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

BIZ207

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

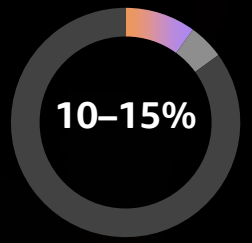
Jim Kraeutler (he/him)
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Rebecca Condon (she/her)
Senior Manager, Contact Center Capability Program
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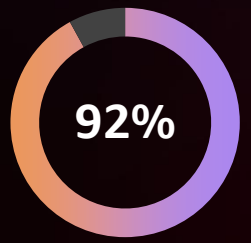
Alex Kocher (he/him)
Head of Assisted Experience Technology
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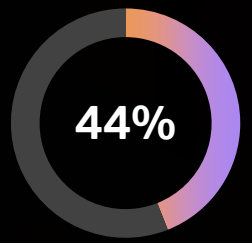
How customer experience impacts your business



A positive customer experience leads to **a 10–15% boost** in sales conversion rates (McKinsey & Company)



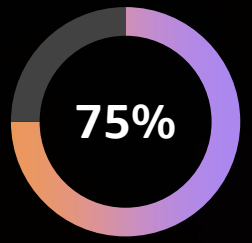
92% of consumers would abandon a product or service after 2 or 3 negative interactions (PWC)



44% of businesses can evidence increased revenues based on positive CX (NTT)



The estimated cost in the US of customers switching products due to **bad experience is $1.6 trillion** (Accenture)



75% of US consumers are more likely to be loyal to a brand that delivers a personalized customer experience (Shep Hyken)

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Top technologies reshaping CX come together in your IVR

5 of the top 10
technologies picked by contact center/CX executives to reshape the CX industry over the next year come together in one place: **your IVR**

61% of businesses view AI/self-service as very important, up from 51% in 2018; in comparison, no other factor increased by more than 3 percentage points in that 12-month period
(ContactBabel)

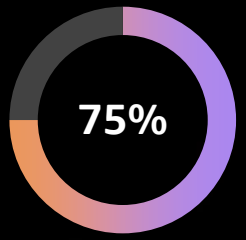
What three things are most likely to reshape your CX capability during the next five years? (n=925)

1. Data management, visualization, and analytics
2. Artificial intelligence
3. Technology integration
4. Service personalization
5. Proactive CX automation
6. Natural language voice interfaces
7. Reinventing our operating model
8. Evolving technology architectures
9. Robotic process automation
10. Cybersecurity threat protection

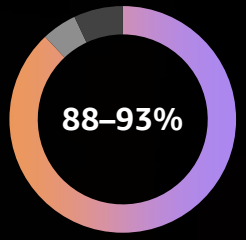
Source: NTT, "2020 Global Customer Experience Benchmarking Report"

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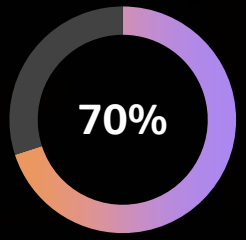
ROI of voice self-service



75% all inbound interactions (US) remain voice (ContactBabel)



IVR interactions are **88–93% less expensive** than calls with an agent (ContactBabel)



70% of consumers under 25 prefer automated experiences (NTT)



Annual savings from each percentage point of IVR containment (McKinsey & Company)



Annual savings NA-based bank realized from 50% automation of voice calls (McKinsey & Company)

national australia bank

more than money

18M inbound calls/year for telephone banking

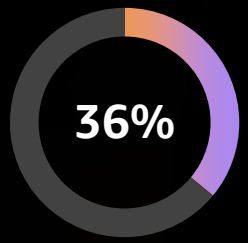
12.5M complete transactions in the IVR with virtual agent successfully **automating 95% of calls**

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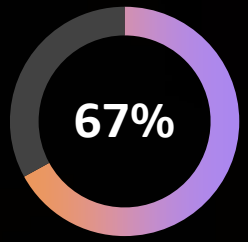
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Getting it right is all about customer effort

Reasons customers abandon (0 out of) self-service

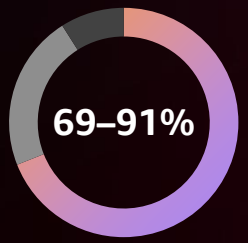


36% will abandon when frustrated by too many options or long menus (ContactBabel)

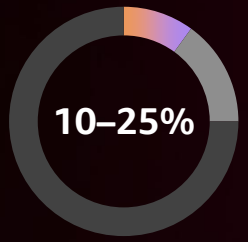


67% of customers abandon the IVR when they think it can't resolve the issue (ContactBabel)

Benefits of NLU and personalization



69–91% decrease in customer time spent in the IVR when moving from DTMF/ASR to NLU



Personalization can improve **CSAT** for IVR interactions by **10–25%** (McKinsey & Company)



Personalization can increase containment by 2–5%, delivering **$6–15M in savings** (McKinsey & Company)

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ML drives positive business outcomes in the contact center



Lowers costs



Improves the experience



Speeds innovation

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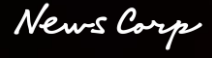
Amazon Connect has tens of thousands of AWS customers supporting more than 10 million contact center interactions a day































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Amazon Connect

EASY-TO-USE CLOUD CONTACT CENTER



Pay only for what you use

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Personalizing the customer's journey

USING CUSTOMER DATA AND ML TO IMPROVE THE CUSTOMER EXPERIENCE

Identity
Are they who they say they are?
Voice ID

Need
What do they need help with?
Amazon Lex

Assistance
Who can help?
Skills-based routing



History
Who are they?
Customer Profiles

Knowledge
What information do they need?
Wisdom

Feedback
How are we doing?
Contact Lens; VoC surveys

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Customer story: National Australia Bank

Rebecca Condon

Senior Manager, Contact Center Capability Program

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Alex Kocher

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Agenda

Who we are

The need to evolve

Our challenges

Results

What's next?



more than money

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Who is NAB?

+33,000
colleagues

+8M
customers

Services
- Personal banking
- Business banking
- Corporate & institutional banking

Social impact focus areas
- Climate action and transition
- Serving indigenous Australians
- Natural disaster readiness & support

4,500 agents across **44** business units serving **20M** customer voice interactions per annum



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Why we needed to evolve

Security is job 1 | Innovate and simplify at pace | Relationships over transactions | Listen, understand, act

DIGITAL FIRST

HUMAN WHEN IT MATTERS



COVID accelerates digital preference

10-year-old platform, expensive, and slow to innovate

Empower colleagues and streamline toolkit

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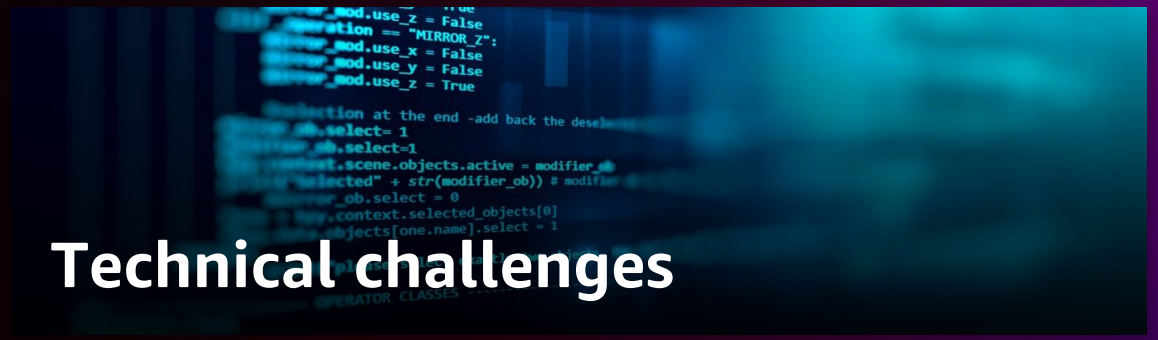
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Our challenges



Business challenges

- **Personalize** customer experience and reduce effort
- Meet customers where they are, in **channel of preference**
- **Minimize impact of change** on both customers and colleagues
- **Improve visibility and speed** to react



Technical challenges

- **Build team** with new skills and structure
- **Define scope and key deliverables** for network/cloud/security, features, and agent tech kit
- **Navigate environment changes** due to WFH

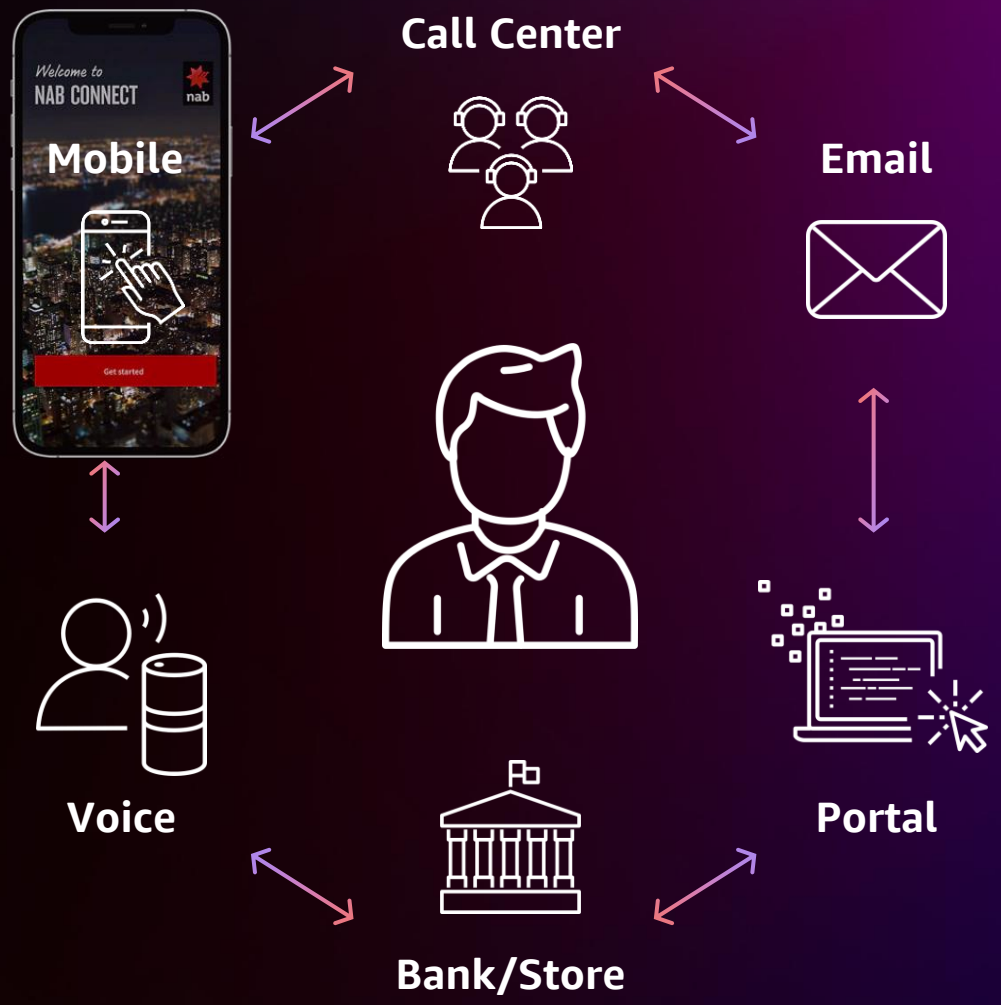
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Customer journeys can start and move anywhere

Our goal

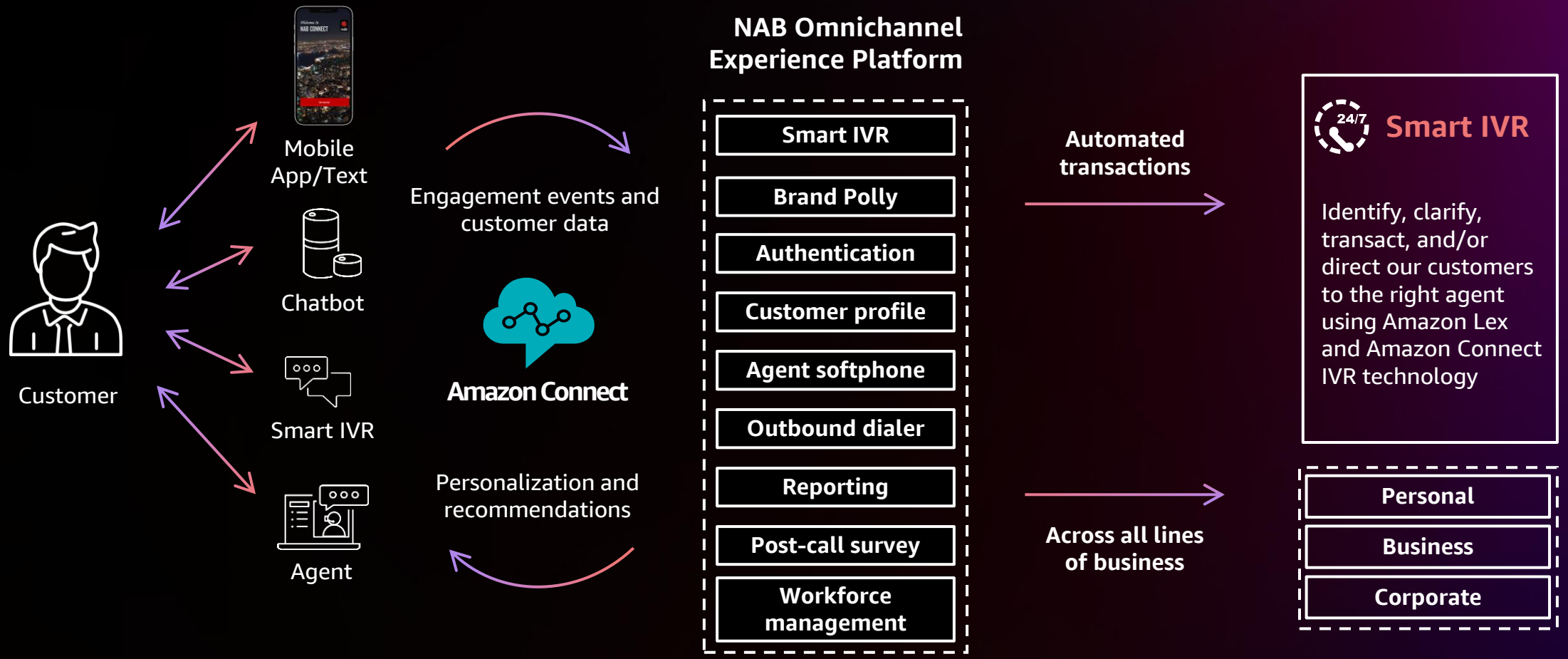
Bring the digital and human experience together where and when customers need us



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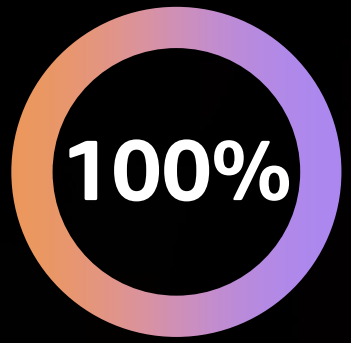
Personalization and automation are critical

CONSISTENT CAPABILITIES, CARE, AND SELF-SERVICE ON EVERY CHANNEL

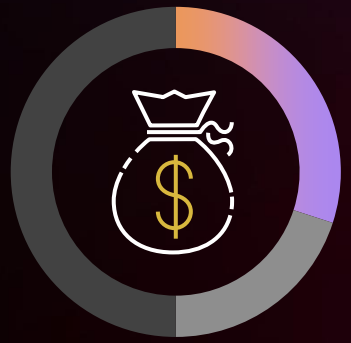


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Results



of inbound contact centers migrated



30–50% cost savings

Improved personalization

- Improved customer NPS
- Top quartile for employee satisfaction
- 80% IVR containment and climbing
- 95% self-service for telephone banking
- Reduced transfer rate <18%

Flexibility and speed

- Channels or new experiences can be added in days vs. months
- Automatic update of Amazon Lex language models

Service availability

- 30% reduction in incidents
- 80–90% reduction in time to resolve incidents

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Mark Baylis, Executive Direct, NAB Enterprise

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How we got here

Key takeaways

1. Top-down leadership
2. Right plan
3. Right partners
4. Right team
5. Culture
6. Scope



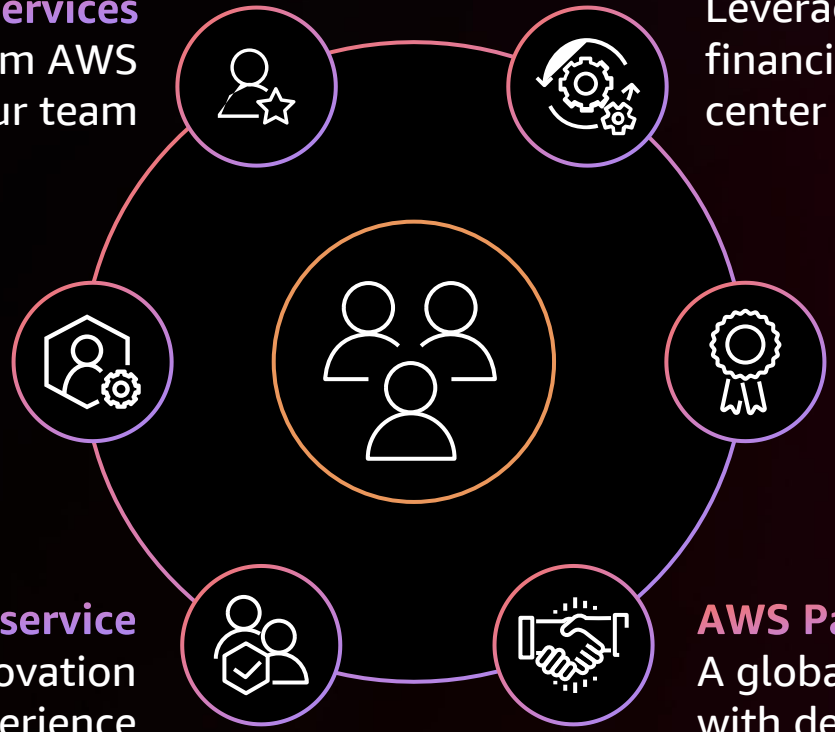
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We’re here to help you transform your CX

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’s customer service
Hear how Amazon’s culture of innovation drives our customer experience

AWS Partners
A global network of partners with deep AWS expertise

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*Subject to qualification criteria

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!



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

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