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

BIZ205

Boost agent productivity and performance with Amazon Connect

Steve Johnson

Director, AWS Enterprise Applications
AWS

Drew Clark

Business Analyst
KYTC Office of IT

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Amazon Connect

EASY-TO-USE CLOUD CONTACT CENTER



Pay only for what you use

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



























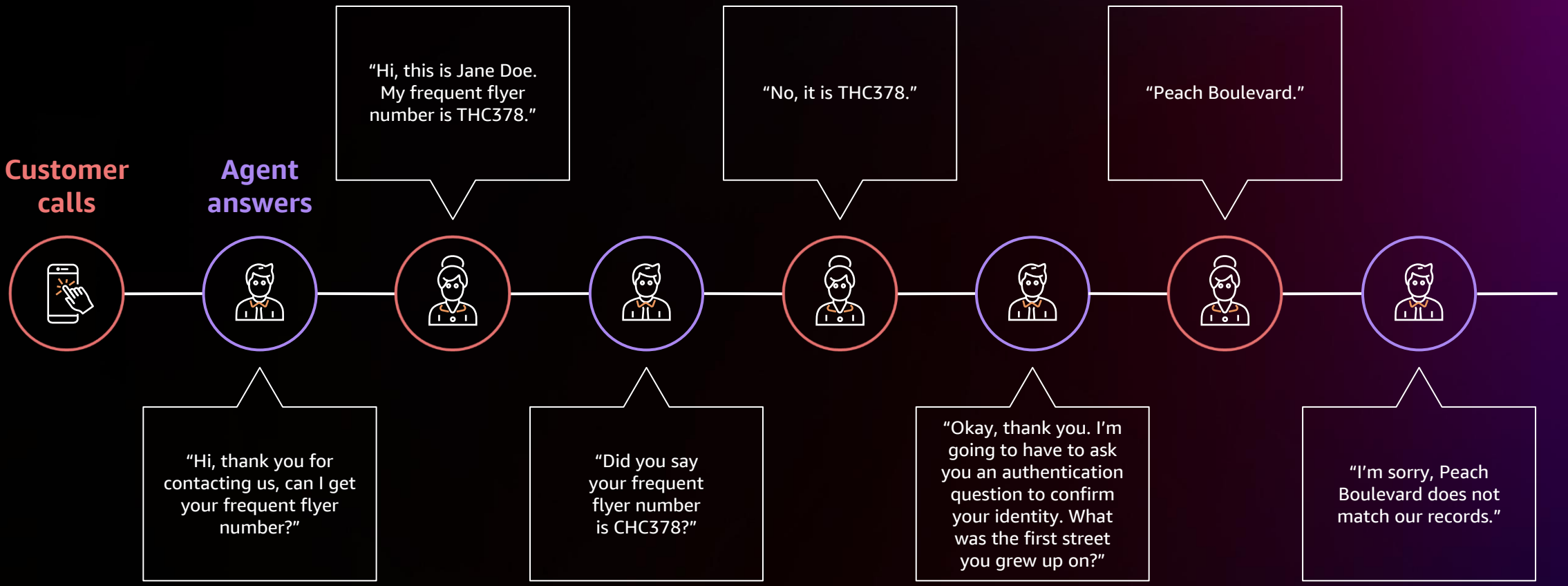




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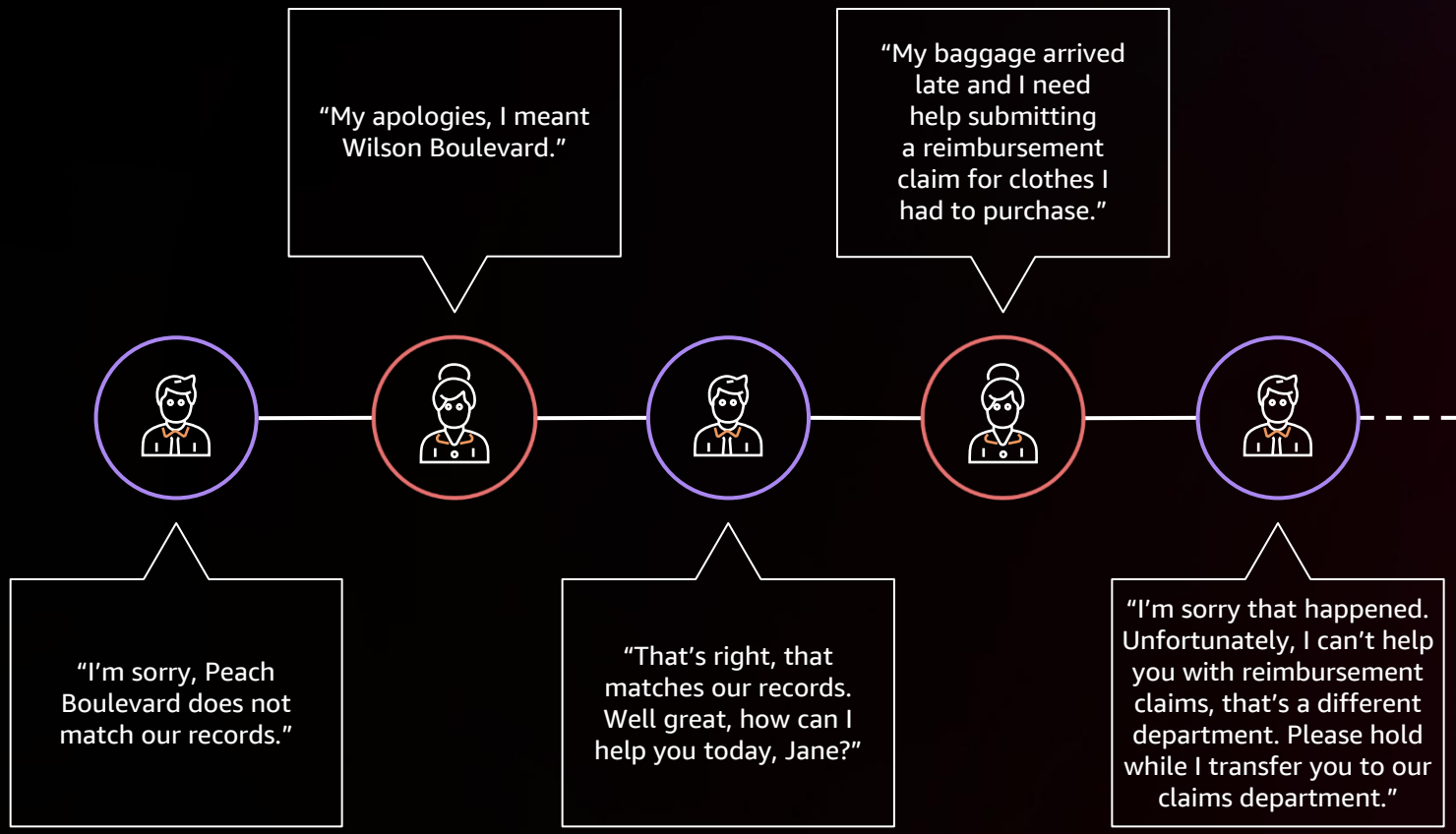
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Example: Agent experience today



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Example: Agent experience today



Agent attempts to transfer call

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Productive agents matter to your contact center

"68% of customers say that convenient customer service alone makes them loyal to a company."

–Shep Hyken, ACA Study

Source: https://hyken.com/wp-content/uploads/2022-ACA-Study.pdf

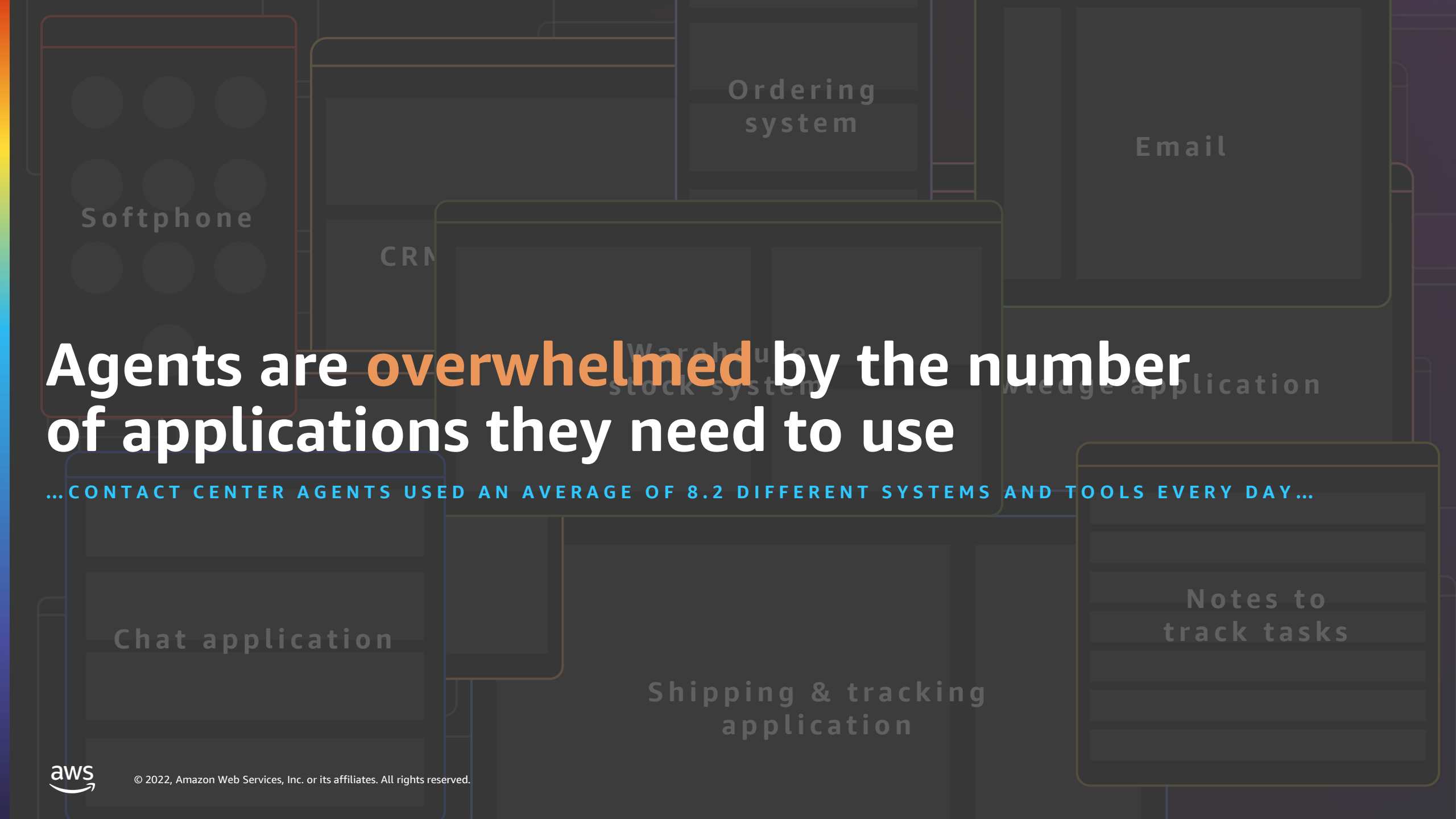
"…Contact center agents used an average of 8.2 different systems and tools every day to resolve customer enquiries. Not surprisingly, just 16 percent said their tools actually helped them handle customer issues."

–Gartner, 2018

Source: http://www.smartcustomerservice.com/Articles/News-Features/Agents-Find-Technology-Unhelpful-Gartner-Finds-127697.aspx

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Agents are overwhelmed by the number of applications they need to use

…CONTACT CENTER AGENTS USED AN AVERAGE OF 8.2 DIFFERENT SYSTEMS AND TOOLS EVERY DAY…

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Productive agents impact customer loyalty

CUSTOMERS WHO EXPEND LESS EFFORT ARE MORE LOYAL TO YOUR CONTACT CENTER

First call resolution (FCR)

Average handle time (AHT)

Self-service rate

Customer effort score (CES)

Customer satisfaction (CSAT)

Self-service rate

Customer loyalty

Recurring issue root cause

Contact center costs



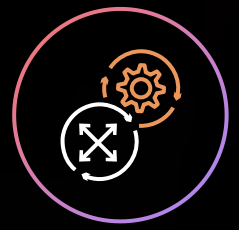
Agent **Customer** **CX executive**

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Companies need an agent productivity strategy

FOCUS AGENTS' TIME ON HIGHER-VALUE WORK AND ASSIST THEM IN RESOLVING CUSTOMER ISSUES



Automate non-differentiating work



Offer agents real-time context



Guide agents to resolution

Self-service rate



Average handle time (AHT)



First contact resolution (FCR)

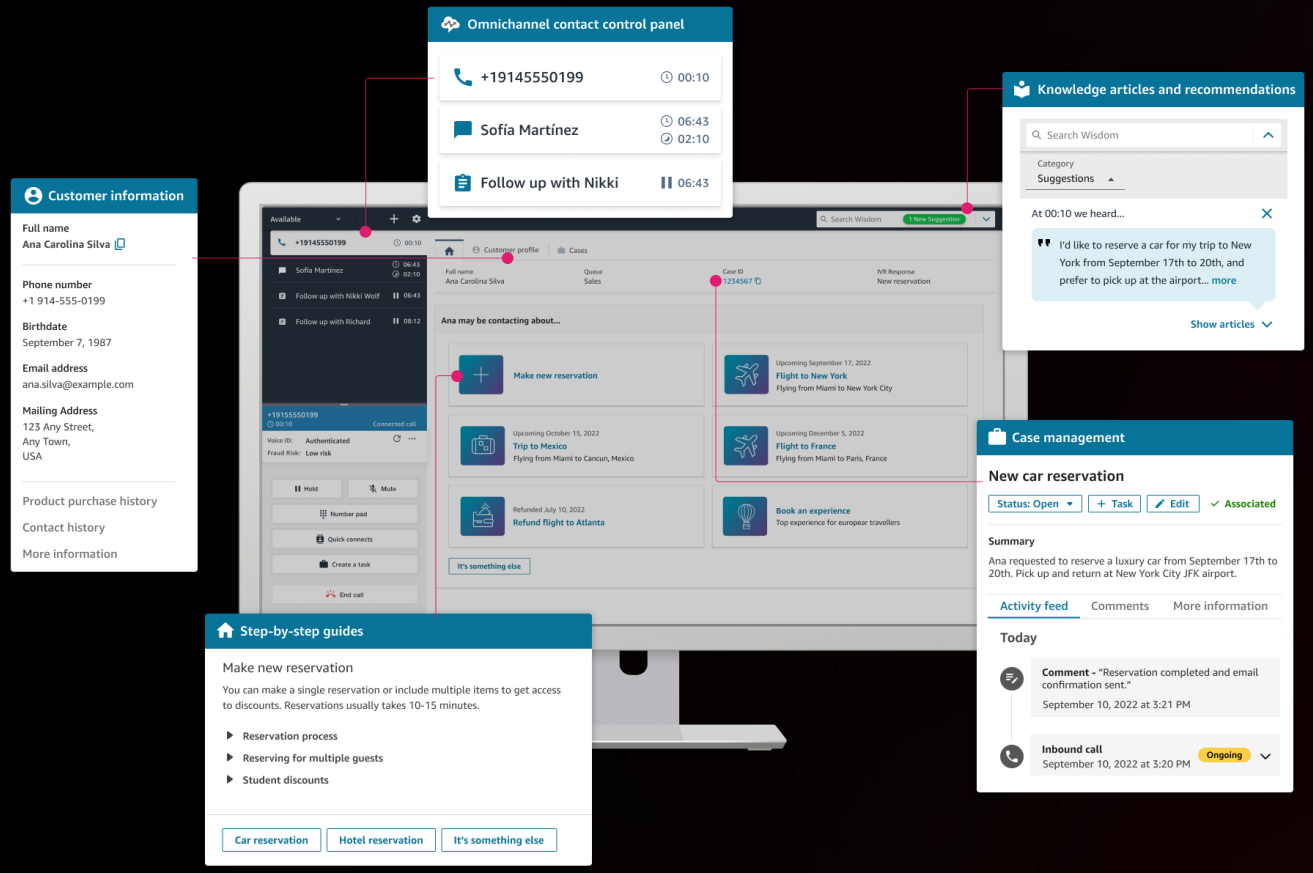


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Unified Amazon Connect agent workspace

SINGLE PANE OF GLASS FOR ALL AMAZON CONNECT AGENT EMPOWERMENT CAPABILITIES



Access the agent workspace from **anywhere** using the web and single sign-on

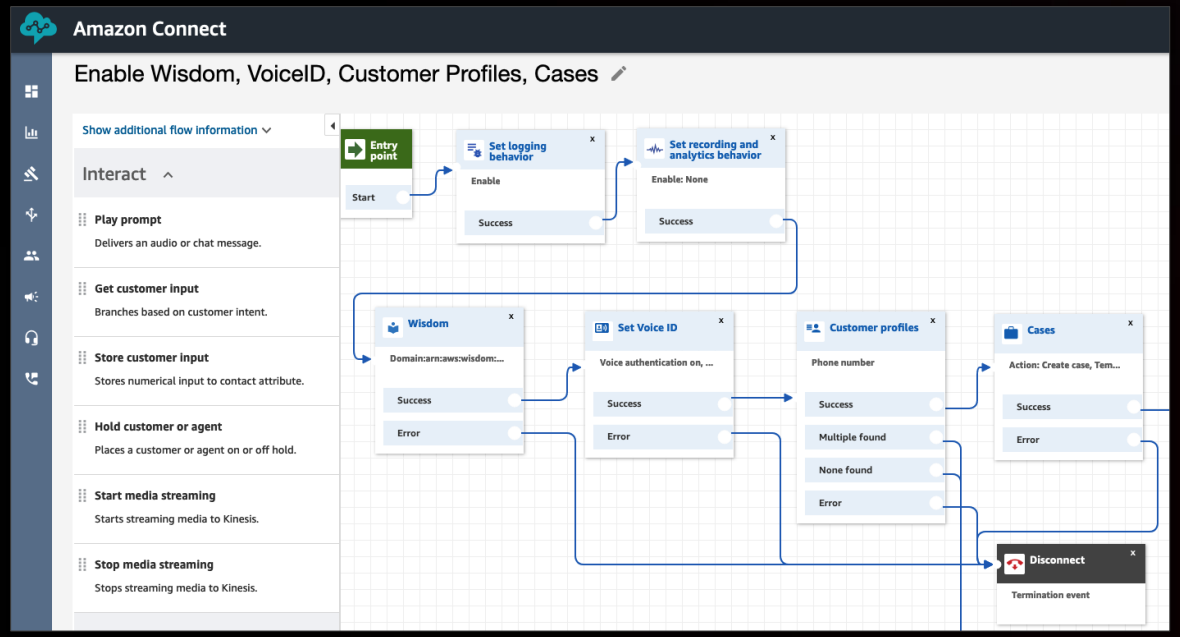
Pay **only for** the capabilities your agents use

Easily navigate the workspace and automatically access, display, and refresh **information** during a contact

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Available in Amazon Connect flows

CONFIGURE AUTOMATED AND AGENT EXPERIENCES THROUGH DRAG-AND-DROP TOOLS



"Hi Jane, thank you for being a loyal customer. Are you calling about your reimbursement claim for delayed baggage?"

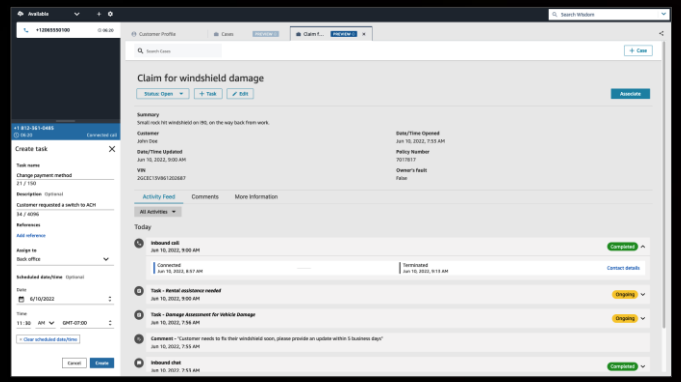
- Use the Amazon Connect simple administrator interface to **drag** and **drop** blocks into a flow
- Program each block to allow automated systems access to **your information**
- Publish flows the enable customer self service options before they need an agent

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Choose the best agent workspace for your needs

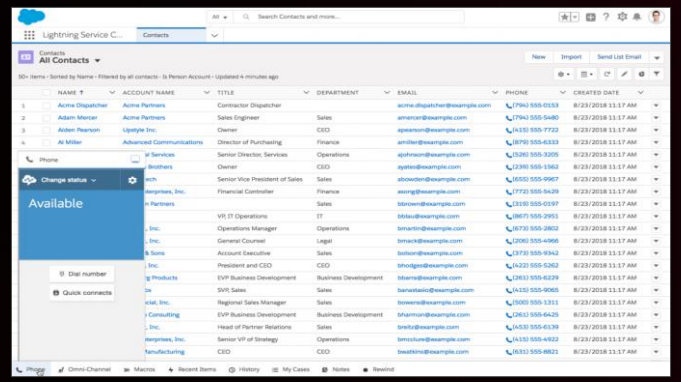
USE APIS AND ADAPTERS TO BRING THESE CAPABILITIES TOGETHER IN YOUR PREFERRED ENVIRONMENT

Amazon Connect agent workspace



- Available out of the box with agent experience capabilities built in
- Flows available

AWS Partner agent application



- CRM serves as the agent application (Salesforce, Zendesk)
- AWS Partner builds the agent application (Local Measure Engage)
- Contact flows available

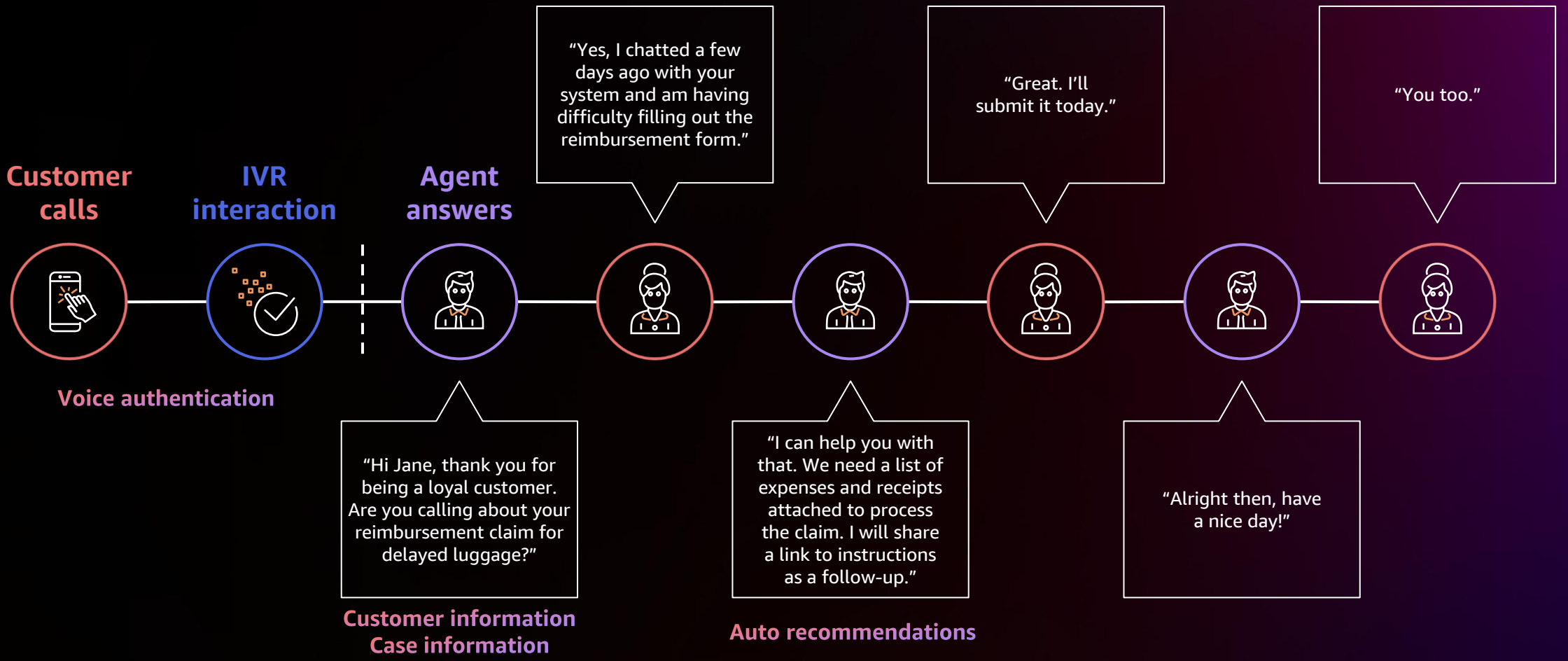
Custom agent application



- Custom-built agent application specific to your use case built by customer or solution integrator (SI) partner
- Public APIs available
- Flows available

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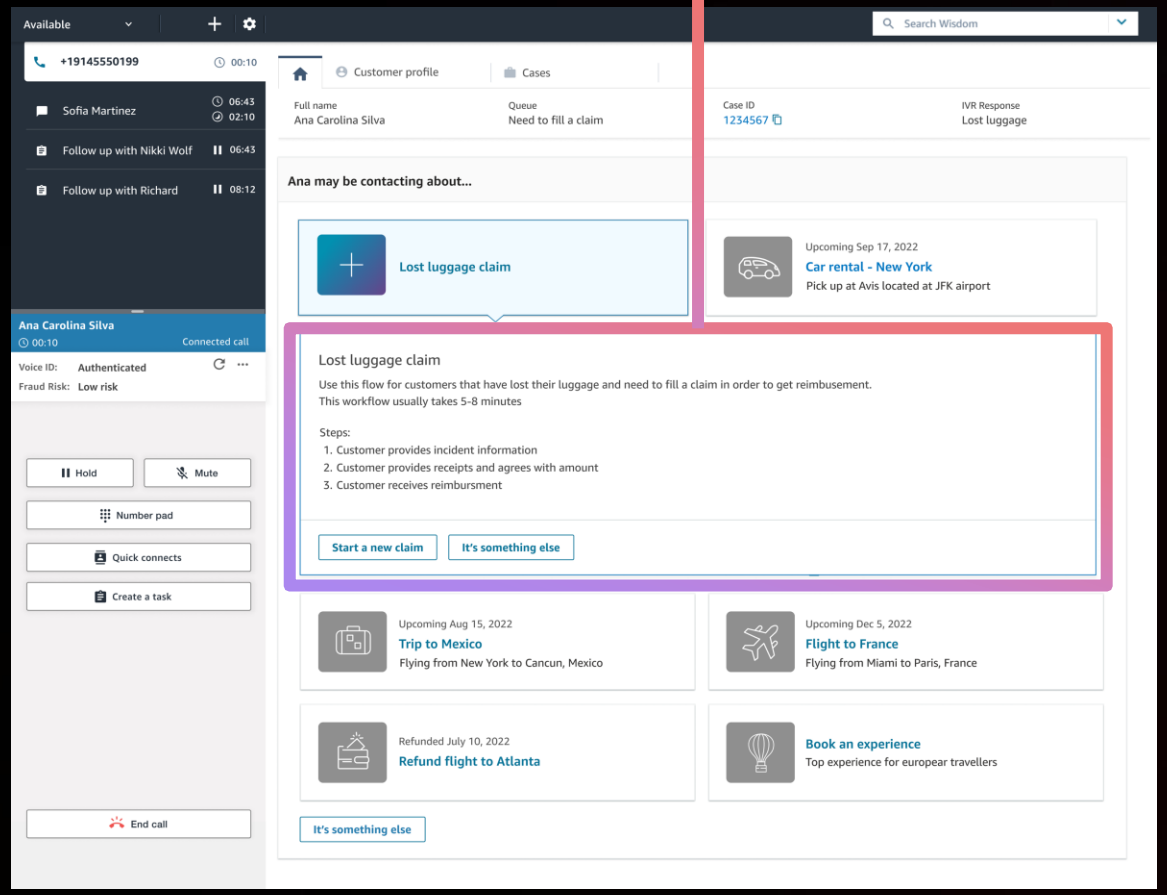
The new agent experience with Amazon Connect



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Create step-by-step guides to further improve agent productivity

HELP AGENTS RESOLVE ISSUES FASTER AND ADHERE TO COMPANY BEST PRACTICES



- Consolidate required actions into **step-by-step guides** that agents can use
- Create views and actions for each **step** that are familiar and easy to use
- Leverage Connect flows with **drag and drop tools** to build guides quickly and easily

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Customers using agent empowerment capabilities today



Amazon Connect agent workspace



Amazon Connect flows



Custom agent desktop

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Welcome Drew Clark!



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Introductions



Drew Clark

Business Analyst/Project Manager

Office of Information Technology at the Kentucky Transportation Cabinet

- Technology evangelist
- Outdoor enthusiast
- All-around space nerd

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What is the Kentucky Transportation Cabinet?

Mission

To provide a safe, efficient, environmentally sound, and fiscally responsible transportation system that delivers economic opportunity and enhances the quality of life in Kentucky

Our focus today is the Department of Vehicle Regulations (DVR), and specifically the Division of Customer Service (DCS)

DVR supports the nearly 5 million citizens of the commonwealth with vehicle registration, drivers license issuance, and commercial vehicle credentials.



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Why is customer service important to us?



As public servants, we have a responsibility to help citizens of the Commonwealth



Citizens of the Commonwealth need assistance with a license or credential to keep them in compliance with state and federal laws

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Challenges with previous contact center solution



Lack of reliability



Infrastructure complexity



Legacy applications



Unintuitive agent experience

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Choosing Amazon Connect

KYTC reviewed several contact center solutions before making the decision to partner with Amazon Connect. We chose Amazon Connect because it:



Provided us with custom solutions for our call center



Delivered a powerful Q&A bot



Offered a spirit of innovation and an achievable product roadmap

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Stages of contact center migration

Stage 1



Ideation

Stage 2



Proof of concept

Stage 3



Analysis

Stage 4

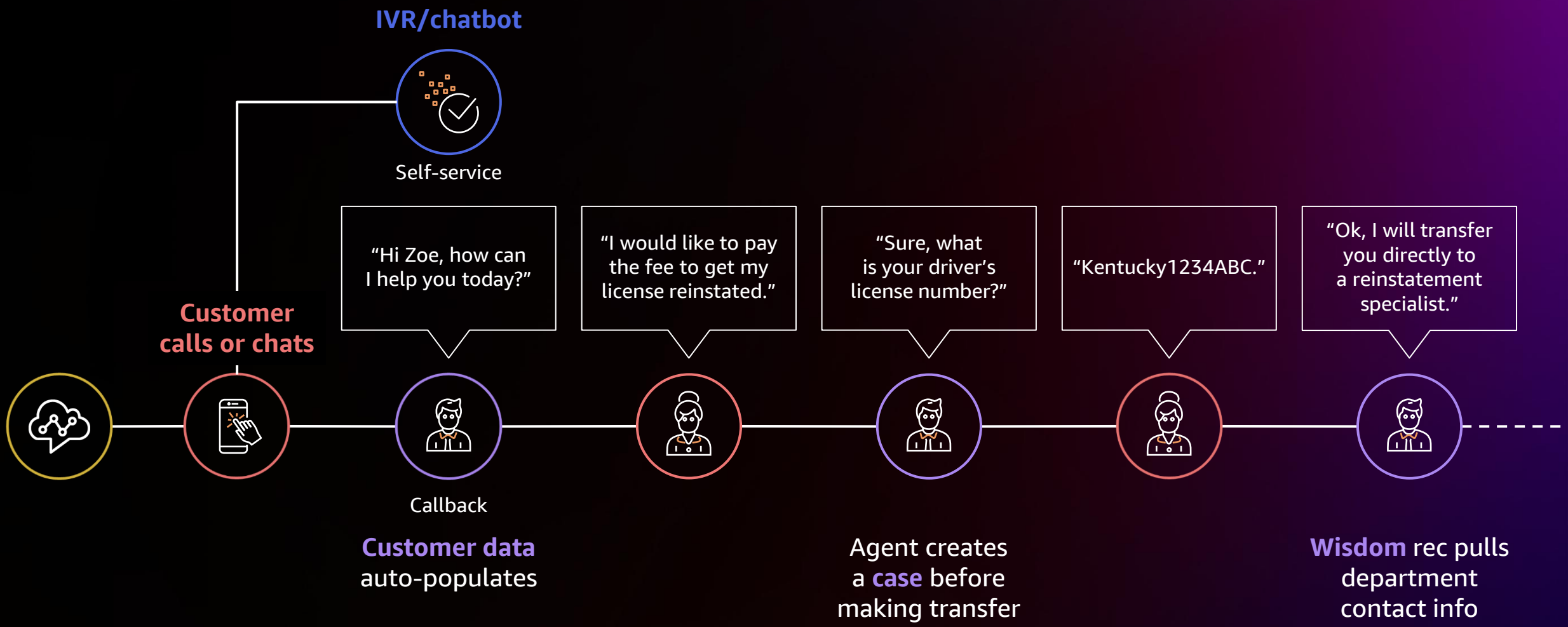


Production

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What does the contact center look like now?



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Success story



Migrated from legacy system to Amazon Connect with same call volumes and recurring spend below previous levels



Chatbot implementation helps 90%+ of chat contacts self-serve without agent assistance



Agent training used to take 4+ weeks to complete – the intuitive design has reduced that training to 2 weeks with Amazon Connect



Contact center agents are more efficient – handle times are down to 3.3 mins (from 5+); **average queue times** are cut in half



Agent turnover has reduced drastically since implementing Amazon Connect

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Customer service innovations



Agent-focused

Unified agent workspace with capabilities, including customer information, case information, and automatic recommendations



Business operations-focused

Contact Lens for Amazon Connect and sentiment scores



Customer-focused

Q&A bot

Introduction of chat

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The numbers game

Average calls per month

43,700
Tier 1

3,600
Tier 2

Cases created per month

~10,000

Customer profiles created

208,000

Q&A bot hits per month

44,500
Voice

294,000
Chat

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How to start

1. Identify the outcomes you want to drive for your contact center
2. Dive deep on Amazon Connect agent experience capabilities and extensibility
3. Get assistance from solution architects/AWS ProServe/AWS Partners to build a PoC
4. Pilot services for smaller workloads; a good starting place is employee self-help desks
5. Expand to customer-facing workloads

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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

BIZ201: 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

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Thank you!



Please complete the session survey in the **mobile app**

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