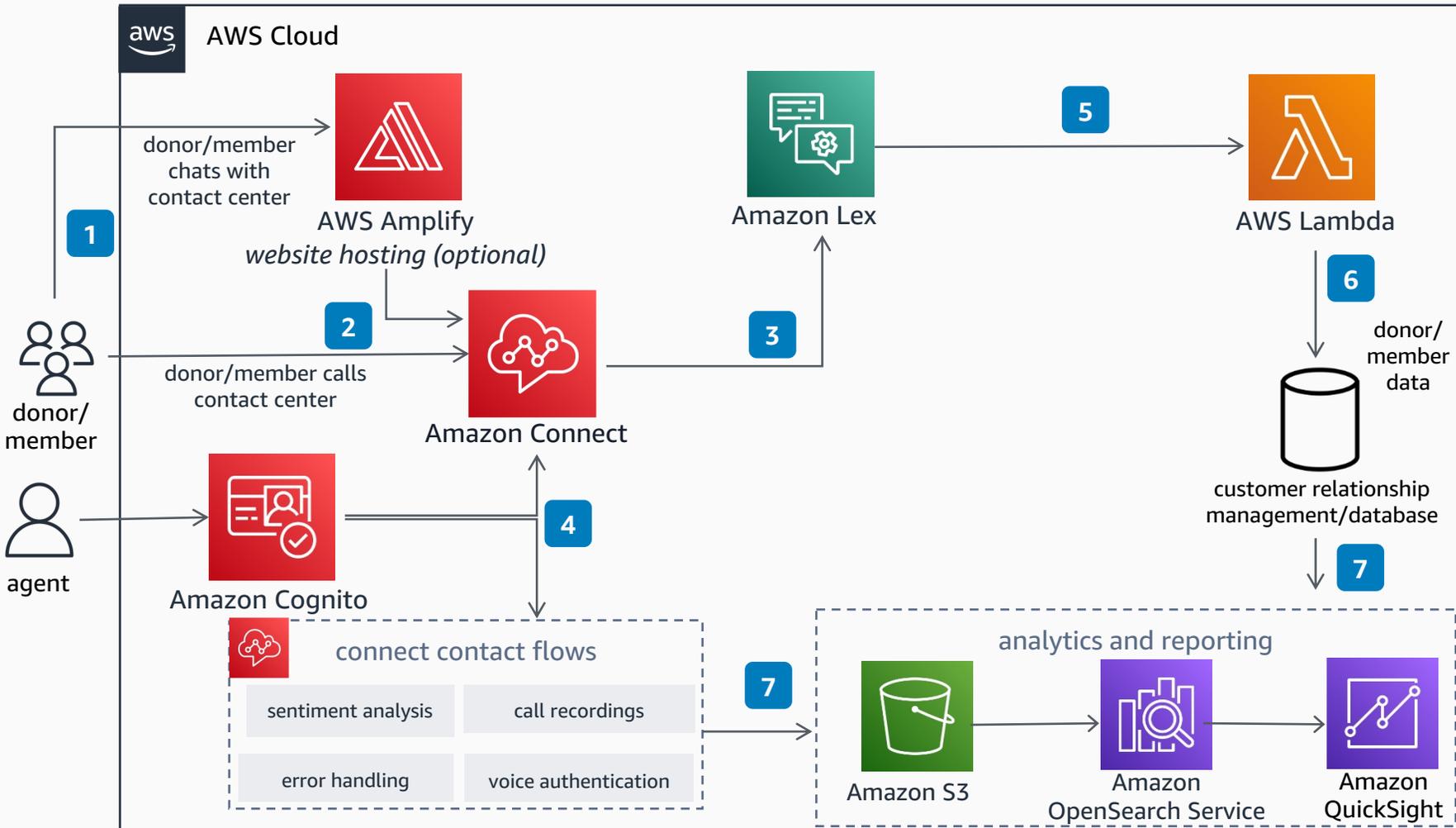


Guidance for Donors or Members Contact Center on AWS

This architecture gives nonprofits the ability to build out an omnichannel contact center with Amazon Connect, and derive insights from donor or member data.



- 1** The donor or member can either chat with or call in to the contact center. The agent authenticates the donor or member into the contact center with **Amazon Cognito**.
- 2** The nonprofit's website can be hosted on **Amazon Amplify** or on-premises. This gives the donor or member an option to chat with a chatbot, or call an agent directly in the contact center with **Amazon Connect**.
- 3** Donors or members can chat with the chatbot using **Amazon Lex** for FAQs or account and membership questions.
- 4** **Amazon Connect** has the ability to authenticate a caller's voice, record calls, and provide sentiment and trends of conversations in near real-time.
- 5** **Amazon Lex** chat fulfillment can be made more personalized using **AWS Lambda**.
- 6** **AWS Lambda** can look into where the nonprofit's donor or member records are stored. They can be stored in an AWS database or a customer relationship management (CRM) system on-premises.
- 7** Call recordings and transcripts can be stored into **Amazon Simple Storage Service (Amazon S3)**, and used with **Amazon OpenSearch Service** for distributed search and **Amazon QuickSight** for data visualization.



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AWS Reference Architecture