same powerful technology that powers Alexa across voice and chat, helping to ease the hand-off between agents with the context of the conversation. Amazon Connect also leverages AI to transcribe calls and show caller sentiment in real-time, and then mine your customer engagement data to surface insights and spot trends.

Contact Lens for Amazon Connect is a set of machine learning (ML) capabilities integrated into Amazon Connect. With Contact Lens for Amazon Connect, contact center supervisors can better understand the sentiment, trends, and compliance risks of customer conversations to effectively train agents, replicate successful interactions, and identify crucial company and product feedback.



## What customers are saying

*“Save up to 80% over traditional contact center solutions”*

“We evaluated Amazon Connect and moved our entire contact center in just under six weeks. Since then, we’ve been impressed with the results. Our clinical contact center staff utilization has increased by 12%, and we have decreased our costs by 80.5% due to the consumption-based pricing of Amazon Connect. It also takes less human capital to maintain Amazon Connect, and that has resulted in a 67% reduction in management and engineering spend. Moving to Amazon Connect has dramatically impacted our business. We’ve eliminated costs, improved productivity, and improved our margins.”

*Patrick Carter, Chief Medical Officer - ChartSpan*



*“Inspire customer loyalty and reduce handling time by 19%”*

“By using Amazon Connect with AWS Lambda, we are able to provide our agents with a customer’s booking and account information before they answer the call. This lets us reduce our handling time 19%, which is our biggest call-center cost. We’ve also reduced our total spend by 18% and we are looking to continuously add new features to help further maximize the positive customer experience of vacation planning.”

*Adam Zerlin, COO - DH Enterprise & Associates*





# How to get started with Amazon Connect

Setting up Amazon Connect is easy. With just a few clicks in the AWS Management Console, agents can begin taking calls within minutes.

## Get started with AWS & Amazon Connect



### Create your first contact center to start your proof of concept

With just a few clicks, it's easy to create your first Amazon Connect contact center and start testing your proof of concept. With the AWS Free Tier you can experiment with your first contact flows before paying anything. Watch the [getting started video](#) to learn how to create your first Amazon Connect contact center. [Get started with Amazon Connect.](#)



### Experiment with our simple to use contact flows

Traditional contact centers often times requires your administrator to work with a third party, and can take weeks to months to update routing or add new features. Using Amazon Connect's contact flows, you can define your contact center's customer experience in a simple to use, drag and drop interface. In Amazon Connect, you can easily integrate AI/ML features such as speech recognition with just a few clicks. Read our [contact center blog](#) to learn how to unlock the most out of your contact flows.



### Refine your Amazon Connect experience with partners

To refine the Amazon Connect experience, AWS has developed a robust list of technology and consulting partners that can help a business maximize and customize how they use the service. The consulting partners work with businesses to take advantage of machine learning, artificial intelligence, personalized interactions and self-service in the contact center through technical training. The technology partners can integrate their solutions into Amazon Connect to, for example, gather data on every call, which allows marketing teams and sales agents to personalize each customer's journey with a brand and fine-tune the sales funnel for the future. Visit our [partner page](#) to discover all of our partner integrations.



# How to get started with Amazon Connect

## Amazon Connect Partners

### VoiceFoundry >

Voicefoundry offers migration services from legacy on-premise or cloud based platforms, Amazon Lex and Polly development for automated customer experiences and end to end managed and support services.



**VoiceFoundry** [Learn more>](#)

### Symbee Connect >

Symbee provides customer engagement solutions that offer consulting, design, build, implementation and to supporting customers in migrating solutions or building new ones. When deployed with Amazon Connect, Symbee's software supports voice, callback, preview dial, email, WebChat, SMS (text), social messaging and OmniChannel reporting.



[Learn more>](#)

### USAN >

USAN is an Amazon Connect consulting partner that offers design, integration and implementation services. When integrated with Amazon Connect, USAN provides visual IVR and an omnichannel orchestration platform to help you deploy a successful contact center.



[Learn more>](#)

[Learn more about Amazon Connect >](#)