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

BIZ208

Deliver a resilient, personalized experience at scale with Amazon Connect

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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



Servicing Explosive Customer Demand With a Remote Workforce Compels Sharper Knowledge Management Practices, June 30, 2020. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.

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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, February 4, 2022 - ID G00758937.]

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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

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Amazon Connect

EASY-TO-USE CLOUD CONTACT CENTER



Pay only for what you use

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Customer story:



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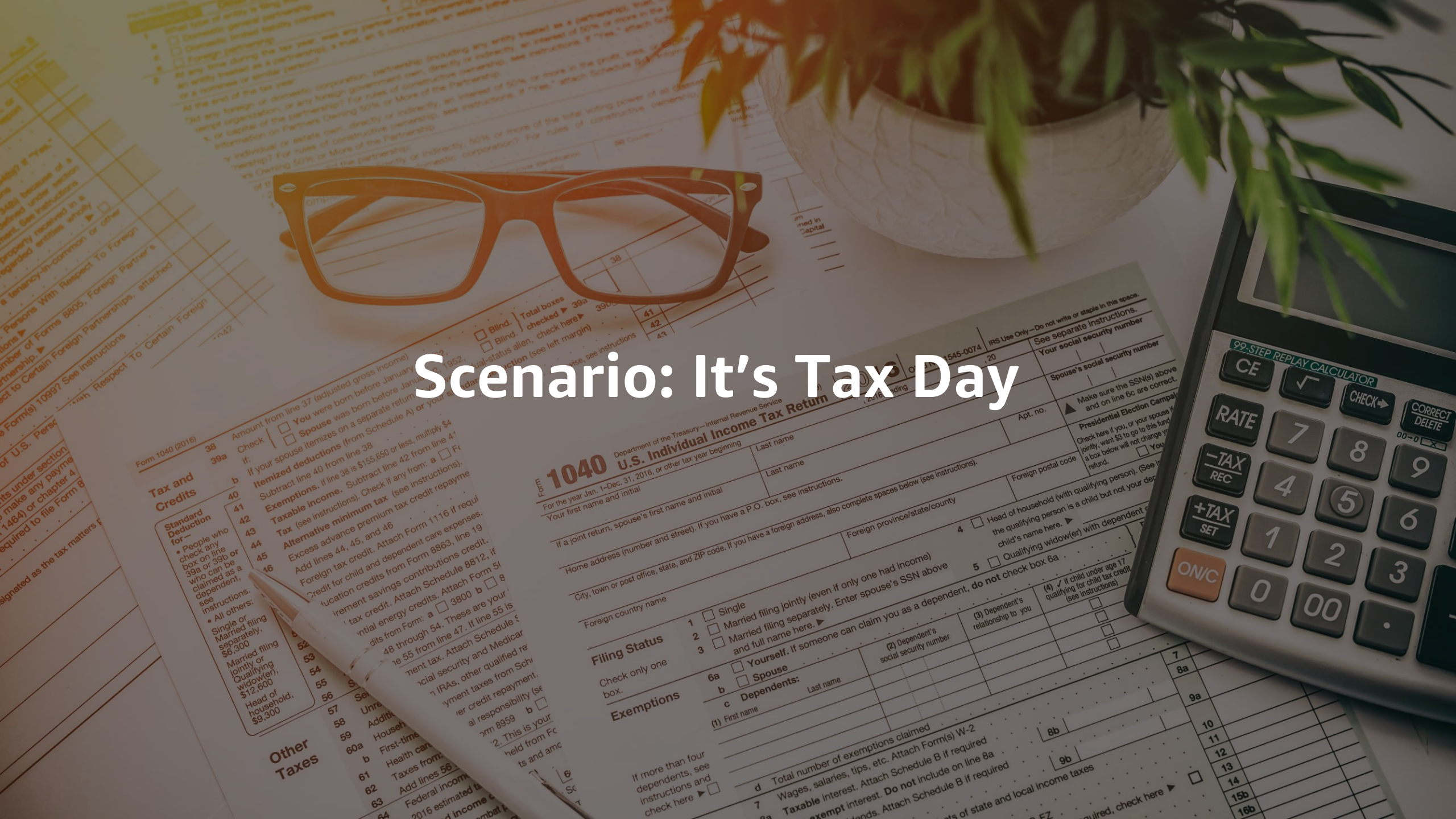
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Intuit Strategy



AI-Driven Expert Platform

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Scenario: It's Tax Day

THREE TYPES OF OFFERINGS



Do it yourself

Product support to help the customer be successful



Do it with me

Advises contextual help as customers use the product



Do it for me

Offering to do all or a portion of the customer's task

Ensuring customers are connected to the right expert on the best channels, with the most knowledge on a customer's problem (omnichannel collaborative platform)

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Intuit objectives



Highly reliable service with 99.9% availability



Observability measuring call quality and call completion



Requires scalability to serve over 7 million unique customers



Transcription with custom vocabulary model



Configurability for different product offerings



Analytics for reporting both real time and post call

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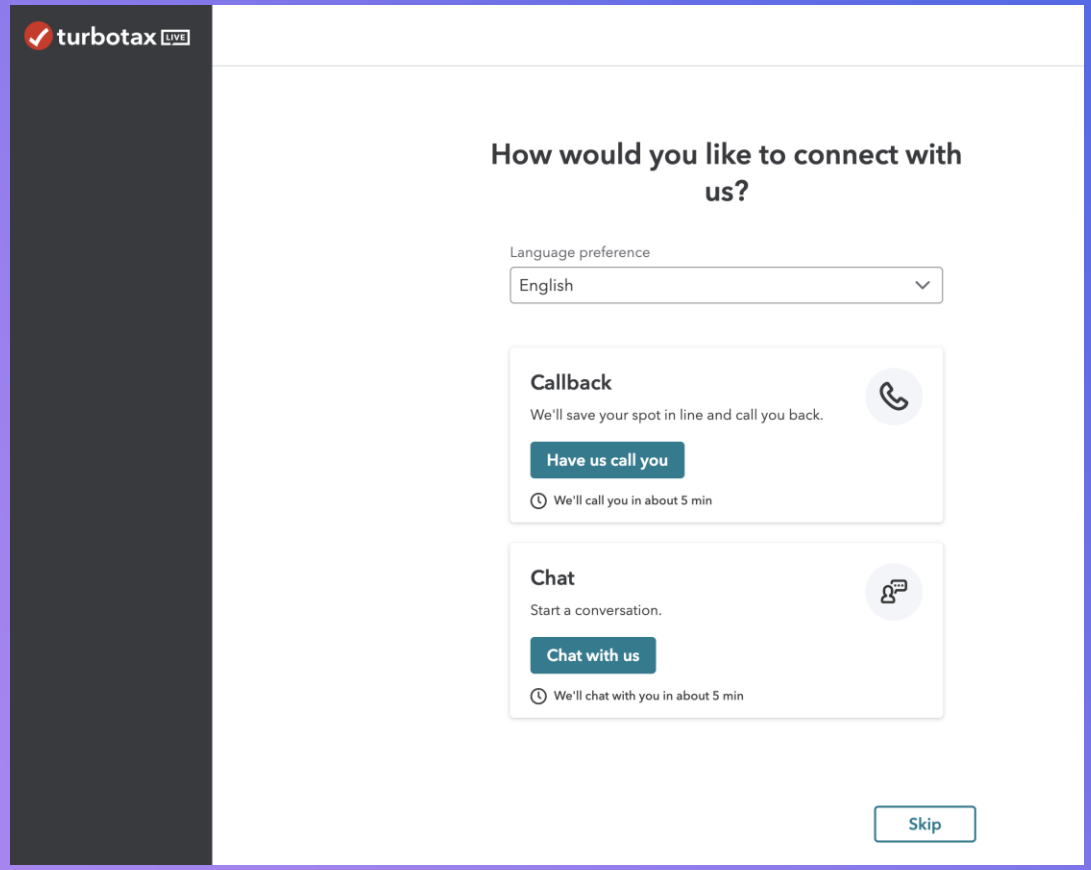
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Customized customer experience

CUSTOMER

Gathering info on customer and context to provide best experience

- Understanding the customer
- Understanding the intent of the customer
- Presenting the customer with contact options



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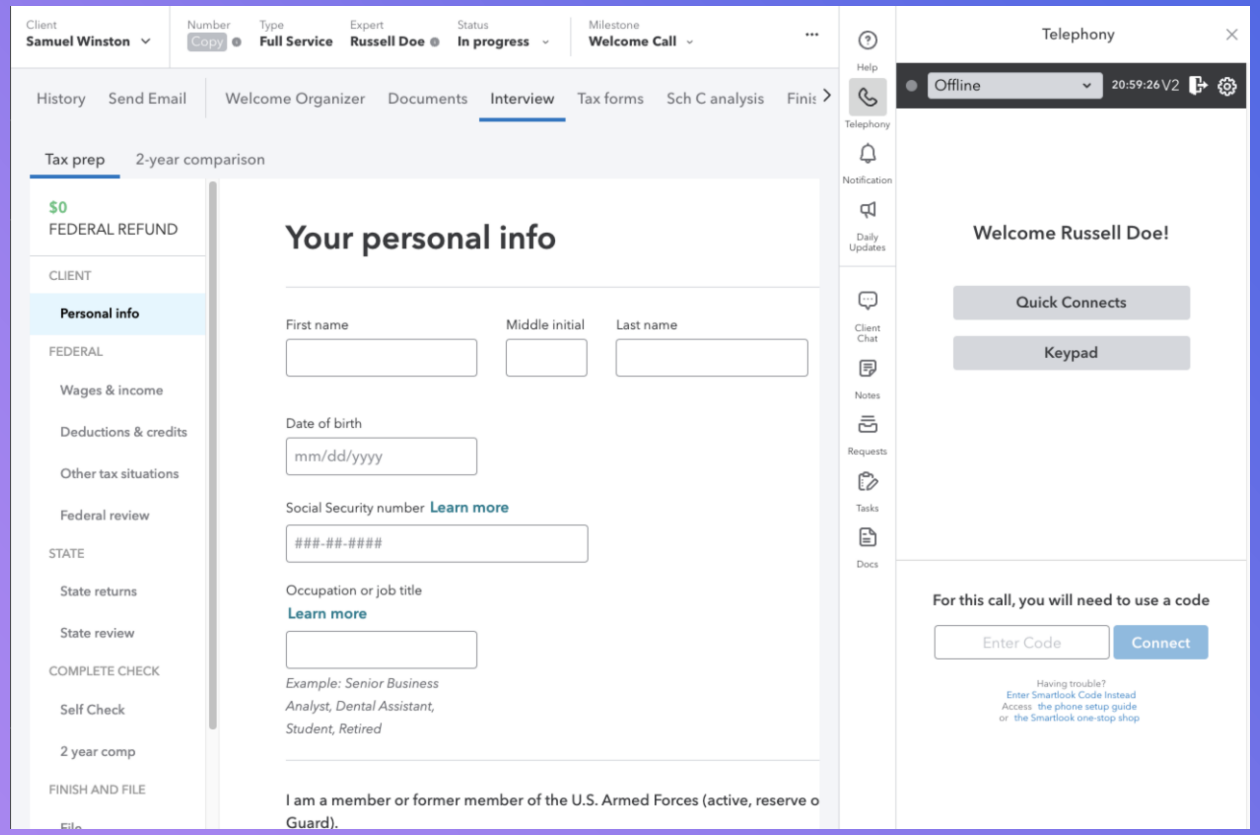
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Omnichannel hub for our experts

AGENT

Customized telephony tool built on Amazon Connect streams

- Customer interactions and information lives in a single place
- Custom analytics for stability and quality metrics



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Handling operations at scale

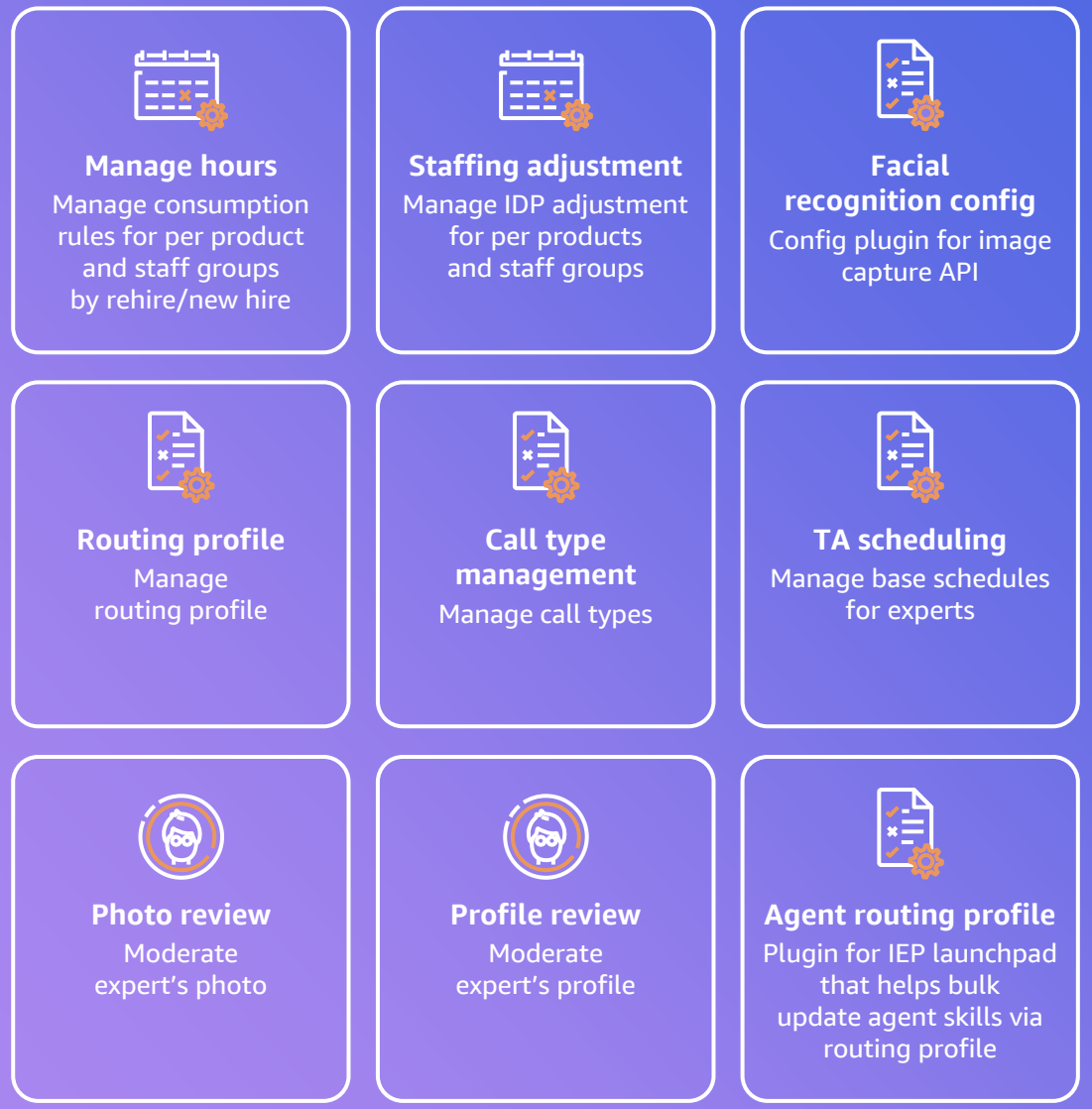
OPERATIONS TEAM

Skills represented in Amazon Connect

- Domain and skill requirements are represented using Amazon Connect queues
- Groups of queues are represented as Amazon Connect routing profiles

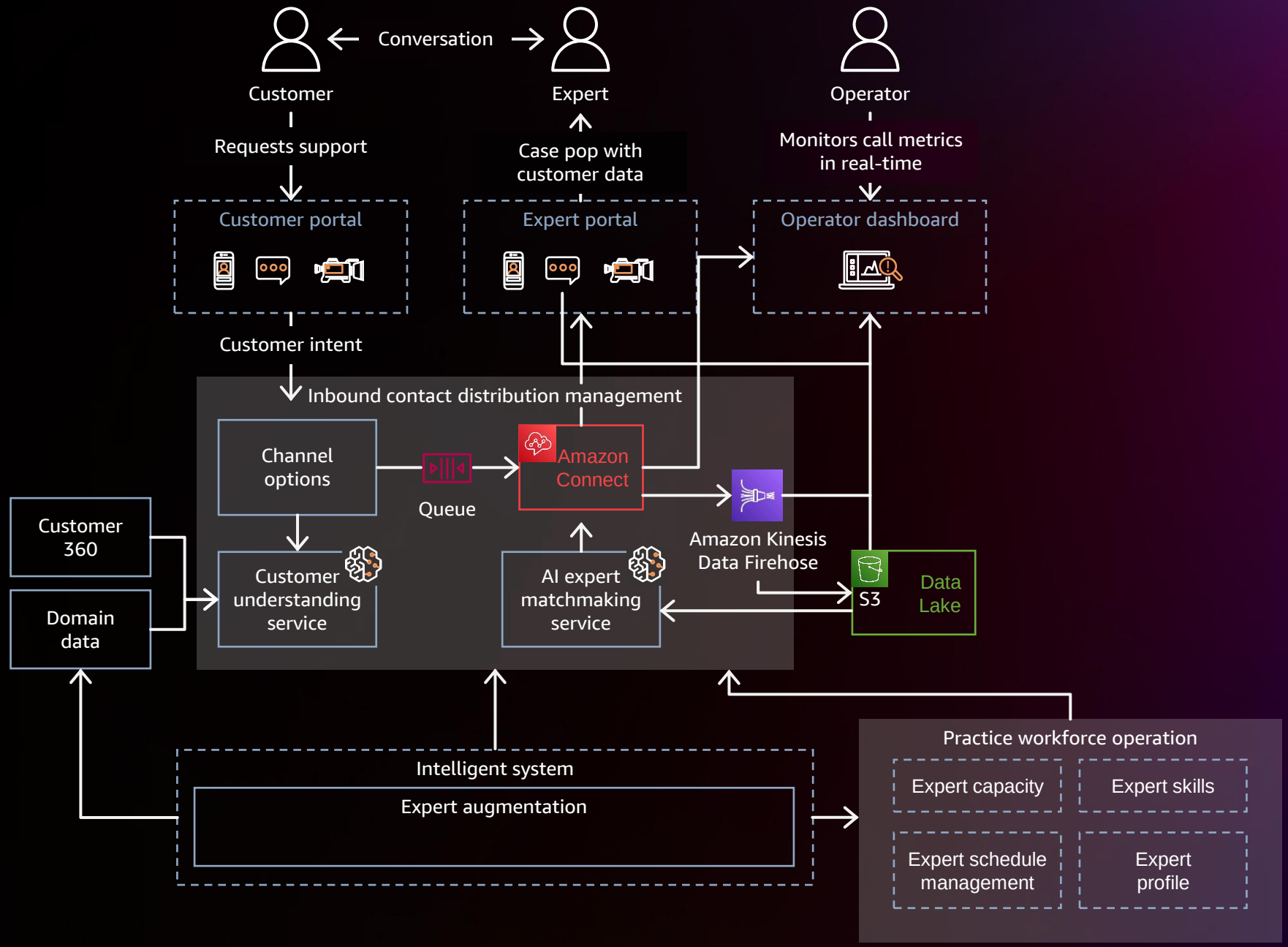
Expert operations tools built for scale

- Expert operations are handled at scale by using abstracted Amazon Connect APIs



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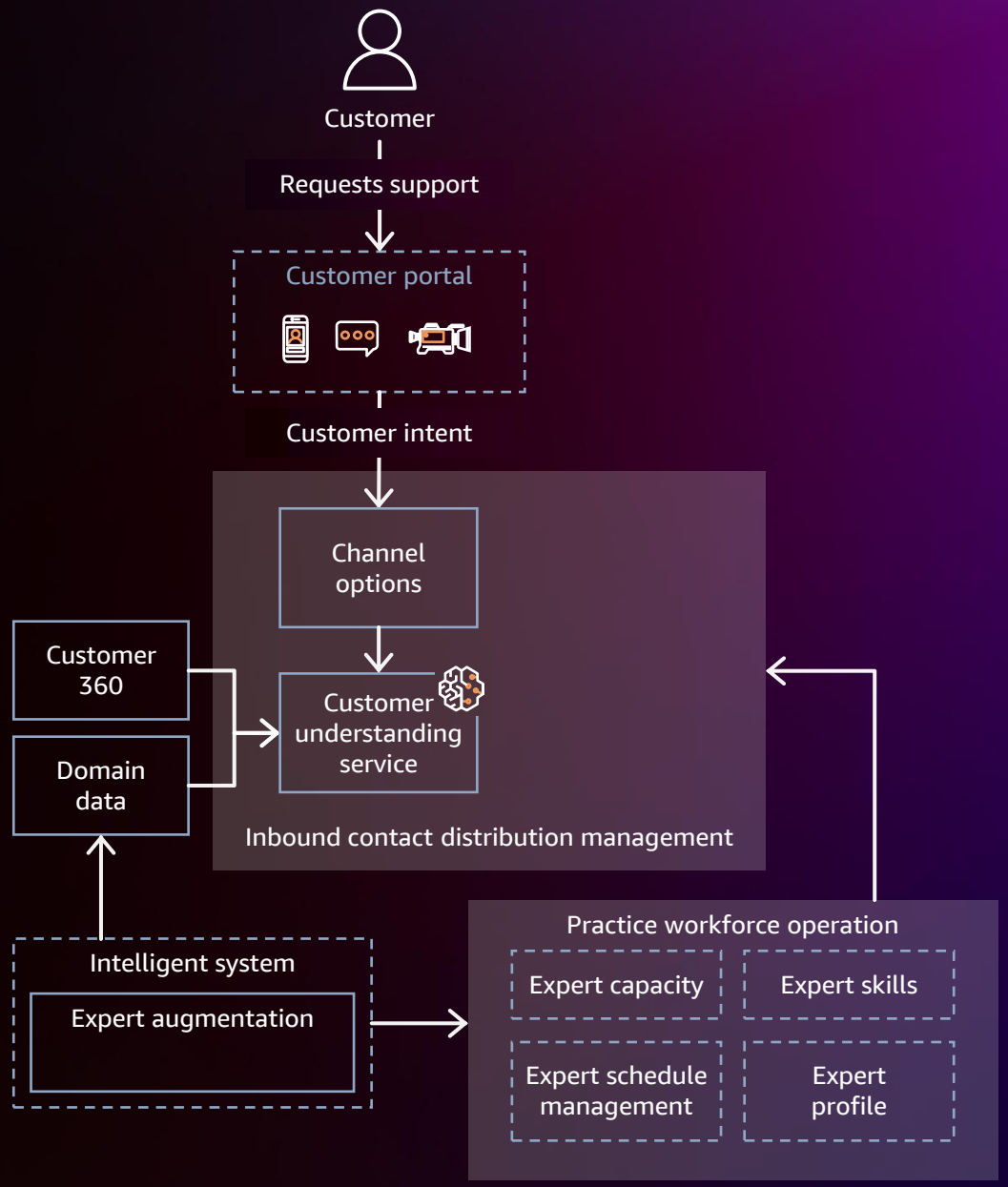
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Capturing customer intent and providing contact options

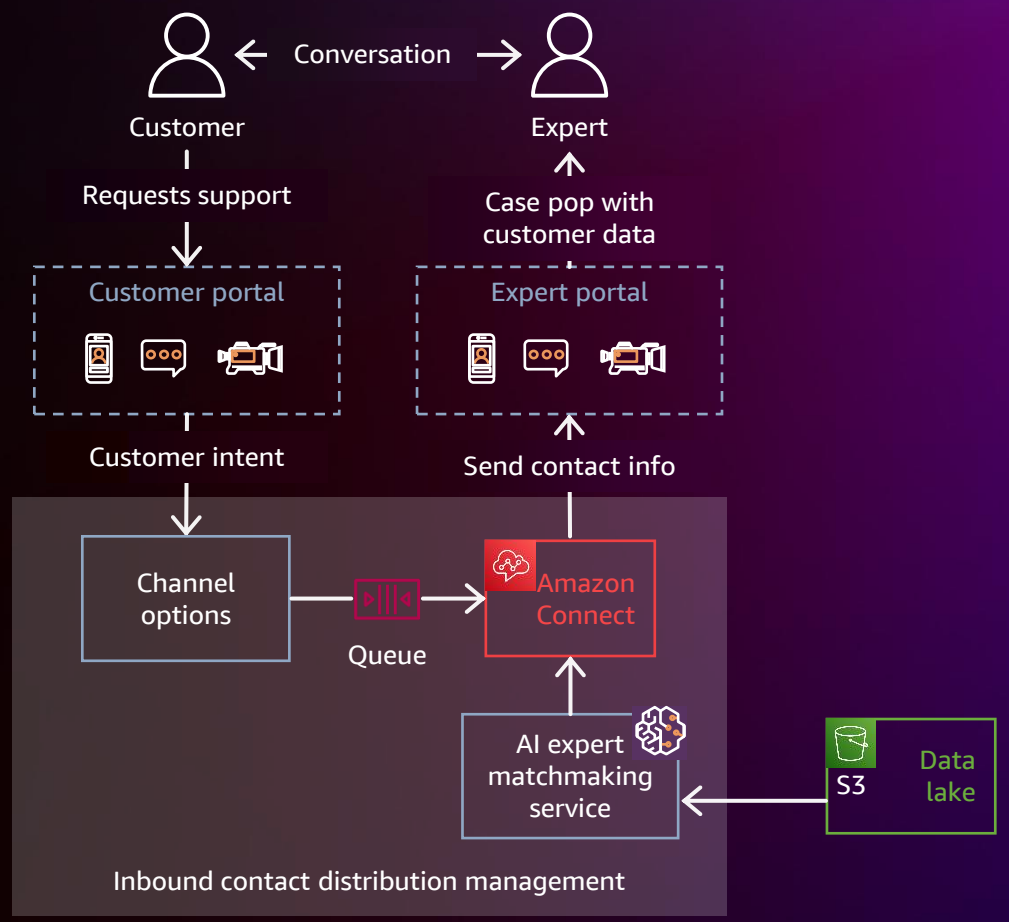
- Customer 360 platform designed to capture customer profile data
- Customer understanding service built with ML/AI for understanding customer intent
- Business rules define what channels are available and staffed with experts



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Connecting the customer to the expert

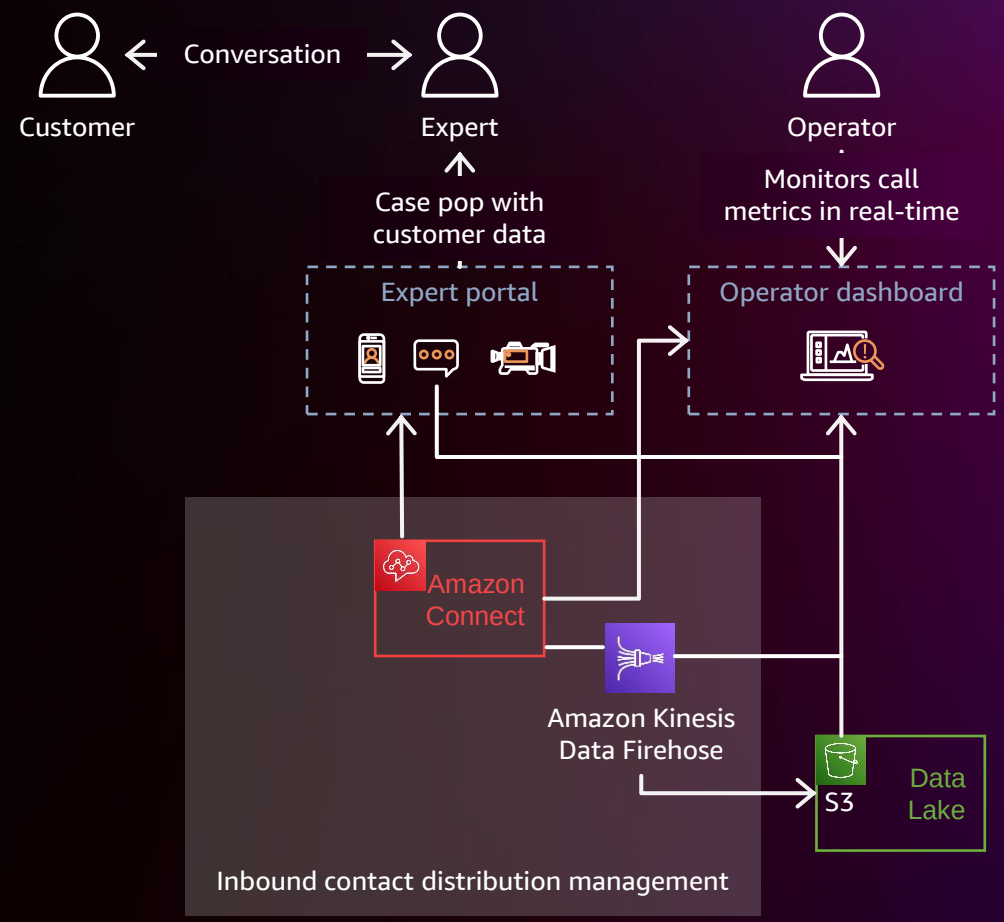
- Channel options queues the conversation when its time to occur on Amazon Connect
- AI matchmaking service pairs the customer with the best expert with enhanced data from the data lake
- Amazon Connect publishes the data to the expert portal
- Expert receives call pop with information they need to give best service the customer



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Real-time monitoring and operations

- Operations data is reported to real-time metrics dashboard
- Call stats and logs are reported from Amazon Connect and the expert portal
- Post call data is sent to the data lake for analytics



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Contact center success metrics

OVER

3M hours

Of conversation for voice-based calls

OVERALL

30%

Year over year growth in number of contacts

OVER

30%

Of contacts are concentrated in a 2-month time-frame

26 offerings supported

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Replay the Scenario: It’s Tax Day

AWS high-availability architecture

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AWS Regions and Availability Zones (AZs)

AWS REGIONS ARE PHYSICAL LOCATIONS AROUND THE WORLD WHERE WE CLUSTER DATA CENTERS

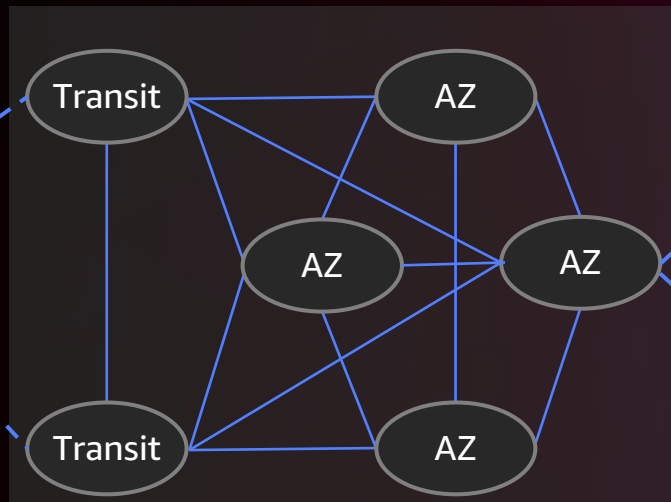
26 AWS Regions worldwide



AWS Regions

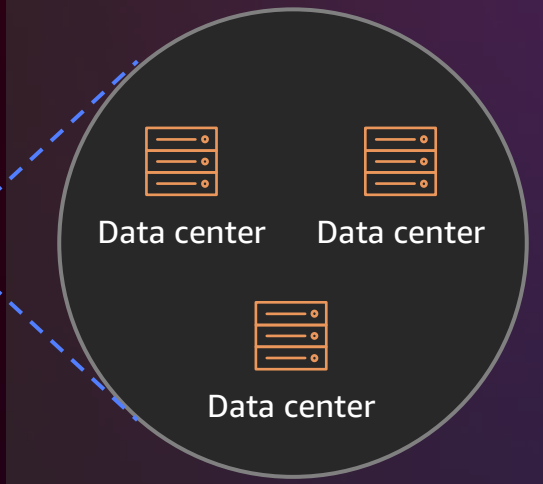
Announced Regions

Each AWS Region has multiple AZs



A **Region** is a physical location in the world

Each AZ is one or more discrete data centers

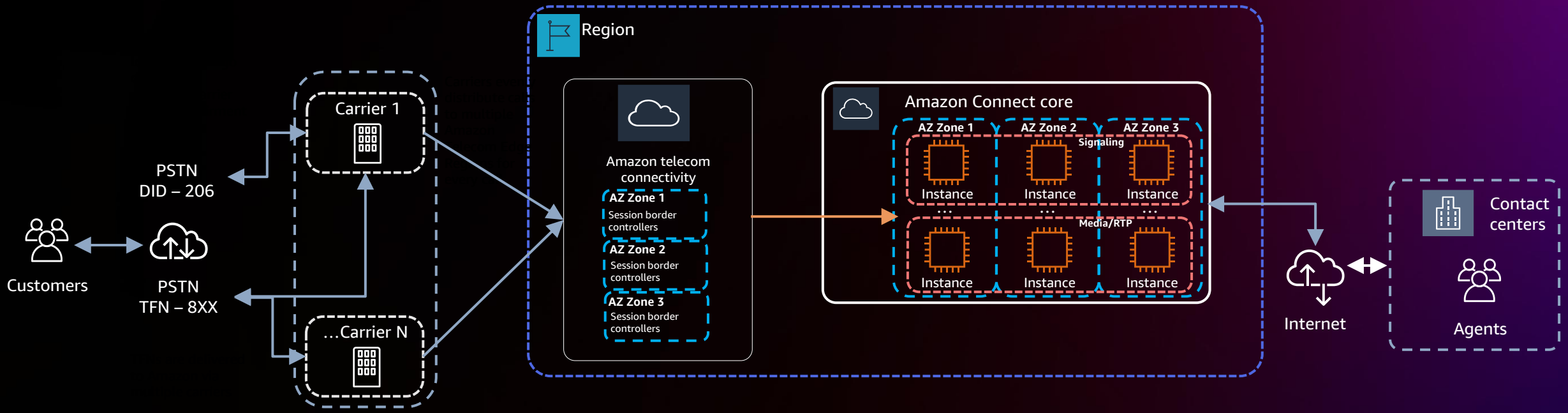


Data centers, each with redundant power, networking, and connectivity, housed in separate facilities

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Amazon Connect telephony and softphone architecture



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Design considerations for resiliency and scale

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Risk mitigation and contingency planning

- Redundancy requirements
- Availability requirements
- RTO*/RPO** targets

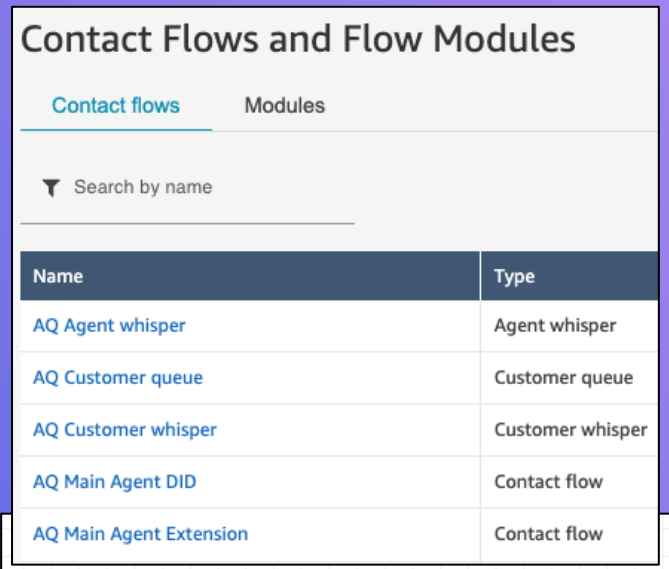
*RTO: recovery time objective
**RPO: recovery point objective

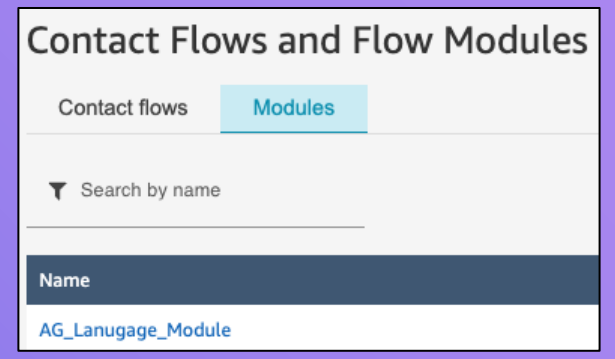
- Phone numbers and carrier relationship
- Existing failover mechanism
- Define business continuity plans and document procedures

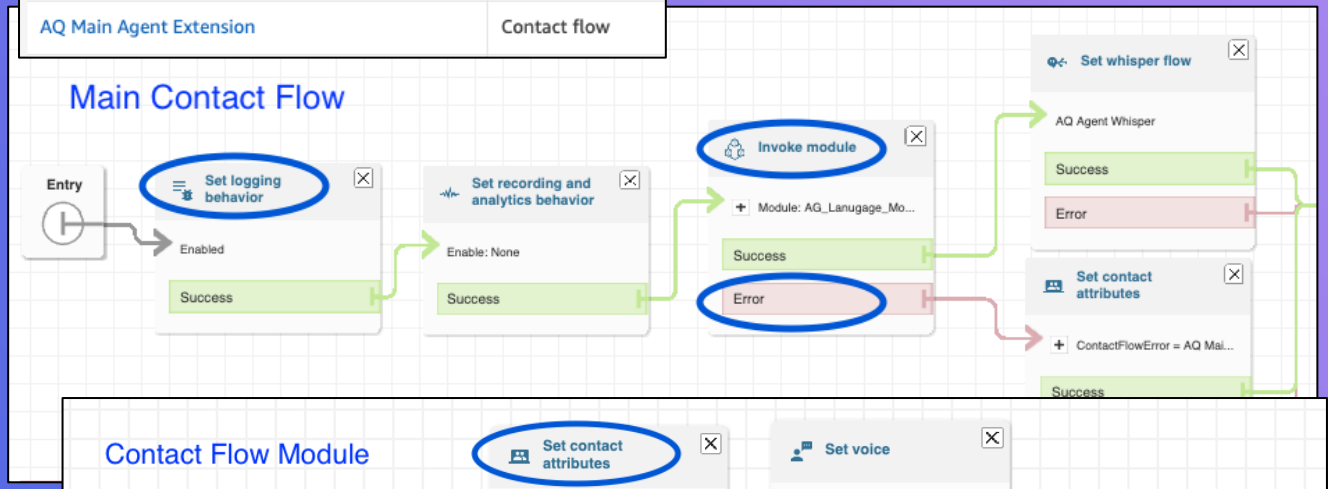
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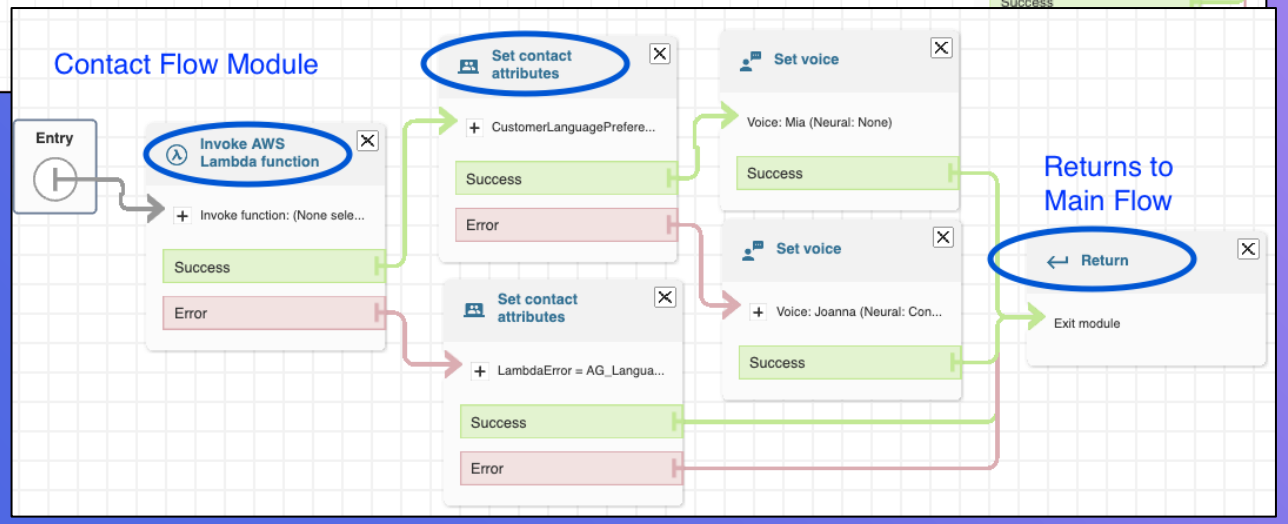
Customer experience design

- Naming & attribute standards
- Modular approach
- Dynamic logic
- Enable logging
- Error handling and default routing









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Change management

- Define and document a **development process**
- Utilize **aliases** for AWS Lambda functions and Amazon Lex bots
- **Test and debug** changes in pre-production development environments
- **Conduct User Acceptance Testing (UAT)** in dedicated pre-production environments
- **Build in automation** to reduce risk of inadvertent changes
- **Follow least privilege access** especially in production environments
- Establish an **Operational Center of Excellence (CoE)** including role & responsibility definitions, operational and escalation procedures



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Launch planning for major releases

- Go-live resources
- Go-live checklist
- Launch steps
- Security checklist



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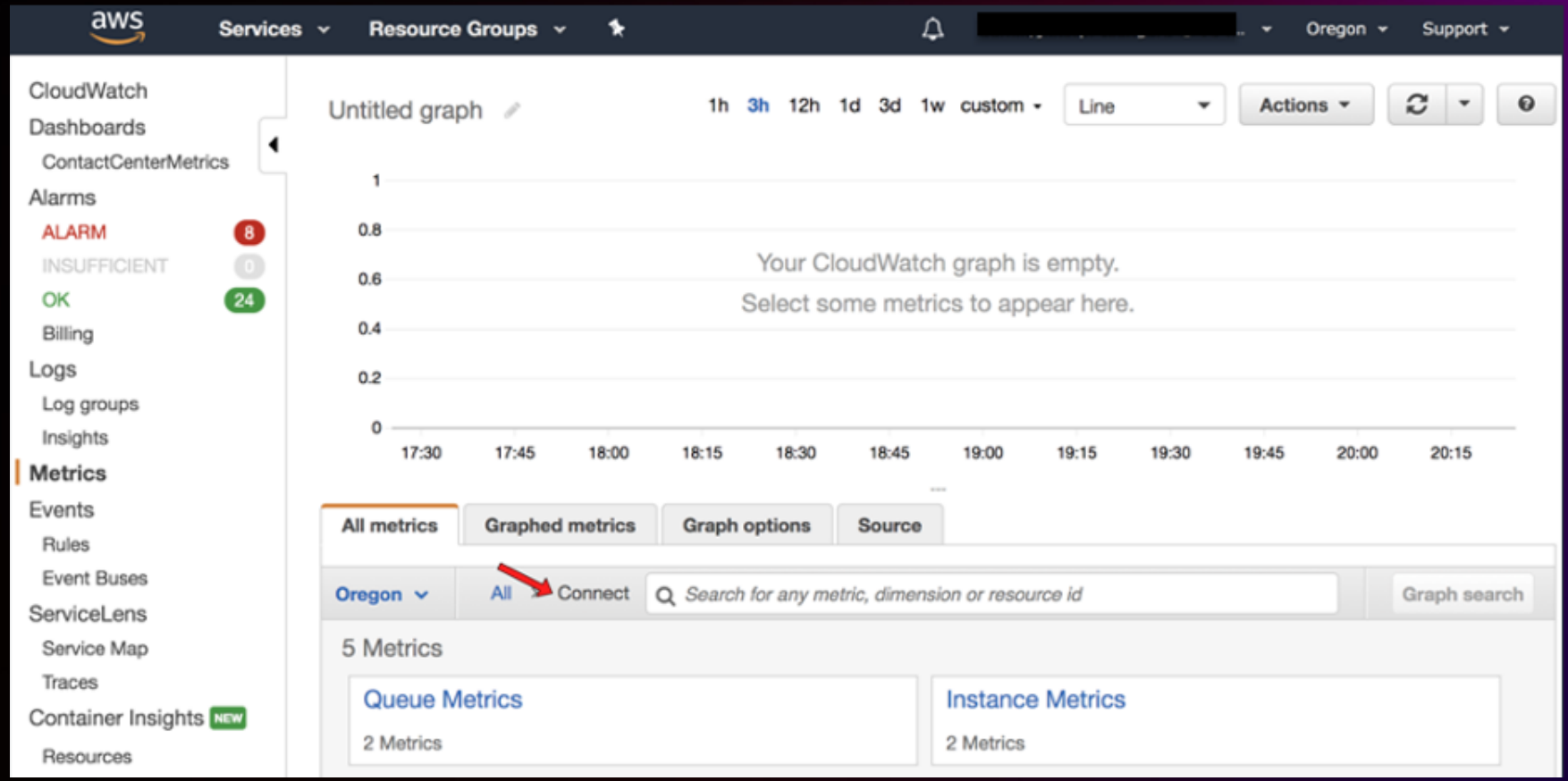
Operational visibility and resiliency with Amazon CloudWatch

Metrics

- 25+ built-in metrics
- Stored for 14 days
- 1-minute intervals

Metric dimensions

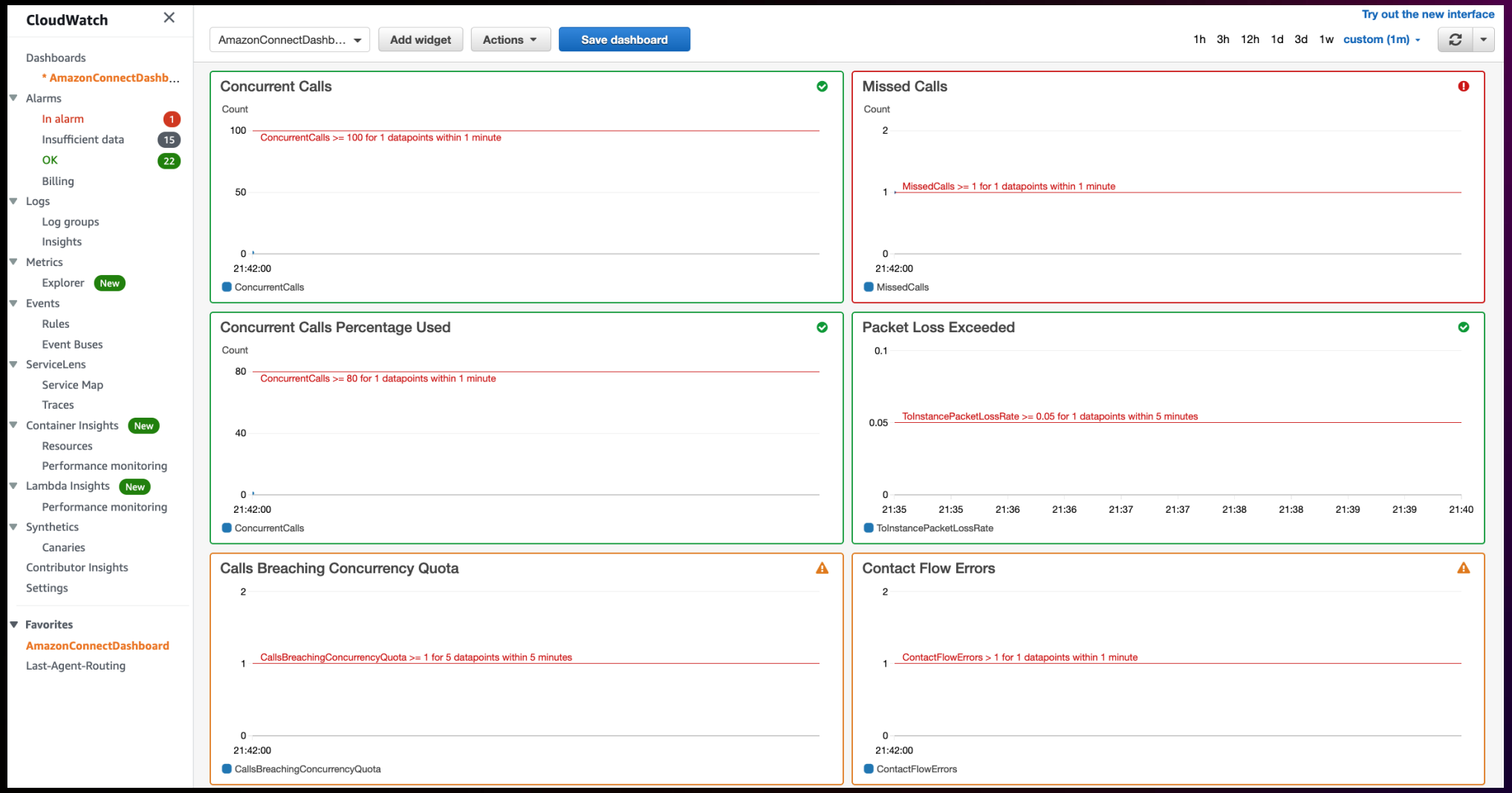
- Contact flow
- Instance
- Queue
- Voice ID API
- App integrations



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Monitor in real time and set proactive alerts

EXAMPLE: AMAZON CONNECT WIDGETS AND THRESHOLDS



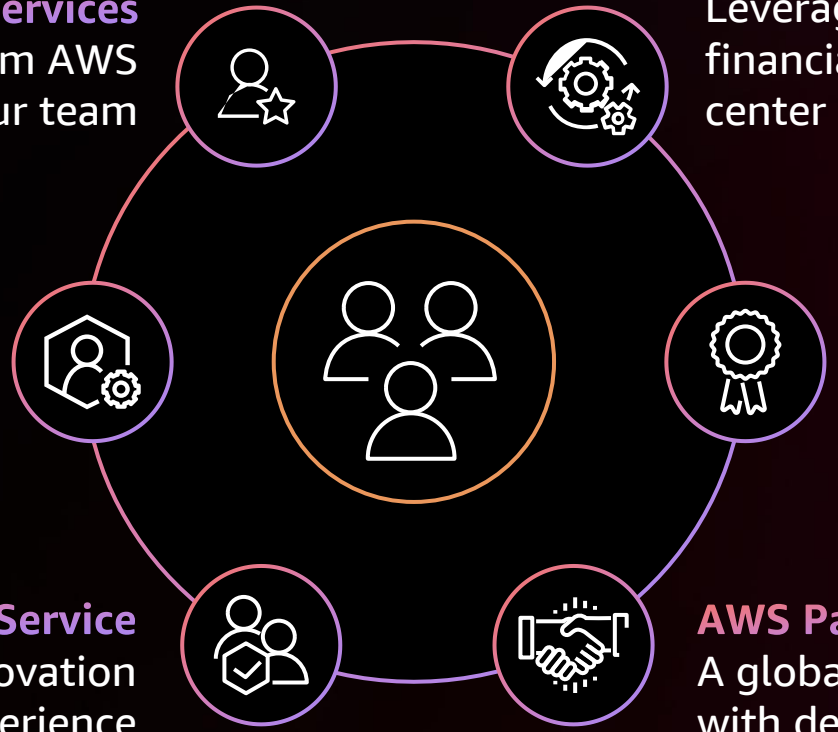
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We’re here to help you transform your CX

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 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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Attend Amazon Connect sessions

Tuesday

BREAKOUT SESSION

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

CHALK TALK

BIZ401: Build a resilient, scalable contact center on Amazon Connect

Wednesday

LEADERSHIP SESSION

BIZ101-L: Accelerate business results with AWS purpose-built applications

BREAKOUT SESSIONS

BIZ102: How women leaders are transforming customer experience

BIZ204: Optimize contact center outcomes with Amazon Connect

BIZ205: Boost agent productivity and performance with Amazon Connect

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

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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