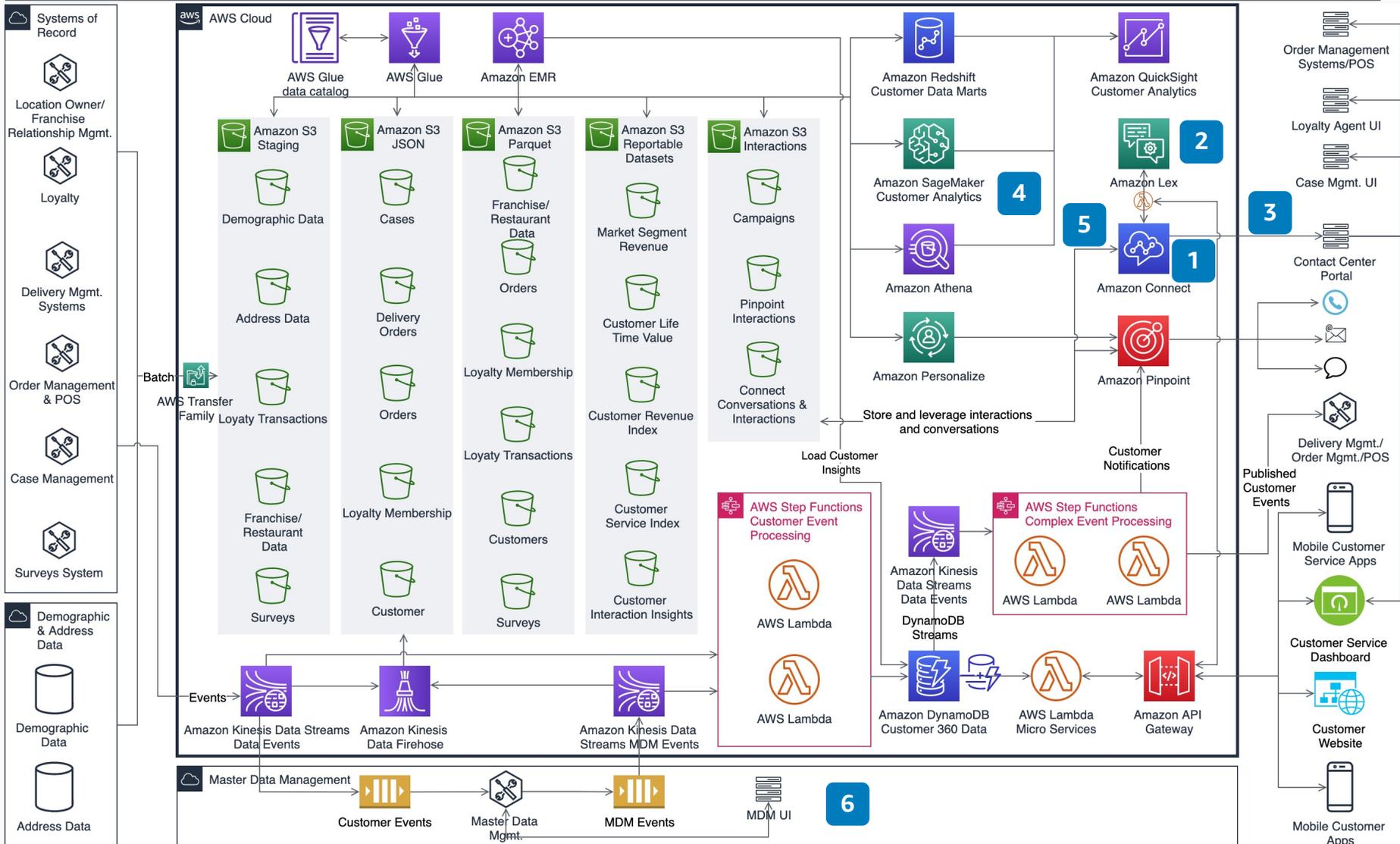


Customer Engagement Using AI/ML for Restaurants

Enhance the customer experience and increase brand loyalty by personalizing interactions with guests. Improve contact center and telephone call response time. Quickly recognize your guests, their needs and goals, and optimize the interaction.



Restaurant companies face barriers to the delivery of high levels of customer service. Customers communicate on multiple channels, such as chat, SMS, social media, and telephone, increasing a restaurant's operational costs as a result of the multiple technology integrations. On-premises (headquarters, store, call center) telephony technologies do not enable brands to reduce costs or scale their business based on actual demand. Building on the foundation of the [Guest 360° Data Platform for Restaurants](#), companies can reduce costs and call times, implement automation, and deliver self-service capabilities, while adding personalized interactions to enhance the overall customer experience.

- 1** Use **Amazon Connect** to implement call center capabilities in the cloud. Use serverless functions such as **AWS Lambda** to use your operational data platform for improved customer interactions. **Amazon Connect** provides skill-based call routing and workflows to streamline the call center operations.
- 2** Use **Amazon Lex** to build conversational chatbots to automate user interactions.
- 3** Integrate **Amazon Connect** Contact Control Panel (CCP) with order management, loyalty, and case management for improving call handling times for complex scenarios.
- 4** Use **Amazon Transcribe** and **Amazon Comprehend** to perform sentiment analysis, identify frequent customer intents, and appropriately change call center operations and automation.
- 5** Use **Contact Lens** to better understand the sentiment, trends, and compliance of customer conversations to effectively train agents, replicate successful interactions, and identify crucial company and product feedback.
- 6** Optionally, improve the effectiveness of the customer interaction by integrating the Master Data Management (MDM) system.

