
AWS
re:Invent
NOV. 28 – DEC. 2, 2022 | LAS VEGAS, NV

BIZ204

Optimize contact center outcomes with Amazon Connect

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Fujitsu

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Fujitsu

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Senior Manager, Product Management
AWS

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Agenda

FUJITSU

- Who we are
- Where we were
- Our roadmap to the solution
- Key steps we took and decisions we made
- How we solved the problem
- Where we are today
- Where we are going

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Fujitsu at a glance

HEADQUARTERS
Tokyo, Japan

ESTABLISHED
1935

CEO
Takahito Tokita

PRINCIPAL BUSINESS AREAS
Technology solutions
Ubiquitous solutions
Device solutions

EMPLOYEES
124,200 worldwide
(as of March 2022)

REVENUE
3,586.8 billion yen

OPERATING PROFIT
219.2 billion yen

R&D EXPENSES
105.3 billion yen
(approx. 2.9% of revenue)

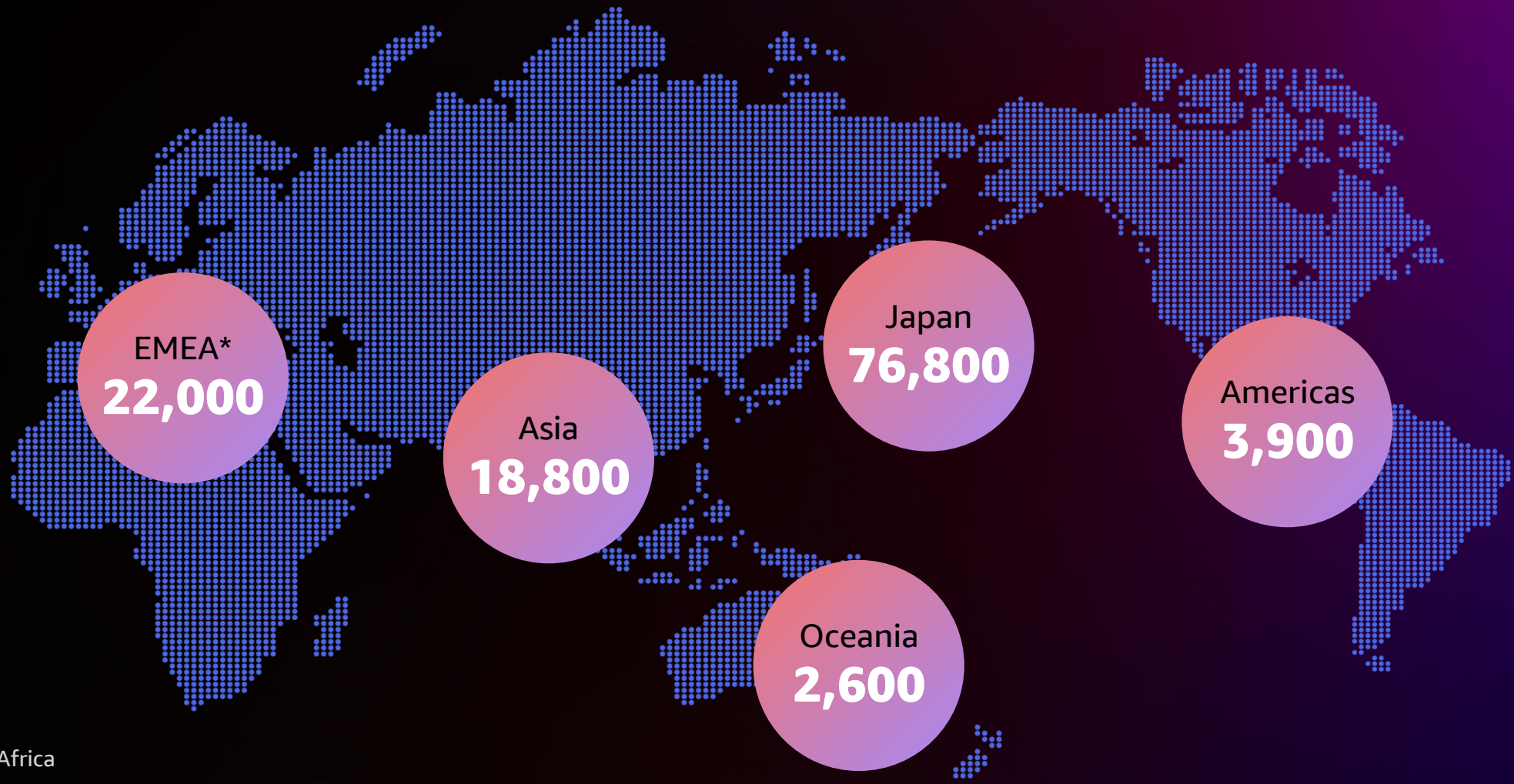
STOCK EXCHANGE LISTING
Tokyo (code 6702)
Nagoya



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Where we work

Approximately
124,000
Fujitsu colleagues working with customers in over **180** countries



*EMEA: Europe, Middle East and Africa

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Trusted globally by world-class customers

FUJITSU

RETAIL

BabyBunting

Mitchells & Butlers

OTTO

FINANCIAL SERVICES

Die Continentale

pbb Deutsche Pfandbriefbank

HDI

Munich RE

pelayo

ROBECO

UBS

UNIT TRUST CORPORATION

TRANSPORT AND LOGISTICS

ctt Express

Consorcio Transportes Madrid

Hermes

Lufthansa

UTILITIES

BC Hydro

GASCADE

EnBW | ODR

PUBLIC SECTOR

Bundesagentur für Arbeit

Deutsche Rentenversicherung

Finnish National Agency for Education

City of Gold Coast

Department of Education

PRH

PETRINEX

MANUFACTURING

Beam Suntory

DAIKIN Applied

EMBRAER

Howmet Aerospace

pelzGROUP

Sentury Tire

Suntory Beverage & Food Europe

COMMUNICATIONS

dataport

DHW Druckhaus Waiblingen

LCL Your Data Center

LEVEL 27

SAMLINK

Sunrise

HEALTH

apotti

camp quality

HUS Helsingin yliopistollinen sairaala

hpsc

Evelina London Children's Hospital

UKSH

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Access our customer stories

Our position in numbers

FUJITSU



No. 10

10th largest IT service provider in world



No. 1

No. 1 IT service provider in Japan



3,586.8 billion JPY

Revenues in FY2021



180 countries

We provide our services worldwide



40 languages

Used in our services through Global Delivery Centers

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FUJITSU

"Within Fujitsu we operate hundreds of contact centres that support the business needs of many hundreds of customers, often operating 24 x 365 and with demanding service expectations.

AWS has worked closely with Fujitsu, offering support and guidance throughout each phase of our Amazon Connect program (from system implementation; to network switchover; and through to the current focus on automation and improvement of processes for our customers).

This program and partnership with AWS is continuing to deliver significant cost and service quality benefits for both Fujitsu and our customers."

—PHIL WIGGLESWORTH
Global Delivery CIO, Fujitsu

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Why did we migrate?

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MIGRATION JOURNEY



CONTEXT

- **Objective:** replace existent platform (Service Desk for UK and Global Delivery Centers)
- **Scope:** migrate 150 service desks in 6 countries, providing support to over 450 customers in a 9-month period
- **Drivers:** mitigate license and support costs, onboard next-generation functionality, innovate to support new and existing customer base
- **Implementation time:** 9 months, July 2020 to March 2021



PROJECT FACTS

- **Existing platform contract:** ending March 2021 (all customers needed to be migrated by this date)
- **Timeline:** ***Kickoff:*** January 2020, ***Discovery:*** February–May 2020, ***Implementation:*** July 2020–March 2021
- **Costs driver:** a significant part of costs came from licenses and support for existing platform
- **Migration time:** to minimize dual running costs, migration would need to be accomplished in record time
- **Scope:** all existing service desks using platform would need to be migrated
- **Need to limit scope:** additional scope would need to be separated into new project. Telco porting was set as an additional project to start after migration was complete

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Why we chose Amazon Connect

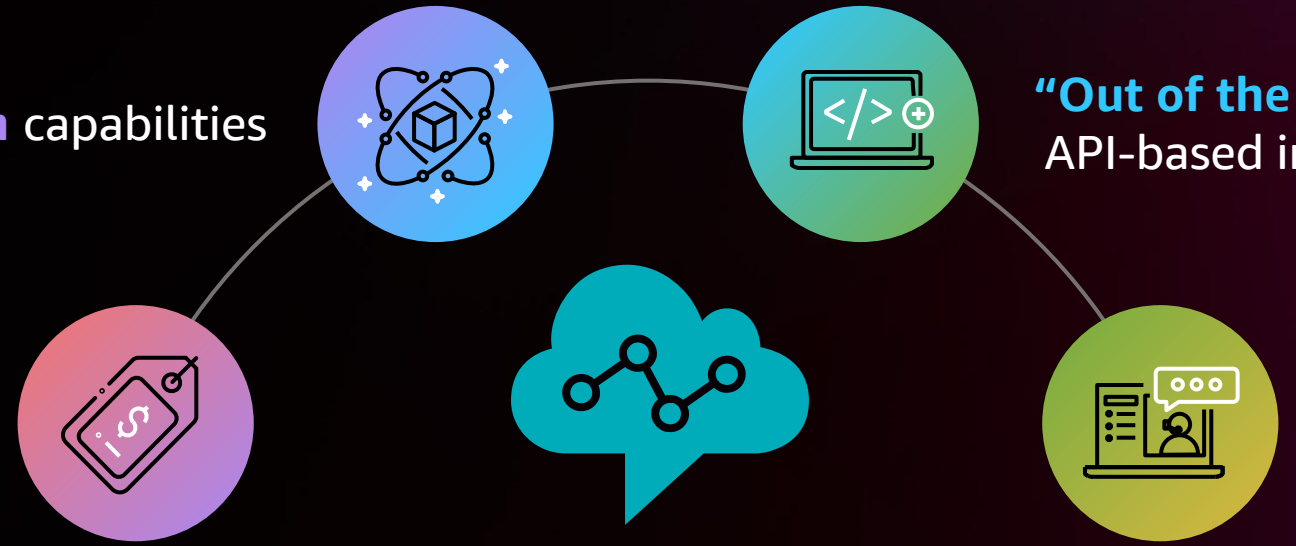
FUJITSU

Next-generation capabilities

"Out of the box" allowed API-based integrations

Pricing scheme per usage

AWS support during migration



Why Amazon Connect?

MAJOR FUNCTIONALITIES

- Call recording and call analysis
- Natural language processing
- Ease of management
- Open-source integration
- Automation

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Building block design

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ARCHITECTURE

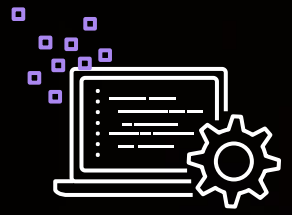


Dynamic IVR





Third-party data integration



Artificial intelligence and machine learning



Security

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Migration metrics

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Operational costs

-50%

Licenses, telephony, infrastructure, and automations, savings > $2.2M p.a.

Call recording costs

-80%

Compared to previous solution, savings > $33K p.a.

Bonus for specialized language

$500 USD

per agent

Introduction of seamless chat translation

Cost reduction with new tools

$4,000 USD

per month

Email capabilities included in custom CCP

Technology standardization with **JABRA**

Reduction of operational manual effort

3 resources

(1/2 time)

Incident logging automation into ServiceNow (previously 20 hours per week)

Reduction of manual effort for flow design

20 hrs to 2 hrs

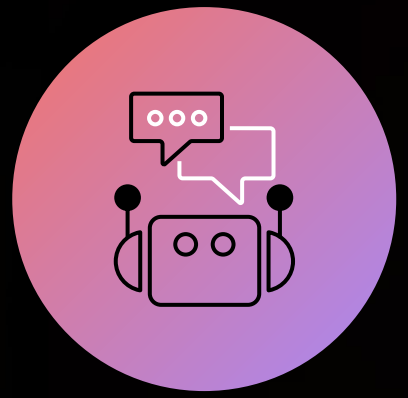
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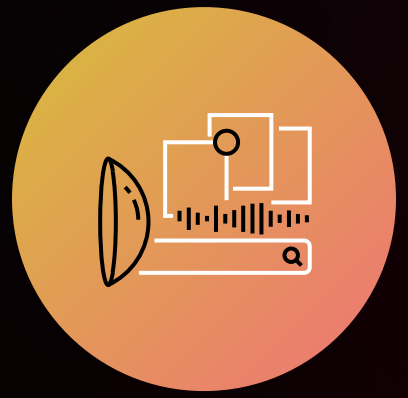
Where we are today

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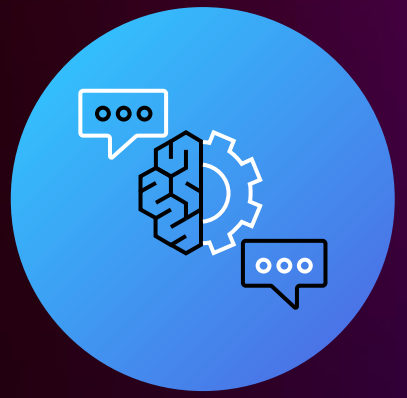
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Voice bot



Sentiment analysis



Seamless translation

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Voice bot

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Zero-touch voice automation:

Implement self-service opportunities to reduce contacts handled by agents



Scope:

Integrate voice with ITSM tools; use Amazon Lex to deliver natural language–based self-service



Drivers:

Innovate, reduce costs, and improve user experience

"Over the 7 months of Lex being active on our account, we have had 3 out of 10,000 users sending negative feedback regarding Lex."

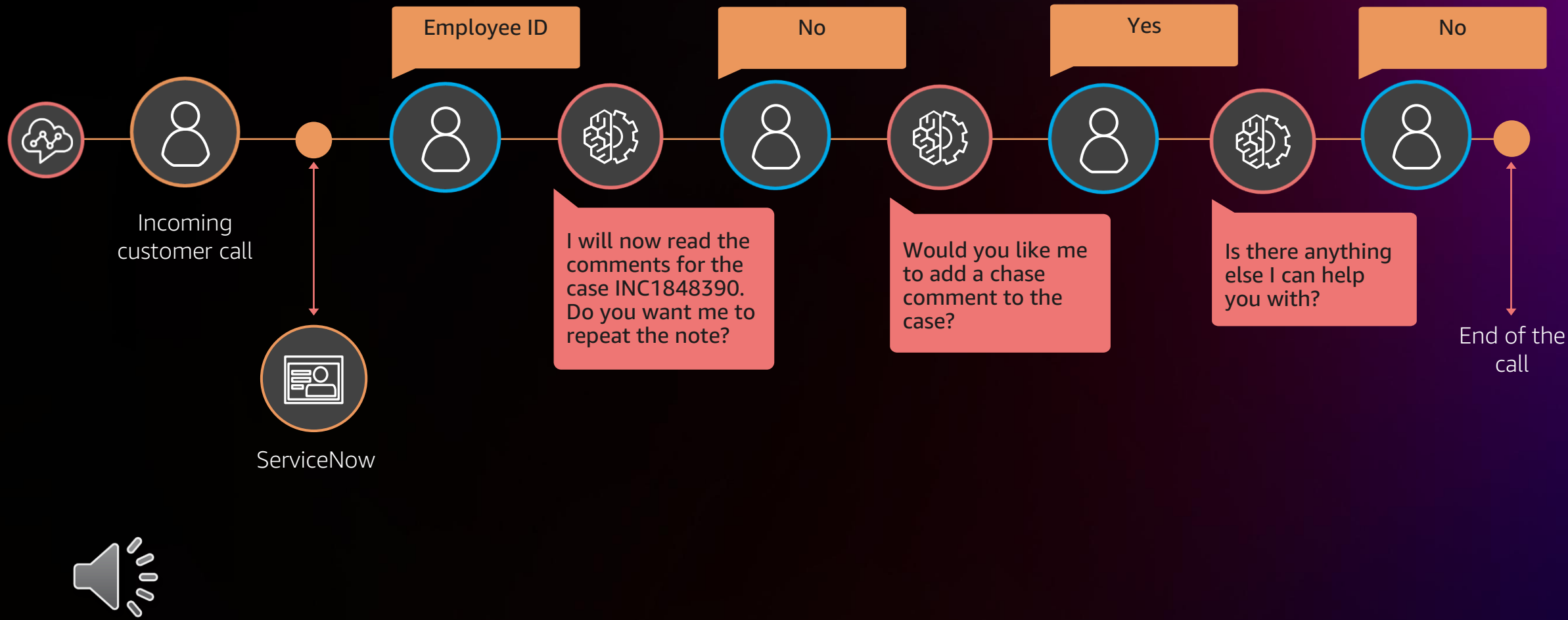
—CLAIRE HANDLEY
Centrica Global Senior Digital Service Delivery Manager

centrica

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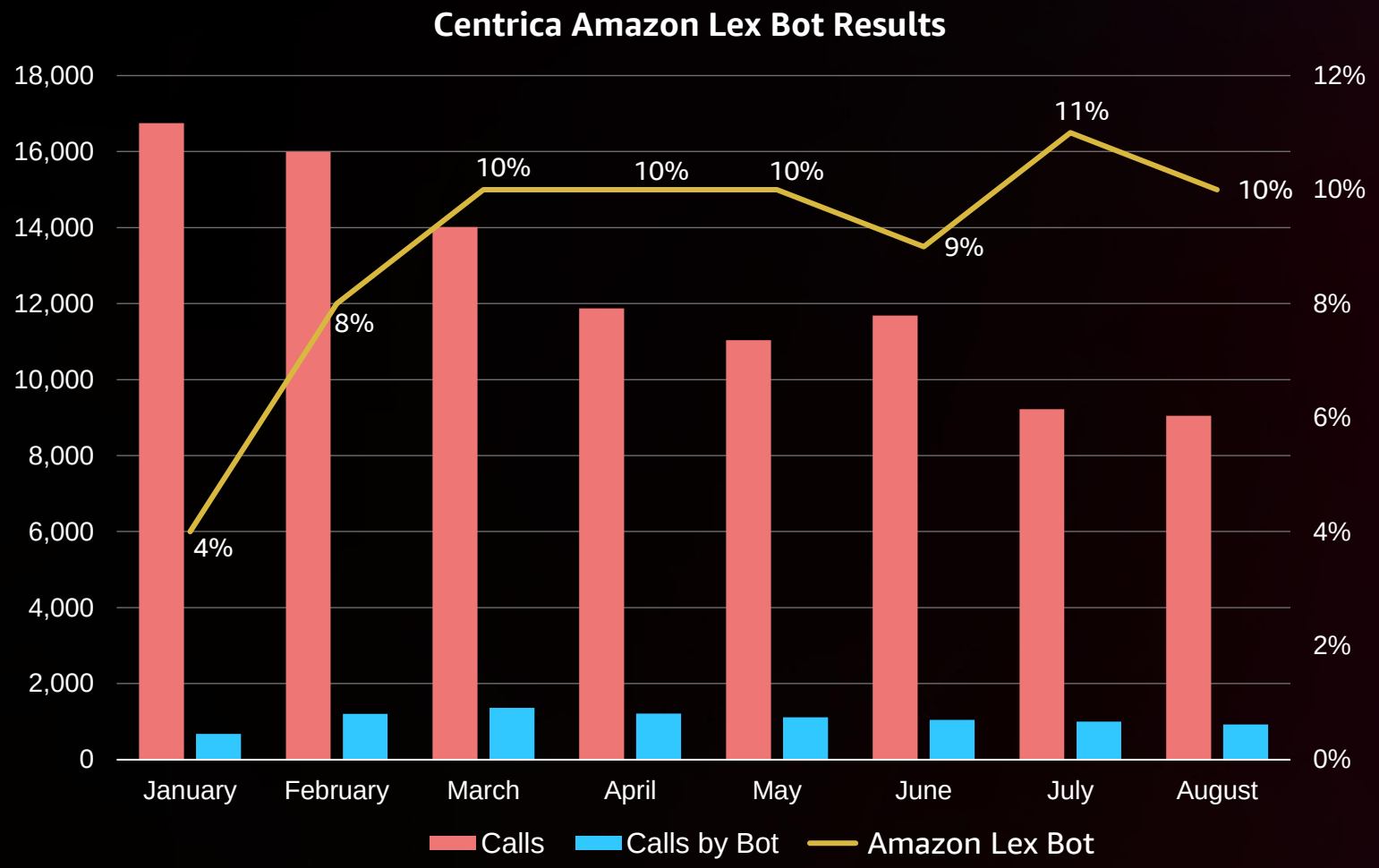
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Voice bot demo



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Voice bot – Results



"The fact that 10% of Customers exit the phone call, following Lex's update evidences the effectiveness of the tool. In addition, this indicates that the support teams are writing sufficient updates within the tickets. This 10% reduction allows our agents to focus on new issues from our customers and give priority to new issues that can prevent user downtime & frustration."

—CLAIRE HANDLEY
Centrica Global Senior
Digital Service Delivery Manager

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Sentiment analysis

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Objective:

- Use automation to remove any bias and increase sample rate for QA
- Use sentiment as an informational element for agents to improve future customer interactions



Scope:

Store call transcriptions in ITSM tools to avoid human errors, increase capacity and efficiency of supervisors



Drivers:

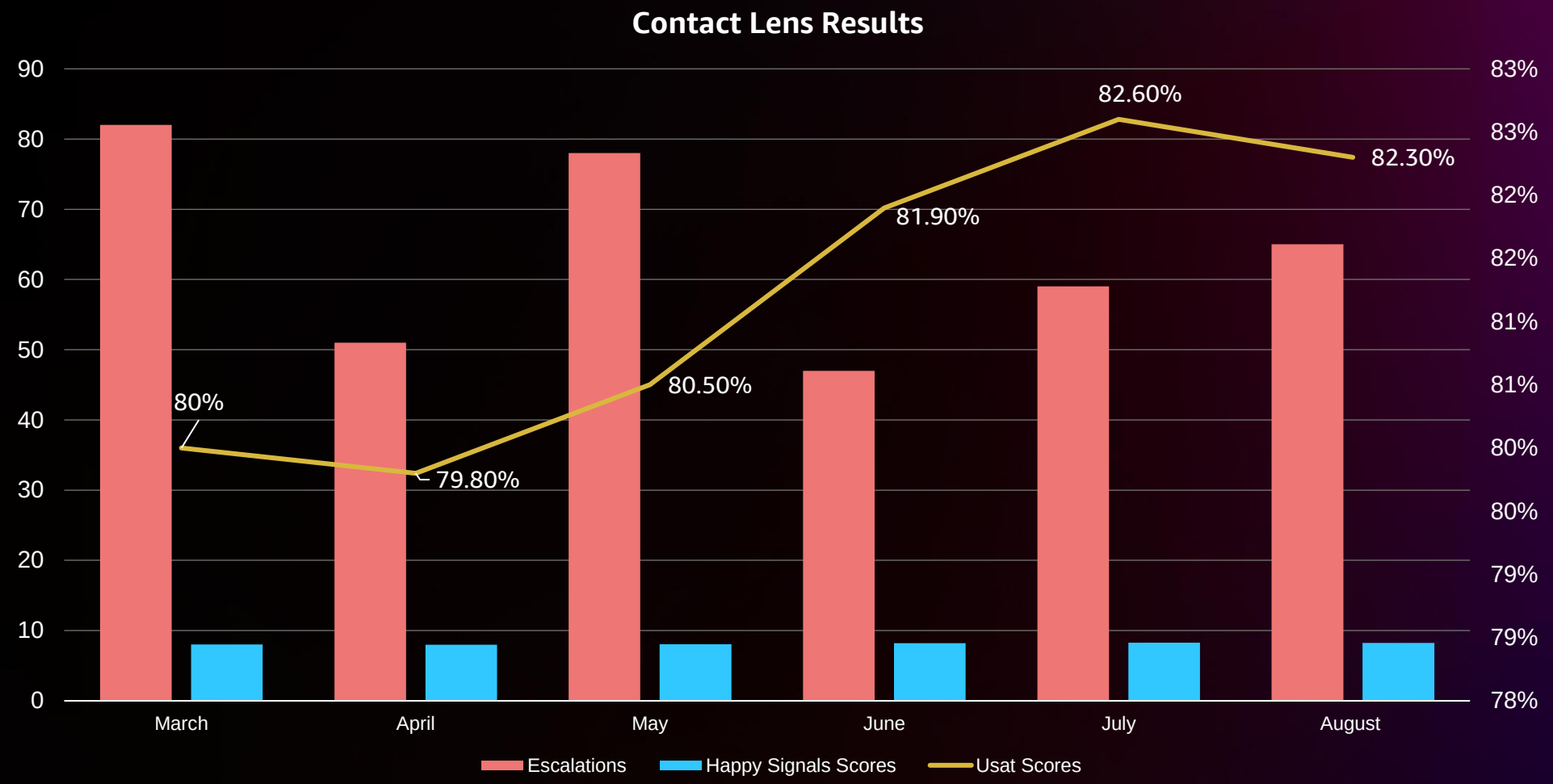
Reduce costs, use AI to improve user experience

Ask IT

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Sentiment analysis – Results



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Seamless translation

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Objective:

Mitigate resourcing challenges for specialized language skills on a multilingual service desk



Scope:

Shift demand to digital web channels and use translation technology to allow agents to communicate through multiple languages

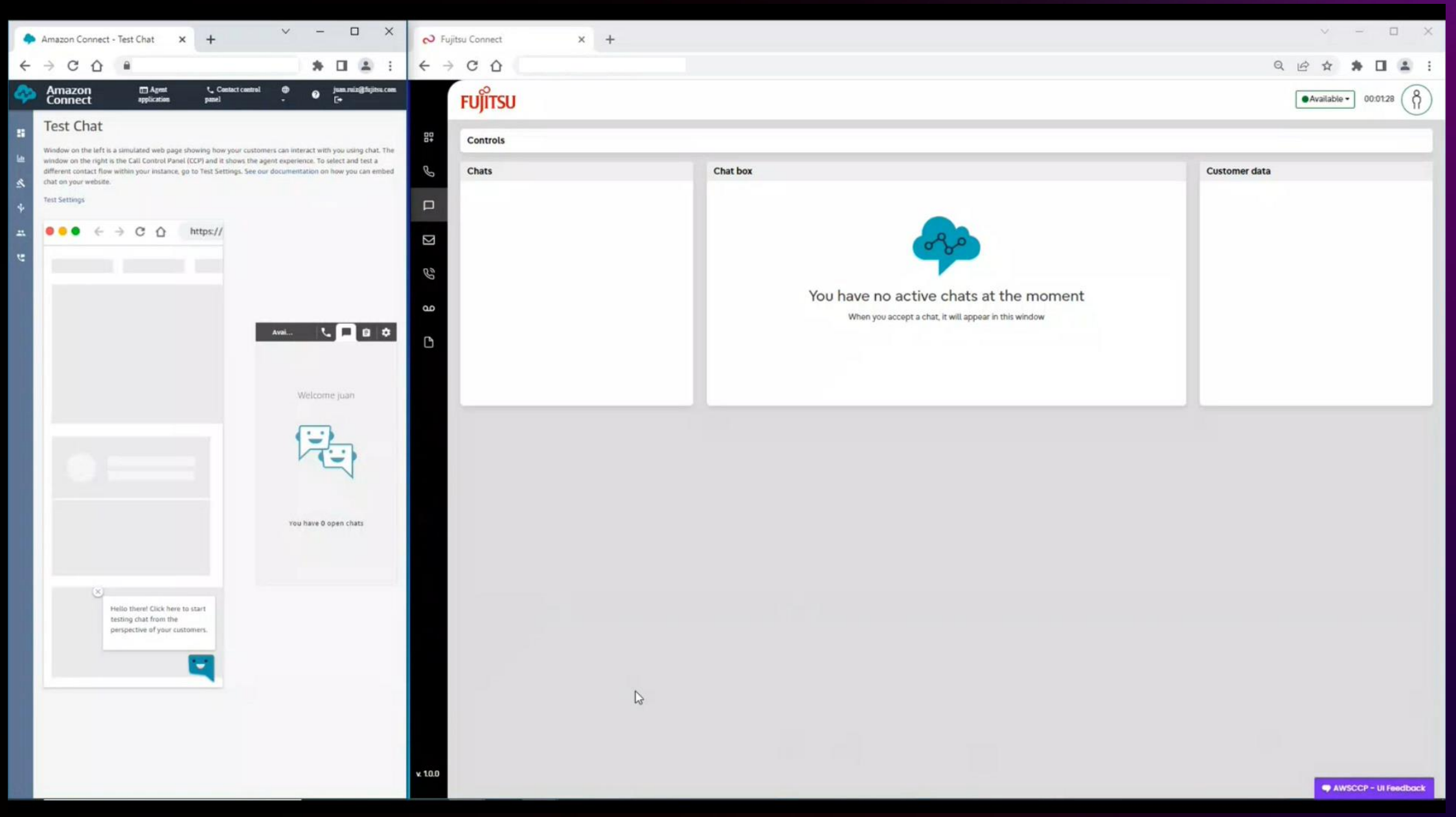


Drivers:

Headcount reduction, call deflection, and increase productivity

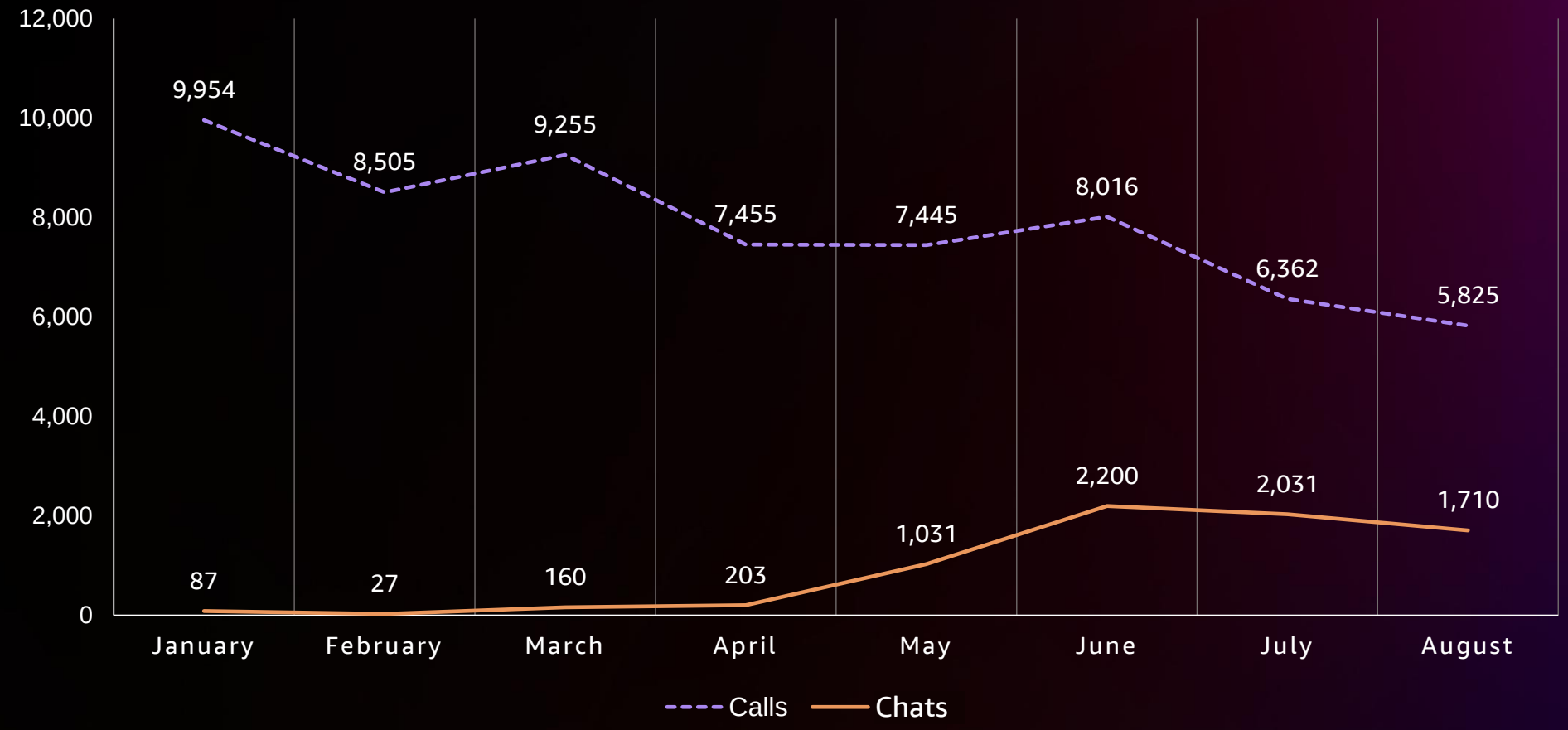
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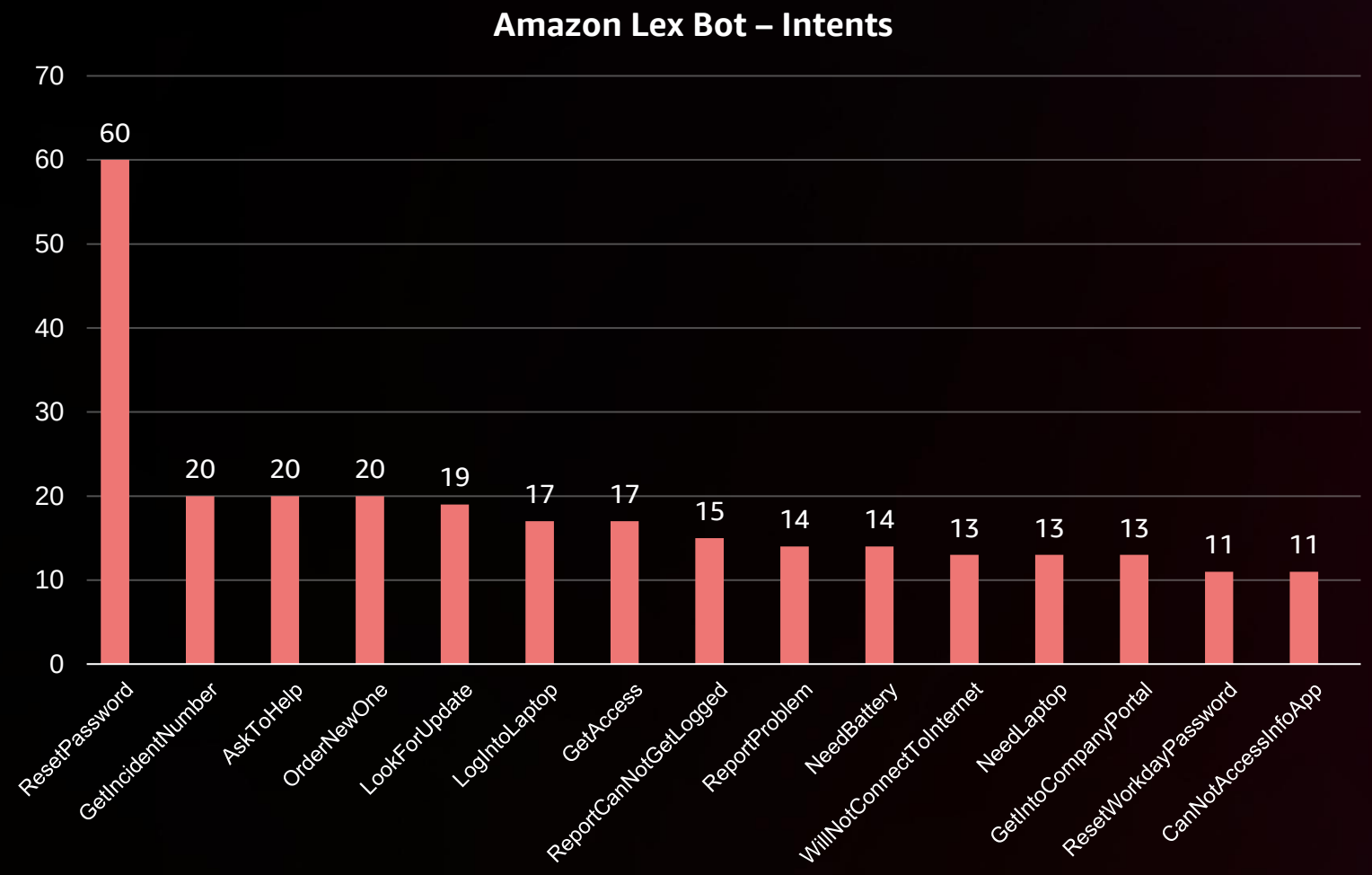
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Seamless translation – Results



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Next-gen innovation: Automatic Chatbot Designer



Savings/benefits:

- Amazon Lex Automated Chatbot Designer – Additional 15 Amazon Lex bots for Centrica
- Contact Flow dev time reduced by 90% (20 hours to 2 hours)
- Complete reduction of manual work for ticket trend reporting for a major utility company

Developing in-house talent/innovation

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Final thoughts



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Thank you!

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Get in touch with us!





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What's new with Amazon Connect analytics, insights, and optimization

Tom Johnston

Senior Manager, Amazon Connect
AWS

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Challenges for contact center operation



Poor visibility into
real-time team activities



Hard to evaluate
agent/team performance



Limited insight to
optimize operations



Missing service-level targets
due to inefficient staffing



Too much manual effort
to manage workforce



High attrition rate due
to agent satisfaction

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Multiple users for contact center operation teams

Supervisors & managers

What's the team's workload and schedule?

What's going on in the team in real time?





Operation analysts

What is the forecast and resource plans?

How to use data to get more insight?







How does the agent/team perform?



How to improve agents' performance?

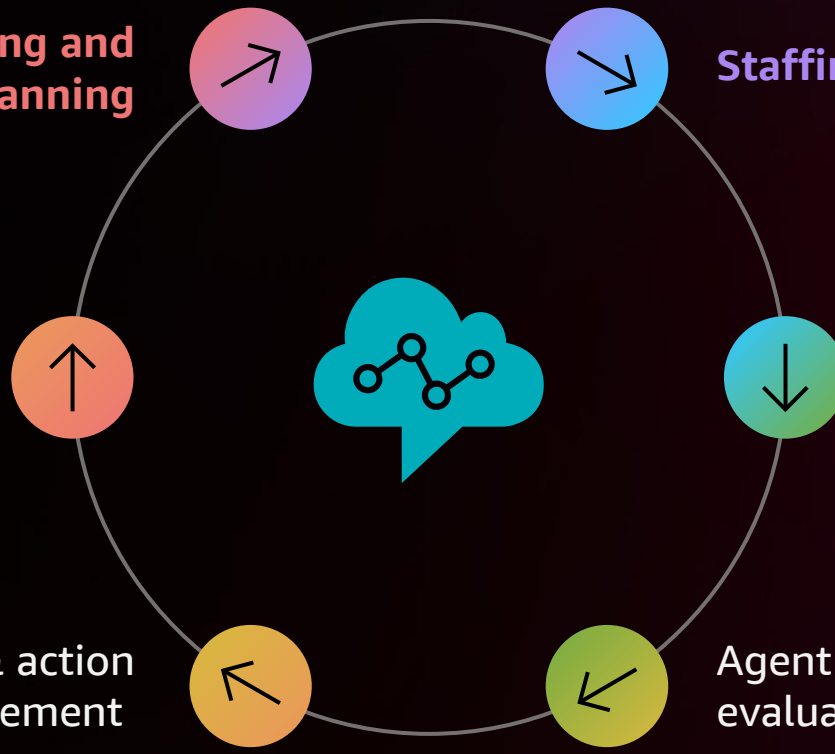
Quality managers

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Amazon Connect insight and optimization







Accurately predicting and forecasting your contact volume saves you time and money

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Amazon Connect forecasting, capacity planning, and scheduling

NATIVE CAPABILITIES ARE BUILT-IN, NOT BOLTED-ON



- Get started with a single click
- Improve accuracy and efficiency using machine learning
- Simplify staffing using Amazon Connect’s native intuitive user experience
- Benefit from cloud flexibility, scalability, and reliability

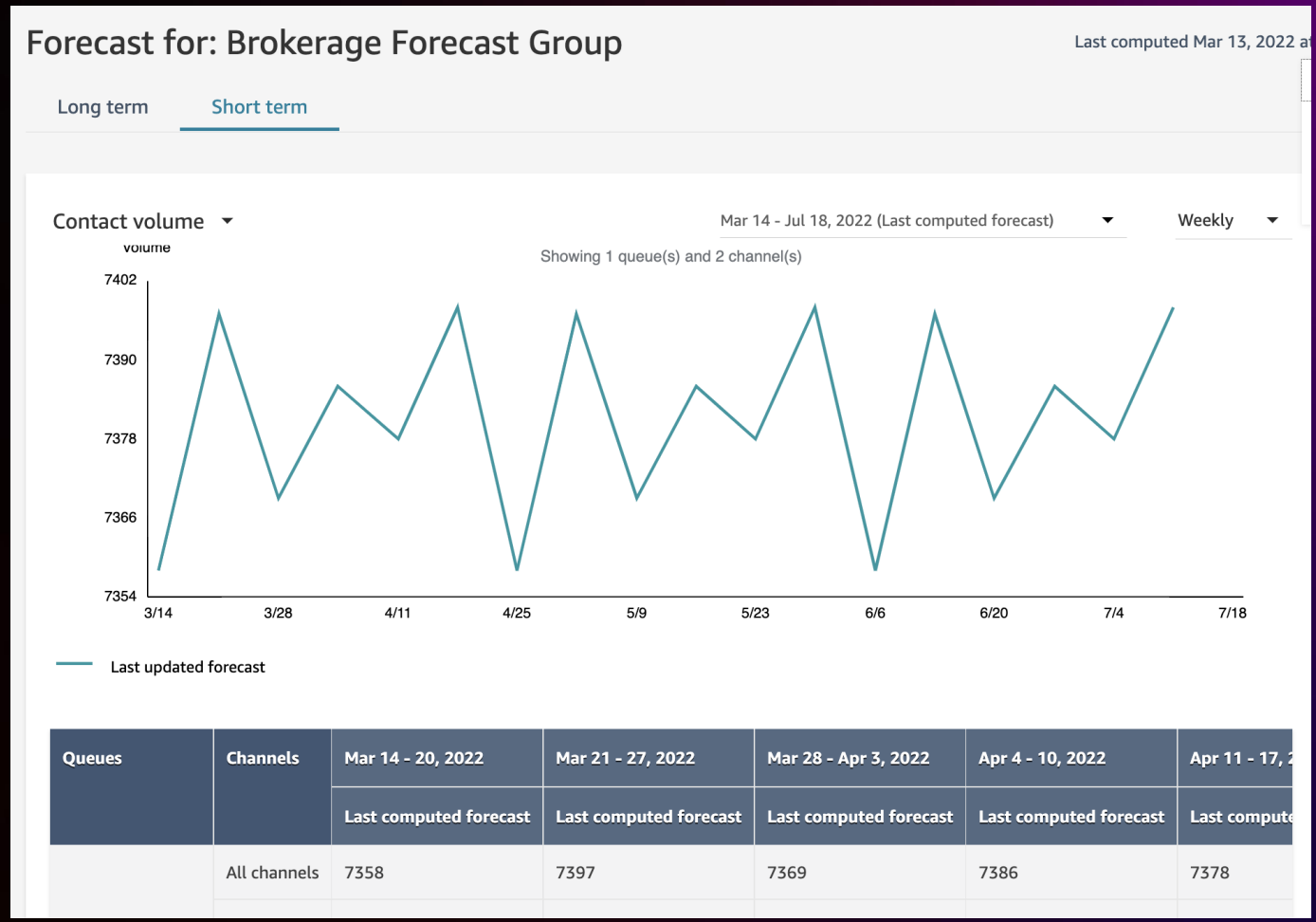
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Forecasting

Analyst or forecaster predicts contact volume

- Use AI/ML tailored for contact center business needs
- Help business planning with high-accuracy forecasts
- Auto-generate long-term and short-term forecasts



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Capacity planning

Planners generate plans for long-term resource needs, hiring, and budgeting



Help resource planning with the consideration of metrics and shrinkage



Create resource plans based on different scenarios

Metric	Mar 27 - Apr 2, 2022	Apr 3 - Apr 8, 2022	Apr 9 - Apr 15, 2022	Apr 16 - Apr 22, 2
Forecasting Inputs				
Forecasted Contact Volume	27304	37480	36799	35
Forecasted Average Handling Time (AHT), seconds	81	80	81	
Outputs				
Required FTEs (without Shrinkage)	34	28	28	
Forecasted Occupancy %	69%	69%	68%	
Outputs with additional input				
Required FTEs (with Shrinkage)	42	34	35	
Available FTEs	37	36	36	
Metrics calculated from available FTE input				
Gap between available FTEs and required FTEs	-5	2	1	
Gap %	-14%	6%	3%	
Required OT %	14%	0%	0%	
Required VTO %	0%	6%	3%	

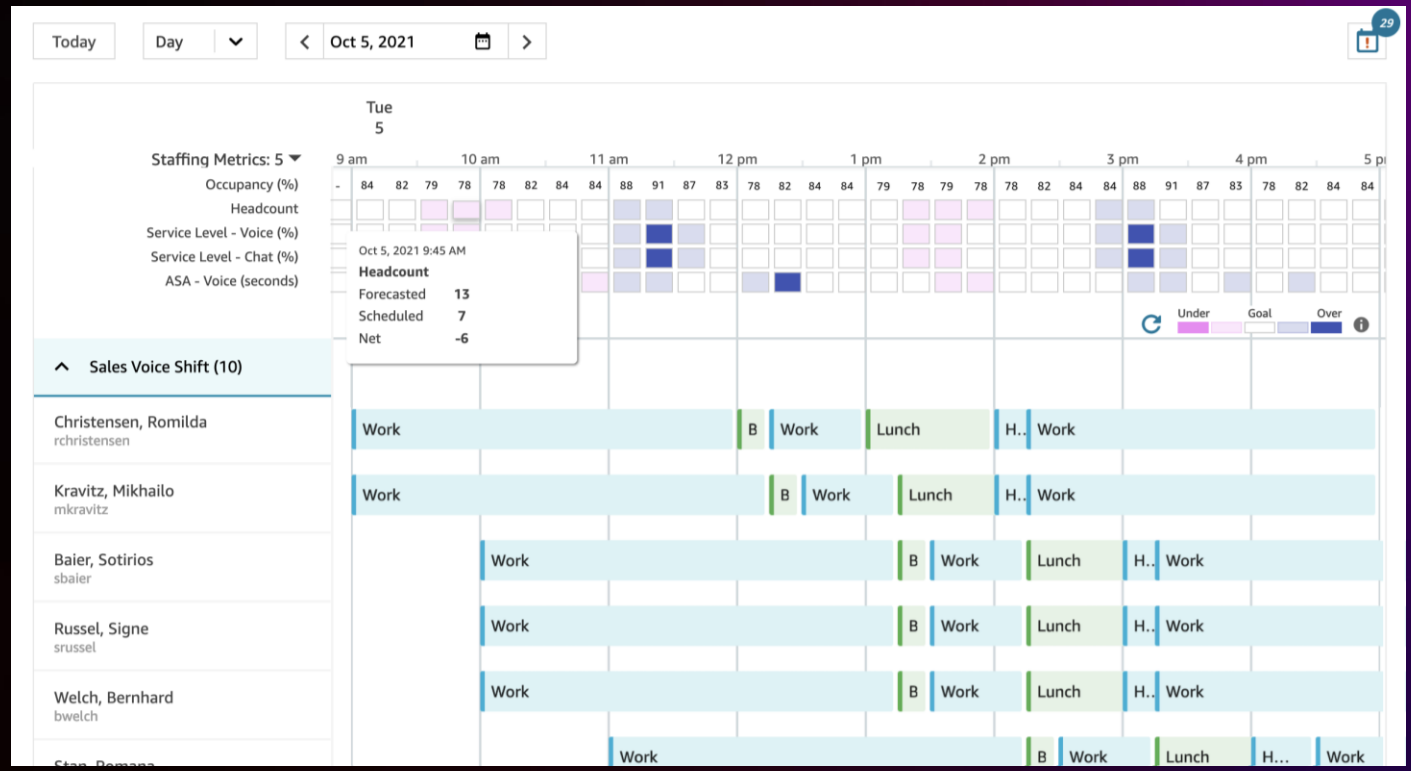
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Scheduling

Contact center managers and schedulers generate agent schedules for day-to-day workloads



ML-powered scheduling capability optimized for contact center business needs

Generate high-efficiency schedules that comply to HR, legal, and business rules

Schedule management and experience integrated with Amazon Connect applications

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Customer Reference: Ameriflex



“As a business with seasonally driven volume, it is imperative that our contact center can scale up and down without being locked into expensive licenses. We needed a dynamic, easy to learn and administer telephony solution that is also cost effective, drives efficiency, and integrates seamlessly with our current and future technologies. We are 18 months into our AWS journey and have found Amazon Connect to be user friendly and easily adaptable to our ever-changing needs.

We’ve started using Amazon Connect forecasting, capacity planning, and scheduling to administer scheduling plans and coordinate real-time adjustments with multiple internal and external partners. Our business users without workforce management experience find the capabilities easy to use.

AWS has been proactive in providing optimization recommendations and responsive to our development requests. Being able to work with AWS to test and build these forecasting, capacity planning, and scheduling capabilities that meet our business needs, rather than force fit a solution, has been an important part of our decision to move forward with additional AWS services.

– Anjanette DeCoudreaux, Director of Participant Services

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Amazon Connect insights and optimization



Forecasting and resource planning

Staffing and scheduling

Business insight on multiple datasets

Real-time monitoring and analytics

Trend detection & action to improvement

Agent performance evaluation



Improve your customer experience and better identify agent growth opportunities with automated agent performance evaluations

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Challenges in managing agent performance

Limited visibility into customer interactions and emerging issues



Time-consuming reviews requiring multiple applications

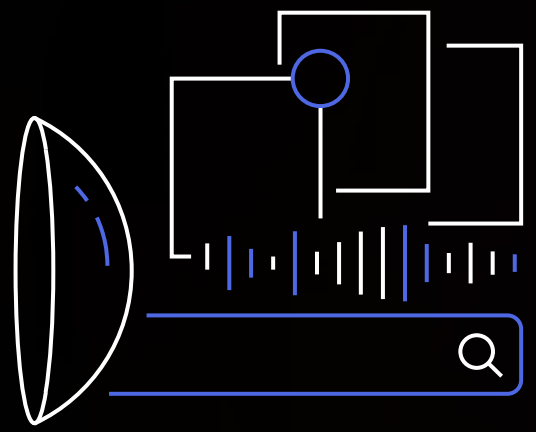
Lack of real-time support for customer calls

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New features of Contact Lens for Amazon Connect

REAL-TIME ML-POWERED CONVERSATIONAL ANALYTICS



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

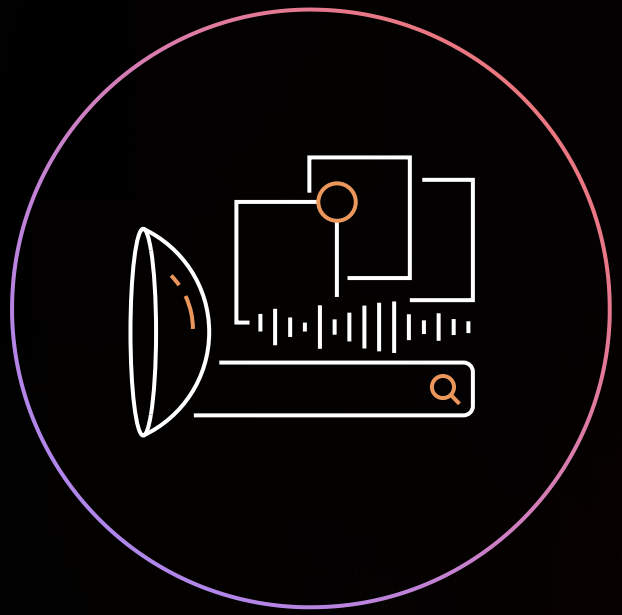
Now generally available!
Leverage ML-powered analytics capabilities to **analyze chat contacts**

Now available in preview!
Define agent performance evaluation forms with a simple UI, auto-populate and aggregate results over time for managers to review

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New! Conversational analytics for chat



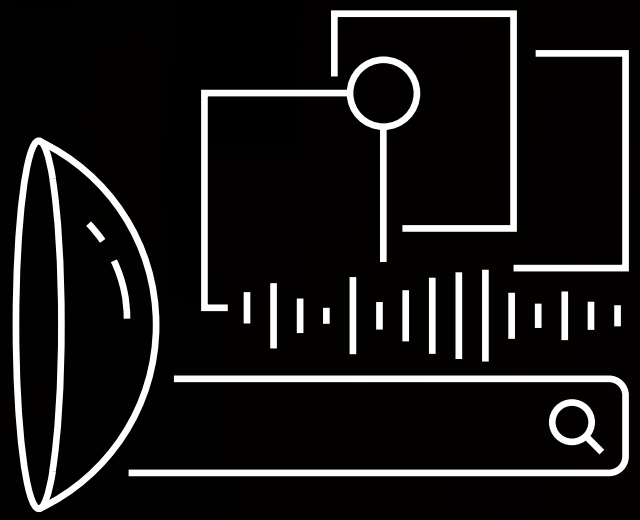
- **Same analytics experience** with chat as voice
- **End-to-end analytics** of a customer's conversation with a chatbot and agent in one flow
- New **chat-specific analytics**: response time, greeting time

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Contact Lens for Amazon Connect

AGENT PERFORMANCE EVALUATION CAPABILITIES WITHIN AMAZON CONNECT



- Design your own quality evaluation criteria and quantify results
- Assess agent performance with contact information and analytics insights side by side
- Automate with ML-powered conversational analytics, with no coding needed

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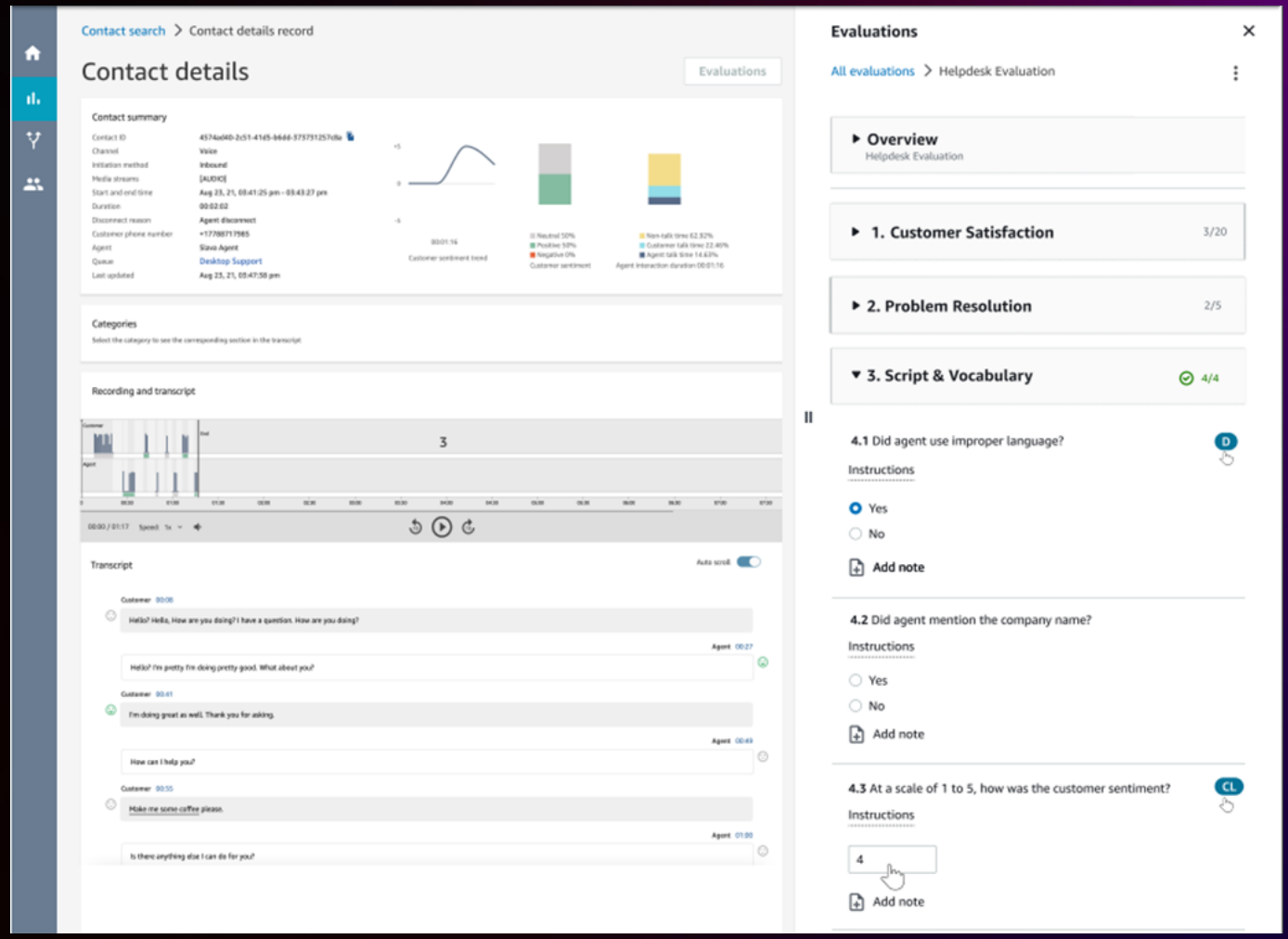
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Evaluate agent performance

Define evaluation

Evaluate side by side with contact details

Automate using machine learning



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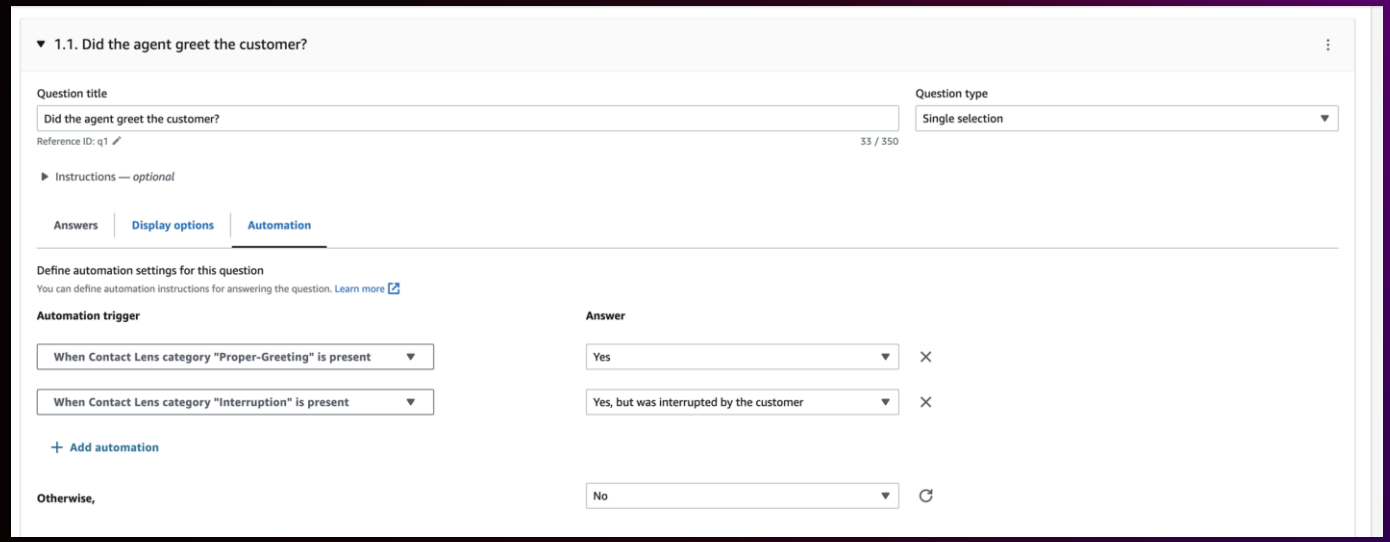
Evaluate agent performance

Define evaluation

Design evaluation forms based on business requirements

Design scoring strategies based on importance of performance evaluation criteria

Define business rules to trigger QA tasks: randomly or targeted topics



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Customer Reference: Litigation Practice Group



“At Litigation Practice Group, we needed an easier way to evaluate agent performance and identify coaching opportunities across our contact center locations. Our previous agent quality management system was disconnected and required a lot of time and resources to maintain.

With agent performance evaluation forms in Contact Lens for Amazon Connect, we can now view and act on quality and performance data within the Amazon Connect UI. By having the contact record, transcript, and evaluation form available in one place, we’re able to more easily build and maintain our performance rating strategy.

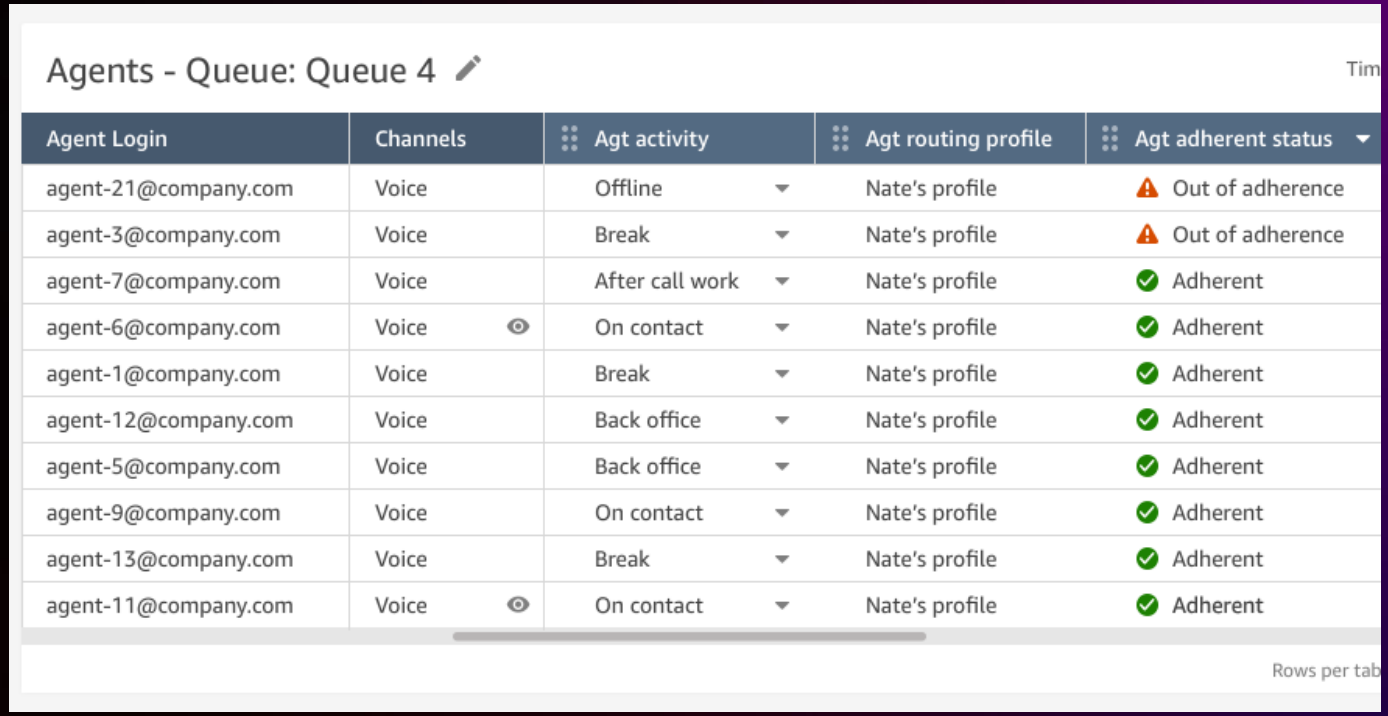
Conversational analytics are used to automatically populate evaluation results which has improved the efficiency of our quality assurance (QA) agents by over 20%. Agent performance evaluation forms in Contact Lens provides us logical, easy to understand opportunities to improve CSAT, while giving us the flexibility to use different agent evaluation forms for different types of customers and contacts. Because guides use Amazon Connect’s drag-and-drop flows builder, our managers will be able to easily design, deploy, and modify workflows to innovate our agent experience more quickly than we can with our current tool.”

– Alex Miles, Director of Business Intelligence

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Notify supervisor in real time when agent needs help

Monitor agent activities and adherence in real time



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Amazon Connect insight and optimization



Forecasting and resource planning

Staffing and scheduling

Business insight on multiple datasets

Real-time monitoring and analytics

Trend detection & action to improvement

Agent performance evaluation



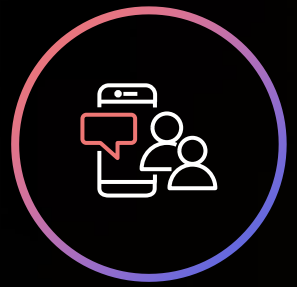
Optimizing your contact center operations allows you to become agile and react quickly to changes in your environment

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See the full picture of your contact center operations

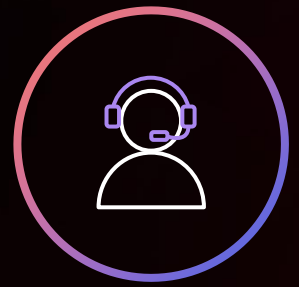
One place to get your data on contact center operations at agent level, queue level, and team level



Contacts and channels



Conversation sentiments



Agent performance



Forecasting and planning



Scheduling and adherence

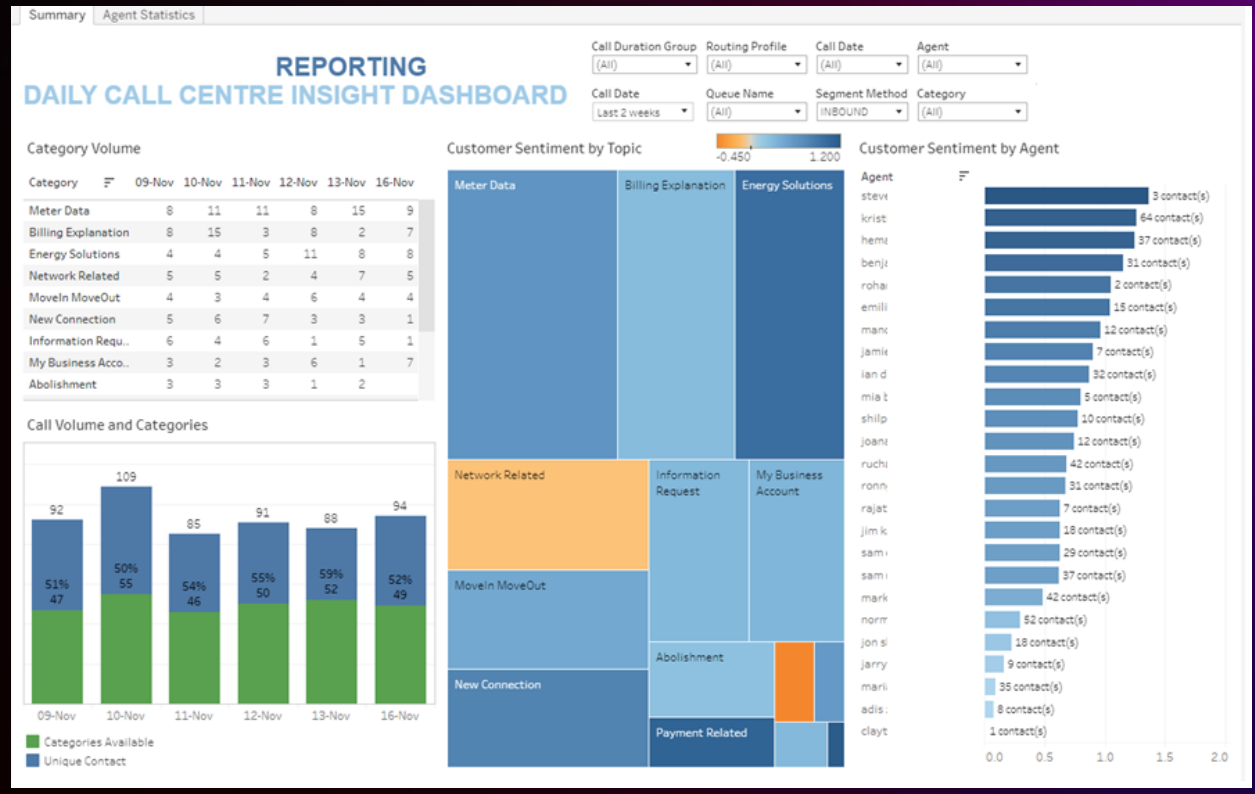
Identify training needs and opportunities to improve

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Do more with your data

Amazon Connect allows you to do more with your data

- Use BI tools to aggregate and visualize analytics
- Build your own dashboard with more datasets: HR, sales leads, survey results, and campaigns
- Use stream capacity from Amazon Connect to build real-time analytics in your application



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Attend Amazon Connect sessions

Forecasting, capacity planning, and scheduling

Optimize your workforce with Amazon Connect

MGM - Terrace 151 | Wed 4:00 PM

Agent performance evaluation

Improve agent performance with Amazon Connect Contact Lens

MGM - Grand 121 | Wed 7:45 PM

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