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

BIZ210

Resolve customer issues faster with the Amazon Connect agent workspace

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Amazon Connect

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GTM Specialist
AWS Productivity Applications

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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





























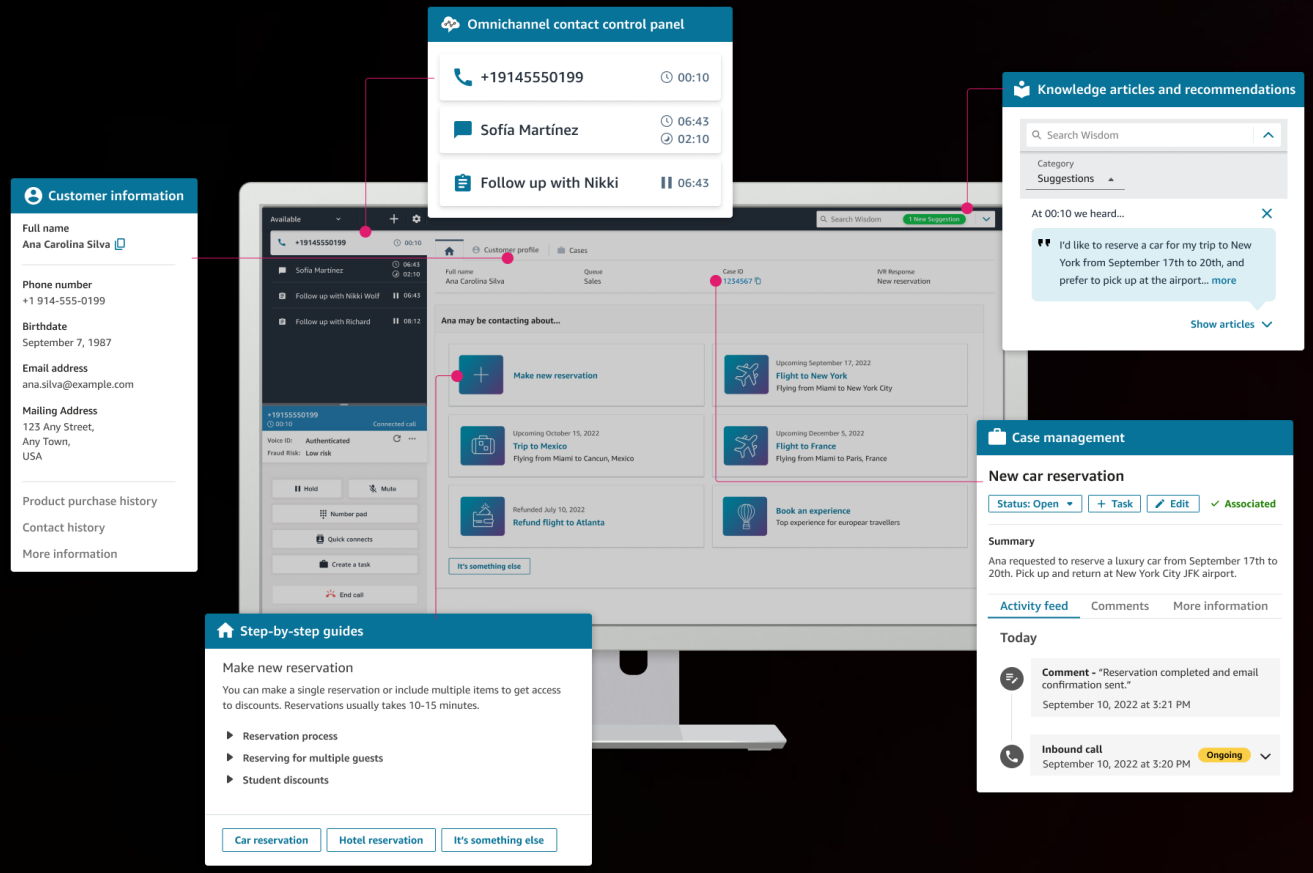


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Amazon Connect agent workspace

SINGLE PANE OF GLASS FOR ALL AMAZON CONNECT AGENT EMPOWERMENT CAPABILITIES



Access the agent workspace from virtually **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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Can we do more to help?

1

New or struggling agents reach proficiency faster

2

All agents **adhere to best practices** for resolving, following up, and documenting issues

3

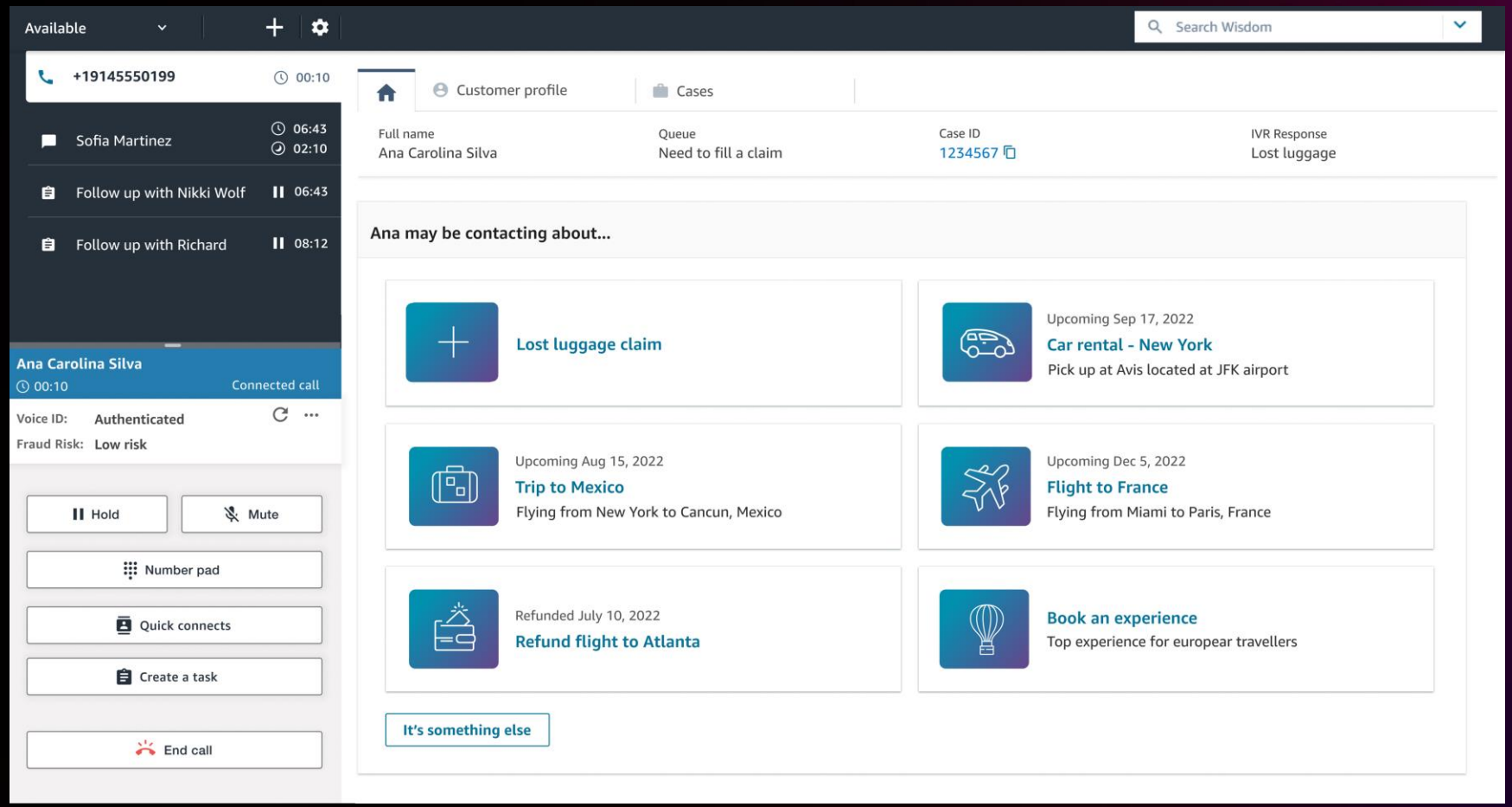
Business operations teams identify where **issue resolution is stalling** and drive efficiency improvements

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Step-by-step guides

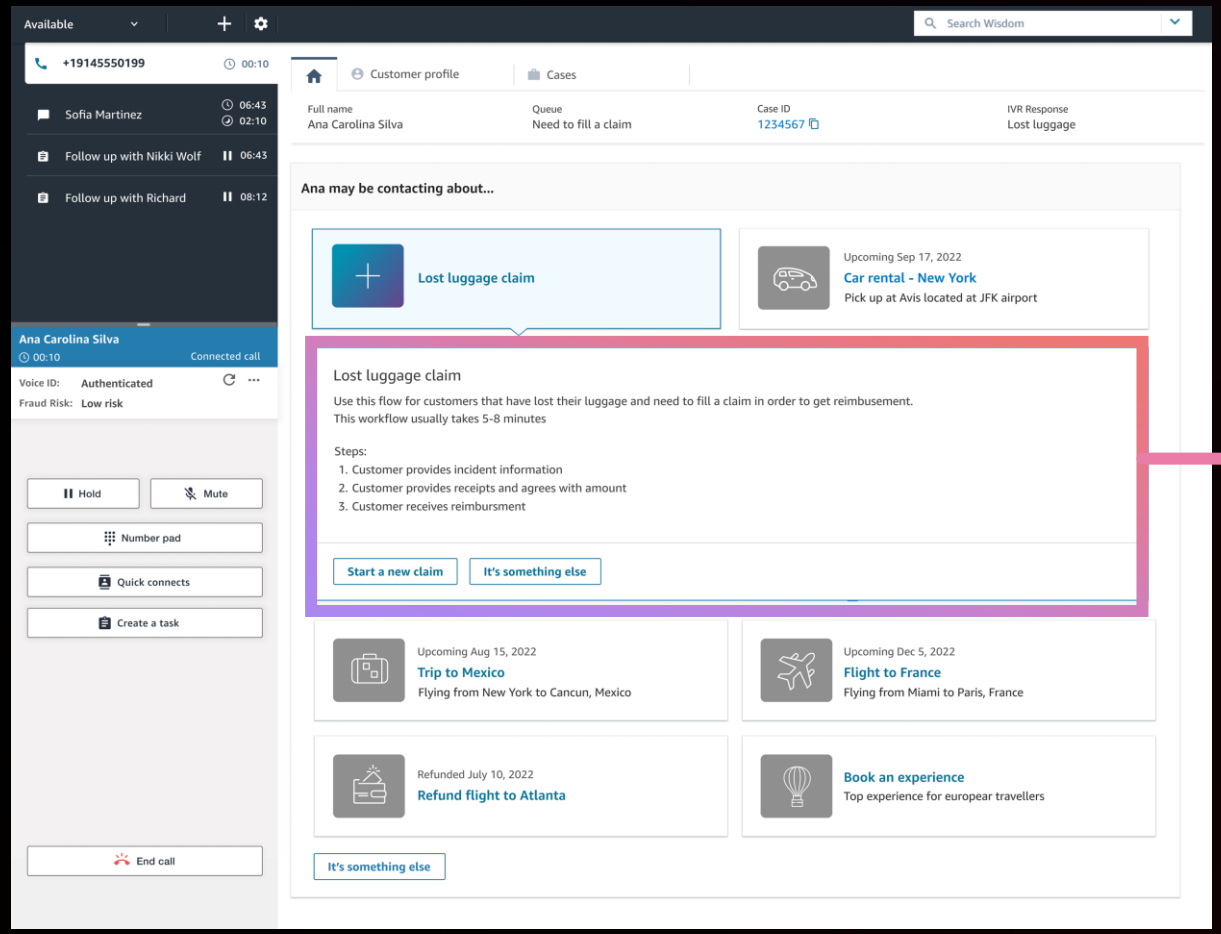
GIVE YOUR AGENTS WORKFLOWS TO RESOLVE ISSUES



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Step-by-step guides

SURFACE DATA AND ACTIONS TO AGENTS

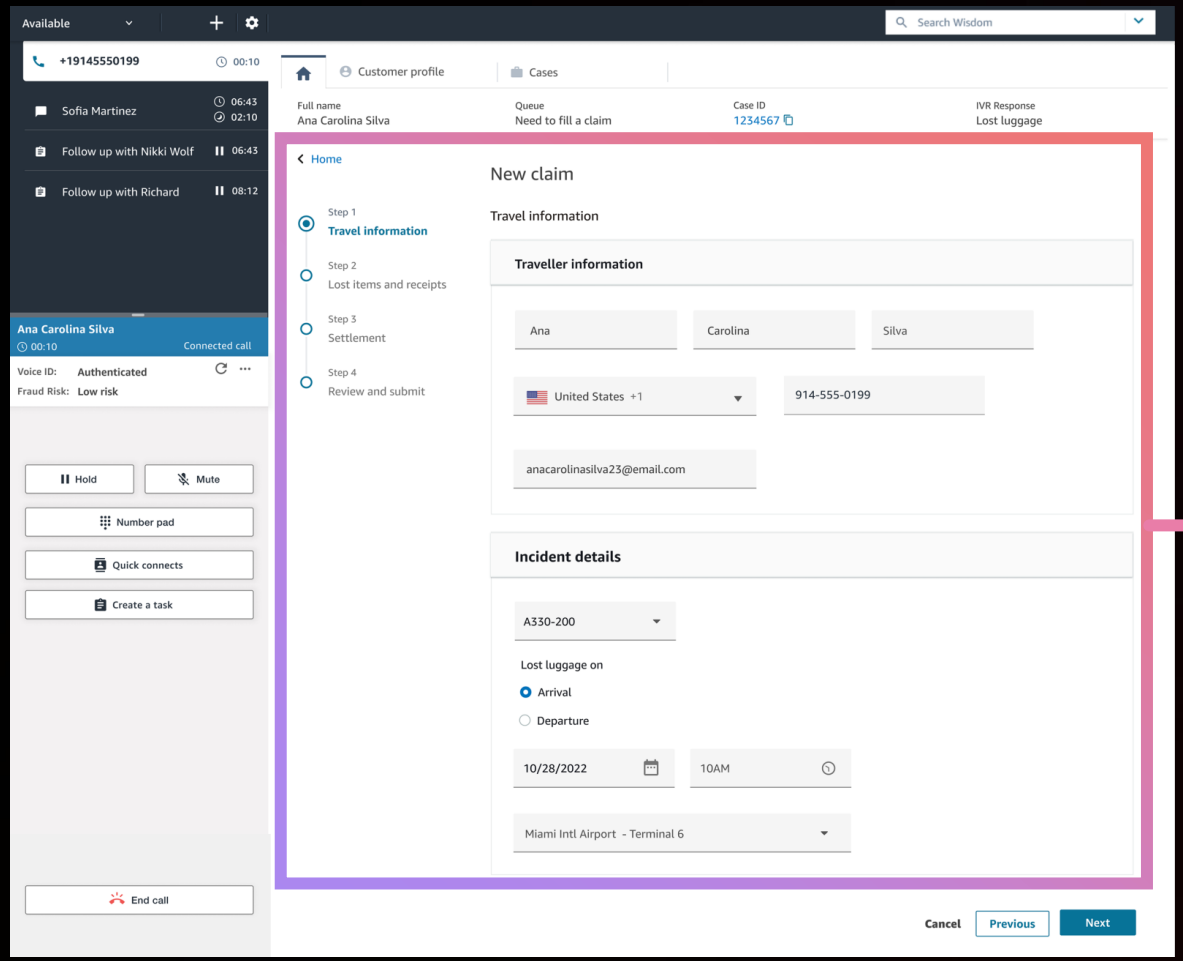


Display contextual **relevant info** and **actions** to agents at the start of a call

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Step-by-step guides

BUILD GUIDES WITH MULTI-STEP FORMS



Consolidate required actions into **step-by-step guides** that agents can use to resolve issues efficiently and adhere to best practices

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Step-by-step guides

IMPLEMENT COMMON STEPS



Identify customer

STEP 1



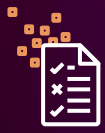
Determine issue

STEP 2



Resolve issue

STEP 3



Wrap-up the contact

STEP 4

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Step-by-step guides

GIVE YOUR AGENTS STEP-BY-STEP WORKFLOWS TO RESOLVE ISSUES



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Video recap

GIVE YOUR AGENTS STEP-BY-STEP WORKFLOWS TO RESOLVE ISSUES

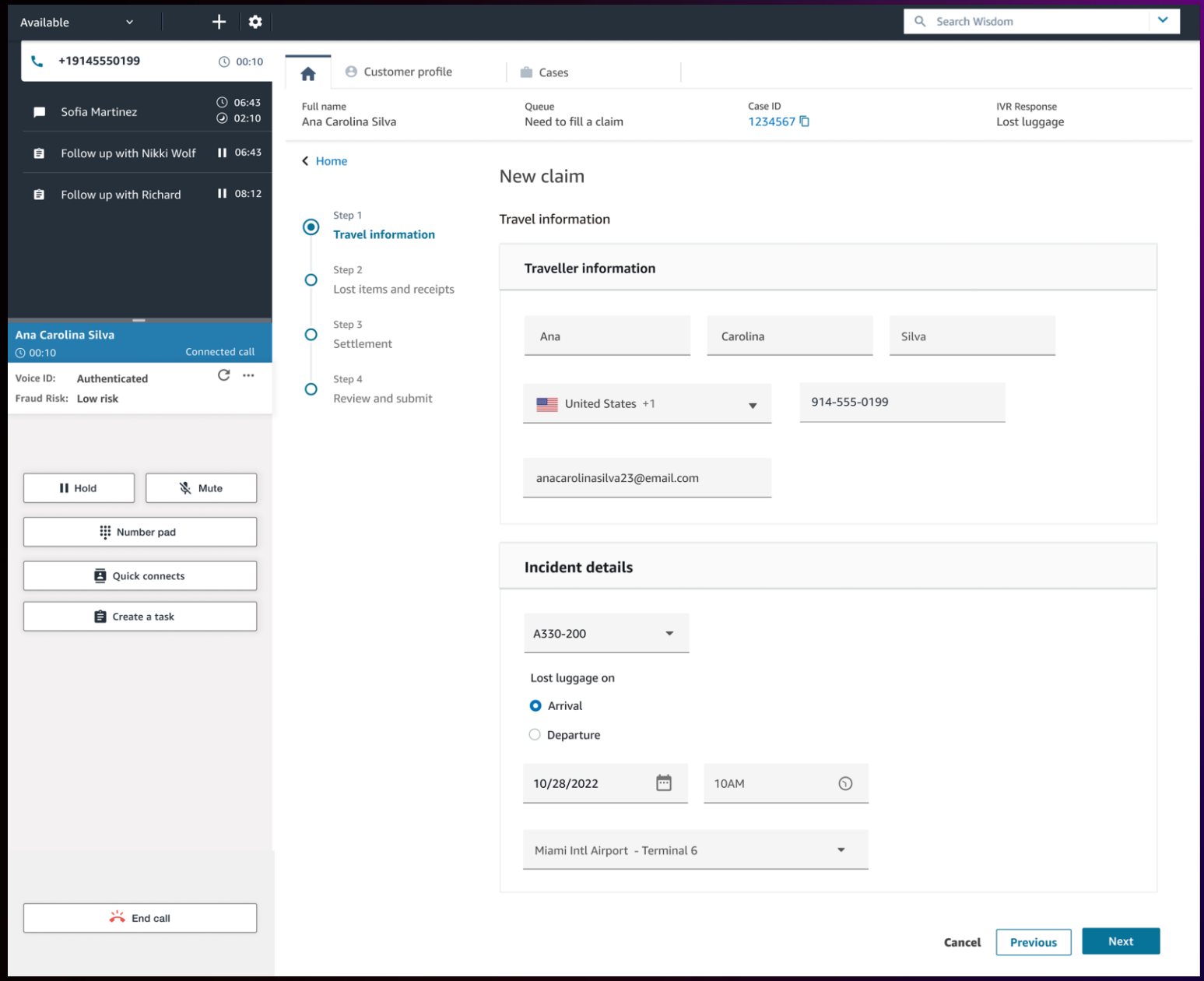
Guide opens in the same tab as the landing page

Progress bar and basic contact details surround the guide

Information from first-party sources to pre-populate forms

Information, like recent flights, from third-party sources

Agents can toggle between steps or cancel the guide



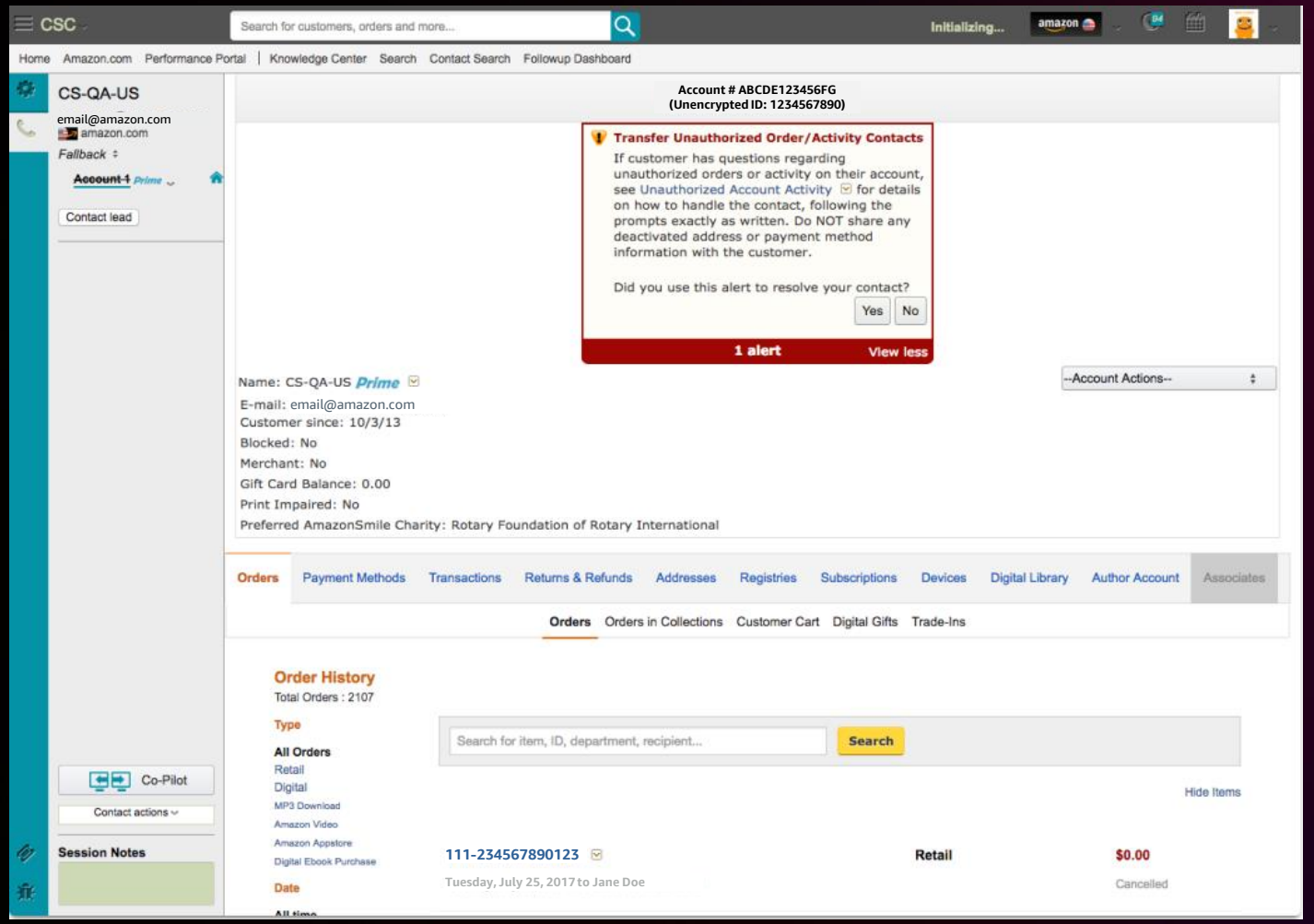
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How Amazon Customer Service used guides to reduce training and improve efficiency

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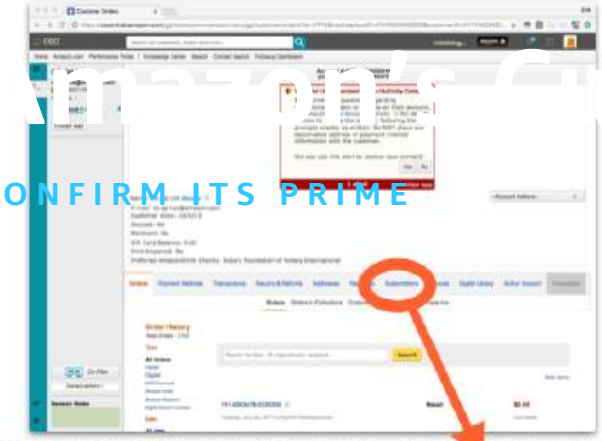
Amazon’s Custom Contact Control Panel (CCP)

EVERYTHING YOU NEED, BUT NO CLUE WHERE TO FIND IT

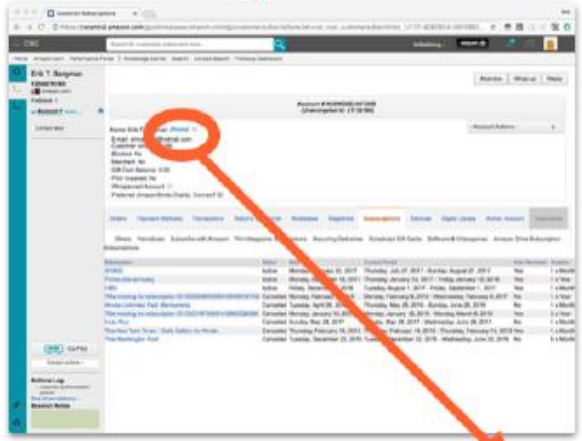


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CONFIRM ITS PRIME

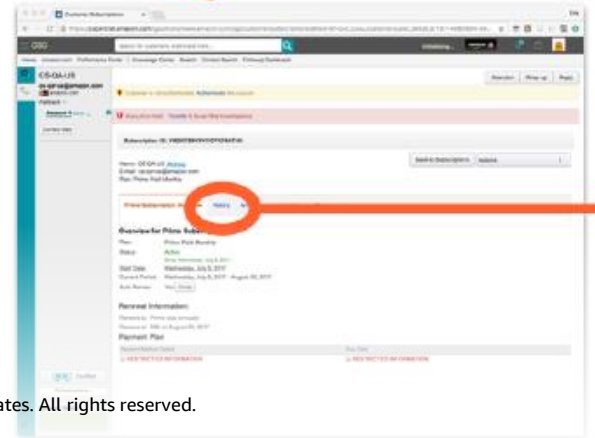


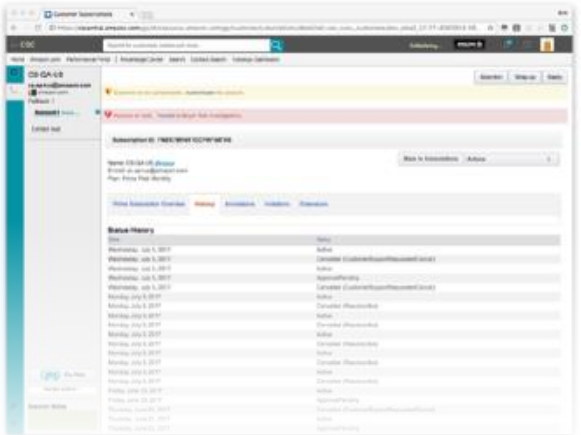
L1



It looks like you started a free Prime trial over a month ago, it ended, and you just got charged $106.92 for an annual subscription.

L2





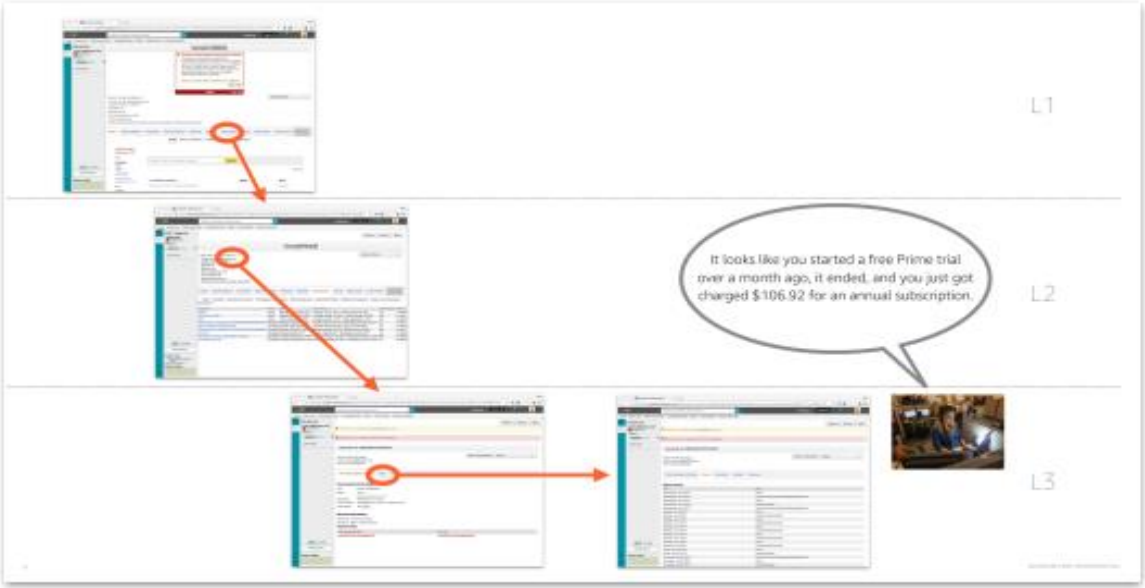


L3

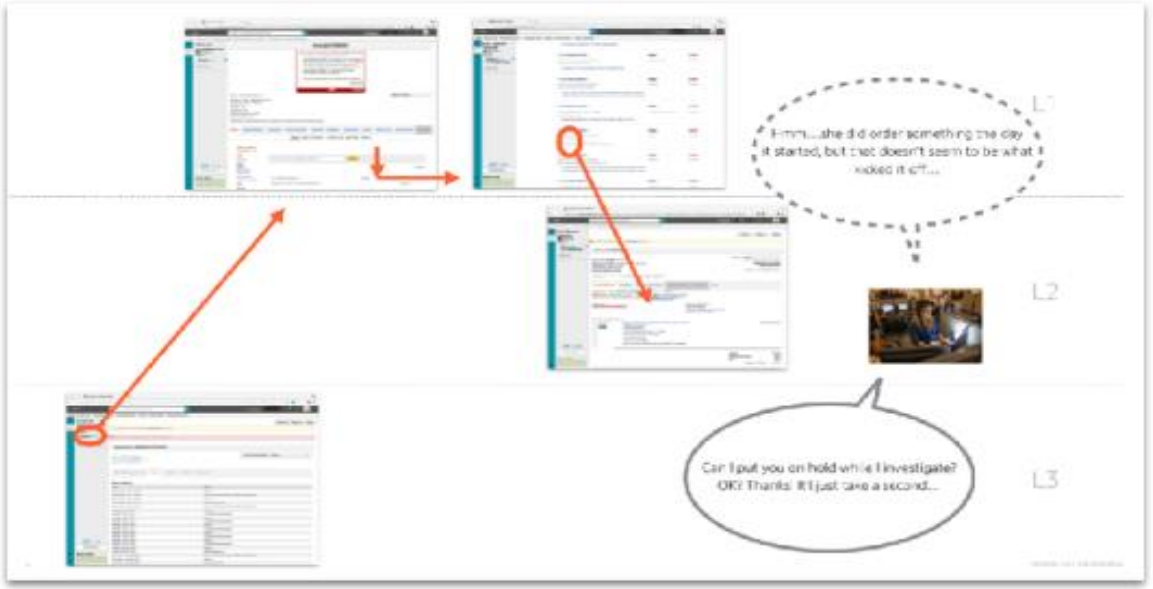
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CONFIRM IT'S PRIME



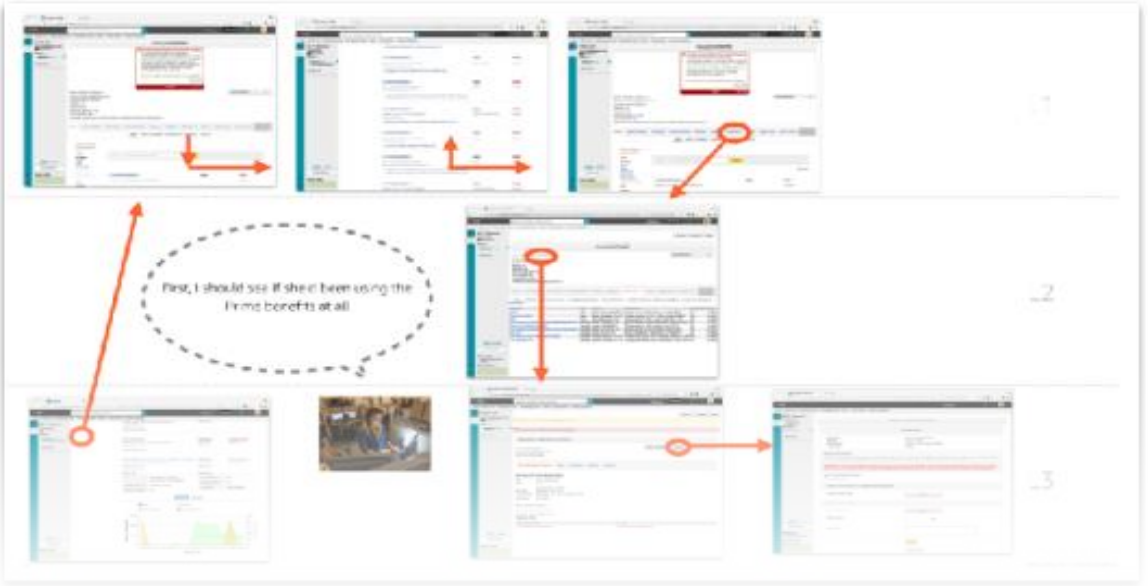
SEARCH FOR SIGN-UP EVENT PART 1



SEARCH FOR SIGN-UP EVENT PART 2



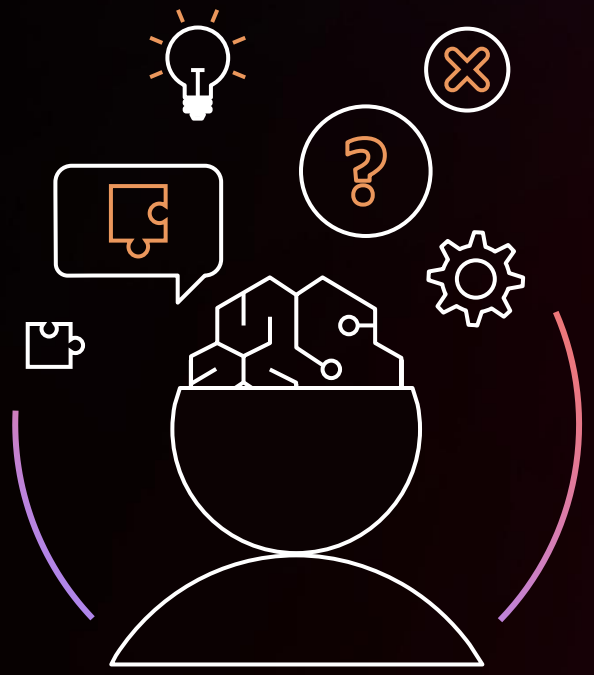
REFUND THE APPROPRIATE AMOUNT



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Legacy UX process

NEW AGENTS STRUGGLE WHILE EXPERIENCED AGENTS DELIVER AN INCONSISTENT EXPERIENCE



High cognitive load = limited capacity for learning

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Legacy UX process

TIME WASTED RESEARCHING, LOCATING, AND ASSEMBLING THE RIGHT SOLUTION



Listen

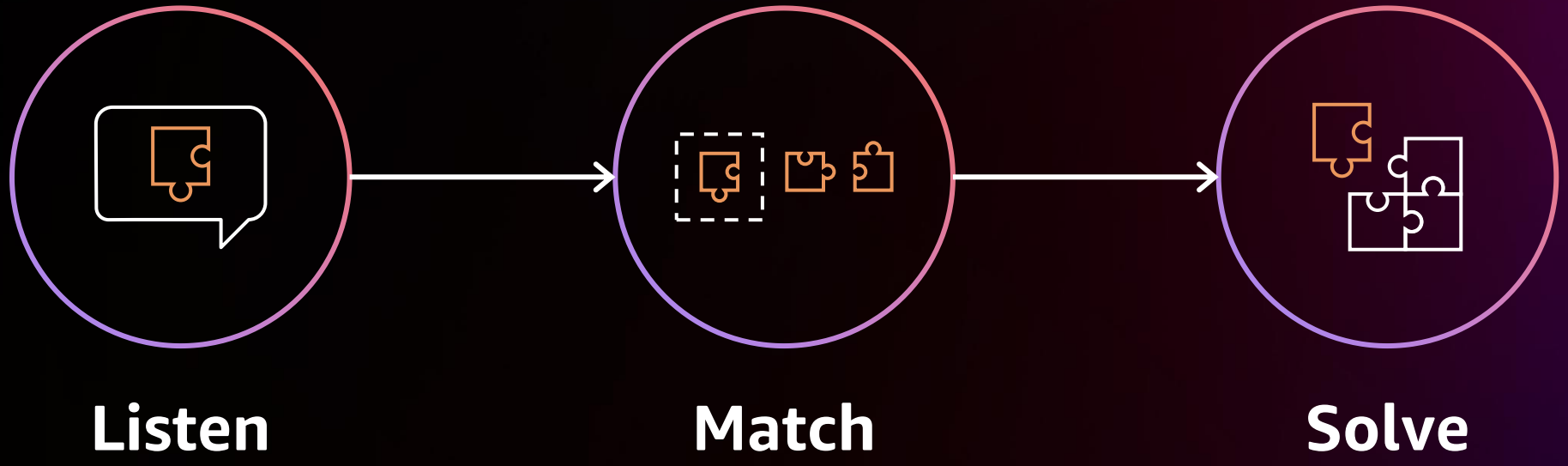
Research and locate

Assemble a solution

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New UX process

SURFACE LIKELY SOLUTIONS TO THE AGENT

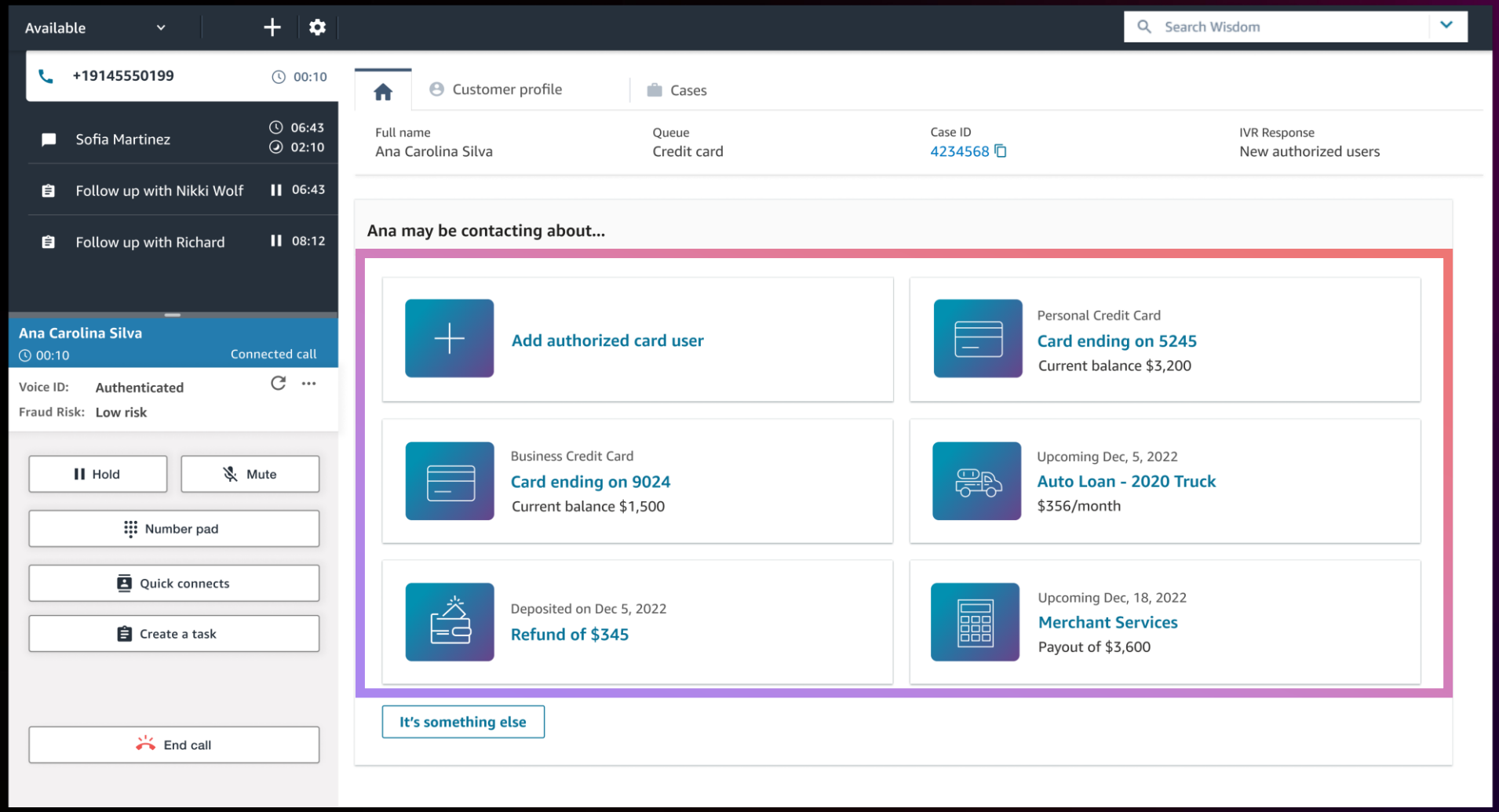


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New UX process

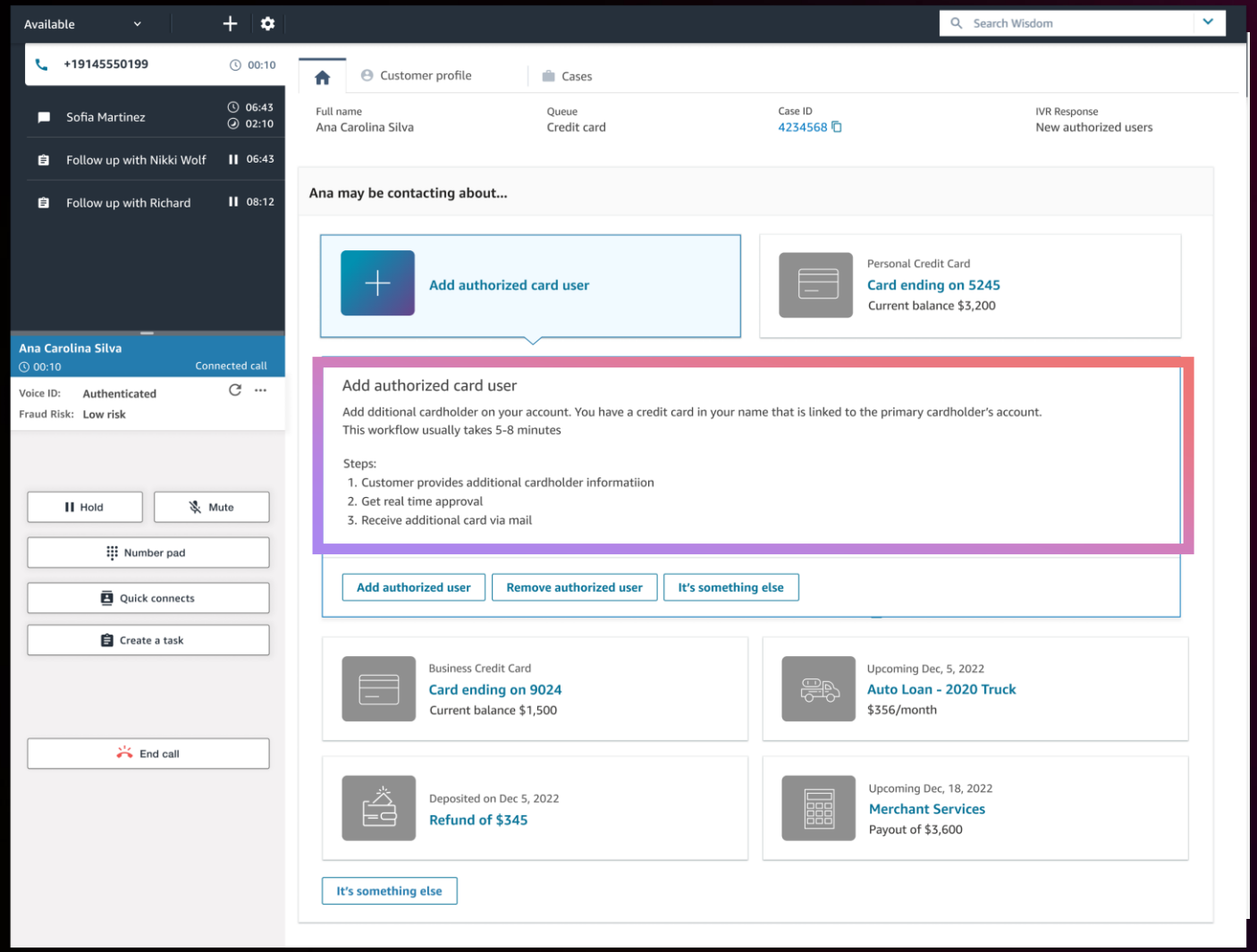
DISPLAY MOST LIKELY TOPICS



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New UX process

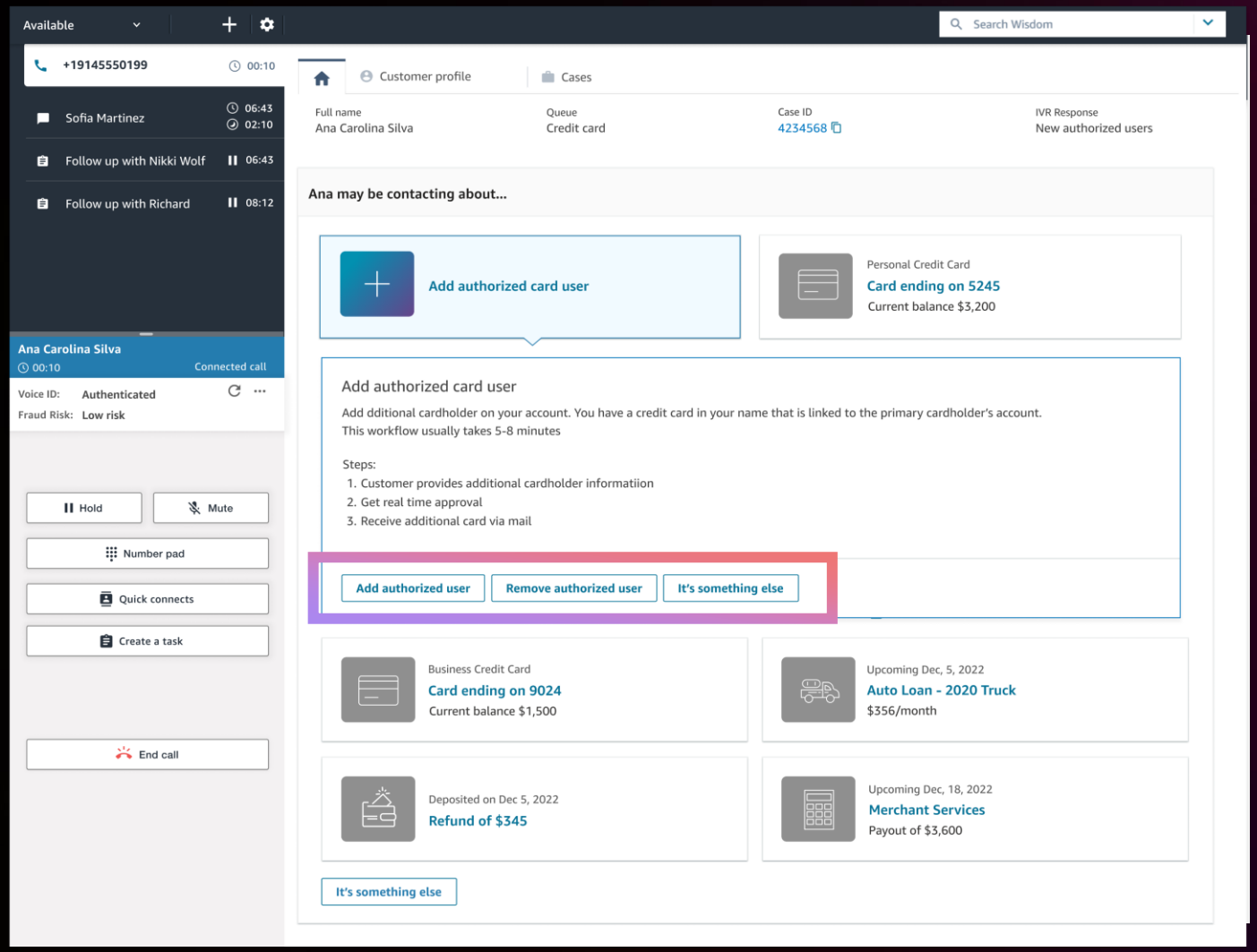
GIVE AGENTS A SUMMARY OF THE CHOSEN TOPIC



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New UX process

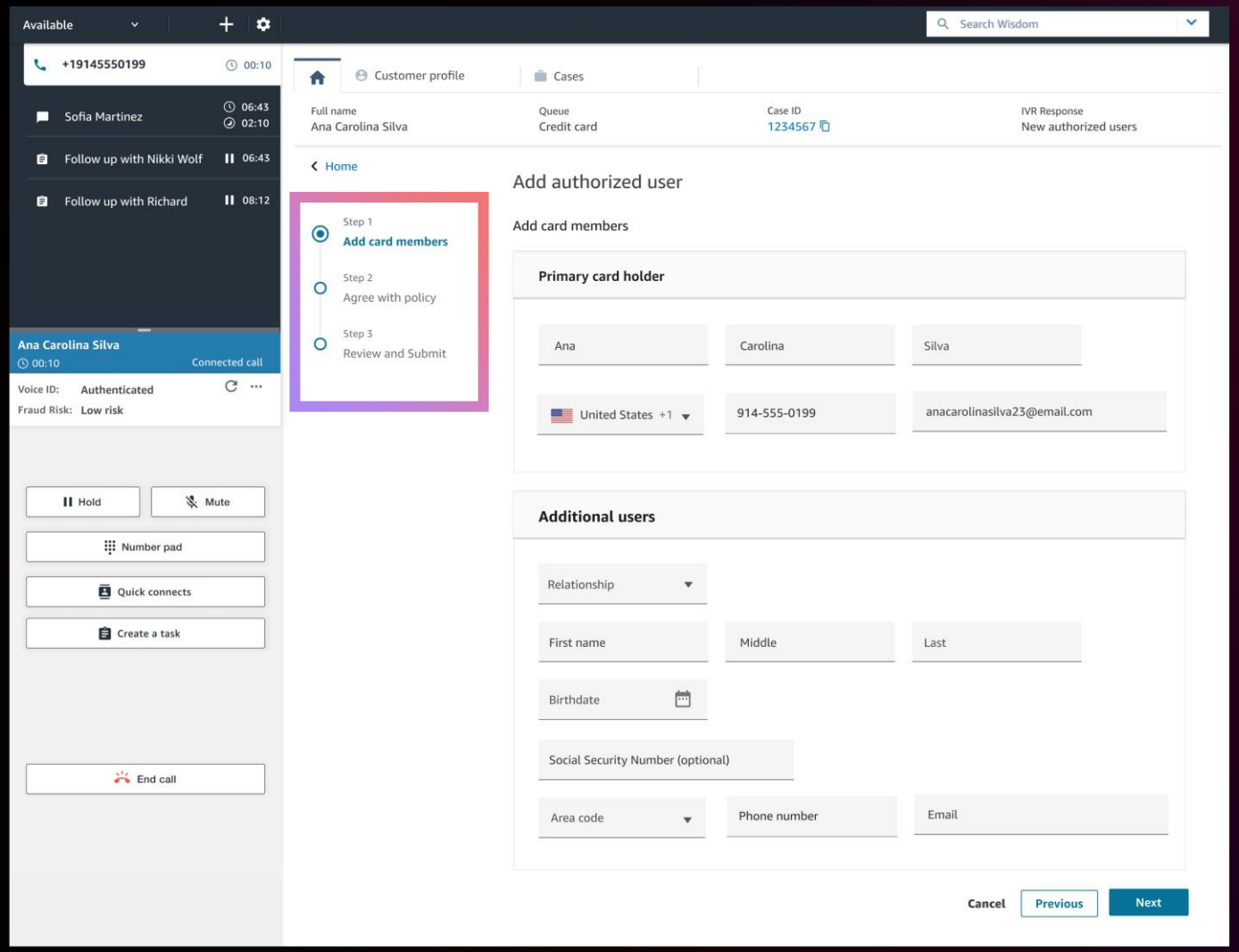
OFFER ACTIONS THE AGENT CAN TAKE



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New UX process

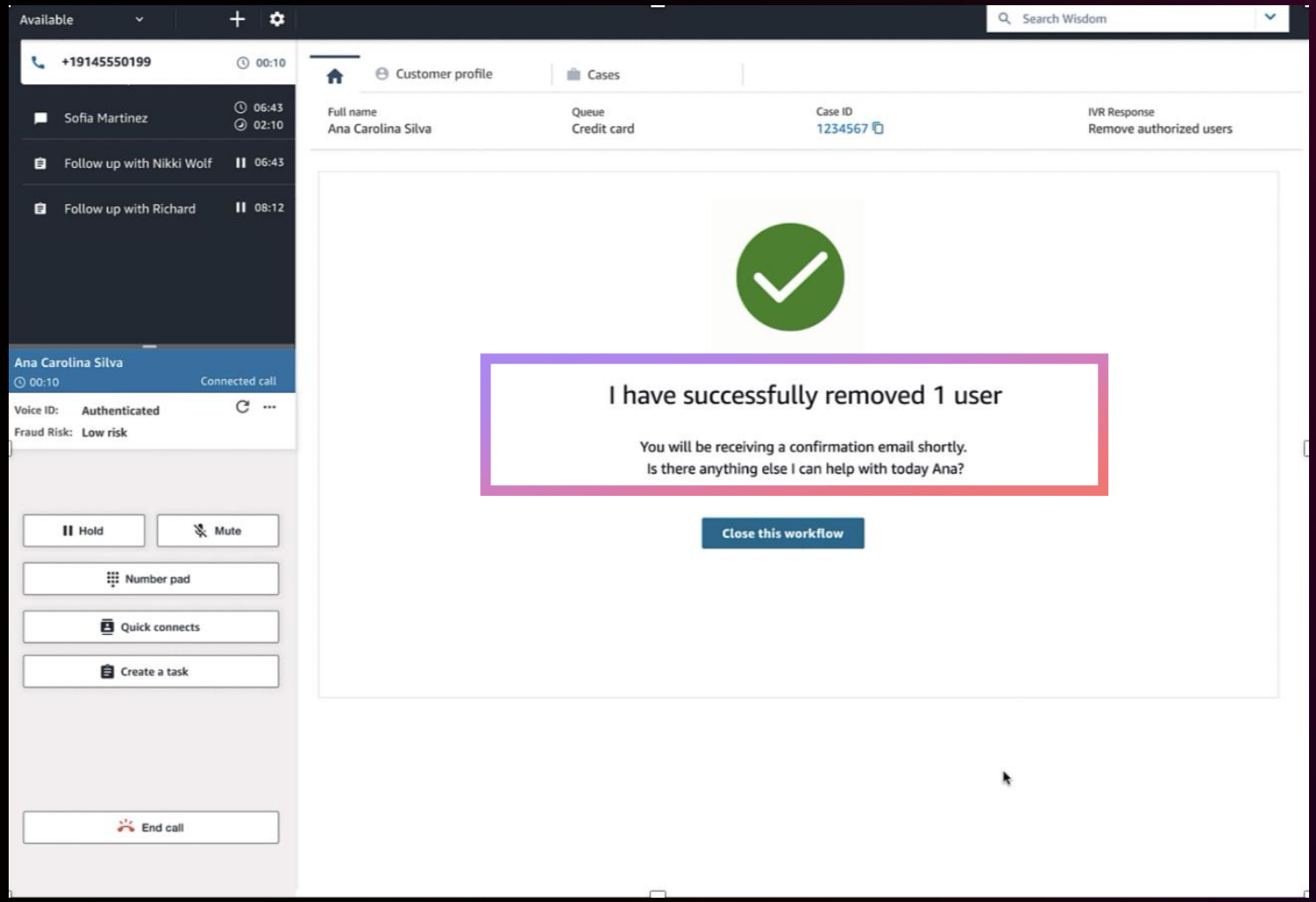
GUIDE AGENTS THROUGH WORKFLOW ONE STEP AT A TIME



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New UX process

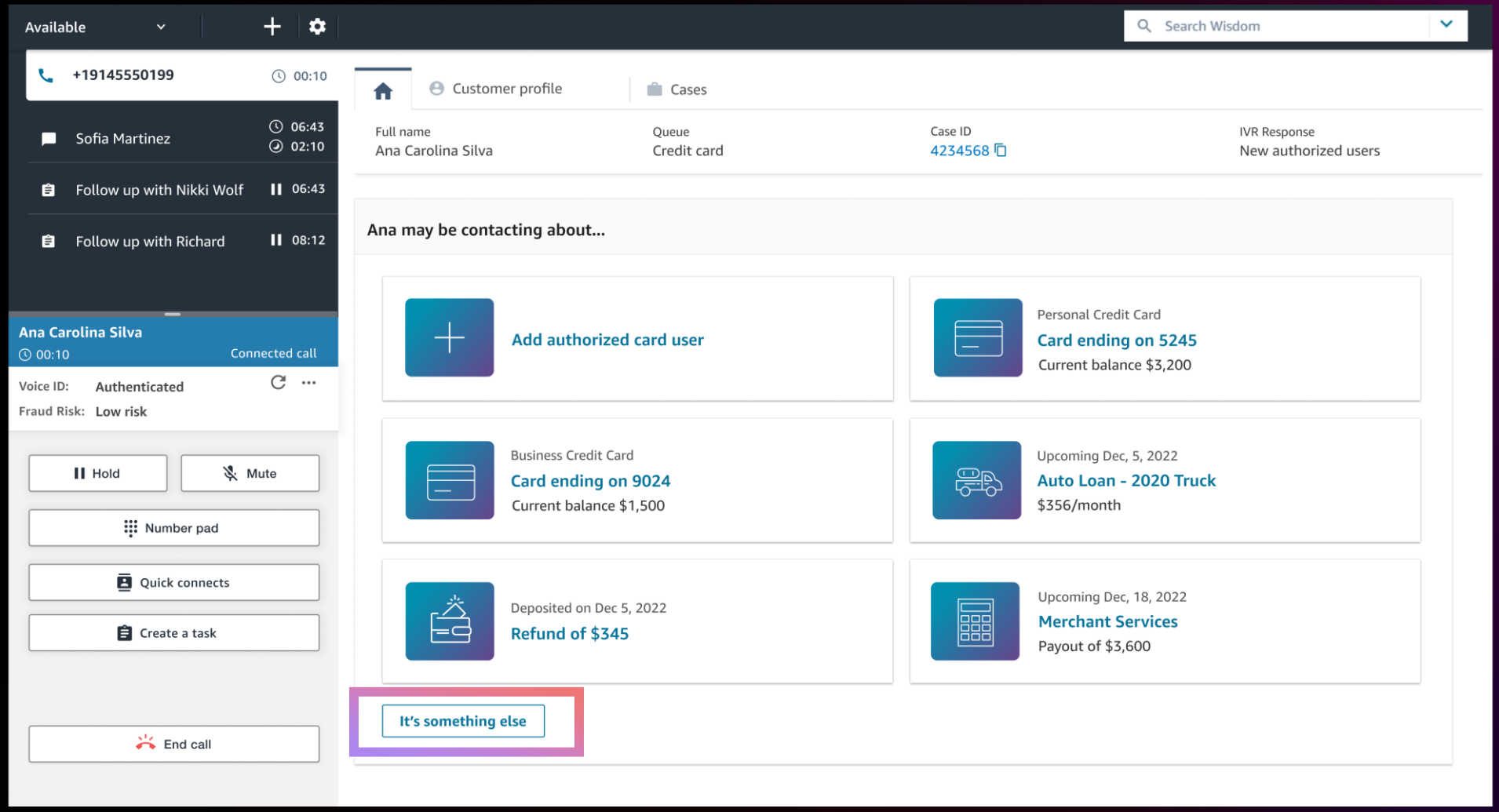
GIVE AGENTS SCRIPTS TO READ OUT LOUD TO CUSTOMER



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New UX process

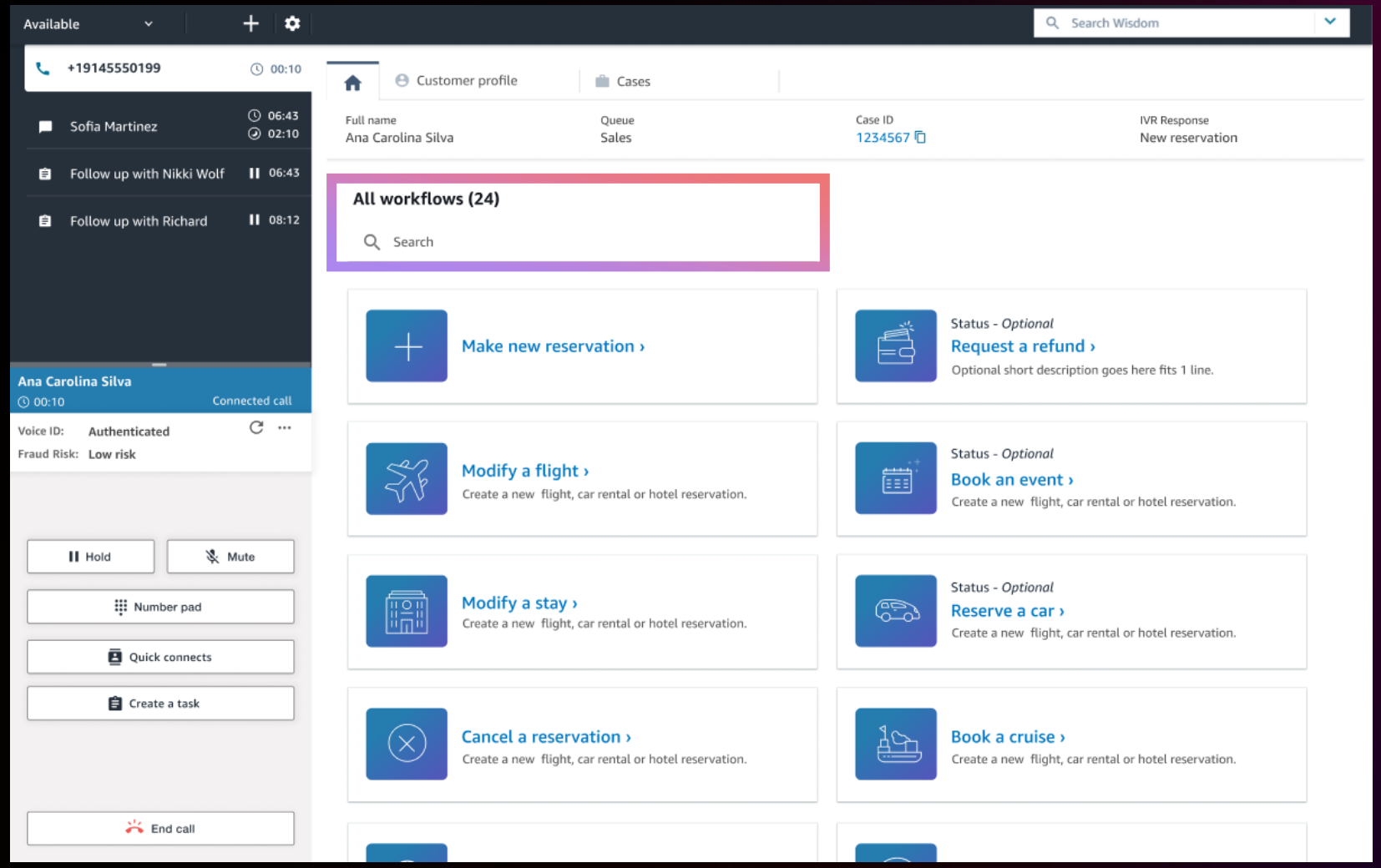
GIVE AGENTS AN ESCAPE HATCH



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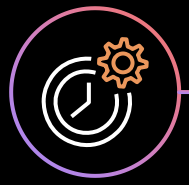
New UX process

GIVE AGENTS AN ESCAPE HATCH

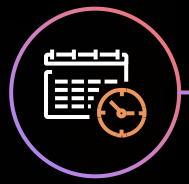


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Outcomes



Reduced onboarding time by 50%



Reduced average time to proficiency by 40%



Reduced average contact handle time (AHT) by up to 35%



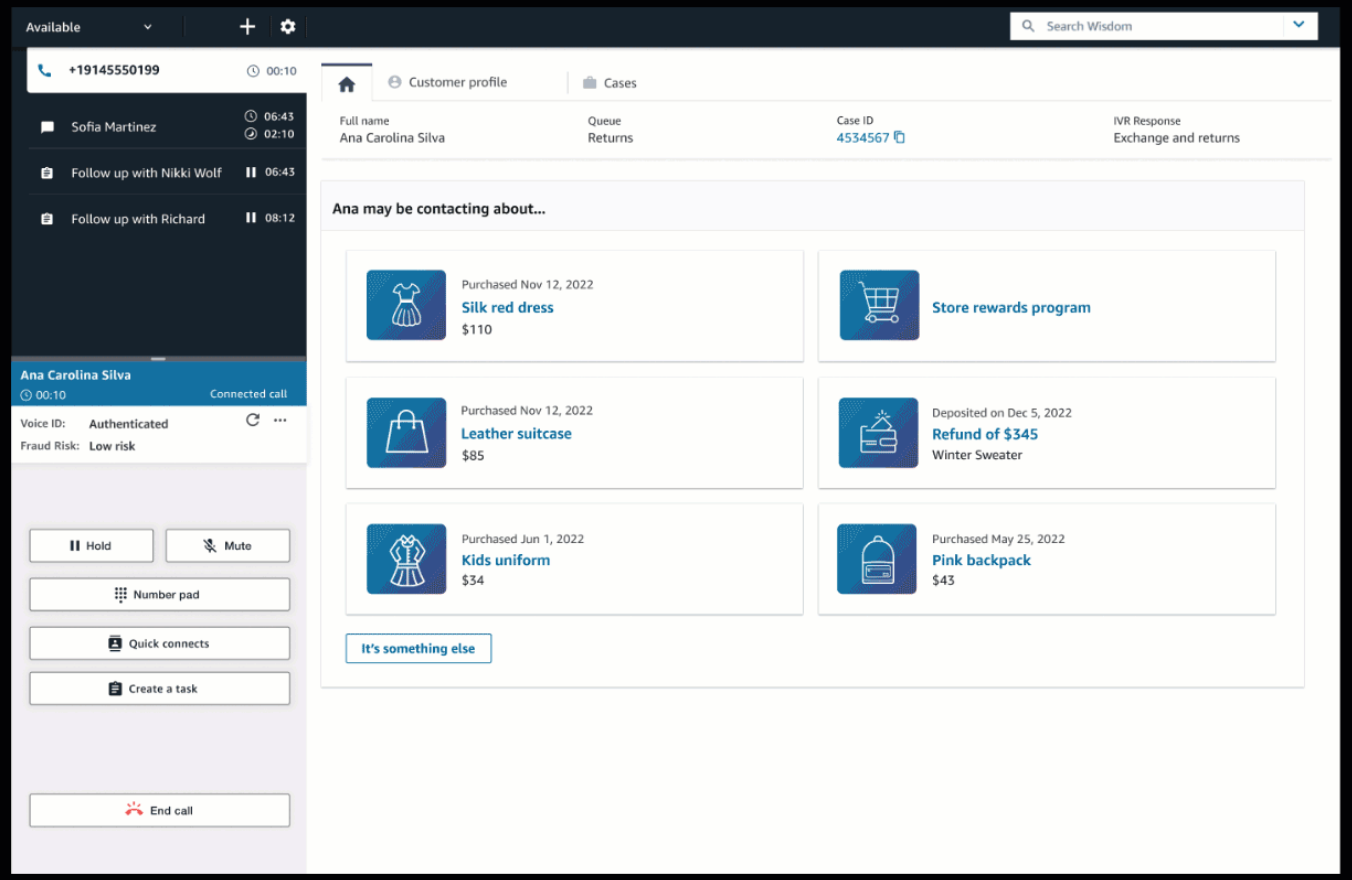
Reduced agents' heart rates!

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Amazon Connect agent workspace – Retail

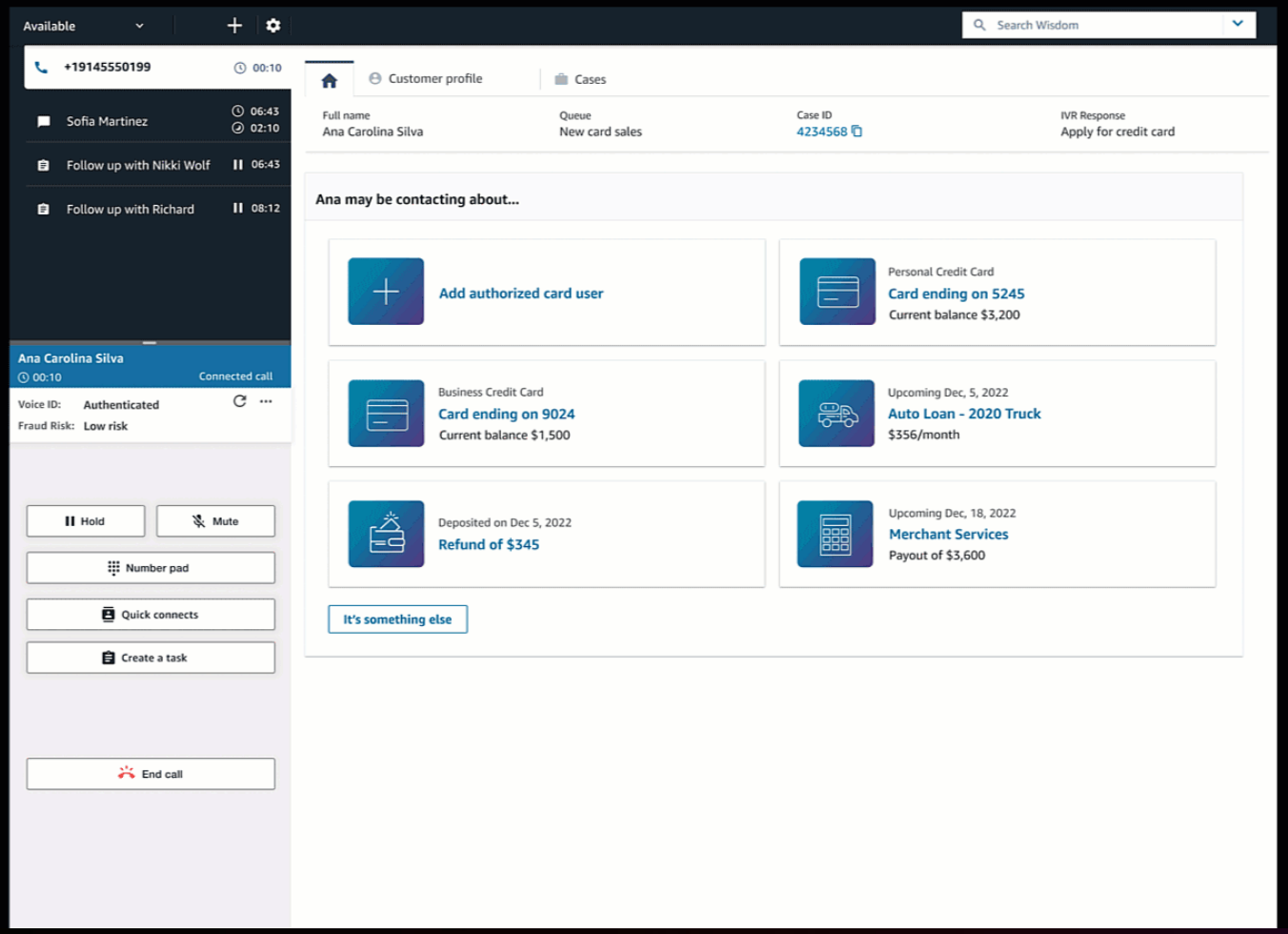
GIVE YOUR AGENTS THE SAME STEP-BY-STEP WORKFLOWS



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Amazon Connect agent workspace – Finance

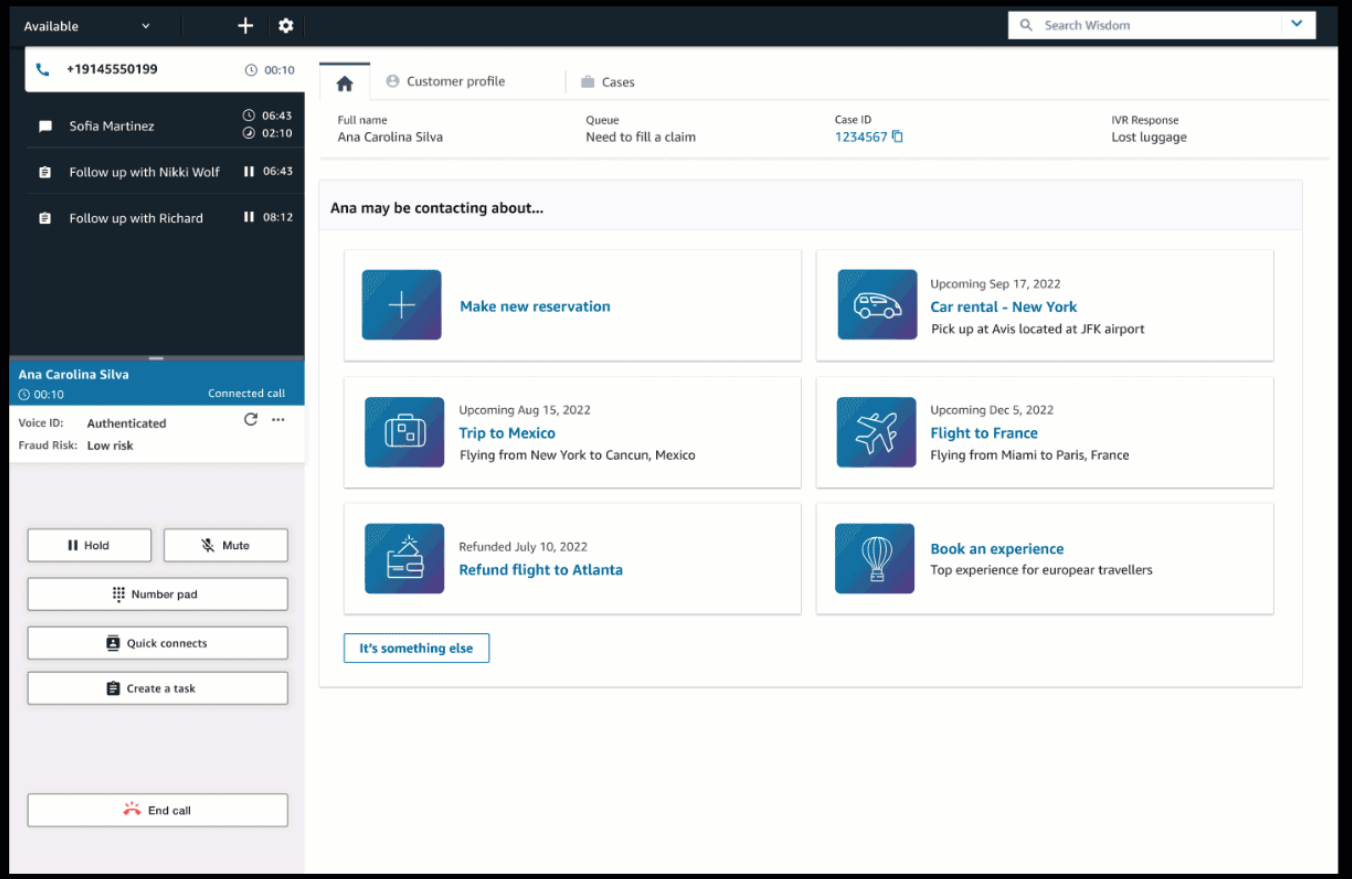
GIVE YOUR AGENTS THE SAME STEP-BY-STEP WORKFLOWS



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Amazon Connect agent workspace – Hospitality

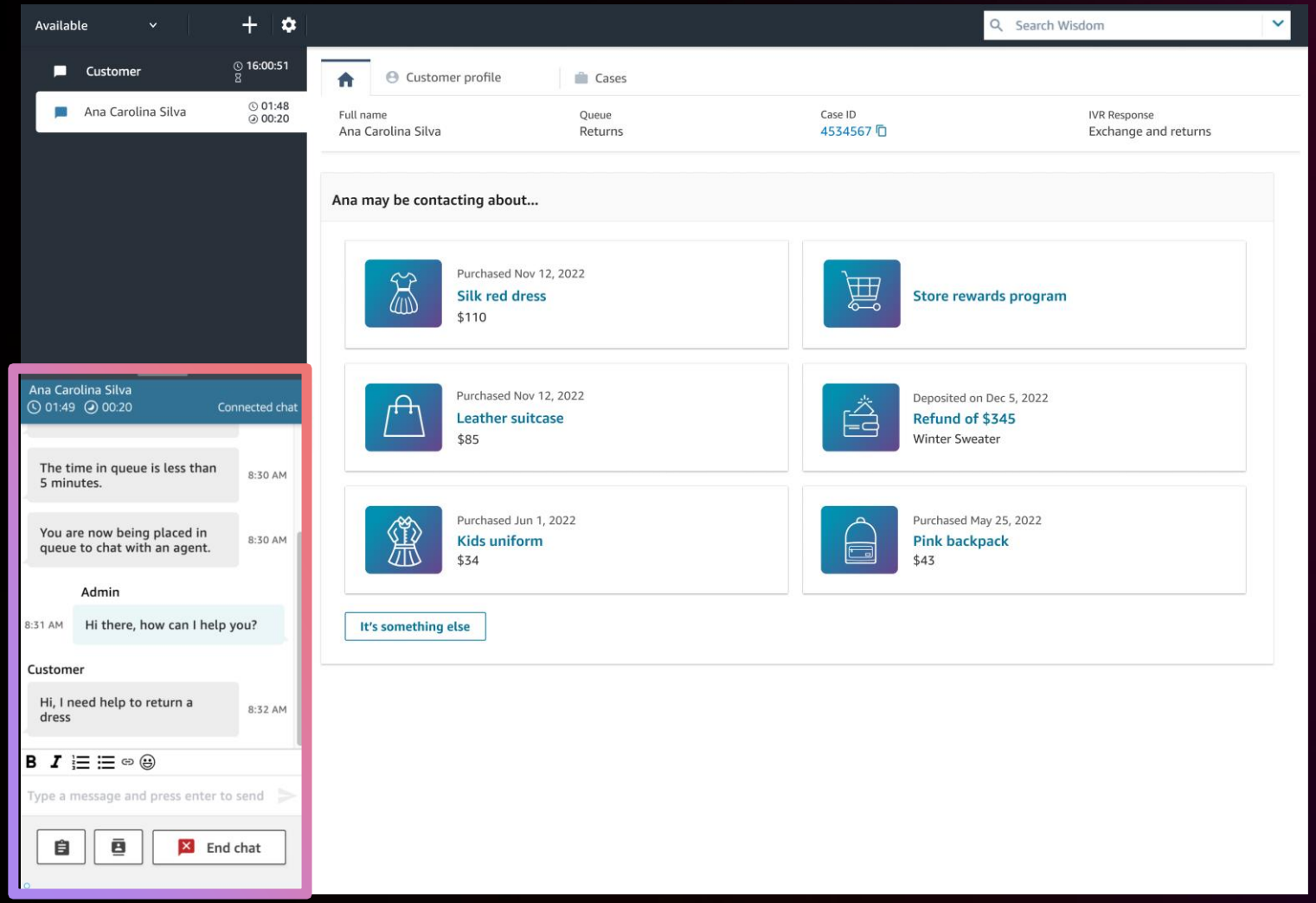
GIVE YOUR AGENTS THE SAME STEP-BY-STEP WORKFLOWS



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Amazon Connect agent workspace – Chat

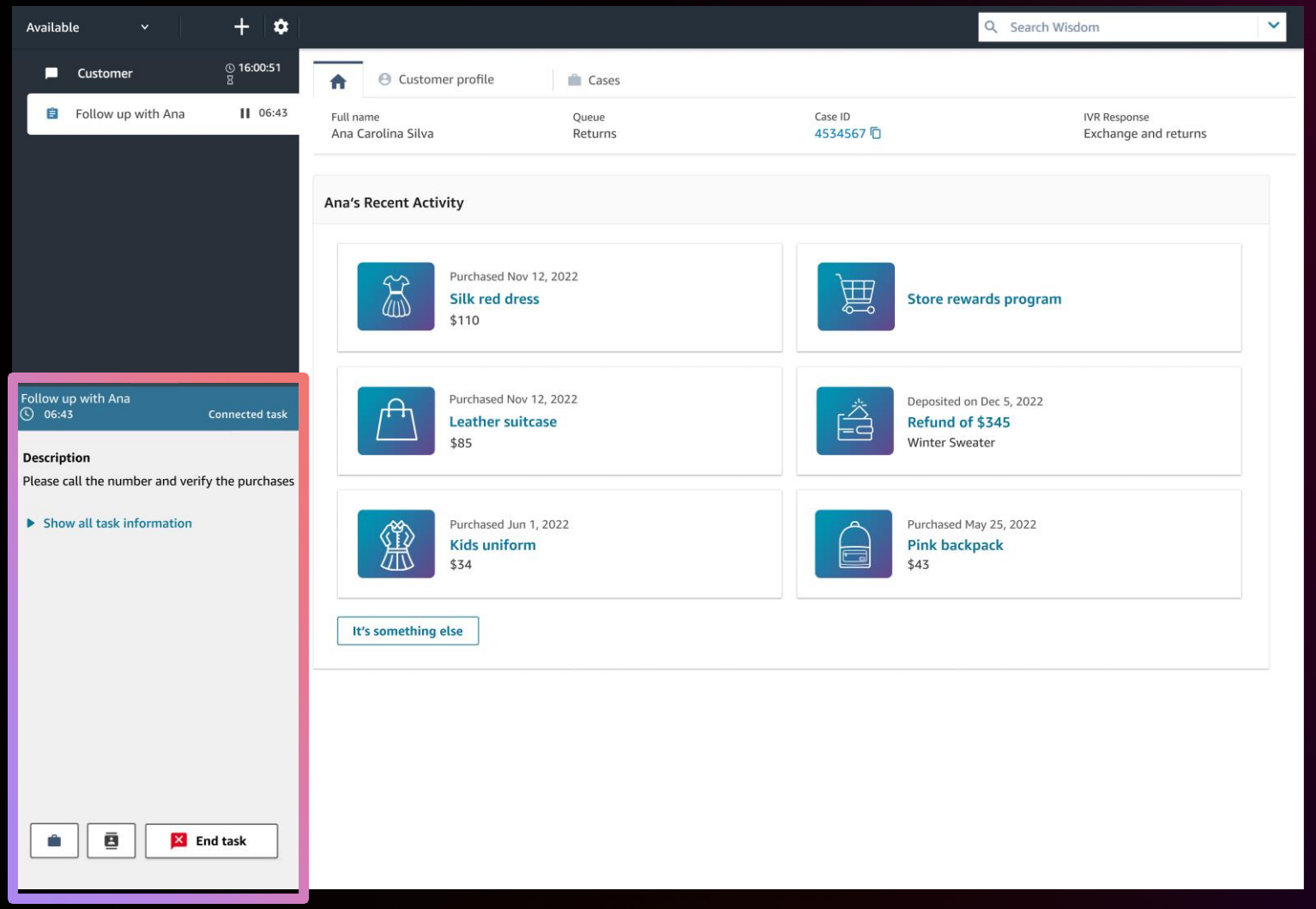
USE IT FOR CHAT CONTACTS



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Amazon Connect agent workspace – Tasks

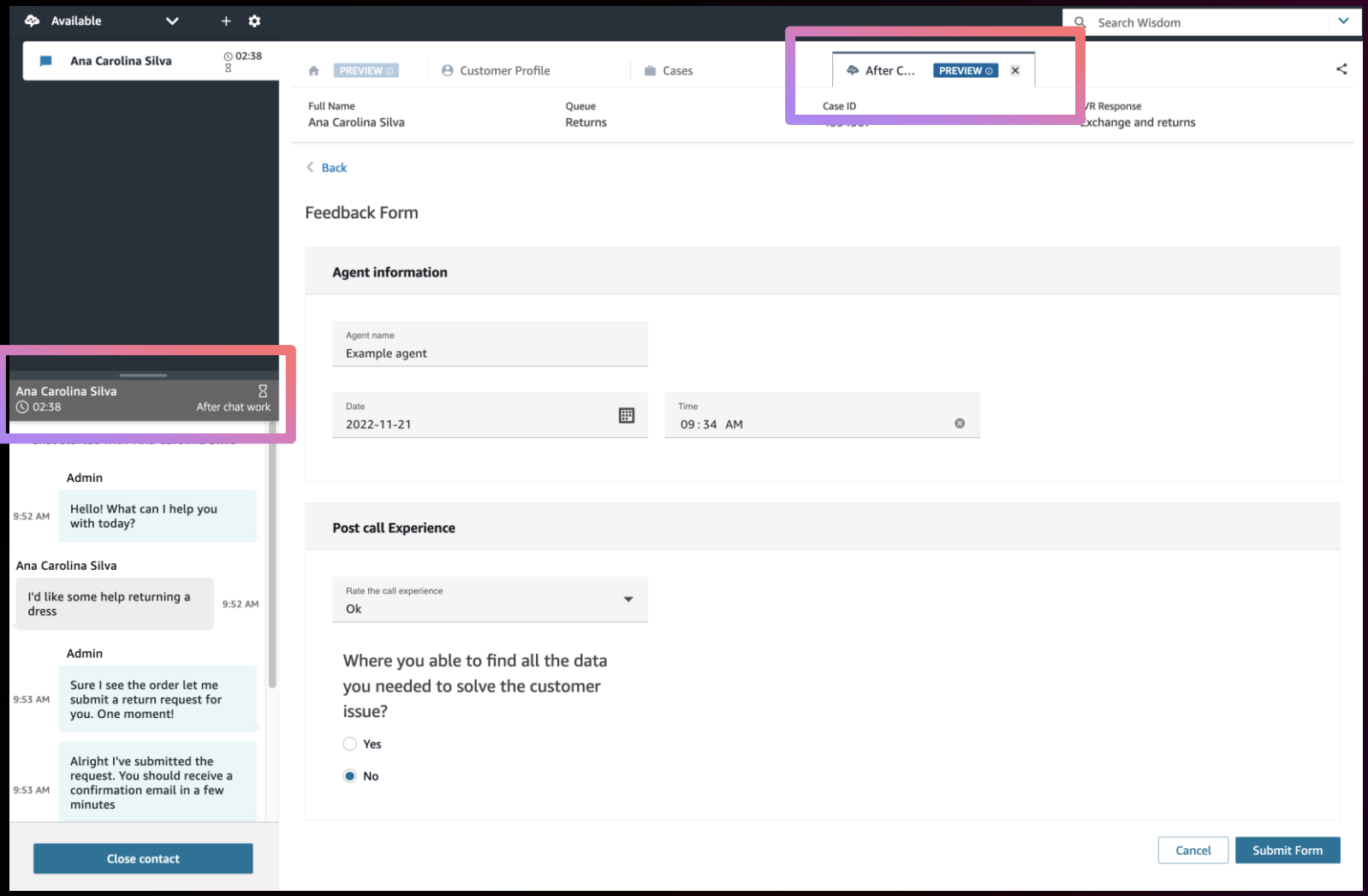
USE IT FOR TASKS CONTACTS



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Amazon Connect agent workspace – After-contact work

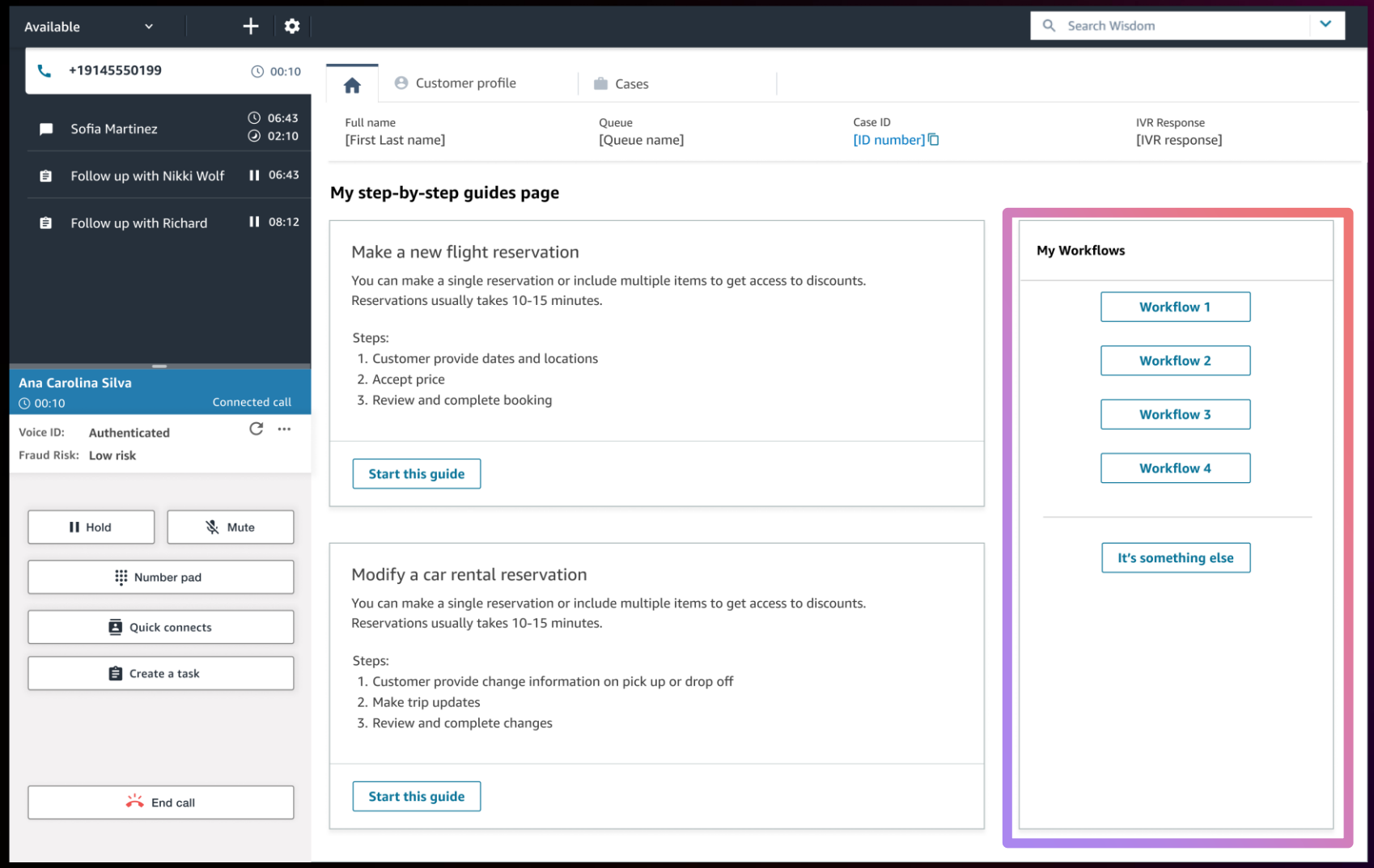
USE IT FOR AFTER-CONTACT WORK



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Customize the user experience

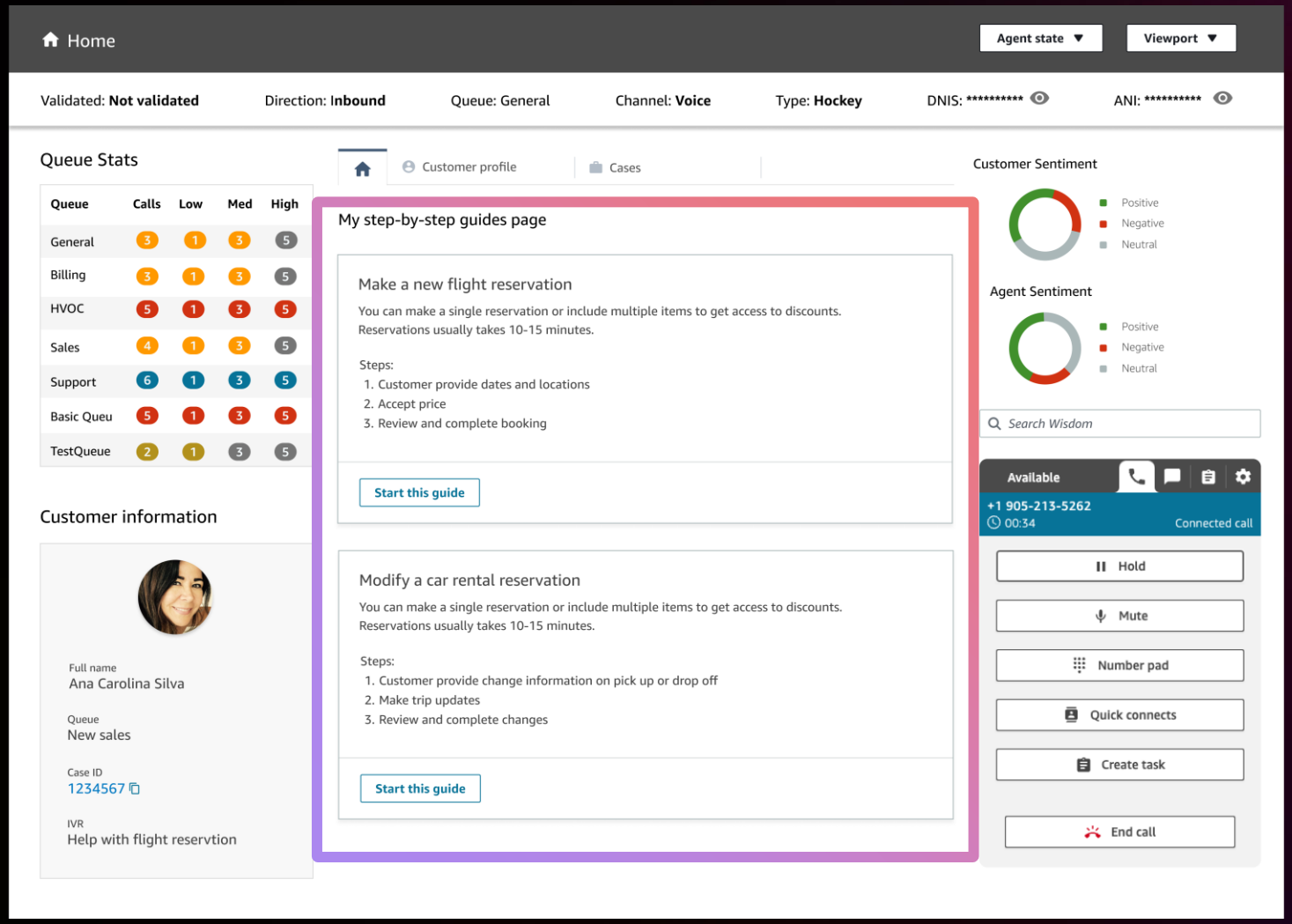
REARRANGE THE GUIDES USER EXPERIENCE TO FIT YOUR AGENT NEEDS



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Embed guides as widget

GIVE YOUR AGENTS GUIDES IN HOMEGROWN AGENT WORKSPACES



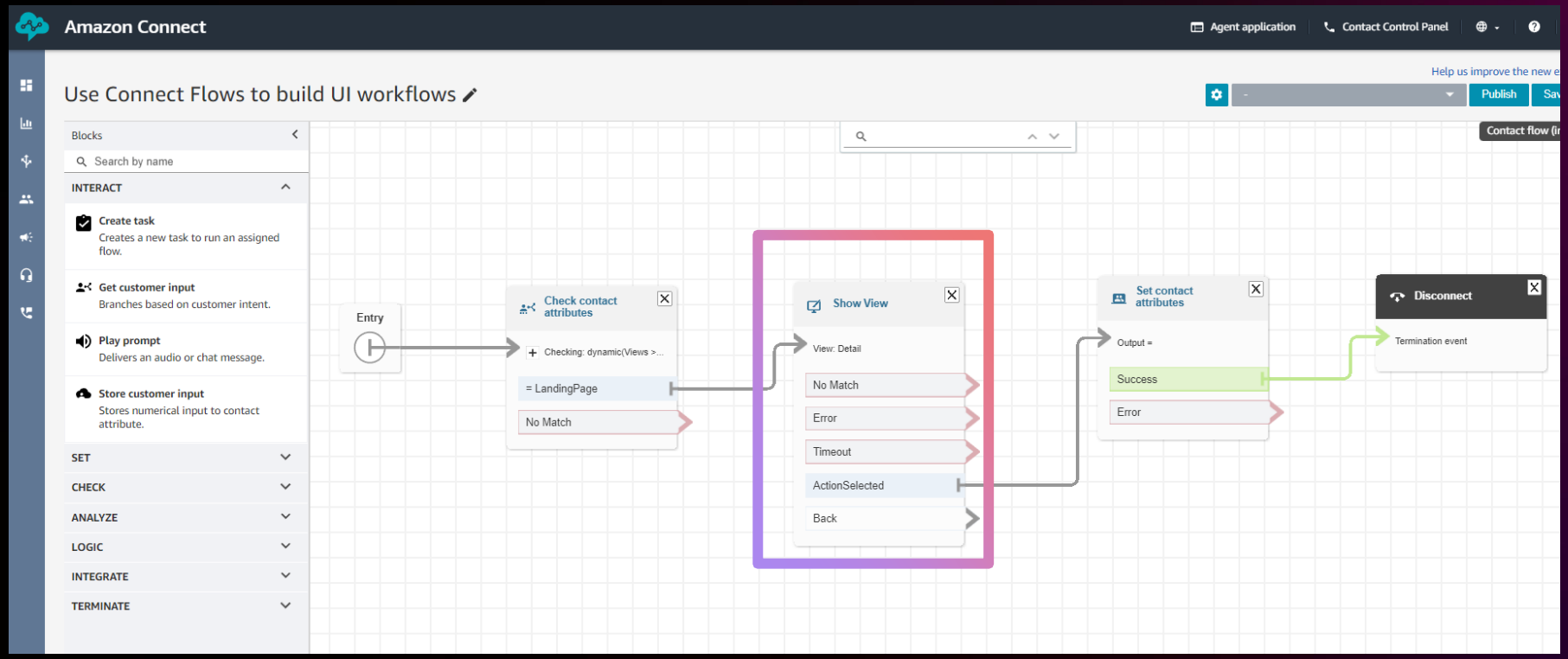
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How can customers build guides?

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Build guides using Flows

FLOWS IS A NO-CODE/LOW CODE TOOL FOR BUILDING GUIDES

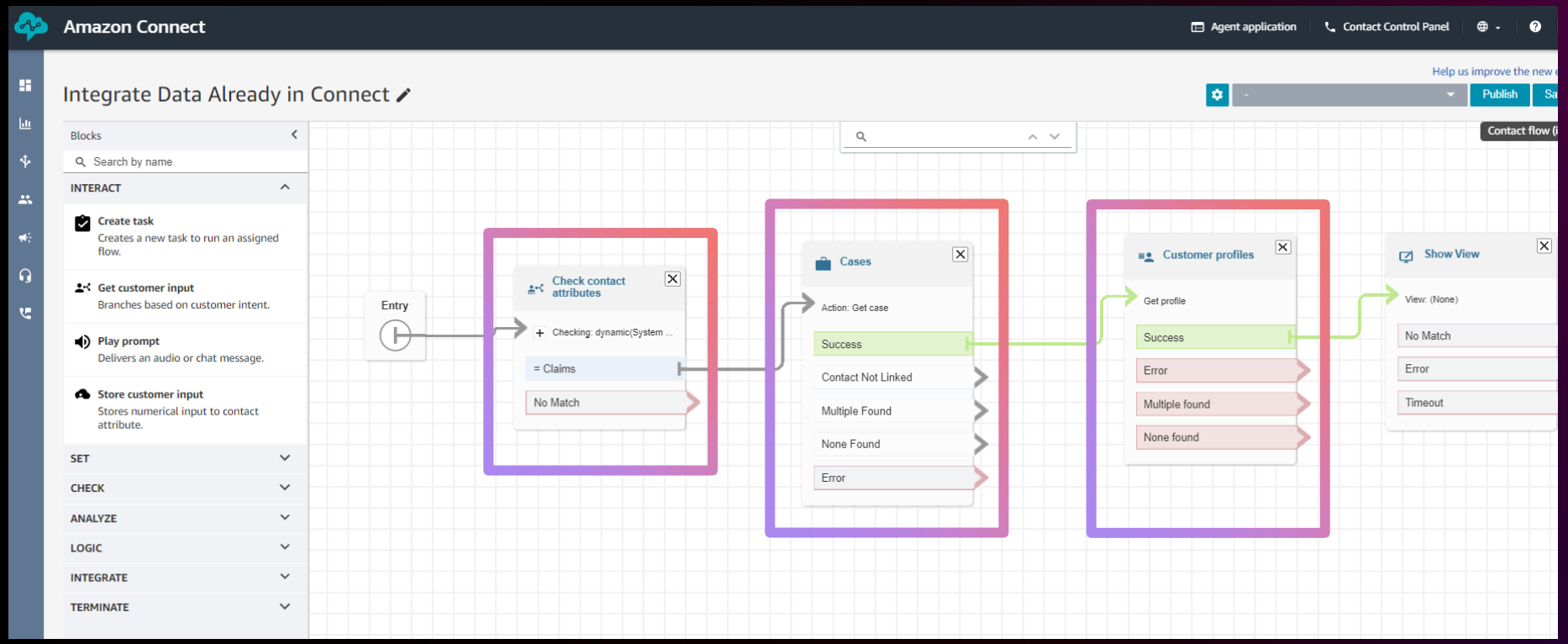


Use **drag-and-drop** Flows UI and only one new block to quickly build guides with **conditional logic** your agents can utilize immediately

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Integrate data from Amazon Connect

USE DATA FROM OUR FIRST-PARTY APPLICATIONS

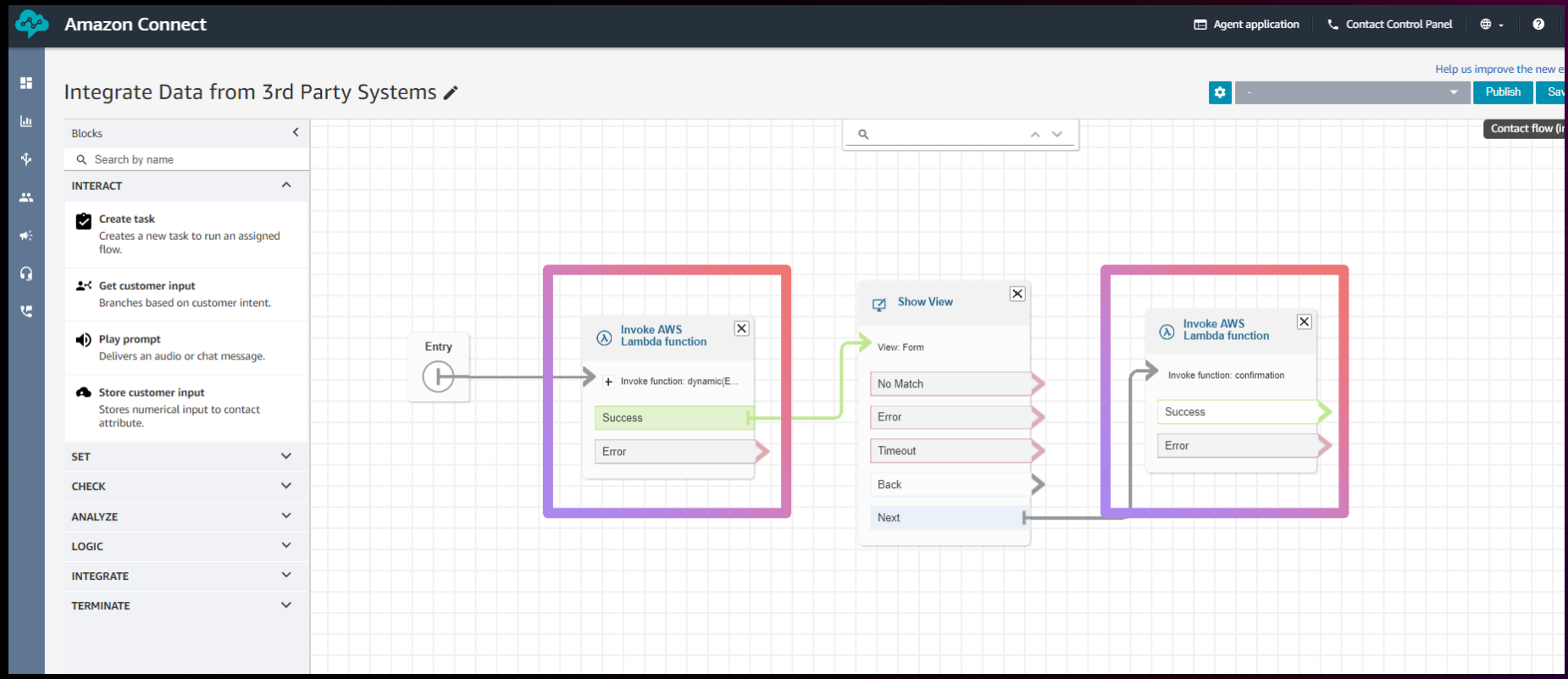


Integrate **IVR** data, **case** data, and **customer profiles** data into single steps

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Integrate data outside Amazon Connect

USE DATA FROM THIRD-PARTY APPLICATIONS

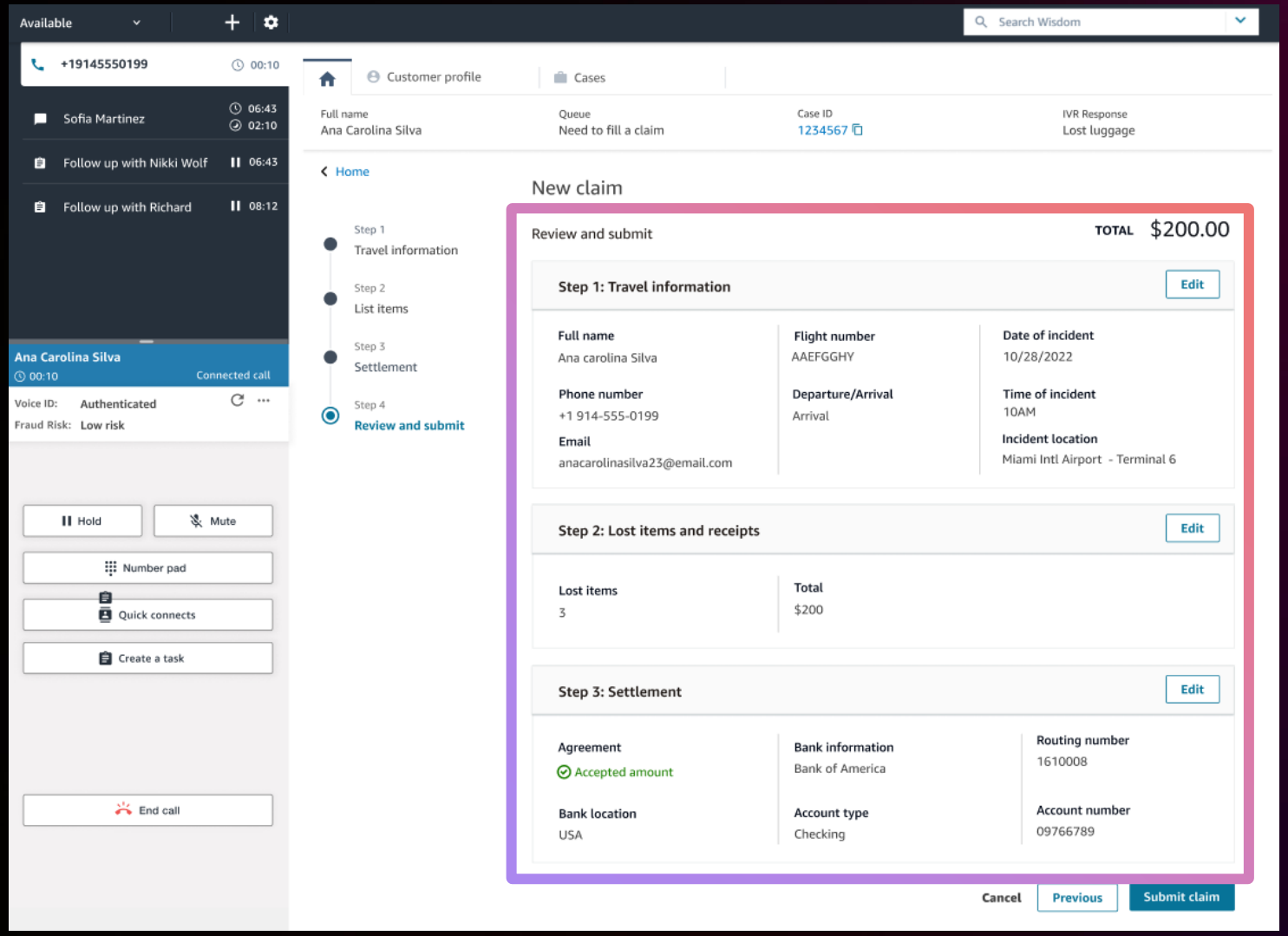


Retrieve and send data from **homegrown** and **third-party systems**

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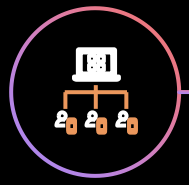
Integrate data from disparate sources

INCLUDES FIRST- AND THIRD-PARTY DATA INTO THE SAME STEP



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Benefits of using Flows



Transfer context between agents



Create branching paths for guides



Save data back to original contact record



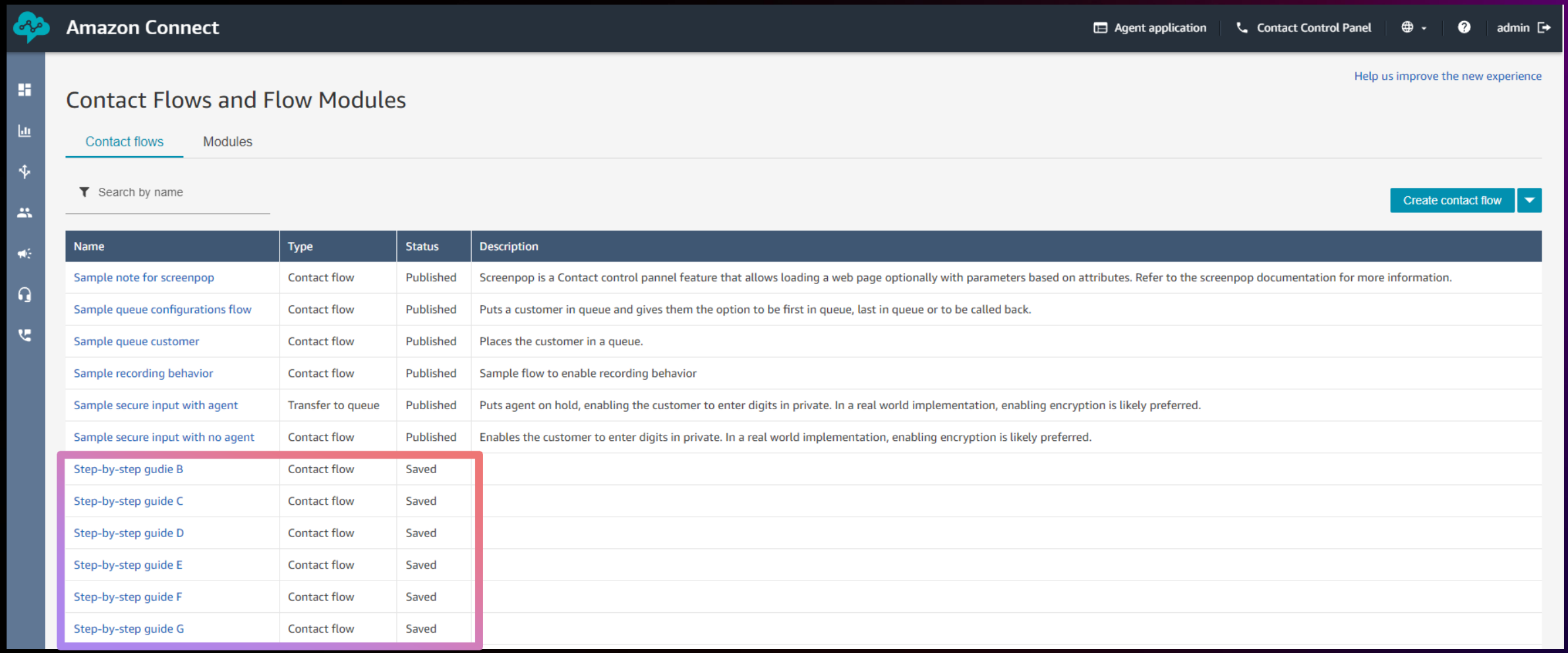
View audit trails of agent actions

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Guides are Flows

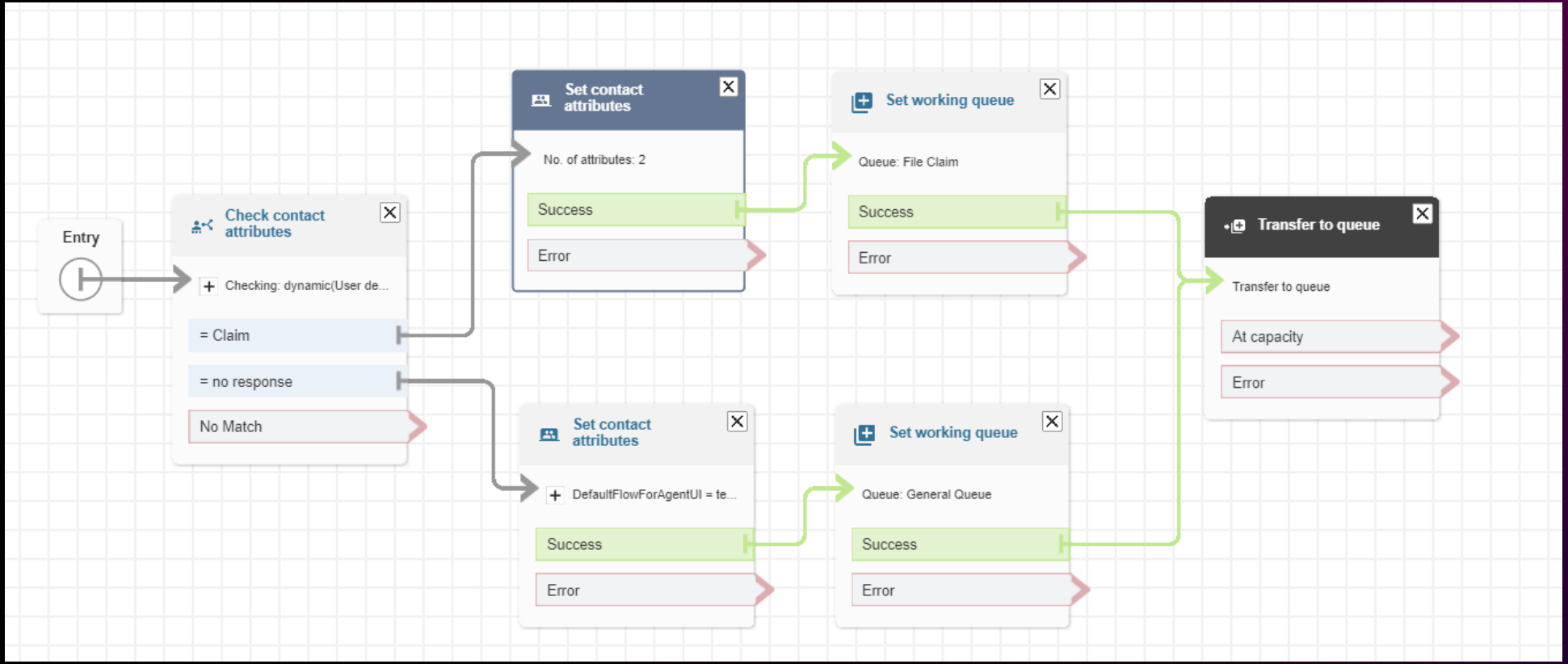
CREATE AND SEARCH FOR GUIDES AS YOU WOULD ANY FLOW



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Surface the RIGHT guides to agents

SET LOGIC TO ROUTE-APPROPRIATE GUIDES AT THE BEGINNING OF A CONTACT



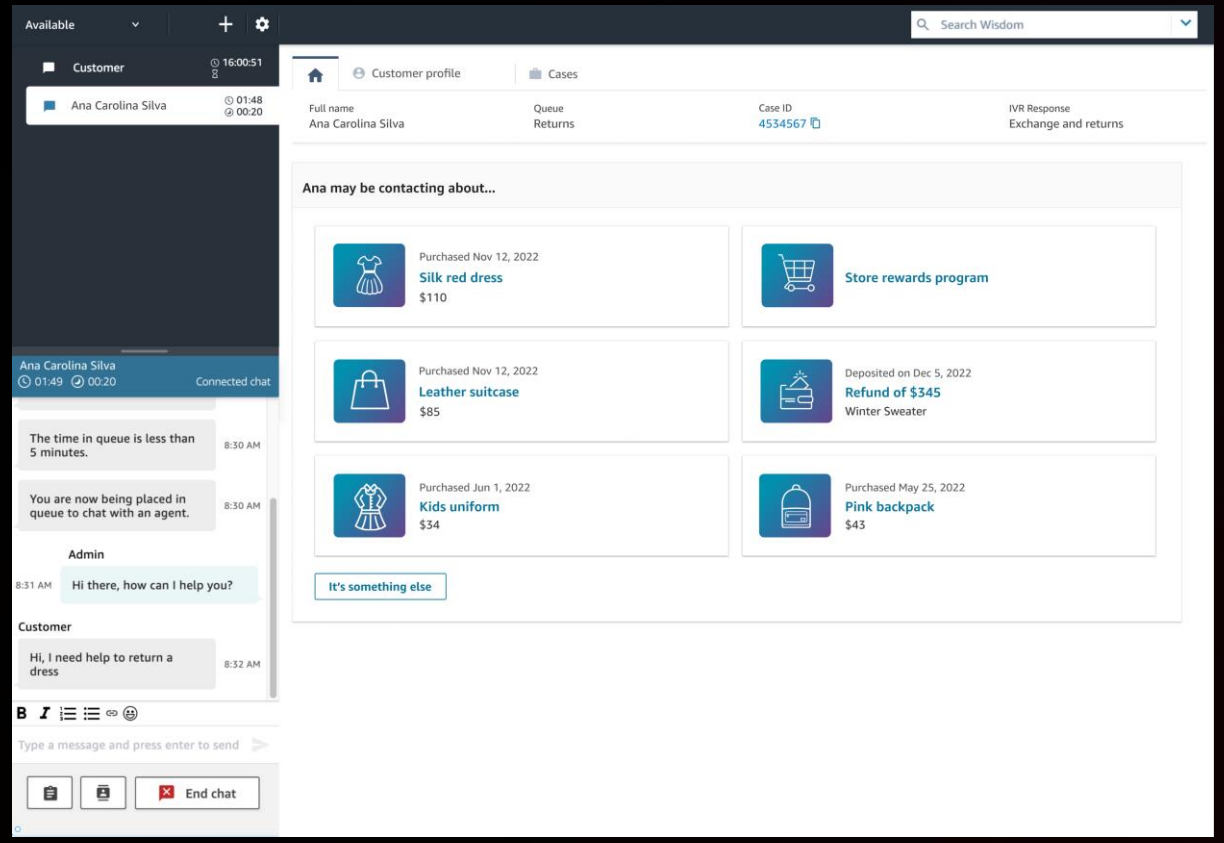
Dynamically configure which guide to show once the agent receives the contact

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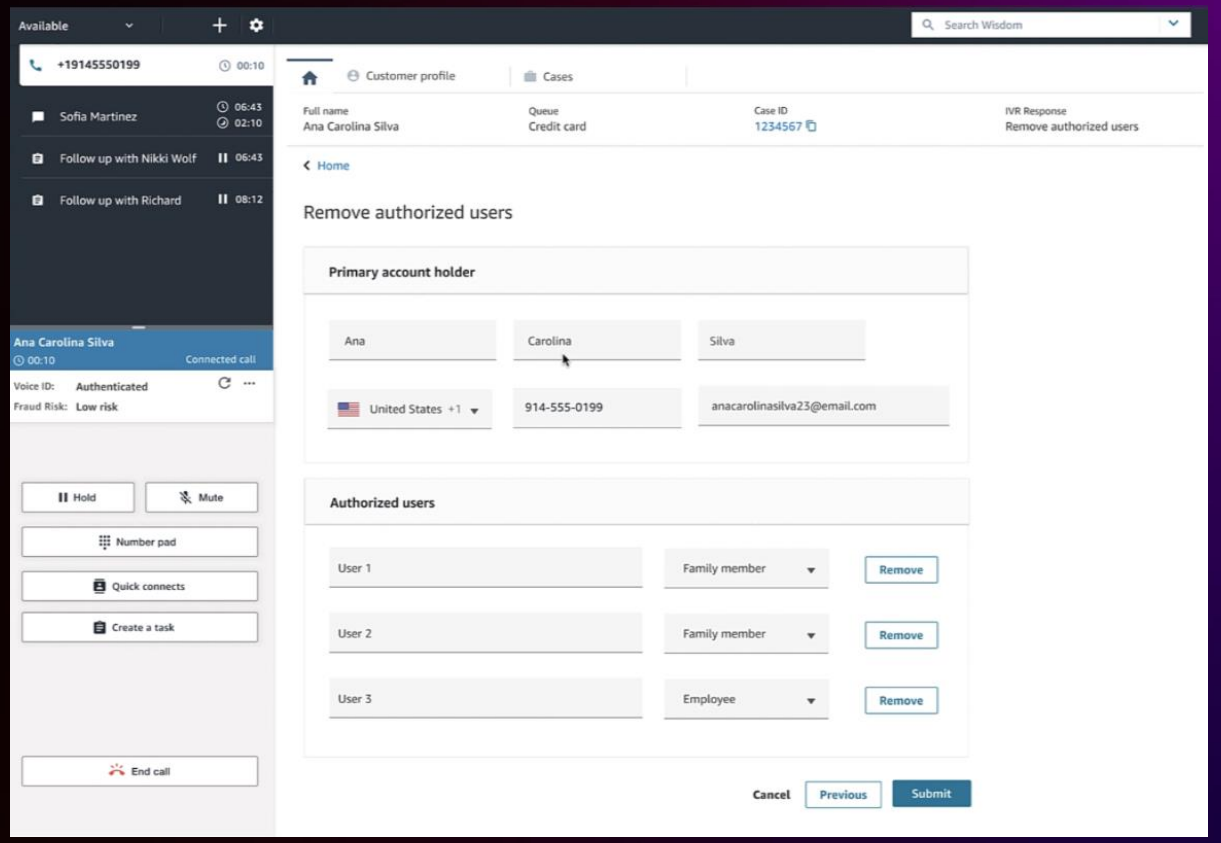
Surface different guides based on context

CHOOSE WHAT YOU SHOW THE AGENT

Give options



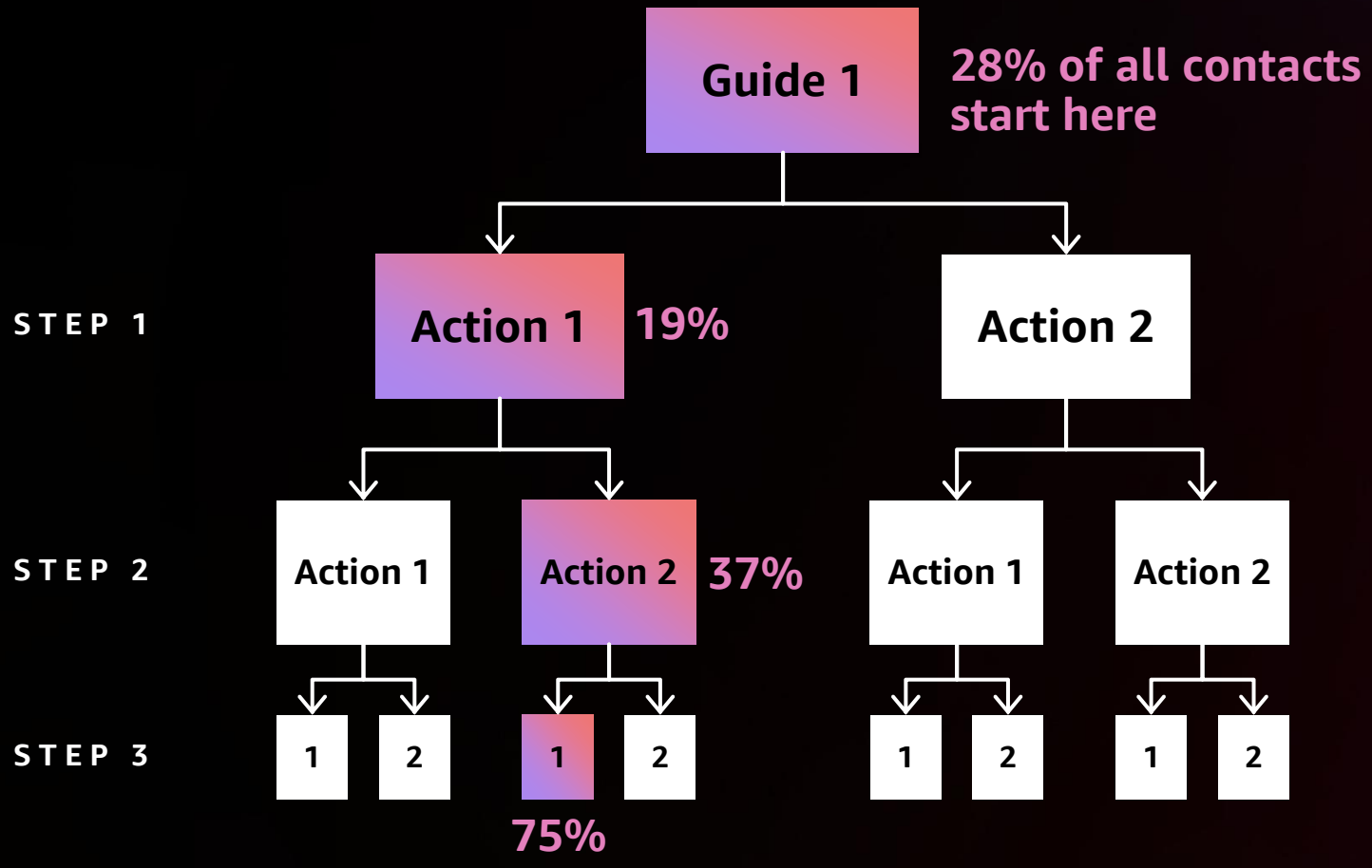
Autoselect the exact guide



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Understand how agents are using guides

CLICK DATA HELPS YOU ANALYZE GUIDE USAGE PATTERNS



Understand clicks data for guides across all contacts to learn **trends, sticking points, missing paths** using Flows logs and pre-canned Amazon CloudWatch queries

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Customer reference: Unum



"Today, Amazon Connect is integrated into our homegrown agent desktop to assist agents as they help our customers with inquiries about workplace benefits and claims. Now that Amazon Connect has embedded step-by-step guides directly in the Amazon Connect agent workspace, we can sunset our current tool and reduce IT development costs for agent desktops by 15-20%. As we implement more use cases, guides will enable us to organize workflows for our agents, helping them seamlessly identify customers, disposition contacts, and add notes in one screen instead of 5. 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."

Roshan Ramamoorthy, AVP – IT Delivery, Unum

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Customer reference: Voice Foundry



"Voice Foundry specializes in the design and delivery of Customer Experience (CX) powered by the Amazon stack. We're constantly helping businesses improve their customer engagement, empowered by the flexibility and extensibility of Amazon Connect and the AWS toolset. With Amazon Connect, we can deliver our customers' agent and customer experiences that evolve as fast as the market demands. Using the Amazon Connect agent workspace with step-by-step guides, agents have quick access to information they need at the right moment to resolve issues faster and keep customers coming back."

Josh Schairbaum, CTO, VoiceFoundry

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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

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Thank you!

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

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