



Amazon Connect

Accelerate customer experience
(CX) innovation with Amazon's
native cloud contact center

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Agenda

- Amazon Connect Overview
- Contact Lens
- Amazon Q in Connect



Amazon Connect

One application. One seamless experience.

TENS OF THOUSANDS
OF CUSTOMERS

MORE THAN 10 MILLION CONTACT
CENTER INTERACTIONS A DAY

USED BY +100,000 AMAZON
CUSTOMER SERVICE ASSOCIATES

Amazon Connect differentiators



ACCELERATE CX INNOVATION WITH AMAZON'S NATIVE CLOUD CONTACT CENTER

Deliver **dynamic and personal** automated customer experiences **across all channels**



Make real world impact with **AI at the heart** of every interaction

Accelerate your innovation using **simple, self-service UI**



Scale to tens of thousands of agents



Drive continuous optimization with **native analytics and insights**

Pay only for what you use

Globally redundant telephony +30 providers, +85 inbound, and +230 outbound countries

Instant access to **+200 fully featured AWS services**

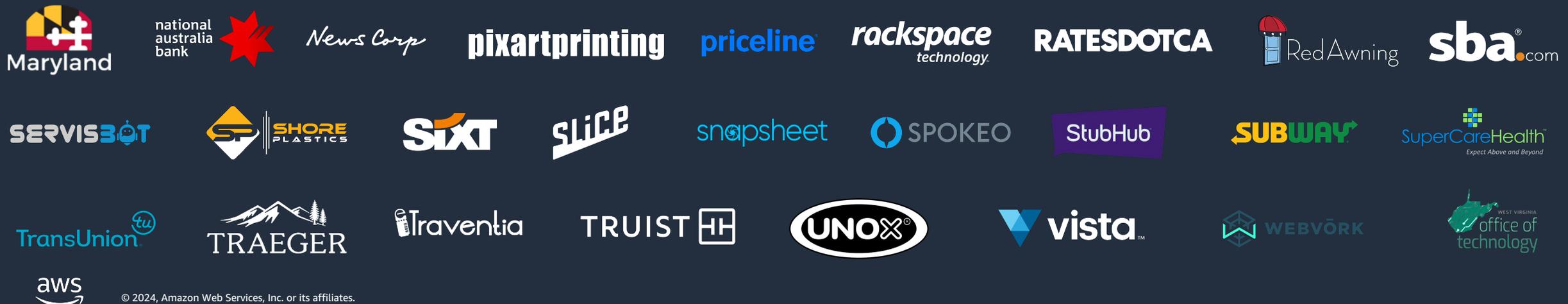
app built by



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Amazon Connect has **tens of thousands of customers** supporting more than **10 million contact center interactions a day**



THE FORRESTER WAVE™

Contact Center As A Service

Q1 2023



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AWS recognized as a Leader in 2023 Forrester Wave for CCaaS



AWS recognized as a Leader in 2023 Gartner MQ for CCaaS

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Built from the ground up to accelerate your CX innovation

TAKE CONTROL OF AN ENTERPRISE GRADE CONTACT CENTER WITH JUST A FEW CLICKS



Self-service

Take control from day one and make changes fast

- Get started in 5 minutes, with an enterprise grade contact center and global telephony
- Powerful UI and API lets you make changes instantly
- Test, dial up, and deploy features at will, only paying for what you use
- Iterate on demand with built in A/B testing

True omnichannel

Unify your experiences and maximize people

- Configure a customer journey and deploy across all channels instantly—no duplicate effort
- One automation engine (e.g., IVR, Chatbot, tasks)
- One agent experience
- One routing & skills engine
- One data, analytics, and optimization engine

Native data and AI

Drive real world results

- Access data in one place with no walled gardens: your data is your data
- AI conversational and real time journey analytics
- AI-driven agent and manager assist
- AI-driven quality management, forecasting, and agent scheduling

One vendor solution

Enable solutions with clicks not integrations—native, not cobbled together

- Agent optimization suite
- Customer profiles
- Case management
- Tasks to track all agent and back-office work
- Proactive outbound
- Voice authentication

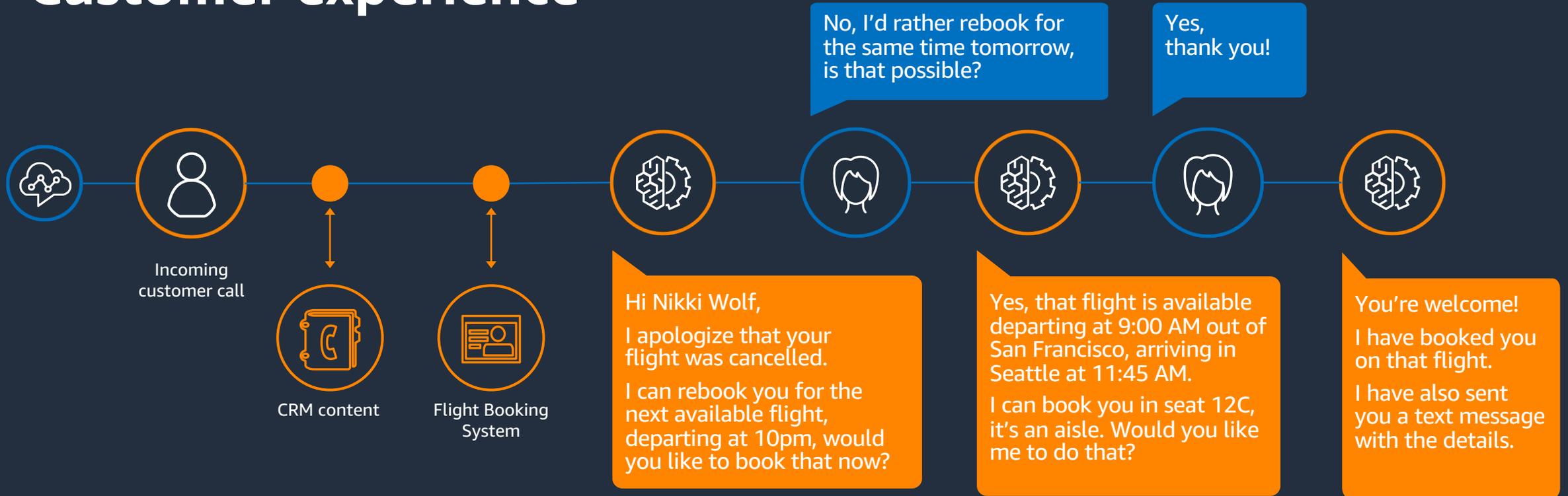
Flows

Powerful IVR, chatbot, agent and task automation

- One flow language, drag-and-drop editor, and engine for all channels
- Native Natural Language understanding
- Agent step-by-step guides
- Flow analytics to optimize and iterate
- Reusable modules, versioning, and change control



Customer experience



PERSONAL

Amazon Connect Flows adapt on a per customer basis

DYNAMIC

Answer customer questions before they are even asked

NATURAL

Amazon Connect chatbots use the same technology that powers Alexa

OMNICHANNEL

Amazon Connect SMS provides assistance on channel of choice

app built by



Agent experience

AMAZON CONNECT AGENT WORKSPACE



The screenshot displays the Amazon Connect Agent Workspace interface. On the left, a chat window shows a conversation between a Virtual Assistant and an agent named Nikki Wolf. The chat history includes messages about confirming a one-time password, processing a credit limit increase, and a notice about travel expenses. The agent has just joined the chat.

The main workspace area is titled "Nikki may need assistance with...". It features several key cards:

- New case - transaction declined:** Case XYZ1234567, Declined charge of \$550 at Example Corp on 11/28/23.
- Next payment due on 12/22/23:** Make payment, 3 open accounts.
- Fraud activity - transaction declined:** Summary: Silver card was declined for a charge of \$550 at Example Corp Travel on 11/28/23. The customer has been contacted to review this activity.

The "Fraud activity - transaction declined" card contains a detailed summary table:

Reference ID XYZ1234567	Customer name Nikki Wolf	Contact email nikki_wolf@example.com
Creation date November 28, 2023	Last updated November 28, 2023	Contact phone 1 212-555-5400
Assigned queue Transaction Support	Assigned user John Stiles	Account number 233455
Card currently locked Yes	Date of transaction November 28, 2023	Tenure of membership 10 years 3 months
Transaction amount \$550	Vendor of transaction Example Corp Travel	Case status Open

Below the table are buttons for "Close case", "Add task", "Edit case", and "Go to case details".

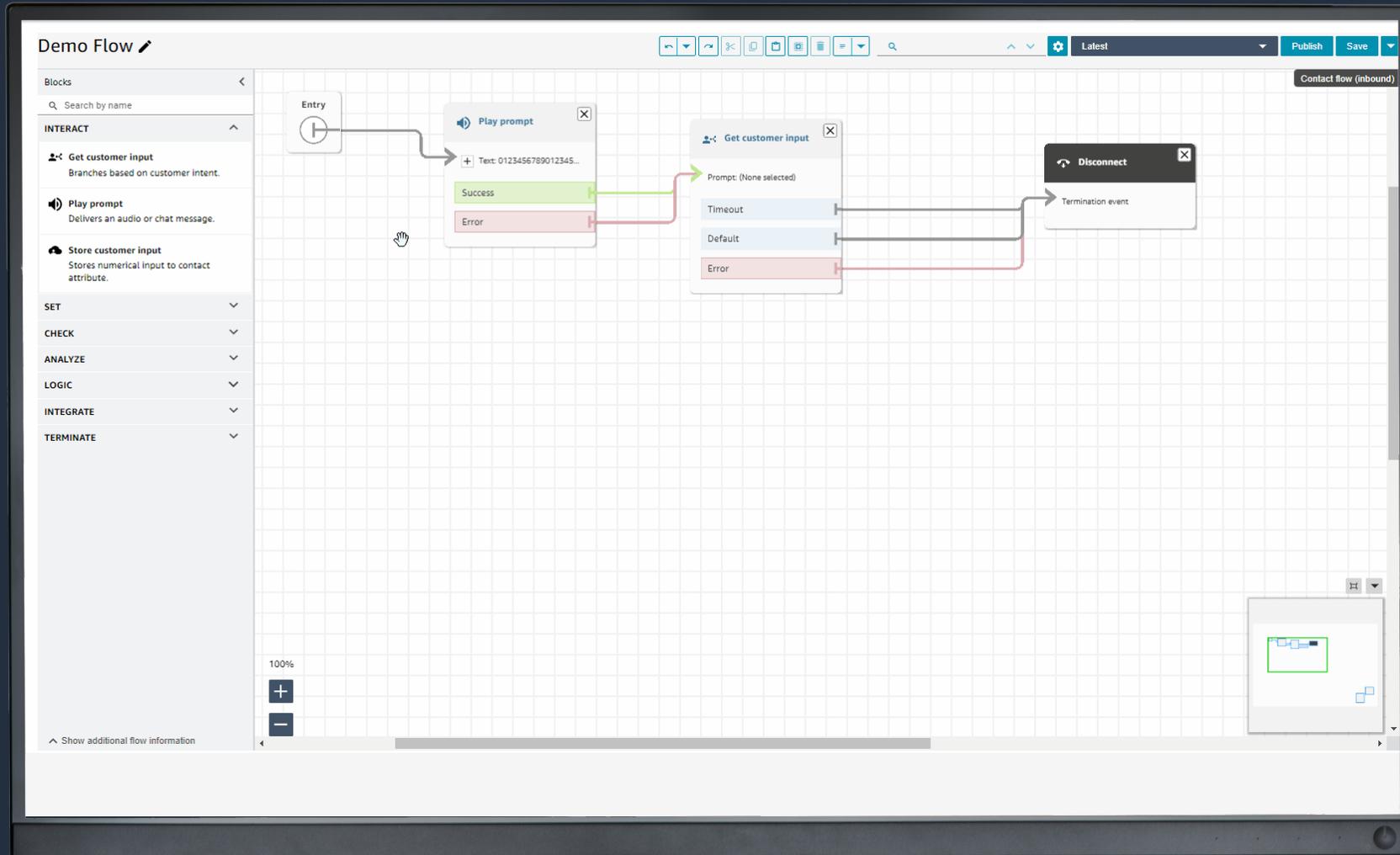
At the bottom of the workspace, there are two more cards:

- Security - Unlock Card:** Initiate the card unlock process.
- Offers - Apply for a new credit card:** Nikki is currently eligible for the Platinum Travel Card.

The right sidebar contains a search bar for "Search Amazon Q" and a chat window for "Amazon Q" with the message: "I am Amazon Q, your AI assistant! As I listen to the conversation I will provide suggestions."

Administrator experience

WORKFLOW BUILDER, OMNICHANNEL & SKILLS-BASED ROUTING, RULES ENGINE, AND MORE



app built by



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Pay-as-you-go makes innovation work for you



FREEDOM TO RAPIDLY EXPERIMENT AND SCALE UP AND DOWN



No required
upfront commitments



Elastic
scalability



Reduced
maintenance



Expand globally
at your pace



Instant
experimentation



Accelerated
innovation

app built by



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Contact Lens



Contact Lens for Amazon Connect

Out-of-the-box experience enabled contact centers and their staff to use the power of ML with just a few clicks



Advanced search



Detailed analytics and sentiment analysis



Automated contact categorization



call summarization



Real time supervisor alert



Sensitive data redaction

Use Case - Identify critical issues in real-time

Real-time metrics

Agents

Time range: trailing previous 2 hours

Agent login	Channels	Agents					Contacts				
		Activity	Duration	Agent hierarchy	Routing profile	Capacity	Active	Availability	State	Duration	Queue
loginname_a	All channels	On contact	01:15:01	US/ West/ Dept A	RP name A	3	1	0	-	-	-
	Voice						1	0	Connected	00:05:18	Queue name
	Escalation, Angry customer						0	0	-	-	-
loginname_b	Voice	On contact	00:02:32	US/ West/ Dept A	RP name B	1	1	0	Connected	00:04:39	Queue name
loginname_c	All channels	On contact	00:28:13	US/ West/ Dept A	RP name B	2	0	1	-	-	-
	Voice						0	0	Connected	-	-
	Chat						0	0	-	-	-
loginname_d	Chat total	On contact	00:24:01	US/ West/ Dept A	RP name A	2	2	0	-	-	-
	Chat						1	0	Connected	00:01:01	Queue name
	Chat						1	0	Connected	00:12:45	Queue name
loginname_e	All channels	On contact	00:13:30	US/ West/ Dept A	RP name C	2	2	0	-	-	-
	Voice						0	0	-	-	-
	Chat total						2	0	-	-	-
	Chat						1	0	Connected	00:11:56	Queue name
loginname_f	All channels	On contact	01:07:52	US/ West/ Dept A	RP name a	3	1	0	-	-	-
Voice							1	0	Connected	00:03:12	Queue name
Chat total							0	0	-	-	-

Rows per table: 30 1-32 of 100

New table

- Get alerted to real-time issues when a customer conversation matches your predefined rules
- Listen in or review live call transcript to decide whether a call transfer is needed

Use Case - Simplify call transfers

The screenshot displays a call transcript interface with the following sections:

- Contact Id**: A field for the contact's unique identifier.
- Channel**: A dropdown menu currently set to "Voice".
- Customer sentiment**: A progress bar showing a positive sentiment level, with a green segment indicating the current state.
- Categories**: A list of categories, with "Proper-Greeting" highlighted in a blue box.
- Transcript**: A section containing the call transcript. The agent's message is: "Hello. Thanks for calling XYZ Company. My name is John Doe. Let's start with your date of birth, and please verify your address for me please." The agent's name "Agent" and a timestamp "00:00" are visible next to the message. A green smiley face icon is positioned to the right of the message. The customer's name "Customer" and a timestamp "00:13" are visible at the bottom left of the transcript area.

- Pass call transcript containing customer sentiment, matched categories, and detected issue from one agent to another
- Reduce the need for customers to repeat themselves during call transfers

Use Case - Manage policy and regulatory compliance

When

A Contact Lens post-call analysis is available

If all of these conditions are met

Words or phrases - Exact match
Limit: 100 words or phrases total for the rule

Logic: Any of the following words or phrases were not mentioned during the first 30 seconds of the contact, where speaker is agent

Enter keywords or phrases. Comma separate multiples entries. Add

Keywords or phrases	
thank you for being a gold member	
thank you for being a valued customer	

- Track adherence to call scripts (e.g., greetings)
- Ensure regulatory requirements are being followed (e.g., disclaimers)

Use Case - Improve handling of sensitive customer data

```
{
  "ParticipantId" : "33333333",
  "Id" : "sssssssss-ssss-ssss-ssss-sssssssss",
  "Content": "My email id is [PII].", //This shows that the customer's email ID has been redacted.
  "BeginOffsetMillis" : 500,
  "EndOffsetMillis" : 945,
  "Sentiment" : "NEGATIVE",
  "LoudnessScore": [
    40.5,
    55.0,
    59.3
  ],
}
```

- Redact customer data such as names, addresses, credit card details, and social security numbers
- Hide sensitive information in the call transcript and silence it in the audio recording

Use Case - Find agent coaching opportunities

Contact search

The contact search page has a brand new experience. Now you can select your search timeframe by the hour. You can use multi-select for agent names, contact queues, contact flows, and more. Also, we've extended the time range of search from two weeks to eight weeks. The previous version of the contact search page is still available for a limited time. [Learn more.](#)

Filters Clear all

Time range Channel **All Channels** Add Filter

Contacts America/Los_Angeles

Contact ID	Channel	Initiation Timestamp	Queue	Agent	Recording/Transcript	Customer Phone Number	Disconnect Timestamp	Contact Duration
No results found. Please review your filter selection.								

Rows per page 25 < >

Agent

Contact ID

Contact category CL

Customer phone number

Disconnect reason

Initiation method

Interaction duration

Non-talk time CL

Queue

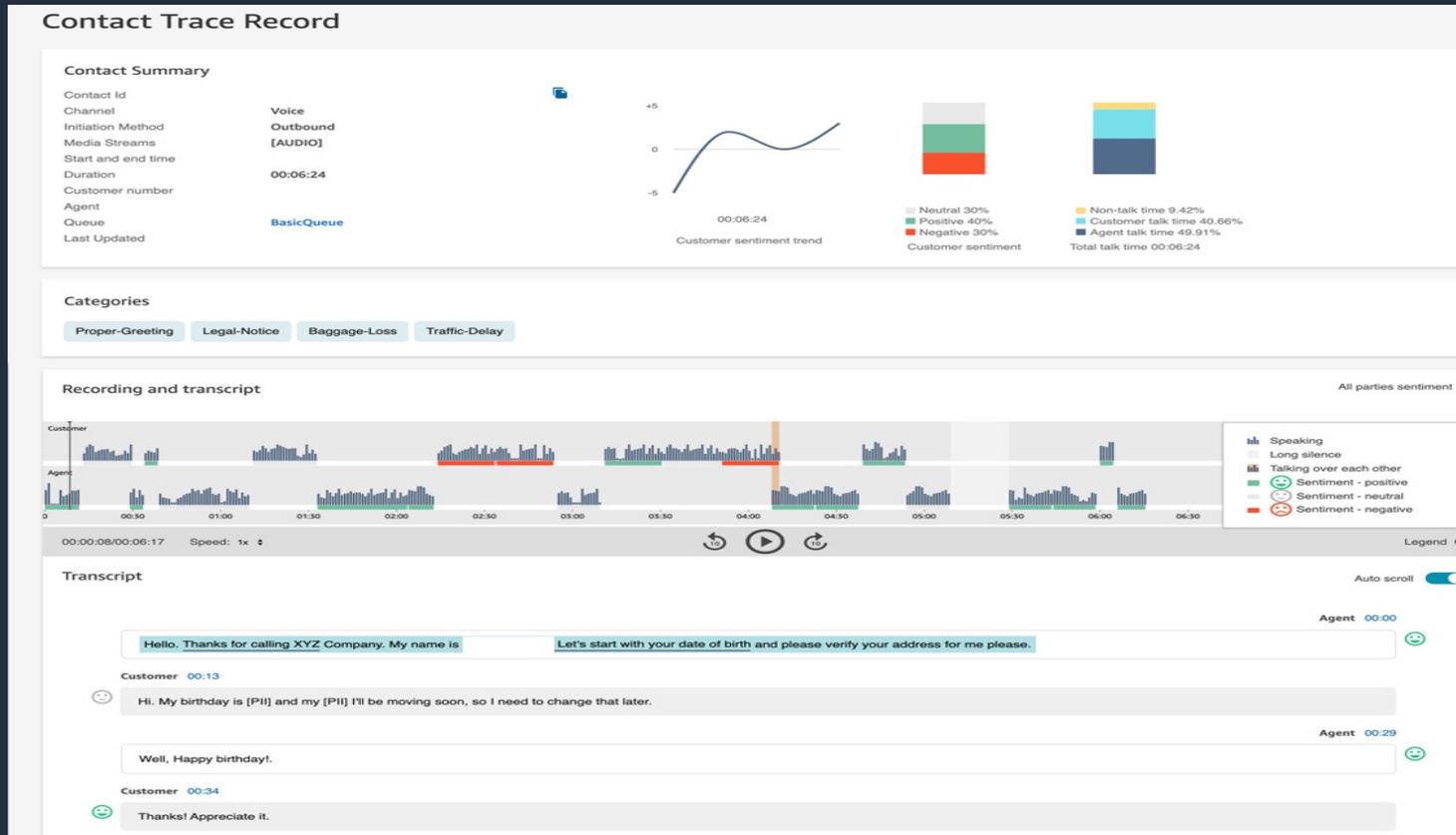
Sentiment Score CL

System phone number

Words or phrases CL

- Use the Contact Search page to find calls analyzed by Contact Lens
- Search by filters unique to Contact Lens such as words or phrases, contact category, sentiment score, and non-talk time

Use Case - Review call details



- Get sentiment for every conversation turn and over the length of the entire call
- See matched call categories, the breakdown of talk time between agent and customer, and any interruptions or silence

Use Case - Customize Vocabulary to improve accuracy

Name	Language	State
Test-██████	British English	Ready (default)
TestUpload	Scottish English	Ready

Context menu for 'TestUpload':

- Set as default
- Download
- Remove

- Expand and tailor the vocabulary of the speech-to-text engine in Contact Lens.
- Improve the accuracy of speech recognition for product names, brand names, and domain-specific terminology

This is the header. It is required.

sample-table-type-file (2) - Notepad

File Edit Format View Help

Phrase	IPA	SoundsLike	DisplayAs
Los-Angeles			Los Angeles
F.B.I.	ɛ f b i aɪ		FBI
Etienne		eh-tee-en	

Use Case - Get call summarization automatically

Recording and transcript

Customer

Agent:

0 30 1:00 1:30 2:00 2:30 3:00 3:30 4:00 4:30 5:00 5:30

1:50/7:43 Speed: 1x

Legend

Transcript

Show Transcript Summary Auto scroll

Customer 01:03 **Issue** Subscription plan 1/2

I.. uh.. I'm thinking of upgrading to your online subscription plan. I want to know more details.

Outcome Agent 02:22

Thank you. Based on your current plan I would recommend the online essentials plan that we have. That would be the best for you.

Action item Agent 11:03

Ok. Please keep an eye out for an email with a price quote. I will send it to you shortly.

- Identifies and labels key parts of the conversation
- Finds issue, outcome, and action item of a call
- Output available in Contact Lens JSON file

Pay-as-you-go Pricing

Pay only for what you use. No long-term commitments or minimum monthly fees

AWS Free Usage Tier

\$Free

Get started

Receive:
90 minutes per month

Contact Lens Pricing by AWS Region*

\$0.015/min

First 5 million minutes

\$0.0125/min

5 million+ minutes

AWS Regions:

US East (N. Virginia), US West (Oregon), Canada (Central), Europe (London), Europe (Frankfurt), Asia Pacific (Singapore), Asia Pacific (Sydney), Asia Pacific (Seoul), and Asia Pacific (Tokyo)

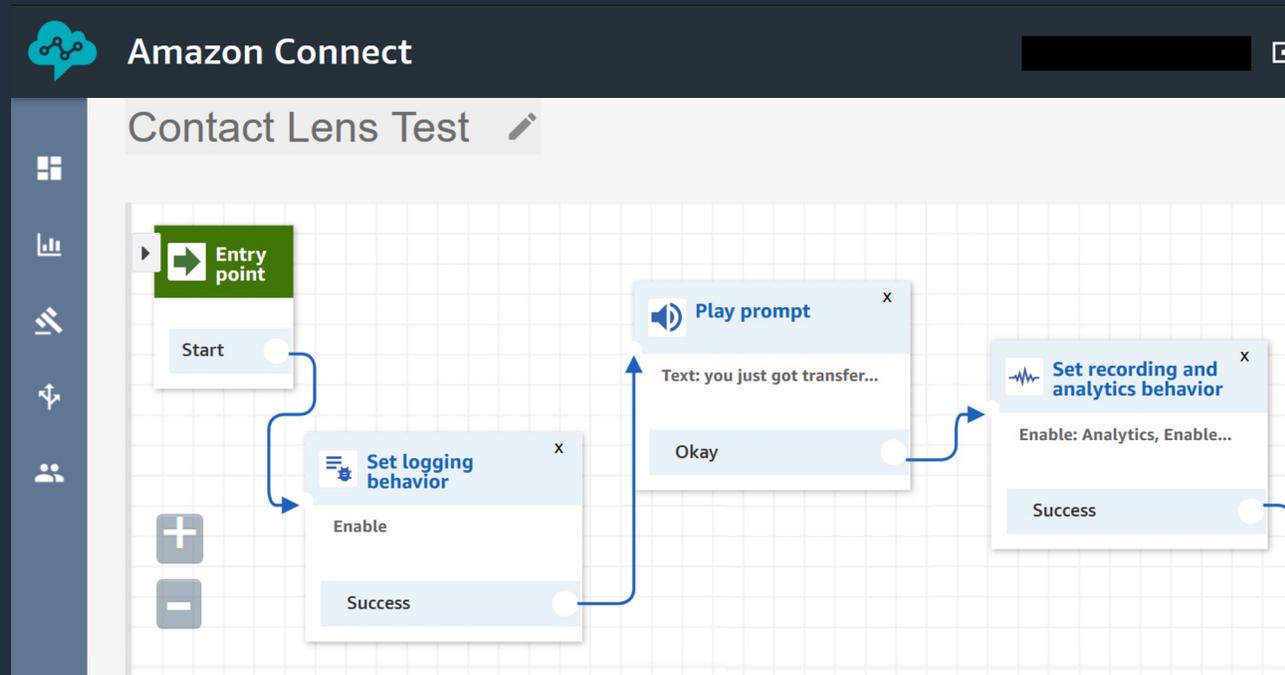
*Prices here are in USD and apply to instances hosted in US-based regions.
For other pricing, including outbound dialing rates, go to: <https://aws.amazon.com/connect/pricing/>



Getting Started – Contact Lens



Get started with Contact Lens



1

Use the drag-and-drop interface in Contact Flows

2

Add a **Set recording and analytics behavior** block to your contact flow

Get started with Contact Lens

The screenshot shows the Amazon Connect console interface. The main window displays a workflow titled 'Contact Lens Test' with an 'Entry point' and a 'Start' button. A 'Set logging behavior' dialog is open, showing 'Enable' and 'Success' options. A 'Play prompt' dialog is also visible, with the text 'Text: you just got transfer...' and an 'Okay' button. A modal dialog titled 'Set recording and analytics behavior' is overlaid on the screen, containing the following text:

Set recording and analytics behavior

Specify call recording behavior and configure Contact Lens speech analytics.

Call recording

Enables or disables call recording for the agent, customer, or both. Agent and customer call recordings are required to enable Contact Lens.

On

Agent and Customer

Buttons: Cancel, Save

3

Turn on call recording for both agent and customer

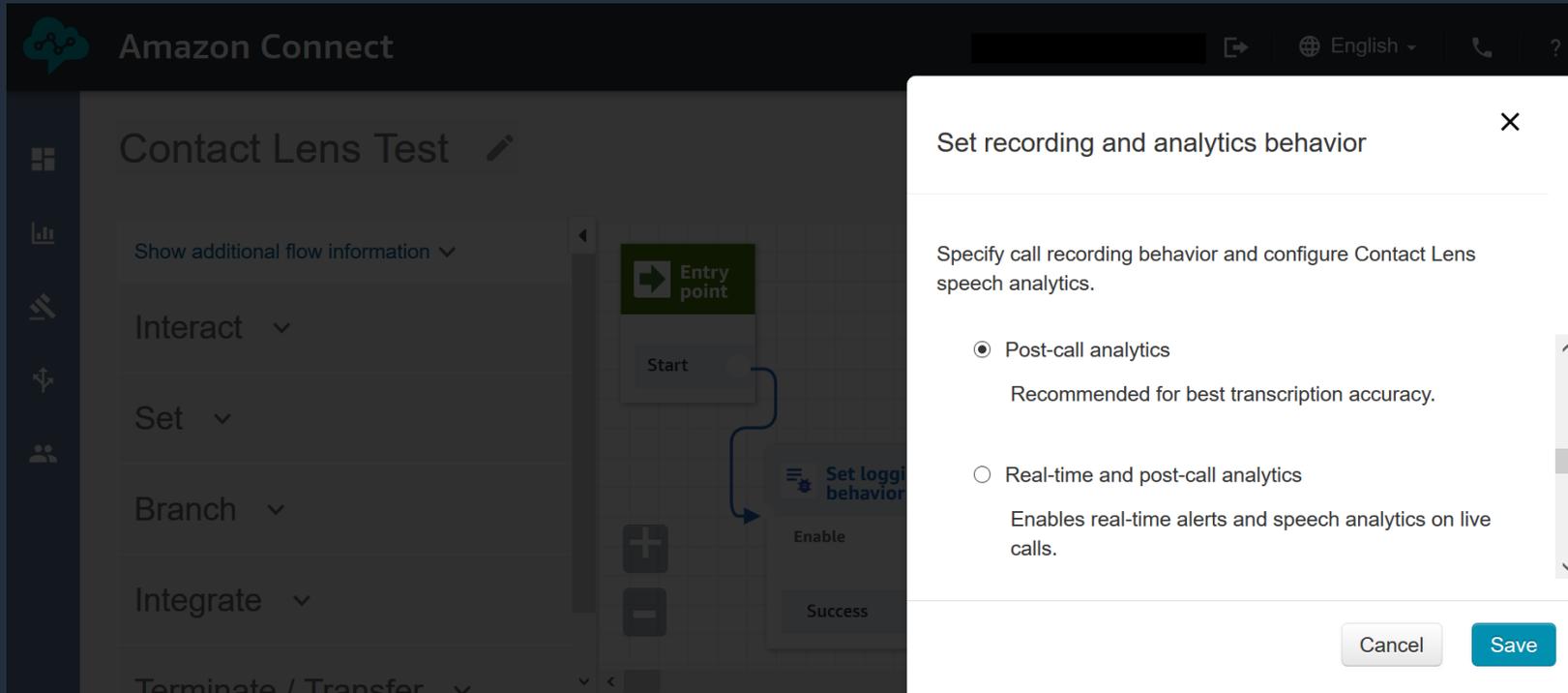
Get started with Contact Lens

The screenshot shows the Amazon Connect console interface. In the background, the 'Contact Lens Test' configuration page is visible, featuring an 'Entry point' block, a 'Start' button, and a 'Set logging behavior' block with 'Enable' and 'Success' options. A 'Play prompt' block is also present with the text 'you just got transfer...'. Overlaid on this is a modal dialog titled 'Set recording and analytics behavior'. The dialog contains the following text: 'Specify call recording behavior and configure Contact Lens speech analytics.' Below this is a checked checkbox labeled 'Enable Contact Lens for speech analytics.' A descriptive paragraph follows: 'Contact Lens provides ML-based speech analytics such as call transcript and sentiment to identify customer issues and trends. Use post-call analytics to get speech analysis for transcripts, sentiment, and other data, after customer interaction. Use real-time analytics to get access to transcripts and sentiment analysis during the customer interaction. [Learn more](#)'. At the bottom of the dialog are 'Cancel' and 'Save' buttons.

4

Select the **Enable Contact Lens for speech analytics** checkbox

Get started with Contact Lens



5

Choose between
Post-call analytics and
Real-time and post-call
analytics modes

Get started with Contact Lens

The screenshot shows the Amazon Connect console interface. At the top, the 'Amazon Connect' logo is visible. Below it, the 'Contact Lens Test' workflow is displayed, featuring an 'Entry point' block, a 'Start' block, a 'Set logging behavior' block (with 'Enable' and 'Success' options), and a 'Play prompt' block (with 'Text: you just got transfer...' and 'Okay' options). A modal dialog box titled 'Set recording and analytics behavior' is open in the foreground. The dialog contains the following text: 'Specify call recording behavior and configure Contact Lens speech analytics.' Under the 'Language' section, the 'Set manually' radio button is selected, and a dropdown menu shows 'English (United States)'. The 'Use attribute' radio button is unselected. At the bottom of the dialog are 'Cancel' and 'Save' buttons.

6

Select the language of the calls that are being analyzed

Get started with Contact Lens

The screenshot shows the Amazon Connect 'Contact Lens Test' interface. On the left, a workflow diagram includes an 'Entry point' box, a 'Start' box, and a 'Set logging behavior' box with 'Enable' and 'Success' options. A 'Play prompt' box is also visible with the text 'Text: you just got transfer...' and an 'Okay' button. A dialog box titled 'Set recording and analytics behavior' is open in the foreground. The dialog contains the following text: 'Specify call recording behavior and configure Contact Lens speech analytics.' Below this is a checked checkbox labeled 'Redact sensitive data'. A descriptive paragraph follows: 'Redact sensitive data, such as personal information, in the Contact Lens output file and get a redacted audio recording. Sensitive data redaction is applied after the call disconnects, and is currently available for certain languages only.' A blue link 'Learn more' is provided. At the bottom of the dialog are 'Cancel' and 'Save' buttons.

7

Finally, if you want to redact sensitive data from your call transcripts and audio recordings, select the **Redact sensitive data** checkbox

You are ready to use Contact Lens for Amazon Connect

View analyzed calls in Amazon Connect UI or use the JSON output file

Customize your experience outside of the Amazon Connect UI with Contact Lens' real-time streaming API

Get supervisor alerts outside of Amazon Connect's real-time metrics dashboard using Amazon Connect Tasks or Amazon EventBridge notifications

```
{
  "NextToken": "string",
  "Segments": [
    {
      "Categories": {
        "MatchedCategories": [ "string" ],
        "MatchedDetails": {
          "string" : {
            "PointsOfInterest": [
              {
                "BeginOffsetMillis": number,
                "EndOffsetMillis": number
              }
            ]
          }
        }
      }
    },
    "Transcript": {
      "BeginOffsetMillis": number,
      "Content": "string",
      "EndOffsetMillis": number,
      "Id": "string",
      "IssuesDetected": [
        {
          "CharacterOffsets": {
            "BeginOffsetChar": number,
            "EndOffsetChar": number
          }
        }
      ],
      "ParticipantId": "string",
      "ParticipantRole": "string",
      "Sentiment": "string"
    }
  ]
}
```

Contact Lens is built to deliver...



Better customer experience

- Solve customer issues in real-time
- Reduce wait times in call queues
- Track follow-up action items



Better agent experience

- Provide assistance when needed
- Highlight good customer experiences for training
- Reduce need for capturing notes



Better supervisor experience

- Minimize random sampling of calls to identify ones that need attention
- Identify bad customer experiences to rectify them and good customer experiences to replicate them
- Reduce the need to listen to call recordings or read full transcripts



Better business outcomes

- Decrease customer churn
- Handle sensitive customer data better
- Manage compliance and regulatory requirements
- Improve agent and supervisor retention rates

Amazon Q



Challenges in solving customer concerns



Identify customer concern



Ask qualifying questions



Search for solution across disparate sources



Knowledge management system

Customer-facing FAQ sites

Internal chats with colleagues



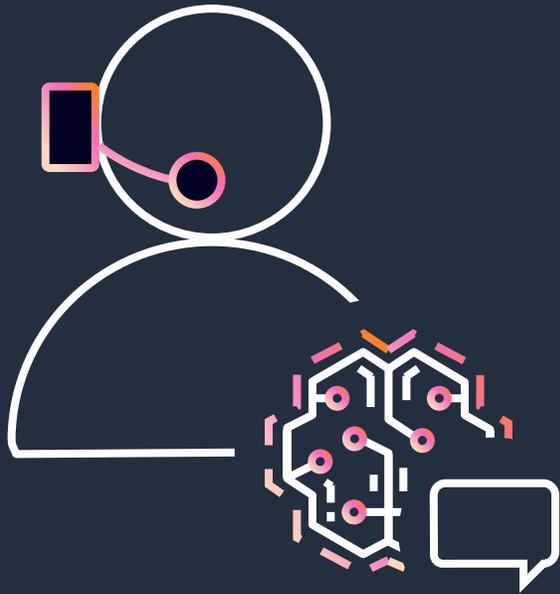
Take additional steps to resolve concern



End call without resolution

Transfer or escalate

Amazon Q in Connect uses generative AI to assist agents with recommended responses and actions



- Generate real-time responses that agents can deliver directly to customers, along with actions to take, based on context from the live conversation and relevant information from your company content (e.g., knowledge articles, FAQs, documents)
- Agents can also search across company content to receive specific recommendations, like actions to take
- Source knowledge articles and documents are displayed so agents can access more detail if needed

Generative AI-powered agent assist delivers suggested responses and actions

The screenshot displays the Amazon Q agent assist interface. On the left is a chat window with a customer named Nikki Wolf. The chat history shows the customer's initial inquiry about a declined transaction and a suggested response from the agent. The main dashboard, titled "Nikki may need assistance with...", provides several suggested actions: "New case - transaction declined", "Make payment", "Unlock Card", "Apply for a new credit card", "Start SMS session", and "Add travel notice". A "Solution" section is also visible, listing steps to compare an existing card to a travel rewards card. At the bottom, there are links to "Travel Rewards Card", "Eligibility for Travel Cards", and "Travel Rewards FAQ".

Detected issue

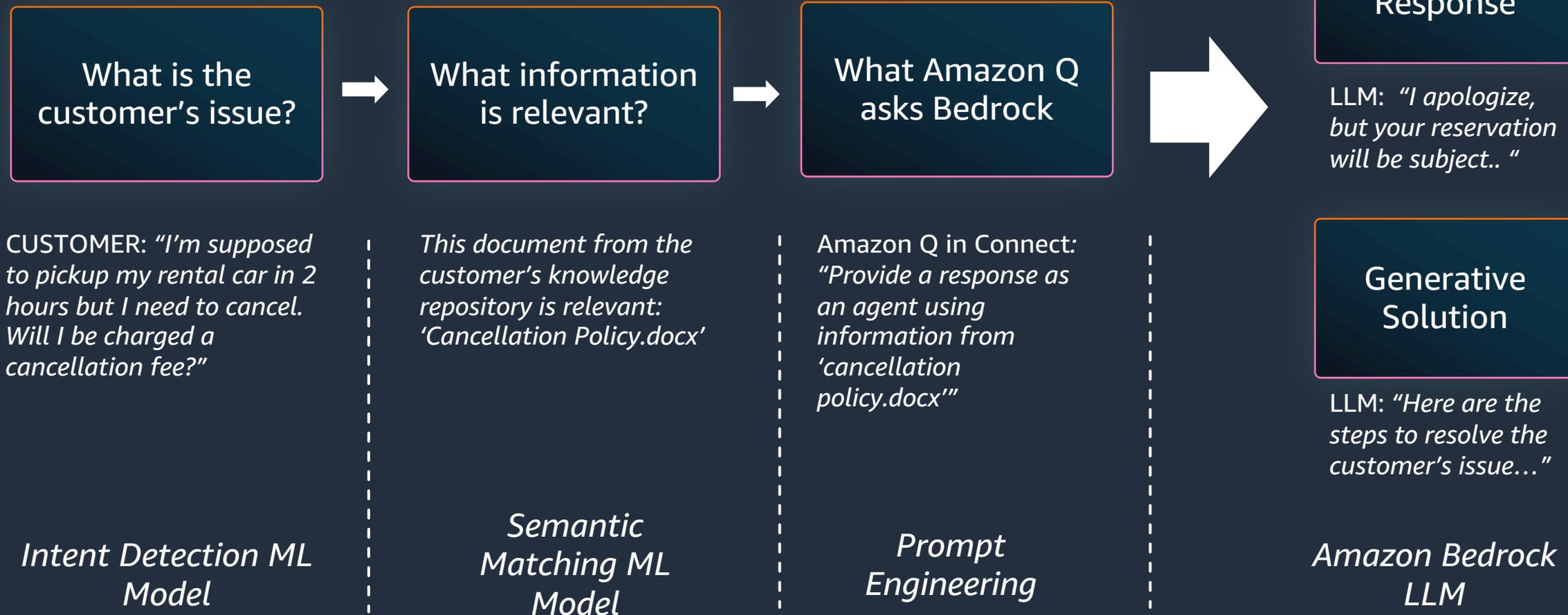
Generated response

Generated solution

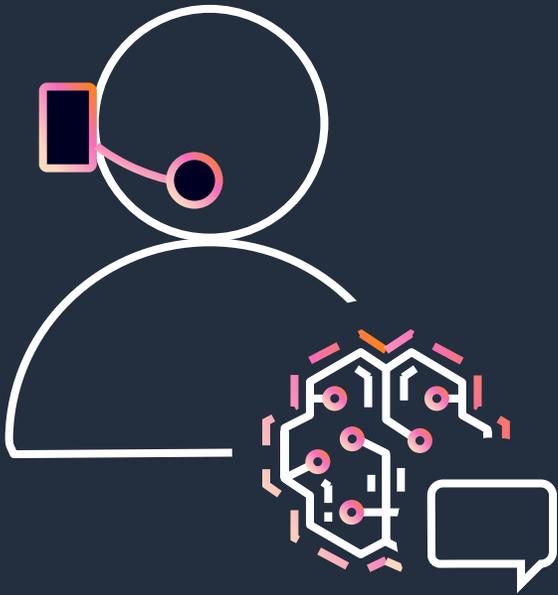
Articles and documents used to generate the response & solution



How Amazon Q in Connect works



Amazon Q in Connect's Business Value



Onboarding time



Average handle time (AHT)



Escalations

What our customers are saying

Orbit[®]



"Amazon Q in Connect will create **10-15% time savings** on every contact..."

"We envision these features will enable our agents and supervisors to **focus on delivering premiere customer experiences...**"

"We expect that Amazon Q in Connect will **ensure both our new and experienced agents are prompted in real-time** with accurate information..."



Pay-as-you-go Pricing

No required up-front payments, long-term commitments, fees or data storage charges

Amazon Q in Connect Pricing

\$40/agent/month

You are billed \$40 per agent/per month for agents who either receive a suggested response, or who search across connected knowledge sources. Amazon Connect security profiles enable you to manage which agents can receive suggestions and search Amazon Q in Connect.

*Prices here are in USD



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Leverage your existing content

Add integration [Info](#)

Choose a data source for this integration and establish a connection to import your content

▼ **Integration setup**

Choose integration method

Create a new integration
Create a new integration and select object fields

Use an existing integration
Reuse an existing integration with object fields

Source

Q

Salesforce

ServiceNow

Zendesk

Cancel **Next**

- No-code connectors can integrate content from Salesforce, ServiceNow, Zendesk, Microsoft SharePoint Online, & Amazon S3
- Create, Read, Edit, Delete APIs to import and manage content from other knowledge sources
- Support for HTML, Word, PDF & TXT formats

FAQs

Why should a customer be confident in Amazon Connect's approach to generative AI?

AI and ML have been a focus for Amazon for over 20 years and what we do best is apply AI to real world applications at scale. From Alexa to Amazon Go “no checkout line” stores, we have been using AI to find practical solutions to a variety of business problems.

What LLMs does Amazon Q in Connect use?

Amazon Q in Connect is built using Amazon Bedrock to deliver the highest business value while optimizing costs for our customers. While we don't release the details on which LLMs the product uses, we are constantly evaluating the performance of foundational models and willing/able to make changes to improve customer and business outcomes.

What guardrails do we have in place to ensure LLM responses are accurate?

As we invest in generative AI-powered contact center use cases, security, accuracy, observability, and removing bias will remain a key focus. We use Amazon Bedrock, providing all of the AWS scalability, reliability, and security that customers are accustomed to and expect. Additionally, to address concerns about AI hallucinations we are 1) keeping agents in control to edit/ modify AI generated responses before delivery to end customers 2) providing 'references' along with AI generated response (e.g. links to articles used to generate the responses), and 3) collecting user feedback for the generative responses implicitly (e.g., number of human edits) and explicitly (thumbs up / thumbs down button for agents) for improvements.



FAQs

What channels does Amazon Connect in Q work with?

Amazon Q provides real-time recommendations when contact lens is enabled in the voice and video calling channels. Contact Lens is not required for Amazon Q to provide real-time recommendations in the chat and SMS channels. Agents can also query Amazon Q both during active contacts and between contacts.

What regions is Amazon Q in Connect available? What languages are available?

The service is available in US East (N. Virginia), US West (Oregon), Europe (London), Europe (Frankfurt), Asia Pacific (Sydney), and Asia Pacific (Tokyo). The service is only available in English. *Note: Amazon Connect instances in Europe (London) leverage Amazon Bedrock in Europe (Frankfurt). Connect instances in Asia Pacific (Sydney) leverage Amazon Bedrock in Asia Pacific (Tokyo). All other Amazon Connect instances leverage Amazon Bedrock in their respective regions.*

How can I get started?

In the AWS console, navigate to 'Amazon Connect' and the 'Amazon Q in Connect' section where you are prompted to create a new Domain (Assistant) and connect a knowledge source (e.g. Salesforce, ServiceNow, Zendesk, Microsoft Sharepoint Online, and Amazon S3) using no-code connectors.



AWS contact center resources



**Immersion days/
workshops**



**Architecture
reviews/guidance**



**Professional
services**



**Partner
engagement**



**Training &
certification**

Get started with Amazon Connect today:
aws.amazon.com/connect/



Next steps

HOW TO GET STARTED WITH AMAZON CONNECT



**Define use case
and timeline**



**Proof of concept
to validate**



**Pilot for use case
or subset of traffic**



Production

app built by



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Amazon Connect
aws.amazon.com/connect/



Thank you!

Marc Fontenot
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850.591.4613

Govind Palanisamy
Solutions Architect
govpal@amazon.com
425.622.8550

Please take the survey:



AI/ML track

Build AI and ML powered applications without machine learning expertise

Appendix



Reliable, redundant, full managed telephony



WE TAKE ON THE CHALLENGES OF RUNNING WORLD CLASS GLOBAL TELEPHONY

**17 Years of Experience in
Telephony at Scale**

30+ Telephony Providers

**85+ Inbound Countries
230 Outbound destinations**

10M+ Interactions per Day



Running amazon retail global customer service contact center since 2006.



In 11 AWS regions across the world.



And growing our coverage year by year.



Billions of Minutes per year

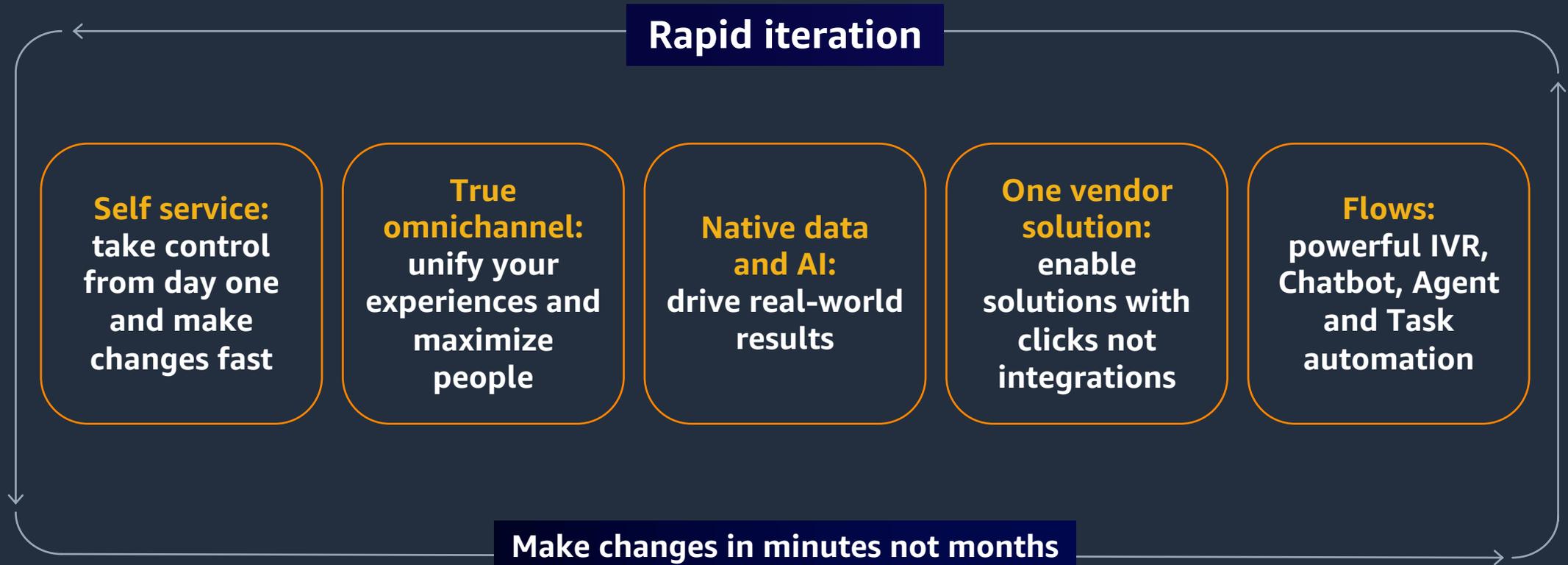
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Built from the ground up to accelerate your CX innovation

TAKE CONTROL OF AN ENTERPRISE GRADE CONTACT CENTER WITH JUST A FEW CLICKS





CUSTOMER

OMNICHANNEL CUSTOMER EXPERIENCE



High quality voice



Conversational IVR and chatbots



Chat, SMS, and messaging



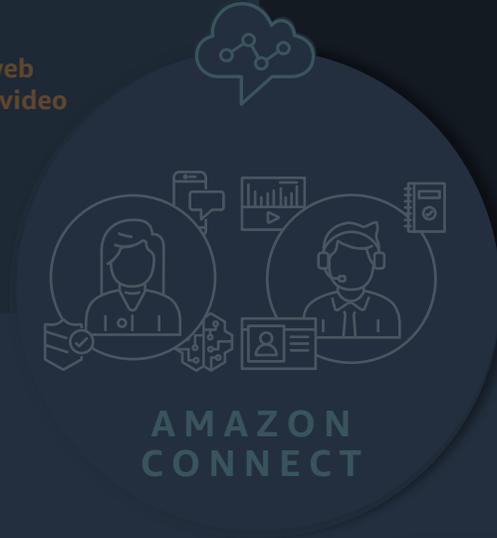
In-app/web calling and video

Reduced agent turnover



“We have seen a drastic reduction in agent turnover since migrating to Amazon Connect—highlighting the ease of use of the agent workspace.”

—Drew Clark
Business Analyst, Kentucky Transportation Cabinet



AMAZON CONNECT



AGENT

AGENT EMPOWERMENT AND PRODUCTIVITY



Agent workspace



Knowledge and agent assist



Unified customer view



Case management



Step-by-step guides

AI at the heart of every interaction

- ✓ Listen and generate recommended responses for agents in real-time
- ✓ Automatically capture and identify key parts of the conversation

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CUSTOMER

OMNICHANNEL CUSTOMER EXPERIENCE



High quality voice



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Chat, SMS, and messaging



In-app/web calling and video



Outbound campaigns



Voice authentication



Task management



AMAZON CONNECT

AI at the heart of every interaction

- ✓ Understand what the customer wants
- ✓ Analyze and authenticate customers' using their voice

From 15 minutes to 30 seconds



TEXAS

The University of Texas at Austin

“Student wait time also dropped to less than 30 seconds to talk to an agent at similar staffing levels, compared to average wait times of greater than 15 minutes before the implementation.”

—Antonino Cummings
Principal Project Manager, UT Austin

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