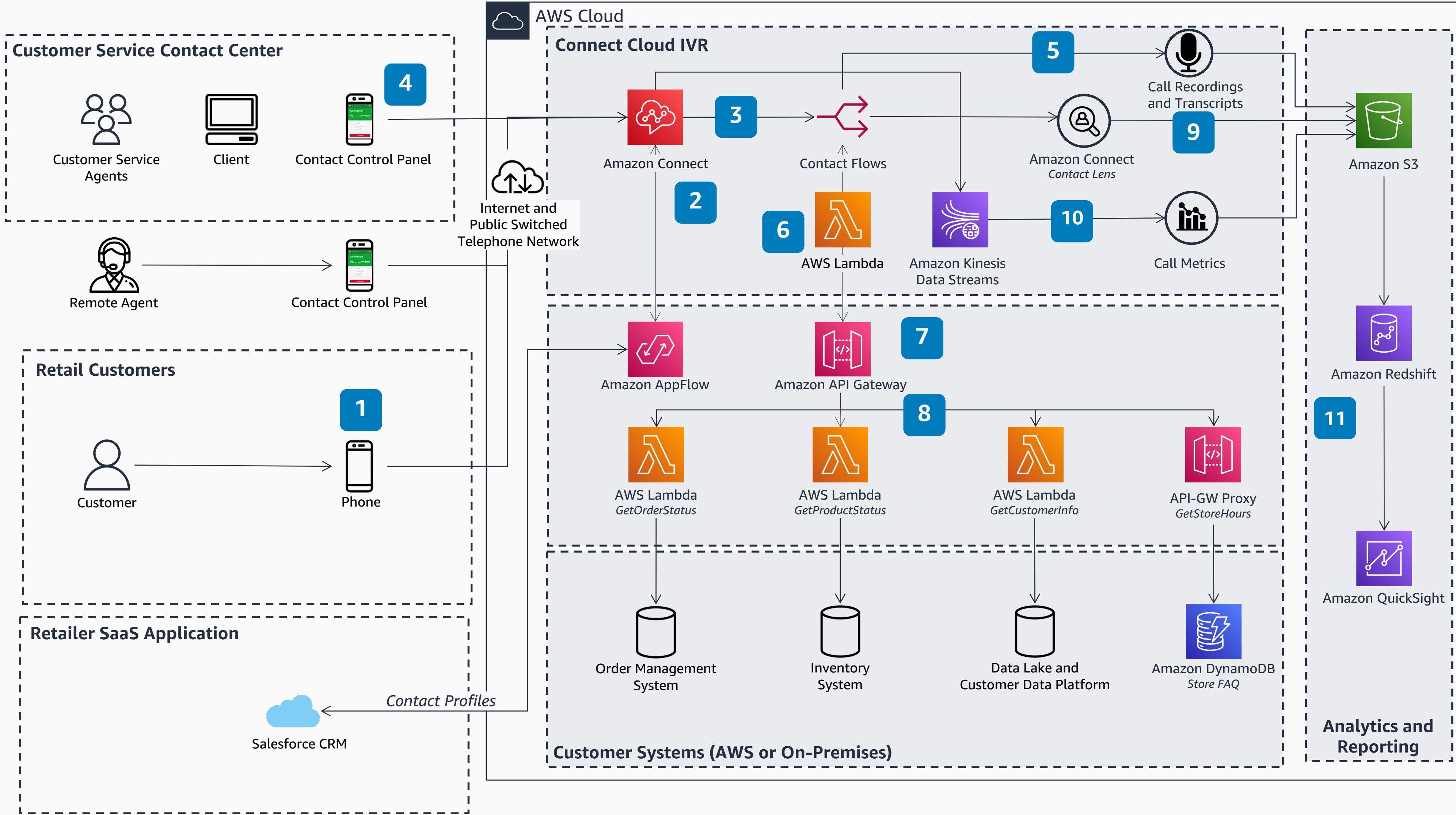


# Retail Customer Service Contact Center

## Next generation customer service using Amazon Connect

The next generation customer contact center allows both physical and ecommerce retailers to simplify and transform their customer service channel with natural language processing (NLP) and automation.



- 1 Customers contact a retailer's customer service number. Instead of being placed into a queue, **Amazon Connect** automatically answers the customer's call, where they are greeted with a natural interactive voice response (IVR). **Amazon Connect** can automatically retrieve customer information (for example, Customer Name) that can be used in greeting the customer.
- 2 **Amazon Connect** automatically integrates with a customer's customer relationship management (CRM) system (such as, [Salesforce](#)), powered by **Amazon Appflow**, a fully managed integration service. This integration retrieves customer data such as Name, Membership status, and Loyalty points. Contact profiles can also be stored directly by **Amazon Connect Customer Profiles**.
- 3 **Amazon Connect** manages customer enquires through skills-based-routing and contact flows. Calls are automatically routed by the most appropriate automation, incorporating conversational natural language interactions, database lookups, and processing and transferring calls to agents when appropriate. You can design the right call flow for any type of enquiry. Customers interact by voice, text, and chat channels.
- 4 Agents answer calls routed to them by the **Amazon Connect Contact Control Panel (CCP)** and soft phone. The CCP is a user interface that allows agents to receive calls, chat with contacts, and transfer calls to other agents. Because calls are placed over the internet, agents answer calls from anywhere, including remote working environments such as their own home.
- 5 Managers can monitor live conversations, and review and download recordings of past agent conversations. A conversation is recorded only when the contact is connected to an agent, even when the call is on hold. These recordings are made available in Amazon S3 at the conclusion of the call.
- 6 **Amazon Connect** integrates with external systems. Retailers integrate with their data lake, customer data platform (CDP), or order management systems to look up critical information (such as, order status, stock levels, or store hours). Being able to answer the most common enquiries, retailers can dramatically improve customer experience and reduce agent call volumes.
- 7 Although many integrations can be used with **Amazon Connect**, **Amazon API Gateway** is a great way of exposing your organization's many capabilities and services (such as backend services or microservices). By using **API Gateway**, you can build scalable, secure, and standardized API services for reuse throughout your entire organization. For example, a product API might allow you to look up attributes about a specific product (such as, stock level, price, or store availability).
- 8 **AWS Lambda** functions can be used as a scalable and serverless method of running your business logic, whether it consists of database lookups, or running an entire purpose built microservice. **Amazon DynamoDB** is used for a lightweight NoSQL datastore for low latency lookups directly from **API Gateway**.
- 9 **Contact Lens**, a feature of **Amazon Connect**, allows agents to view real-time insights such as call sentiment analysis, transcripts, and detailed analytics, all while redacting sensitive customer information so agents can proactively react to calls in progress to improve customer satisfaction.
- 10 **Amazon Connect** stores call metadata such as call lengths, wait times, call abandonment, and agent activity for further analysis and reporting. The data is streamed using **Amazon Kinesis Data Streams** for near real-time processing or **Amazon Kinesis Data Firehose** to deliver data directly into **Amazon Simple Storage Service (Amazon S3)**.
- 11 The data stored in **Amazon S3** is linked to a contact trace record where it can be ingested into a data warehouse, such as **Amazon Redshift**, and visualized on a dashboard using **Amazon QuickSight**.



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AWS Reference Architecture