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NOV. 28 – DEC. 2, 2022 | LAS VEGAS, NV

BIZ202

What’s new in contact centers with Amazon Connect

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AWS

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Sr. Director Customer Experience Platform

Adobe

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Manager of Engineering

Adobe

Hexin Wilson

VP, Customer Experience

Saks Fifth Avenue

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amazon

We strive to be the earth's most customer-centric company

Over 28 years of customer service and support

Over 100,000 customer service associates



Millions of customers



Dozens of languages



32 countries

aws

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Contact volumes have surged, creating new challenges for contact centers

+1,000%

Increase of traffic for some customer service and support functions



https://www.gartner.com/en/documents/3986981

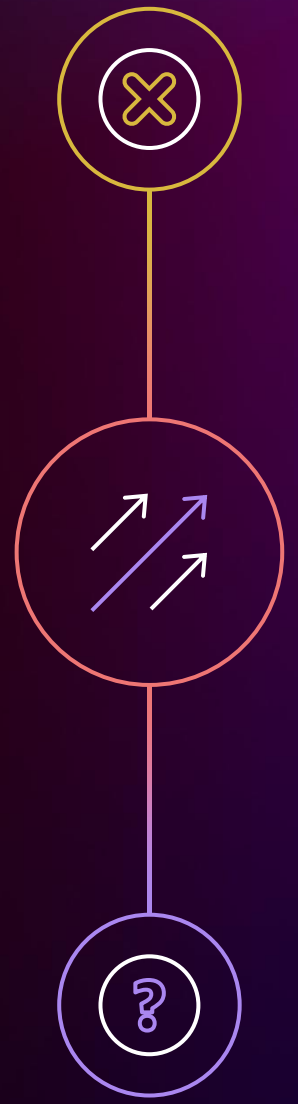
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Finding and retaining skilled agents is harder than ever

30%–45%

Average annual agent attrition



https://qatc.org/winter-2015-connection/exploring-call-center-turnover-numbers/

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Customer expectations for service have only increased

Almost 90% of leaders reported that customer expectations have increased to an all-time high

75% of customers expect to receive good service

49% actually receive it



Executive Leadership: Customer Experience Strategies Primer for 2022 - Published 4 February 2022 - ID G00758937

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Contact center industry innovation
hasn’t kept up

Legacy contact center systems fail to give contact center leaders what they need

Amazon Connect

EASY-TO-USE CLOUD CONTACT CENTER

Leverage broad capabilities built from ground up to be a single, unified solution

Deliver dynamic, personal, and natural automated customer experiences

Improve efficiency with AI/ML at the heart of every interaction



Accelerate your innovation through simple, self-service UI

Optimize continuously with native analytics and insights

Pay only for what you use

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OMNICHANNEL CUSTOMER EXPERIENCE

High quality voice and global telephony network

Outbound campaigns

Web/mobile chat and messaging
Amazon Connect Chat

Conversational IVR and chatbots
Amazon Connect and Amazon Lex

Voice biometric-based real-time authentication
Amazon Connect Voice ID

AGENT EMPOWERMENT AND PRODUCTIVITY

Unified agent workspace

Knowledge & agent assist
Amazon Connect Wisdom

Unified customer view
Amazon Connect Customer Profiles

Task management
Amazon Connect Tasks

Case management
Amazon Connect Cases



Amazon Connect

ANALYTICS, INSIGHTS, AND OPTIMIZATION

Real-time conversational analytics
Contact Lens for Amazon Connect

Forecasting, capacity planning, and scheduling

Real-time monitoring, historical metrics, and contact quality

SELF-SERVE CONFIGURATION AND MANAGEMENT

Simple, self-service UI: make changes in minutes, not months

Secure, reliable, and scalable

Modern API and SDKs for those who want to build

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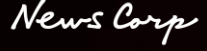


Amazon Connect has tens of thousands of AWS customers supporting more than 10 million contact center interactions a day





























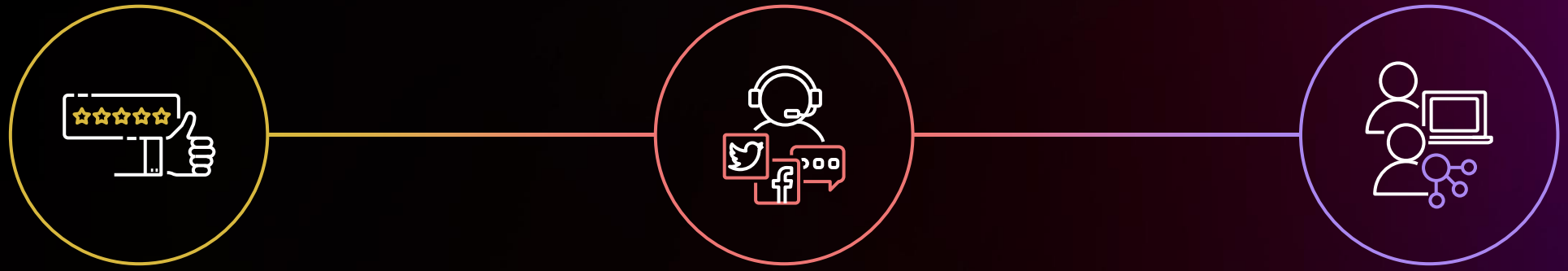


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Amazon Connect

EASY-TO-USE CLOUD CONTACT CENTER



OMNICHANNEL CUSTOMER EXPERIENCE

Easily delight customers while saving agents time and effort

AGENT EMPOWERMENT AND PRODUCTIVITY

Empower agents to deliver great customer experience with faster more effective outcomes

ANALYTICS, INSIGHTS, AND OPTIMIZATION

Turn your data into action to continuously improve the contact center

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Easily delight customers while saving agents time and effort

OMNICHANNEL
CUSTOMER EXPERIENCE



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Easily delight customers while saving agents time and effort

OMNICHANNEL
CUSTOMER EXPERIENCE

Omnichannel experiences: Deliver consistent and connected customer experiences across voice and chat that adapt in real-time

Personalized automation that delights: Flows leverage multilingual, conversational AI to understand intent and maintain context while automating tasks

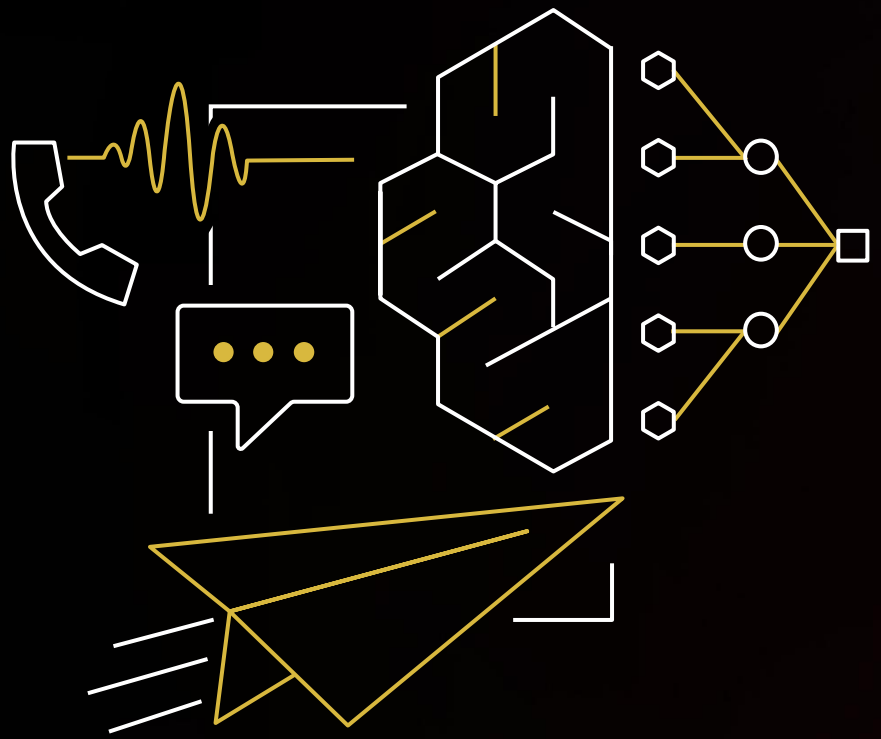
Proactive outbound campaigns: Engage with customers over voice, SMS, and email to quickly serve them while improving agent productivity

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Amazon Connect outbound campaigns

CREATE HIGH IMPACT ML-POWERED OUTBOUND CAMPAIGNS IN JUST A FEW CLICKS



Design proactive customer outreach campaigns using voice, SMS, and email

Support compliance by configuring your campaigns for regulatory requirements

Improve agent productivity with predictive dialing and ML-powered answering machine detection

Reach out to customers on the channel they prefer with a multi-step, cross-channel campaign

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Amazon Connect Chat

EASILY DEPLOY WEB, MOBILE, AND MESSAGING OMNICHANNEL EXPERIENCES



Deliver a smarter, more satisfying digital-first experience with AI-powered interactions that you build once and deploy anywhere

New chat capabilities!

Enhanced rich messaging with text formatting, emojis, attachments, and interactive controls

Long-lasting, persistent chat experiences that follow the customer

Browser notifications

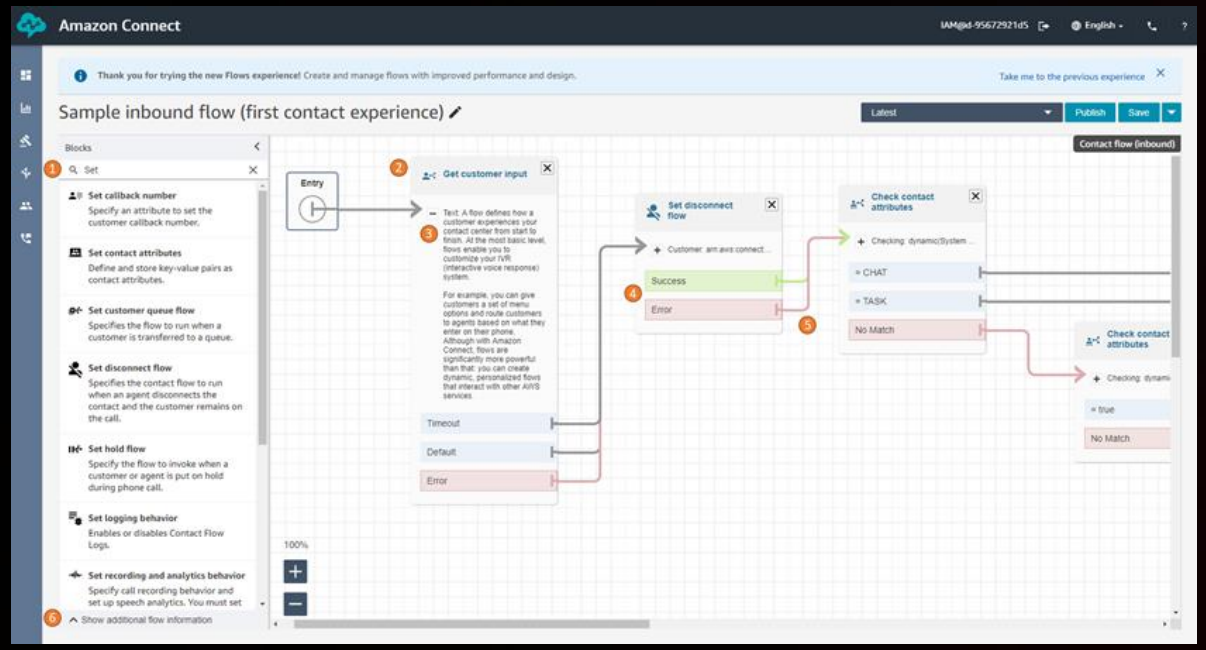
Idle time configuration and chat metrics in Amazon CloudWatch

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Amazon Connect flows

EASY-TO-USE WORKFLOW DESIGNER TO DELIVER, PERSONALIZE, AND AUTOMATE CUSTOMER AND AGENT EXPERIENCES



Build differentiated omnichannel customer service workflows in just minutes using a single intuitive drag and drop designer

New graphical flow designer capabilities!

Identify paths easily with color-coded connections and branches

Search and filter to find the blocks you need when building

Quickly see configurations at a glance with expanded block metadata

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Case study:



Adobe

Prithvi Sahoo

Sr. Director Customer Experience Platform, Adobe

Vikas Sagar

Manager of Engineering, Adobe

About Adobe

- 26,000+ employees in 35 countries
- 39 years of revolutionizing industries
- $15.79B FY2021 revenue
- 70% of our global workspaces are LEED-certified
- 6,444 patents
- ~86M given to community in 2020



Adobe Creative Cloud—unleash creativity



Adobe Document Cloud—accelerating document productivity



Adobe Experience Cloud—powering digital businesses

Adobe

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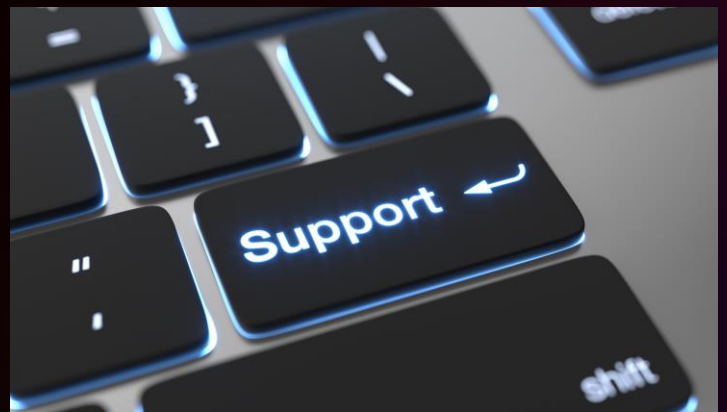
Adobe contact center

- Global Contact Center
  - Mid-sized contact center with agents across the globe
  - 80% chat vs. 20% voice
- Enterprise, SMB, consumer
- Scope
  - Sales: pre-sales, conversions & retention
  - Support: technical support for
    - All Adobe products
    - User account management











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Challenges and motivation

Challenges

- Stability issues—frequent platform outages
  - Critical impact to business
- Disjointed experience—Voice and chat in silos
  - No context passing across channels

Motivation

- Migrate to an innovative omnichannel CCaaS solution
- Deliver personalized experience through AI & ML and connect all data sources
- Align with CX priorities to drive engagement and retention
- Select a partner that will meet our needs in the areas of innovation, flexibility, and scale

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Adobe

Migration journey to Amazon Connect

Q3 2020
- Discovery
- Hackathon
- Amazon PS-led workshop

Feb.–June ’21
- Proof of concept
- Omnichannel RFP
- Amazon Connect

Sept. ’21–Mar. ’22
- Engineering alignment
- Design & development

Apr. 2022
- Chat go live
- Chat enhancement
- Voice migration

FY 2023
- Voice go live
- True omnichannel
- Chat to voice switch

Why Amazon Connect



- Omnichannel platform
- API-first architecture
- Extensible & customizable
- Usage-based pricing

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Success metrics for the global contact center

Reliability	No major platform outages
Scalability	2M chats handled globally
Business impact	Enhanced agent & customer experience

Voice of the agent

"…it is fast and accurate and easy to handle…" —Agent who handled very first chat

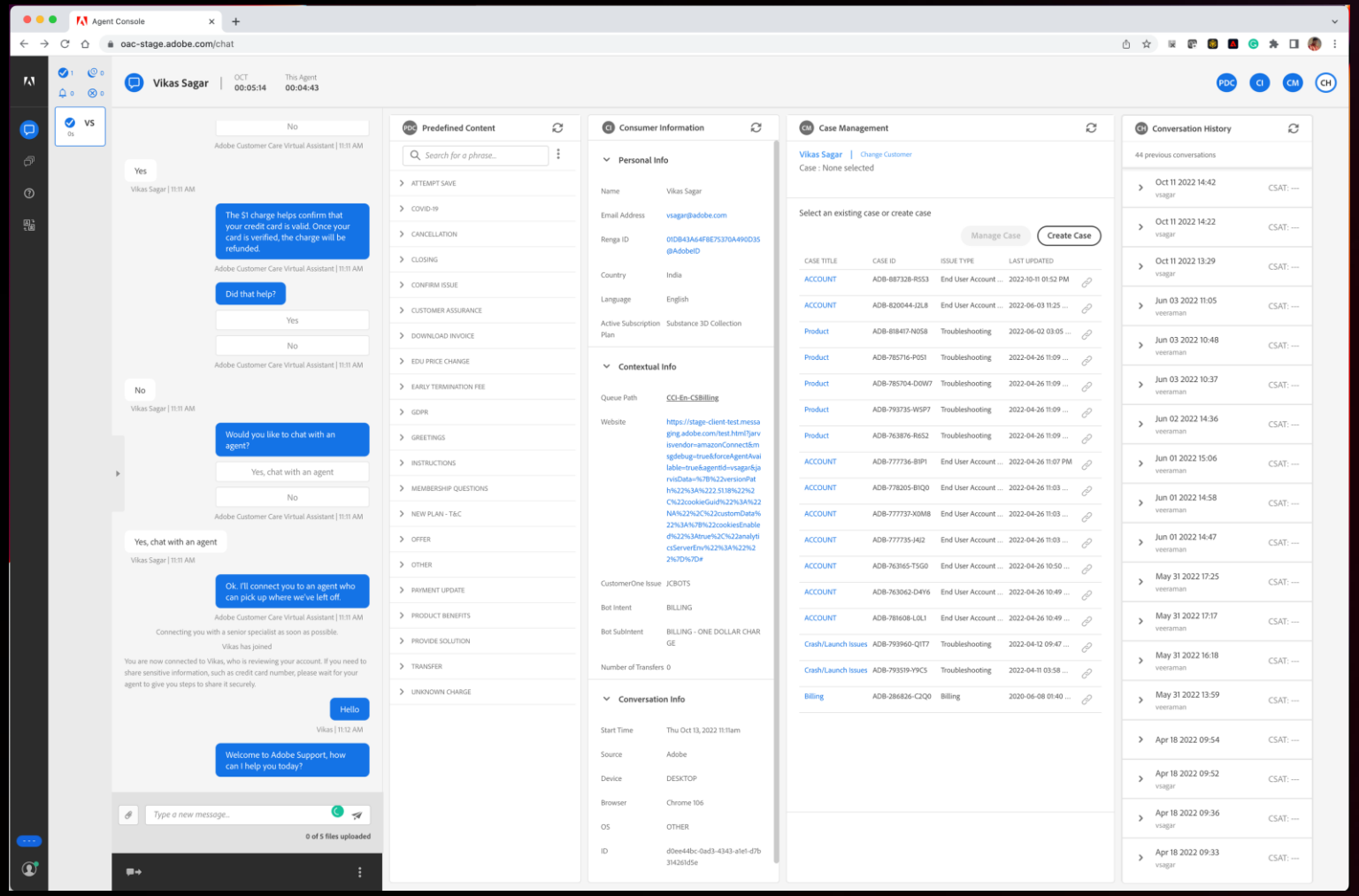
"…growing day by day for better customer experience…"

"…elated to be a part of the 1st launch!…" —Sales Agent

"…the functions are working as expected and all of them are fantastic!…" —Support Agent

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What’s next for Adobe and Amazon Connect



Adobe Omnichannel Agent Console

True omnichannel

Personalized customer experience

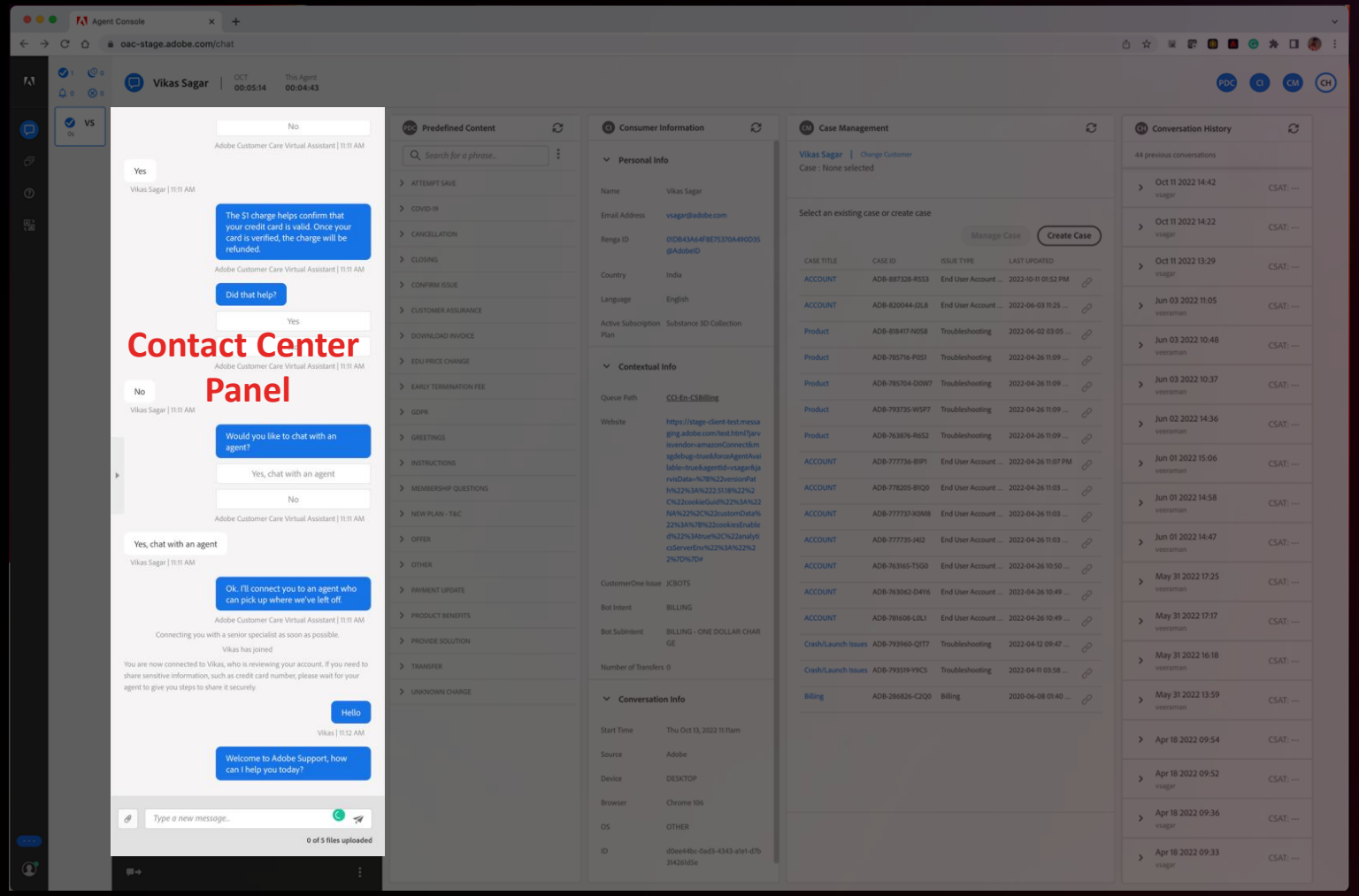
Modernized agent experience

Improved agent productivity

Open platform

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What’s next for Adobe and Amazon Connect

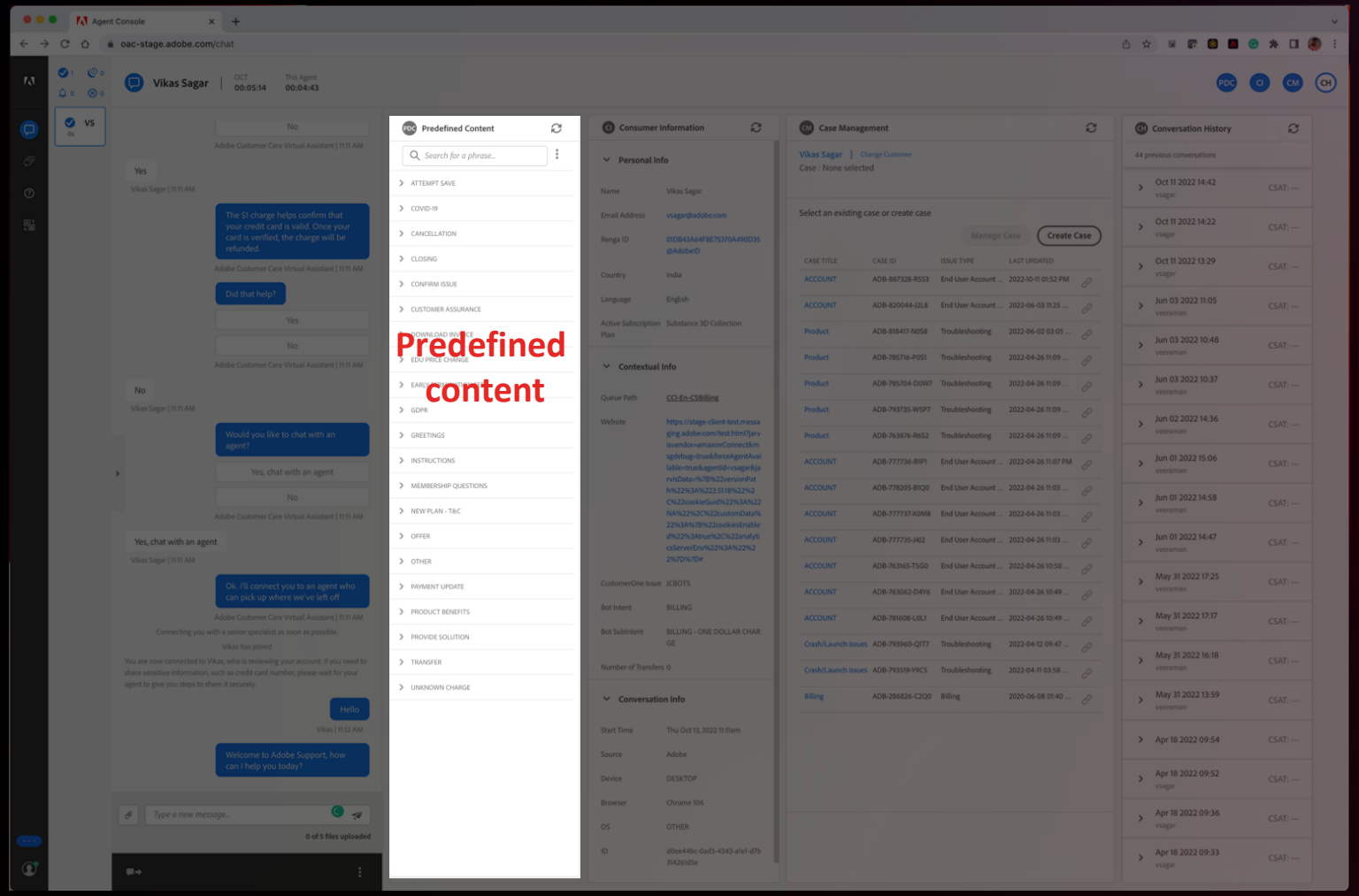


Adobe Omnichannel Agent Console

- True omnichannel
- Personalized customer experience
- Modernized agent experience
- Improved agent productivity
- Open platform

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What’s next for Adobe and Amazon Connect



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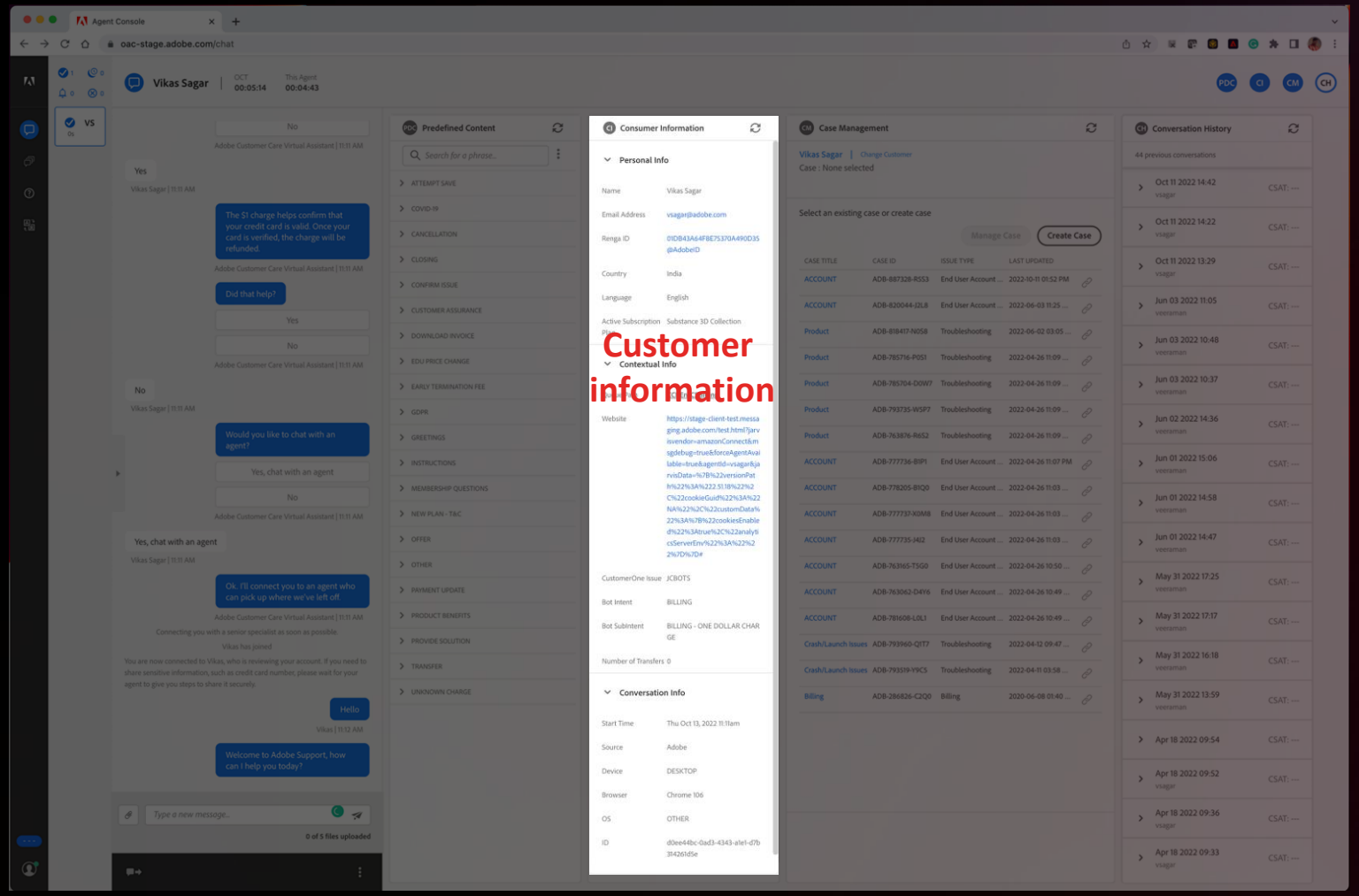
Modernized agent experience

Improved agent productivity

Open platform

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What’s next for Adobe and Amazon Connect

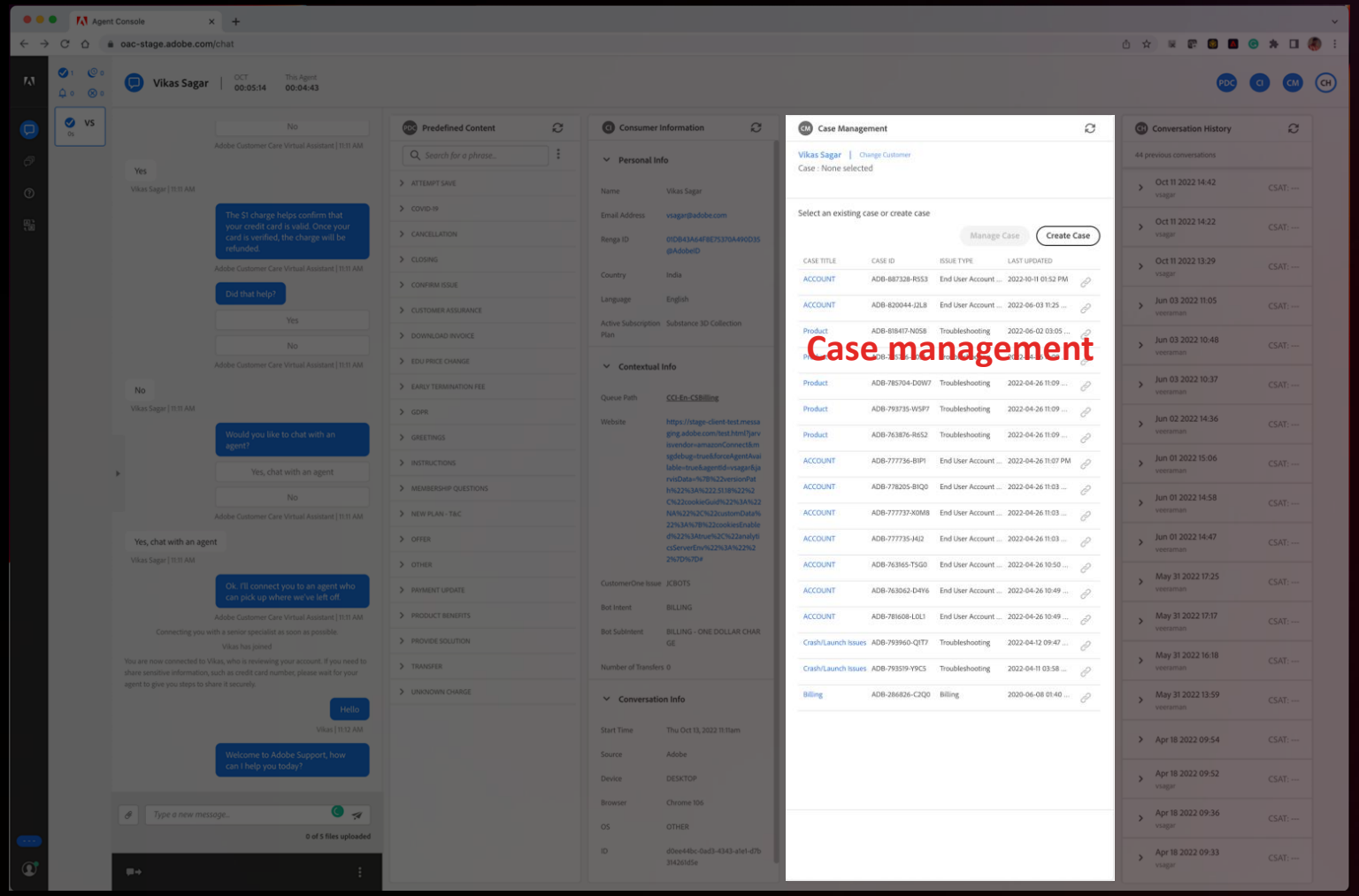


Adobe Omnichannel Agent Console

- True omnichannel
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- Open platform

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What’s next for Adobe and Amazon Connect

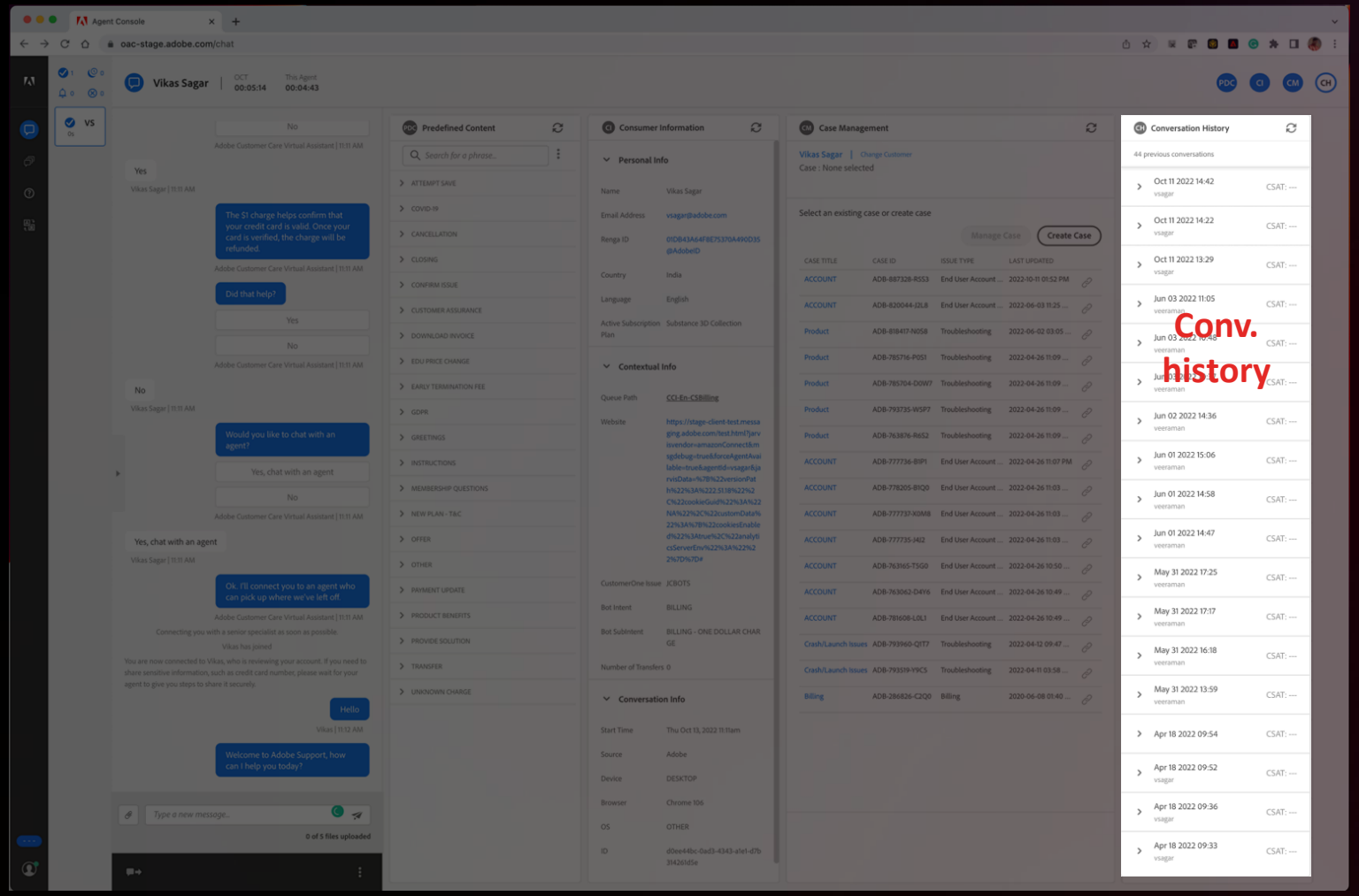


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What’s next for Adobe and Amazon Connect

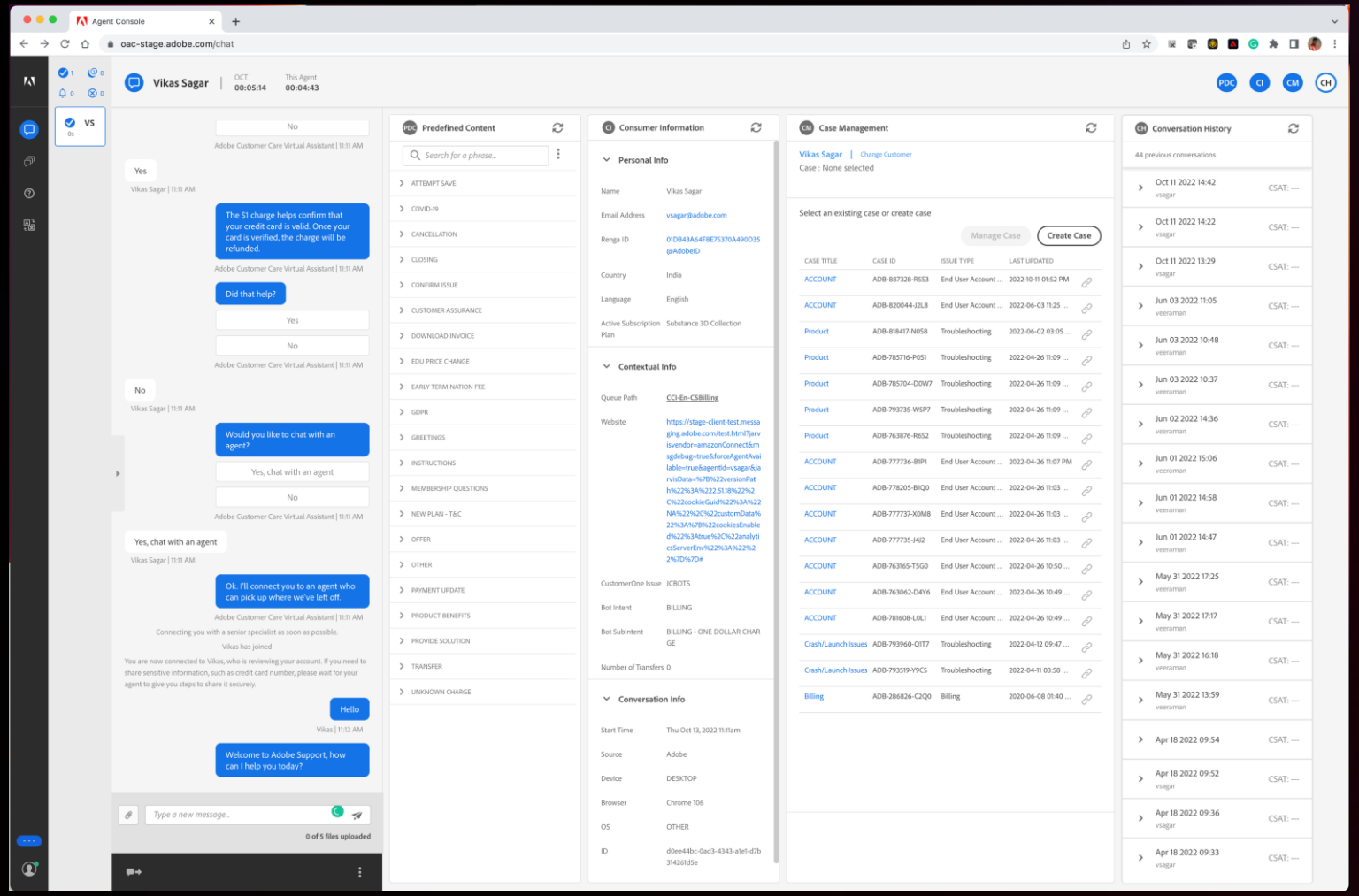


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What’s next for Adobe and Amazon Connect



Adobe Omnichannel Agent Console

True omnichannel

Personalized customer experience

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Empower agents to deliver great customer experiences

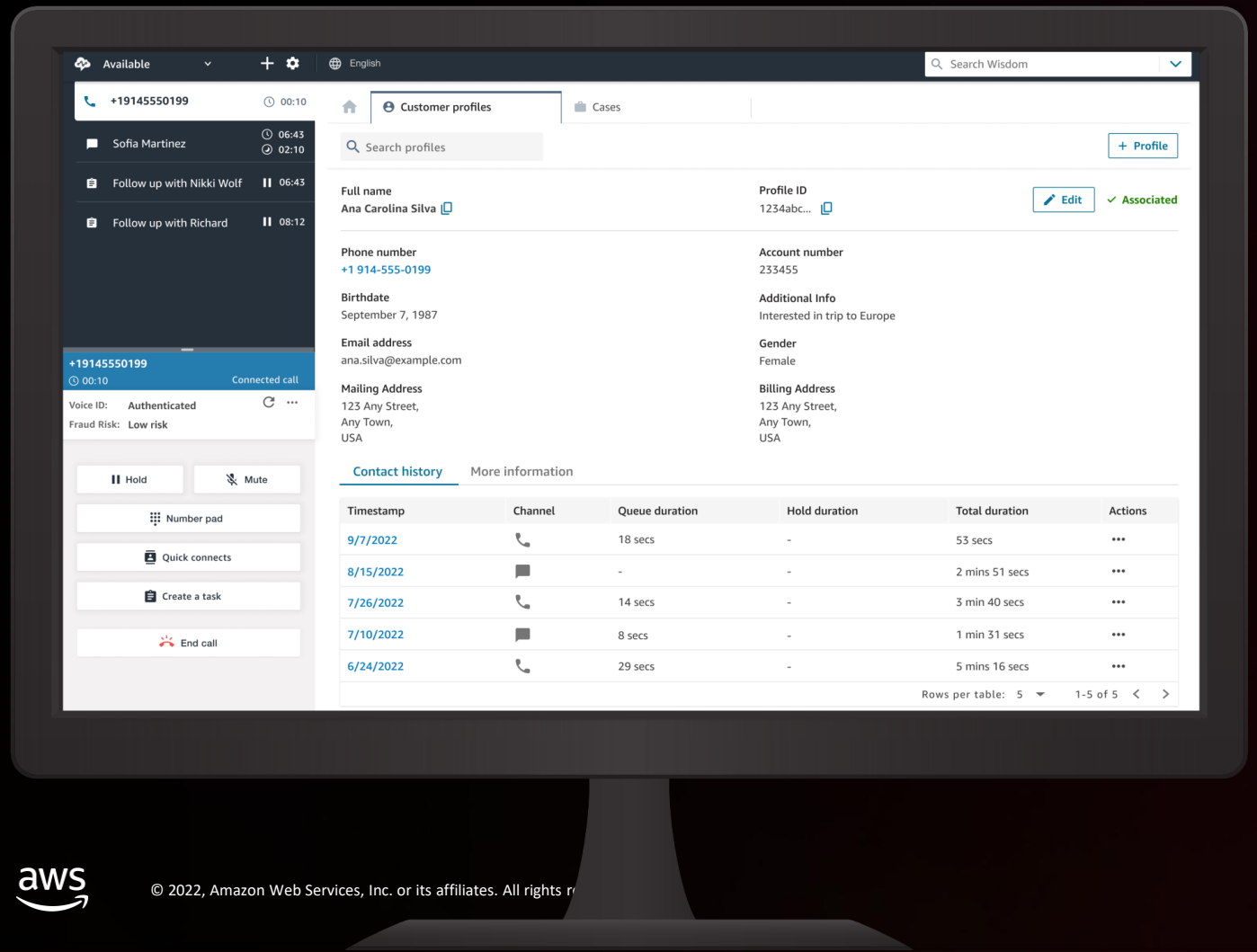
AGENT EMPOWERMENT AND PRODUCTIVITY



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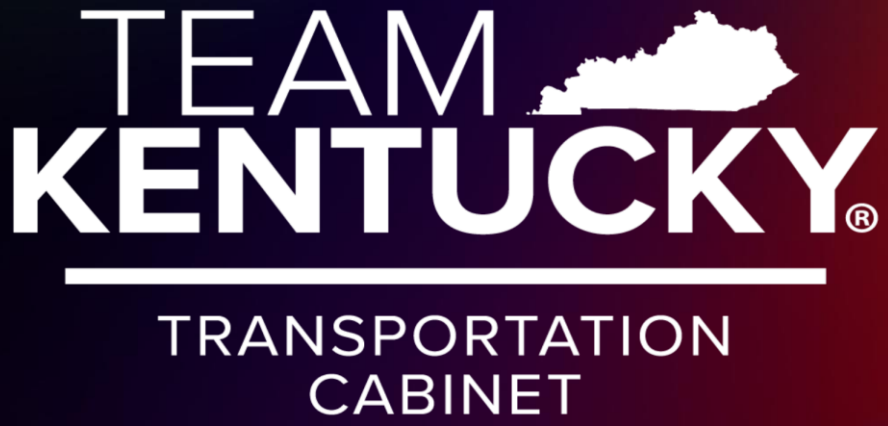
Amazon Connect agent workspace

UNIFIED, EASY-TO-USE EXPERIENCE THAT PROVIDES YOUR AGENTS WITH ALL OF THE TOOLS THEY NEED

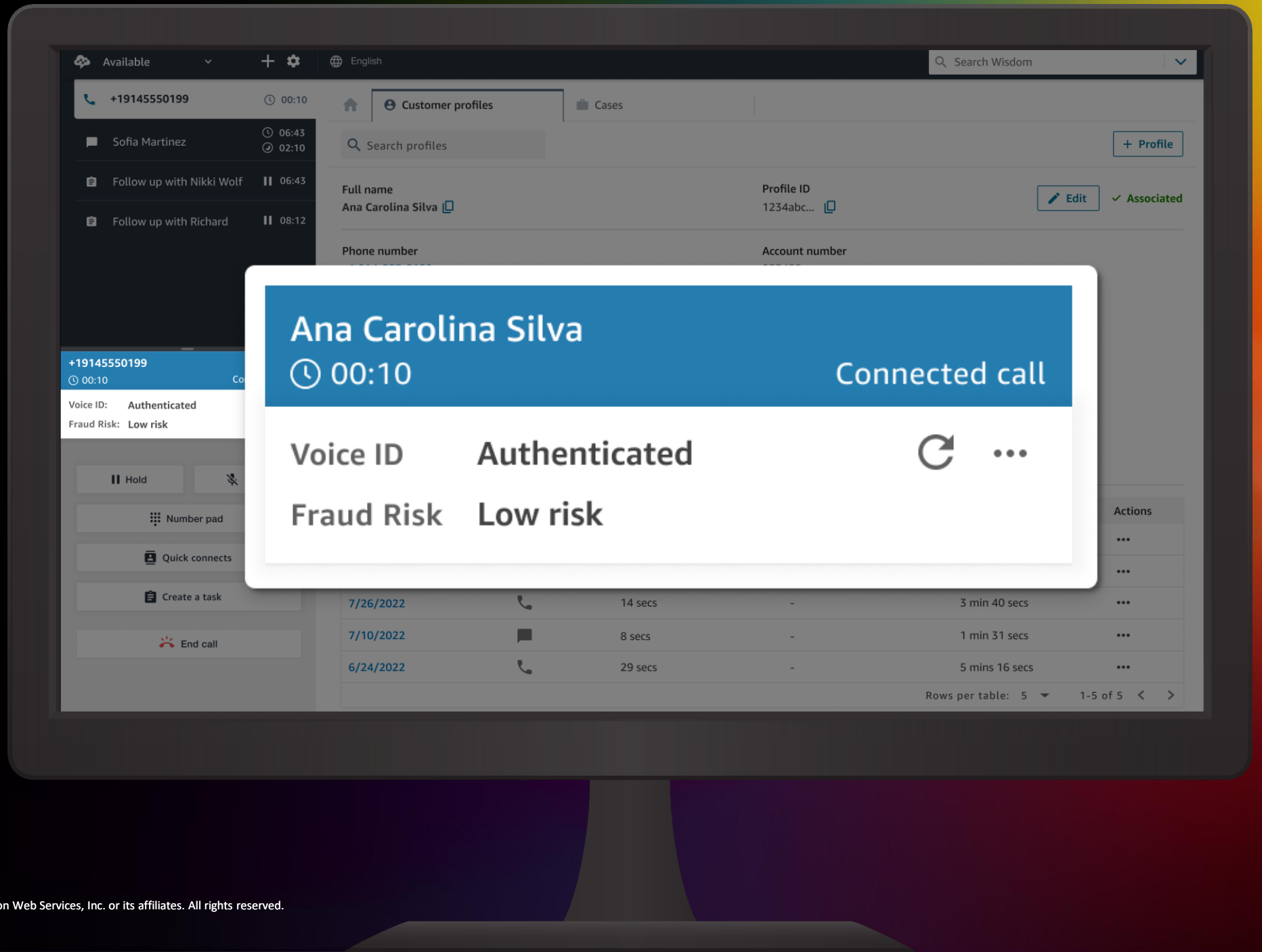


Single UI for agents to authenticate customers, view customer information, provide automated agent assistance and knowledge management tools, and handle calls, chats, tasks, and cases

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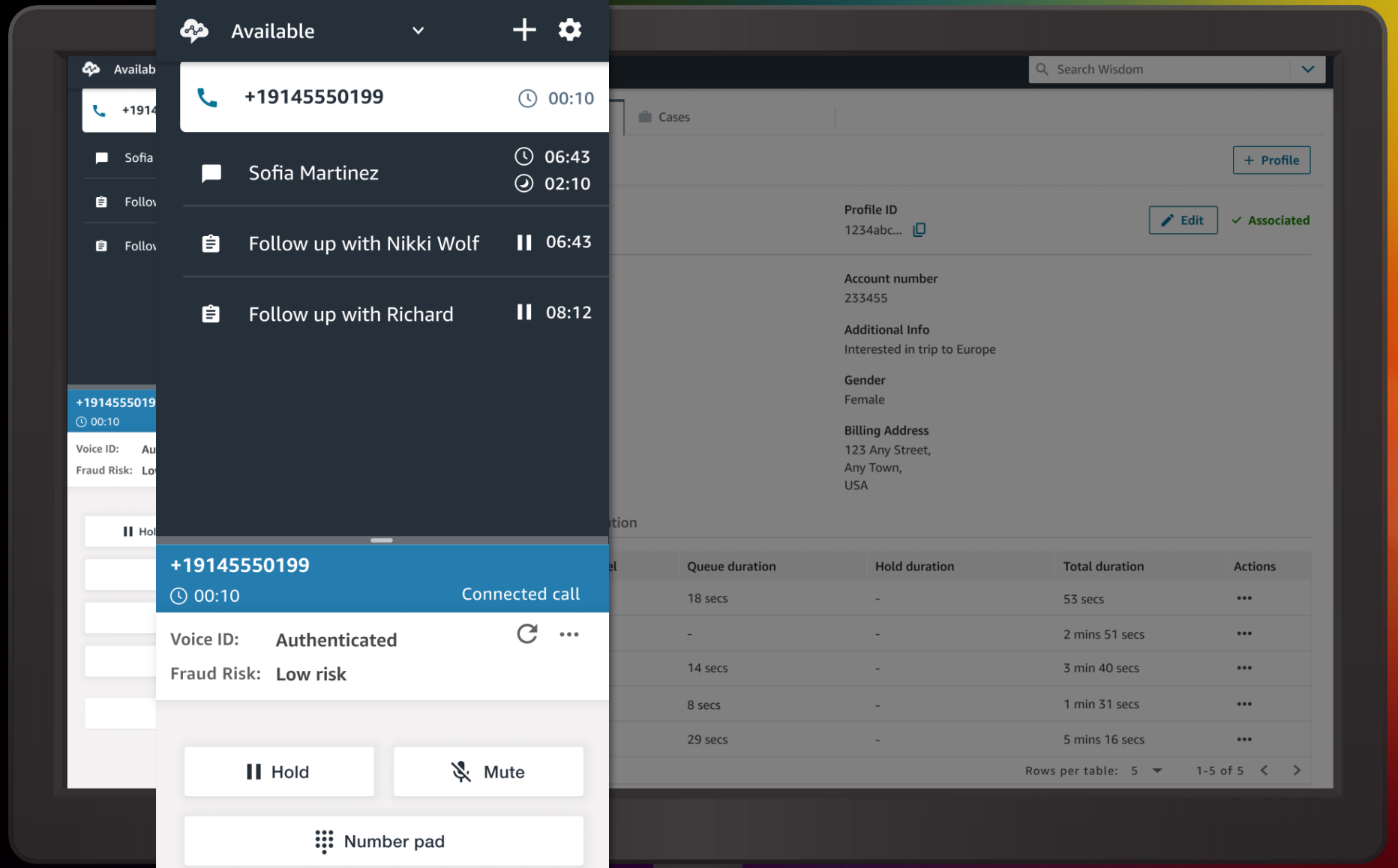


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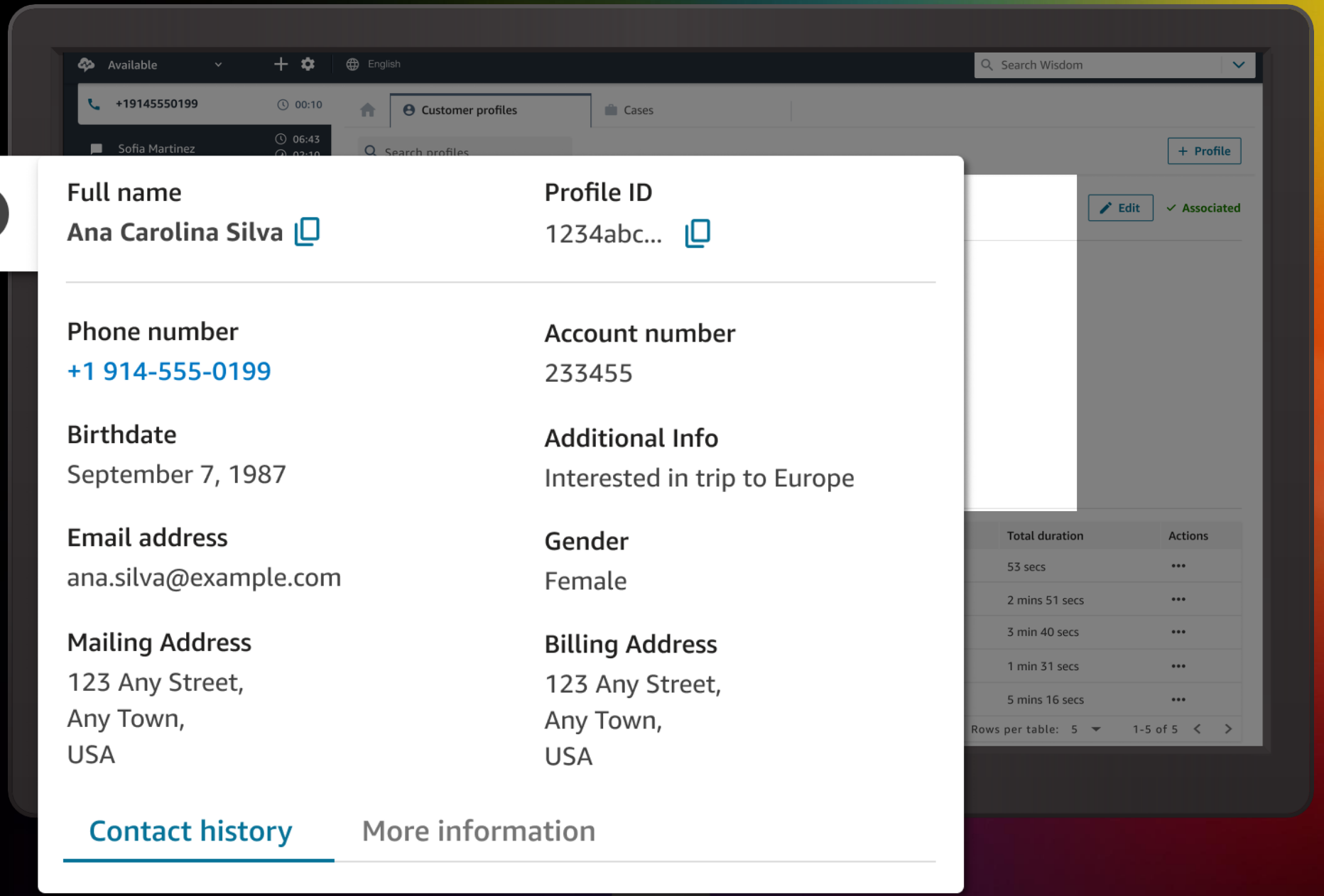
Voice biometrics and fraud risk detection

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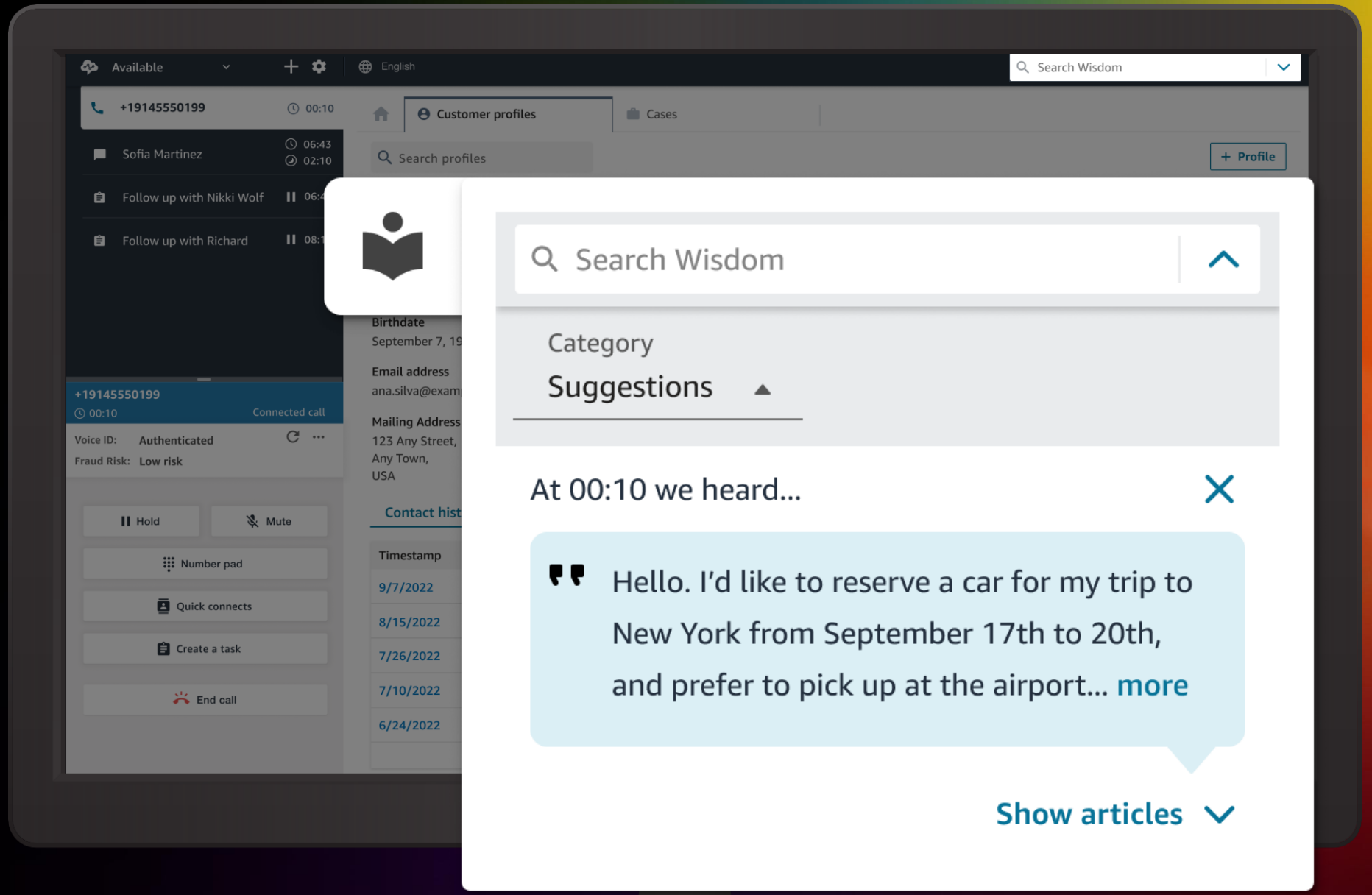
Contact control panel

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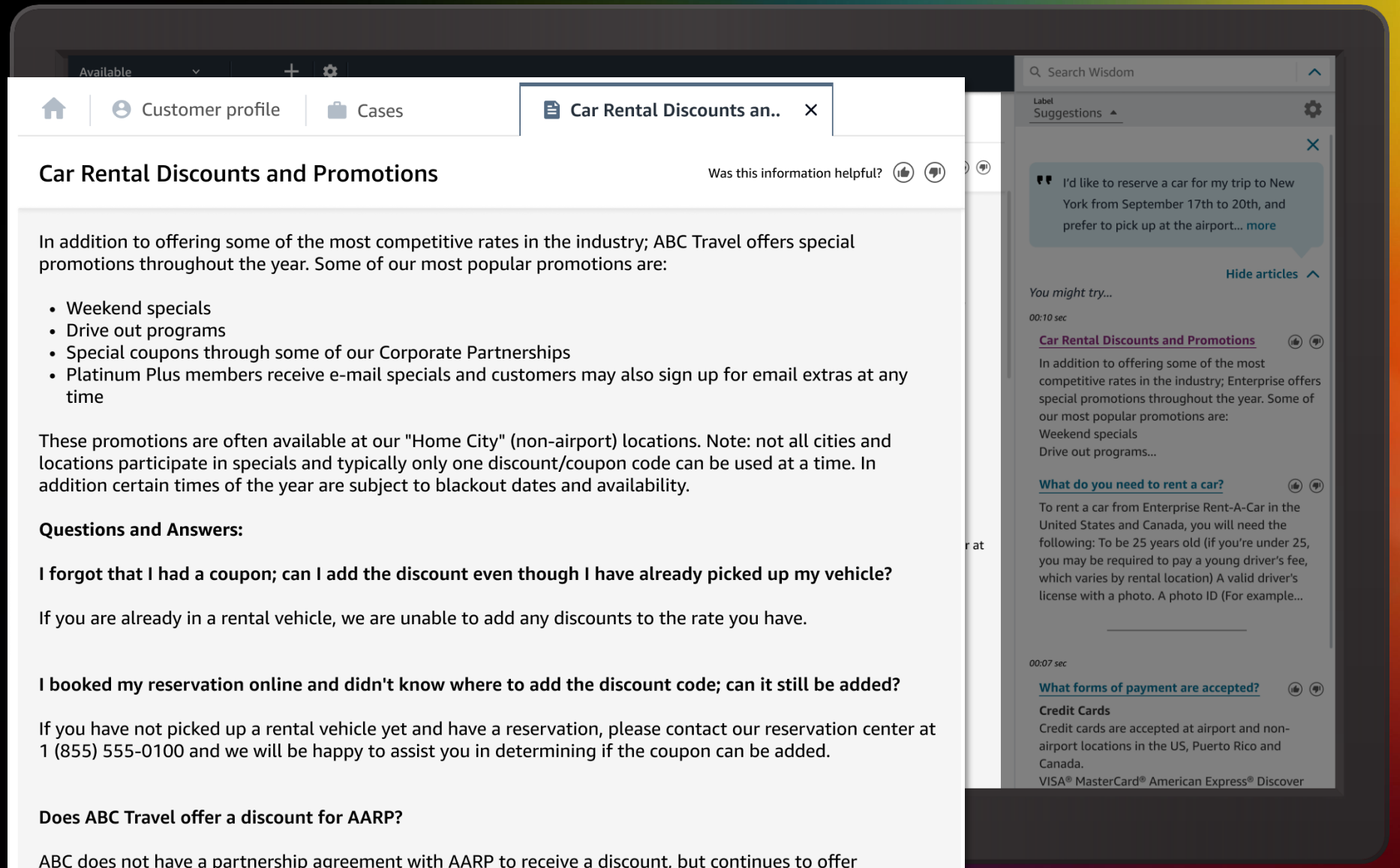
Customer profile information

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Knowledge and agent assist

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Knowledge and agent assist

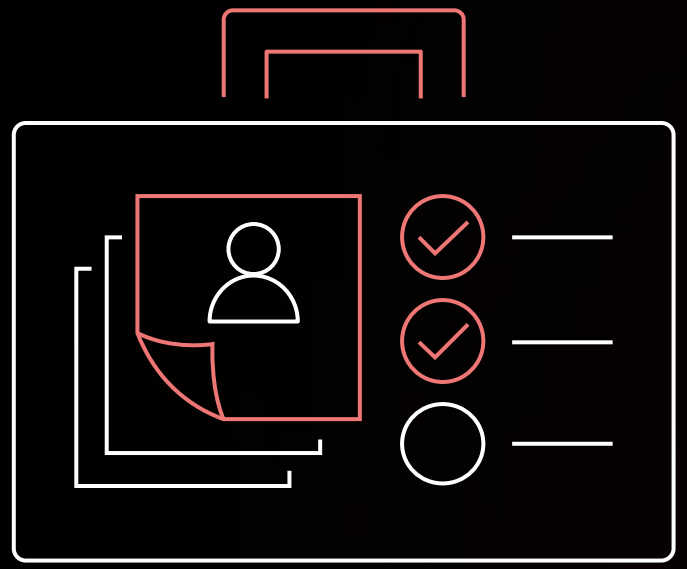
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New!

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Amazon Connect Cases

TRACK, COLLABORATE ON, AND RESOLVE CUSTOMER ISSUES QUICKLY



Automatically access and create case data from your IVR and chatbots

Route the case to the next available agent so that can view case history and activity in the unified agent application

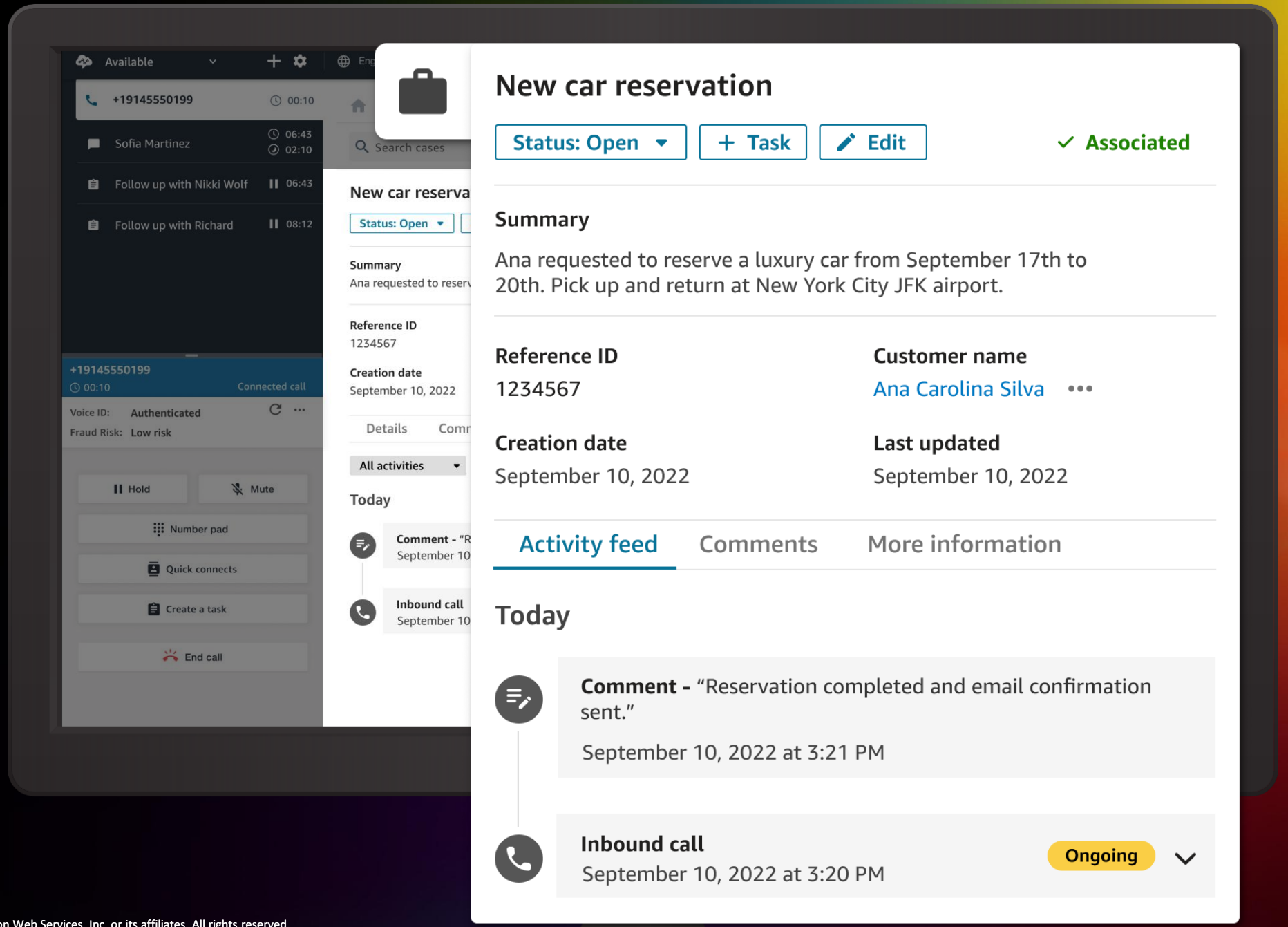
Take action with integrated task management

Simple self-service onboarding, setup, and configuration in just a few clicks

Use Cases Public APIs and Case Event Streams to add case experiences into your applications

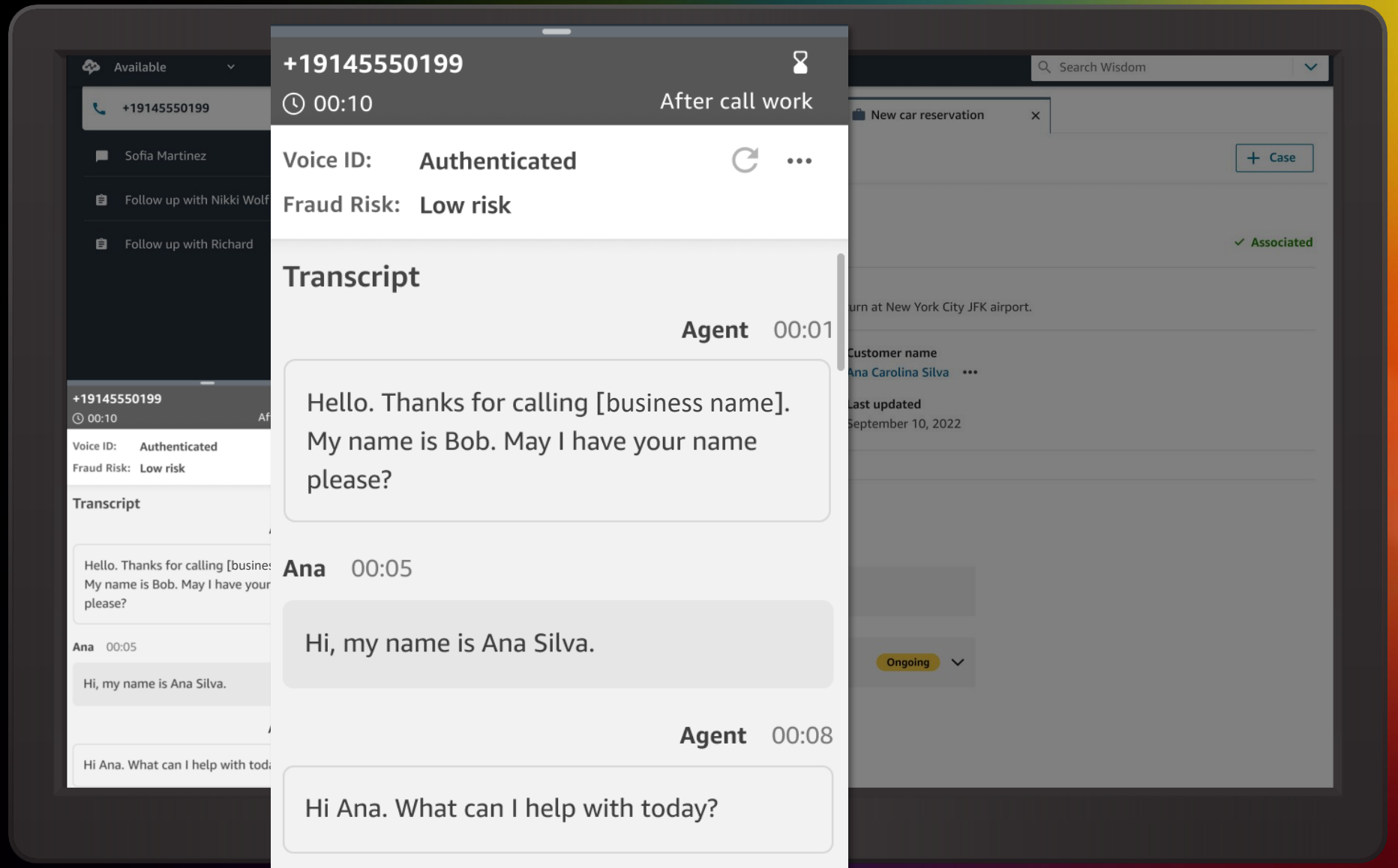
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Case management

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Post call transcript

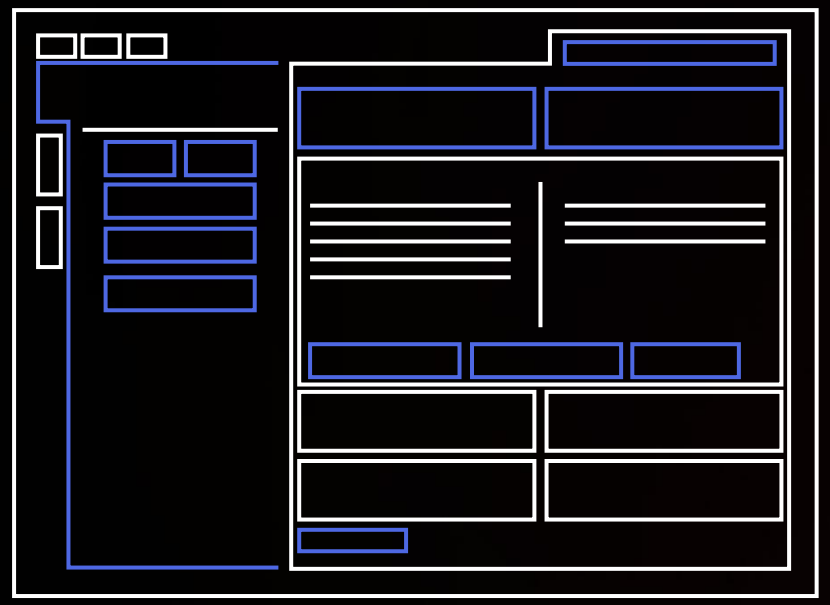
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New!

Preview

Step-by-step guides for the agent workspace

ONBOARD NEW AGENTS FASTER AND IMPROVE CX AND ISSUE RESOLUTION TIME



Guided agent experiences reduce training time, enable faster issue resolution, and improve CSAT

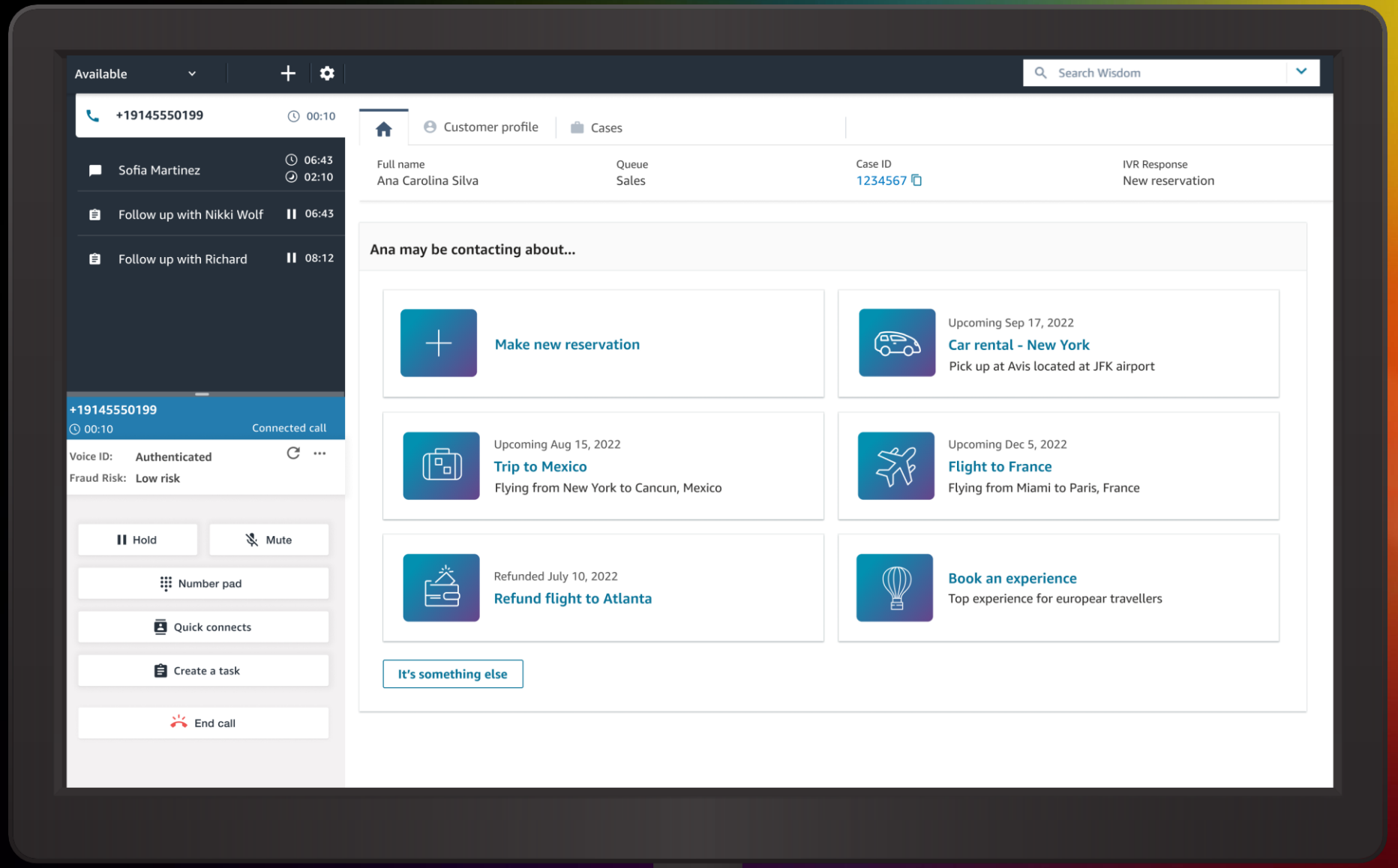
Agents can share, receive, and react to data with contextually relevant views

Supervisors design guided agent experiences using the same no-code Amazon Connect flows designer they use today to create IVR and chatbot experiences

Automate repetitive tasks to free up agent time and eliminate human error

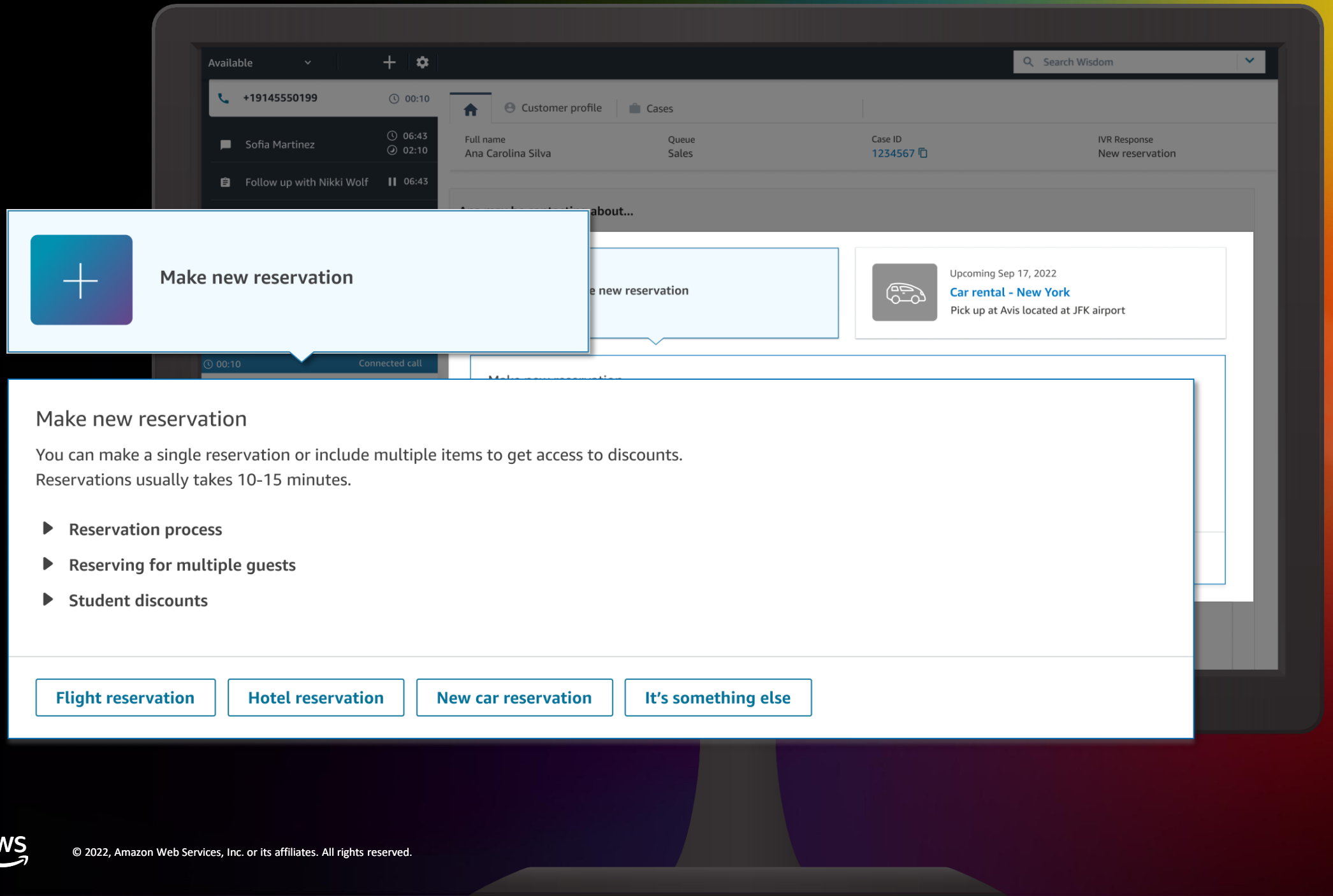
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Step-by-step guides

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Step-by-step guides

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Turn your data into action and continuously improve

ANALYTICS, INSIGHTS, AND OPTIMIZATION



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Turn your data into action and continuously improve

ANALYTICS, INSIGHTS, AND OPTIMIZATION

Real-time and historical analytics: Understand granular- level metrics and insights to make data-driven decisions and hit business targets while reducing costs

Forecast, plan, and schedule your agents: Predict contact volumes with high accuracy, determine ideal staffing levels, and optimize agent schedules

ML-powered conversational analytics: Automatically monitor and classify the sentiment, trends, and compliance of conversations

Self-service configuration: Use the same easy-to-use unified tools to design and improve customer experiences across your channels

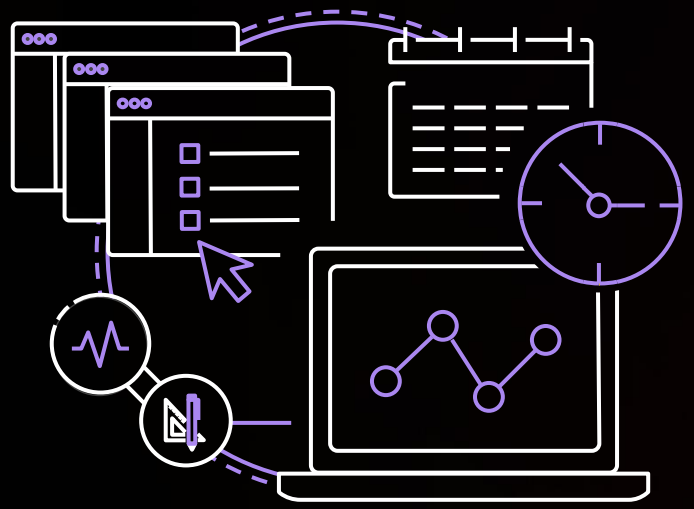
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GA

Amazon Connect forecasting, capacity planning, and scheduling

ML-POWERED CAPABILITIES THAT HELP YOU RESPOND TO CAPACITY, STAFFING, AND WORKFORCE CHANGES



Predict, allocate, and verify that the right number of agents are scheduled at the right time to hit goals with minimal over-staffing

Turn it on with a single click, without the need to build or integrate your own application

New!
Improved accuracy and efficiency using machine learning

Simplify staffing using Amazon Connect's native and intuitive management UI

Ensure agents are following schedules with automated schedule adherence

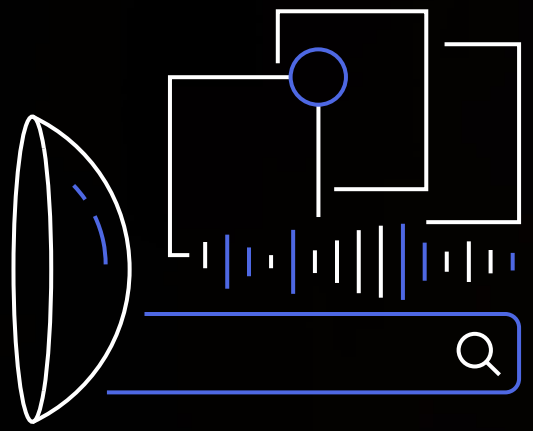
Automate intraday agent requests for overtime and time off needs

aws

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Contact Lens for Amazon Connect

REAL-TIME CONVERSATIONAL ANALYTICS POWERED BY MACHINE LEARNING



Machine learning–powered speech analytics provide contact transcripts, summarization (issues, actions, outcomes) and tagging, and sentiment analysis

Supervisors get crucial product feedback, manage policy compliance, and identify critical issues and agent coaching opportunities in real time

New capabilities!

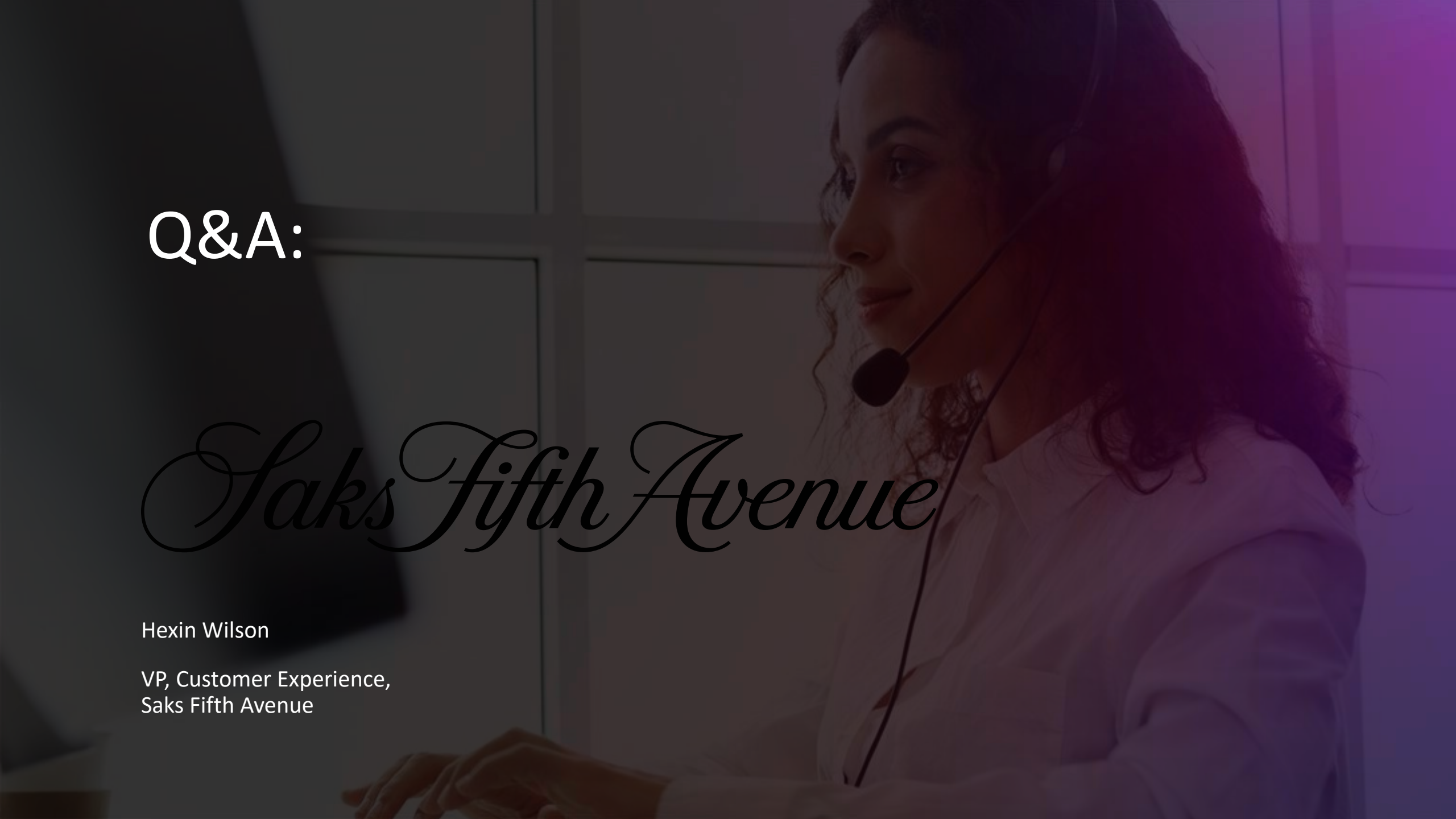
Leverage ML-powered analytics capabilities to **analyze chat contacts** GA

Define agent performance evaluation criteria with an easy-to-use UI and automatically populate evaluation results for manager review Preview

aws

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Q&A:



Saks Fifth Avenue

Hexin Wilson

VP, Customer Experience,
Saks Fifth Avenue

We’re here to help you transform your CX

AMAZON CONNECT CUSTOMER RESOURCES

AWS Professional Services
Skills and experience from AWS experts to supplement your team

AWS Migration Acceleration Program (MAP)
Leverage AWS methodology and financial incentives* to accelerate contact center migrations to the cloud



AWS Support
Go beyond reactive break-fix with proactive support programs

AWS Training and Certification
Advance your team’s skills and build cloud fluency by learning from AWS experts

Learn from Amazon Customer Service
Hear how Amazon’s culture of innovation drives our customer experience

AWS Partners
A global network of partners with deep AWS expertise

*Subject to qualification criteria

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Select Amazon Connect delivery partners

Global Service Partners

accenture, Cognizant, edrans, IBM, LOCAL MEASURE, SERVION, VoiceFoundry, Capgemini, Deloitte., HCL, Infosys Cloud, pwc, TATA CONSULTANCY SERVICES, wipro

Product Integration Partners

CRM, help desk/case management, agent desktop, and collaboration

salesforce, SAP, zendesk, Dextr, UiPath, servicenow, eGain, Pega, Microsoft Dynamics CRM, KUSTOMER, Symbee, LOCAL MEASURE, glia

Workforce management/optimization, speech analytics, and quality management

VERINT, NICE, cogito, MONET SOFTWARE, TELEOPTI, yactraq, amplifAI, AGYLE TIME, CALABRIO, ZOOM, ASPECT, VoiceFoundry, OPENTEXT, CallMiner Eureka, CRESTA

Analytics, media channels and communications, location services, and payment solutions

24SESSIONS, afiniti, Jabra GN, eGain, Payshield, poly, RingCentral, here, recursivelabs, SmartAgent, webtext, dialogtech, EPOS, VoiceBase, Vidyo

Outbound, Visual IVR, Voice of Customer

USAN, ACQUEON, callvu, vht, rodish, Enghouse Interactive

Security & voice biometrics

NUANCE, NICE, AURAYA, pindrop, Voicekey, NomiDio

Reporting/CX assurance

tableau, Operata, CYARA, JOUNCA, callstats.io, splunk>, eMite, CODE., SuccessKPIs, nectar, aceyus

Robotic process automation

UiPath, uniphore

AI-driven analytics/speech

clinc, NLX, SuccessKPIs, uniphore, bitext

Social channels

Khoros, LOCAL MEASURE, sprinklr, TATA CONSULTANCY SERVICES

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This is not a complete list. To view all AWS Partners for this category, visit AWS Partner Solutions Finder. This list of partners is current as of November 29, 2022.

Attend Amazon Connect sessions

Monday

BREAKOUT SESSION

BIZ208: Deliver a resilient, personalized experience at scale with Amazon Connect

Naomi Hall, Principal Consultant—AWS
Sam Watson, Sr. Software Engineer—Intuit

BUILDER

BIZ302: How to build smart self-service experiences with Amazon Connect

CHALK TALK

BIZ303: How to use Amazon Connect to turn data and into actionable insights

Tuesday

BREAKOUT SESSION

BIZ202: What's new in contact centers with Amazon Connect

Pasquale DeMaio, VP/GM Amazon Connect—AWS
Prithvi Sahoo, Sr Director Customer Experience Platform—Adobe
Vikas Sagar, Manager of Engineering—Adobe

CHALK TALK

BIZ401: Build a resilient, scalable contact center on Amazon Connect (5:45PM-6:45PM)

aws

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Attend Amazon Connect sessions

Wednesday

LEADERSHIP SESSION

BIZ101-L: Build intelligent businesses through cloud applications

Dilip Kumar, VP Business Applications—AWS
Diego Pantoja-Navajas, VP/GM New Products—AWS

BREAKOUT SESSIONS

BIZ102: How women leaders are transforming customer experience

Laura Fraser, Principal Business Development Manager—AWS
Delia Medina, VP Customer Care Innovation—First Advantage
Hexin Wilson, VP Customer Experience Servicing—Saks.com
Joanna Bird, VP Sales—Neuraflash
Kim Honeywell, AVP Strategic Solutions—Symetra

BIZ204: Optimize contact center outcomes with Amazon Connect

Tom Johnston, Sr Manager Product Mangement—AWS
Alex Sánchez, Global Head of Cross-GDC Networks—Fujitsu
Dilman Ali, Global Product Delivery Owner—Fujitsu

BIZ205: Boost agent productivity and performance with Amazon Connect

Steve Johnson, Director Product Management—AWS
Drew Clark, Business Analyst—Kentucky Transportation Cabinet

WORKSHOP

BIZ308: Route contacts based on emotion models with Amazon Connect and AI/ML

CHALK TALK

BIZ304: Transform cross-channel customer engagement with Amazon Connect

Thursday

BREAKOUT SESSION

BIZ207: How NAB transformed the self-service experience with Amazon Connect & ML

Jim Kraeutler, Principal Product Manager—AWS
Alex Kocher, Head of Assisted Experience Technology—National Australia Bank
Beck Condon, Sr Manager, Channels & Business Product Owner
Contact Centre Capabilities—National Australia Bank

CHALK TALK

BIZ305: How to use Amazon Connect to optimize agent productivity

aws

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Resources to learn more

Learn more about our contact center offerings

Hear from Amazon Connect customers

Read our latest thought leadership and technical blogs

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Thank you!



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