
AWS
re:Invent
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BIZ212

Improve agent performance with Contact Lens for Amazon Connect

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Agenda



Overview



Conversational analytics



Evaluation capabilities



Customer stories



Q&A

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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





























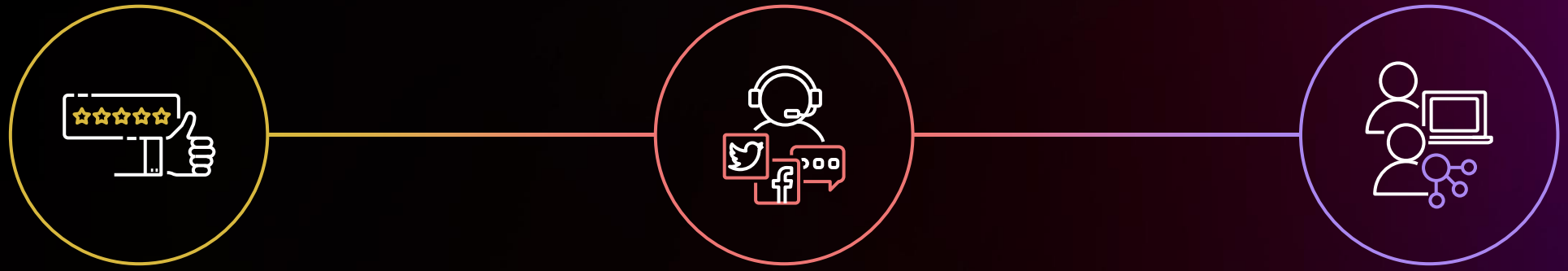


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Amazon Connect

EASY-TO-USE CLOUD CONTACT CENTER



OMNICHANNEL CUSTOMER EXPERIENCE

Easily delight customers while saving them time and effort

AGENT EMPOWERMENT AND PRODUCTIVITY

Empower agents to deliver great customer experience and effective outcomes

ANALYTICS, INSIGHTS AND OPTIMIZATION

Turn your data into action and continuously improve the contact center

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Turn your data into action and continuously improve the contact center

ANALYTICS, INSIGHTS AND OPTIMIZATION



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40%

Companies who have already applied **advanced analytics** to reduce average handle time by up to **40%** and increased self-service containment rates by **5–20%**

https://www.mckinsey.com/capabilities/operations/our-insights/how-advanced-analytics-can-help-contact-centers-put-the-customer-first

67%

Customer churn is **preventable** if firms resolve issues the **first time** they occur

https://www.ameyo.com/blog/customer-experience-statistics-which-will-impact-your-business-in-2016/

30–45%

Average turnover in the call center industry

https://www2.deloitte.com/us/en/pages/regulatory/articles/cost-of-compliance-regulatory-productivity.html

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Challenges in contact center operations



Poor visibility into customer conversations



Hard to evaluate agent/team performance at scale



Limited insight to optimize operations



Inability to discover emerging issues in real-time



High attrition rate due to low agent satisfaction

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Contact Lens for Amazon Connect



Real-time supervisor alerts



Automated contact categorization



Sensitive data redaction



Sentiment analysis



Automated contact summarization



Evaluation forms and contact scoring

AI/ML powered conversational analytics and evaluation capabilities for both voice and chat channels

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Contact Lens for Amazon Connect

Supervisor



Monitoring and support

- Notifications for urgent issues
- Support agent in real-time
- Monitor customer conversations

Agent



Productivity

- Access to contact details
- Reduce time spent on after-call tasks
- Access to contextual information during call transfers

Quality Manager



Agent performance

- Evaluate agent performance
- Identify agents' coaching needs
- Track progress

Business



Operation efficiency

- Detect trends and optimize operation
- Improve customer service
- Enforce compliance

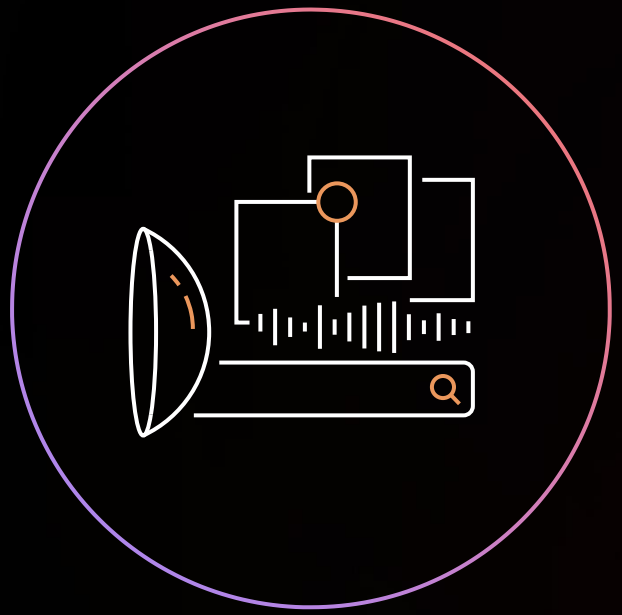
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Conversational analytics for voice and chat

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Conversational analytics for voice and chat

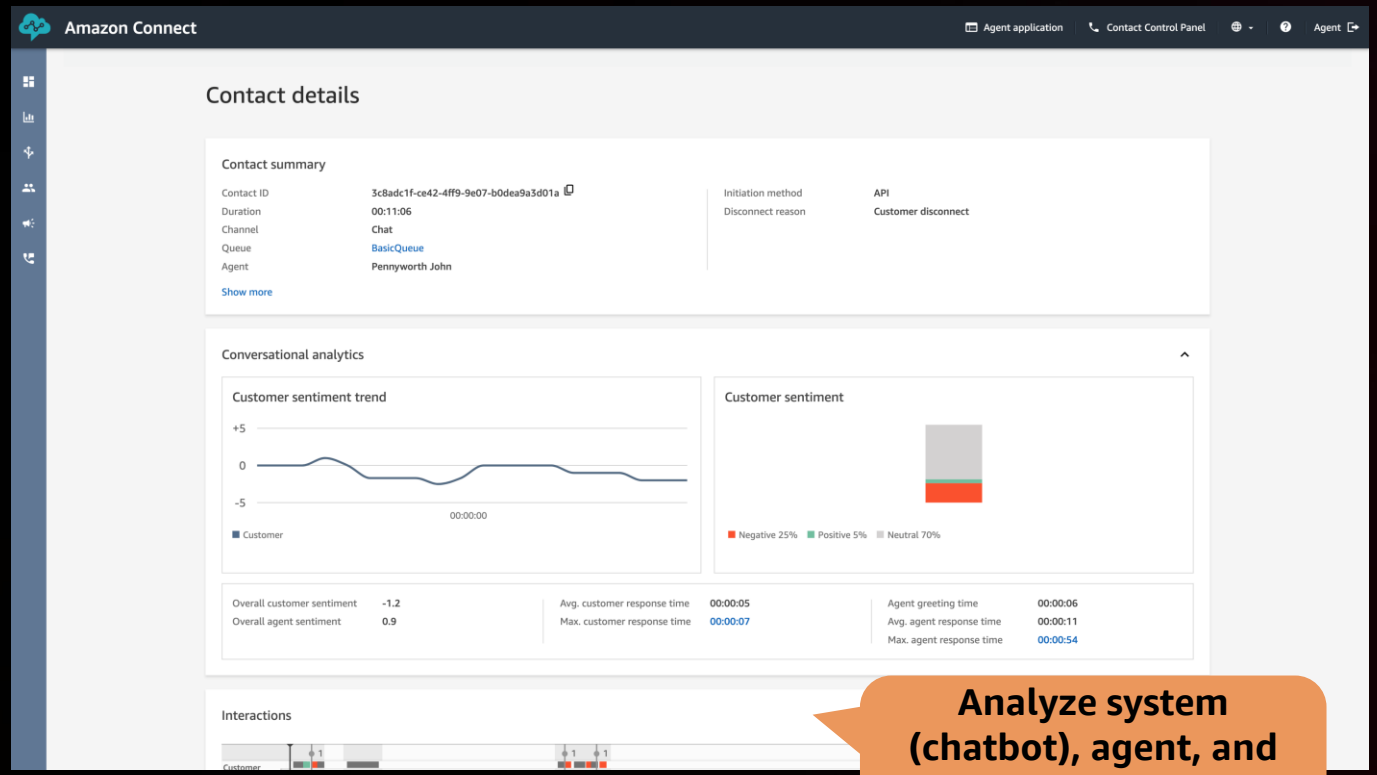


- Uncover trends and improve customer service
- Improve agent productivity
- Automate follow-ups to improve customer experience
- Enhance contact center security and compliance
- Identify critical issues in real-time and take action

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Conversational analytics for chat (new)



Analyze system (chatbot), agent, and customer interactions in one place

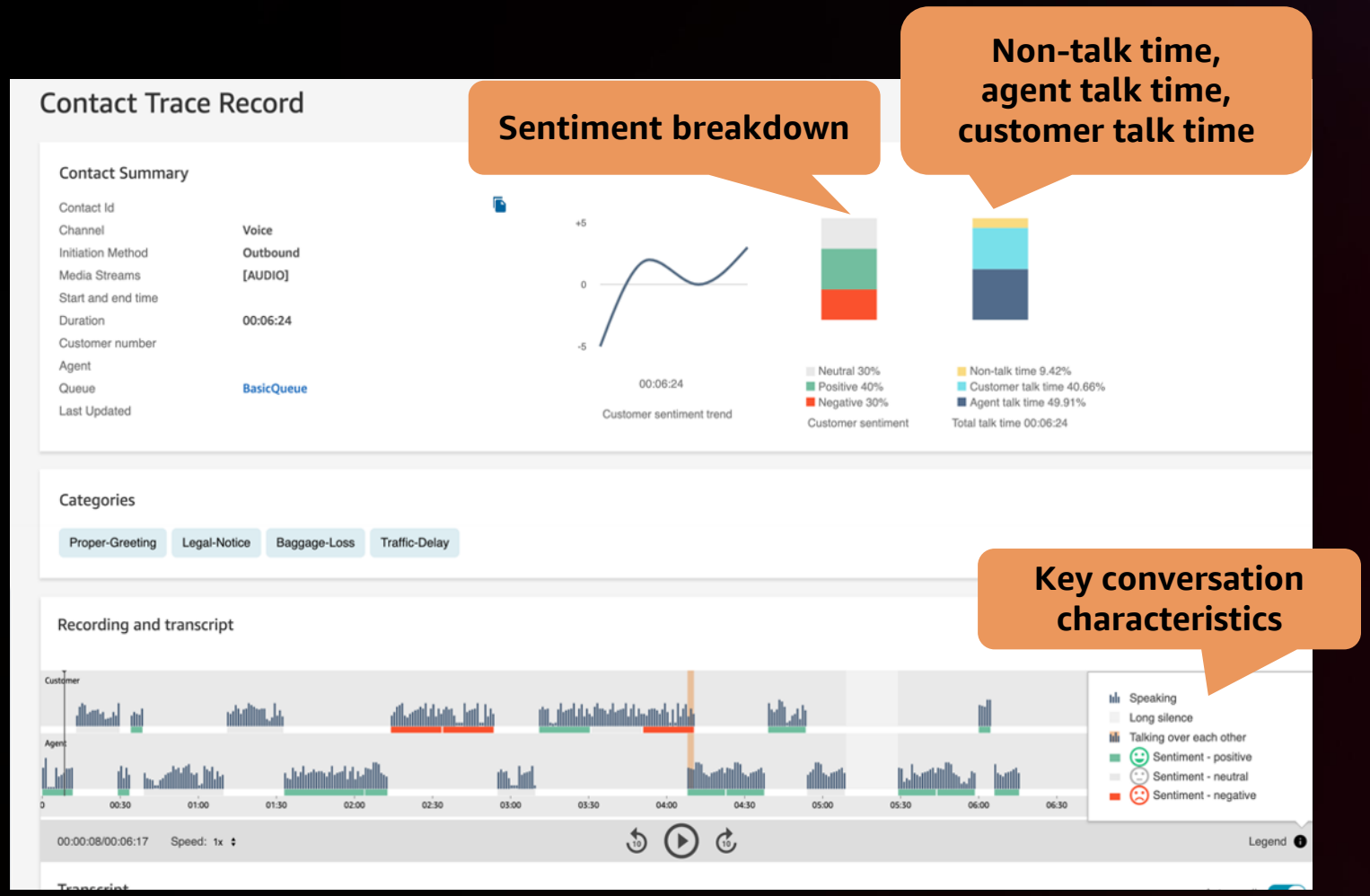
Same conversation insights such as sentiment, detected issue, and matched categories with chat as with voice

End-to-end analytics on a customer's conversation with a chatbot and agent in one flow

New chat specific analytics: response time, greeting time

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Quick and easy access to key contact details

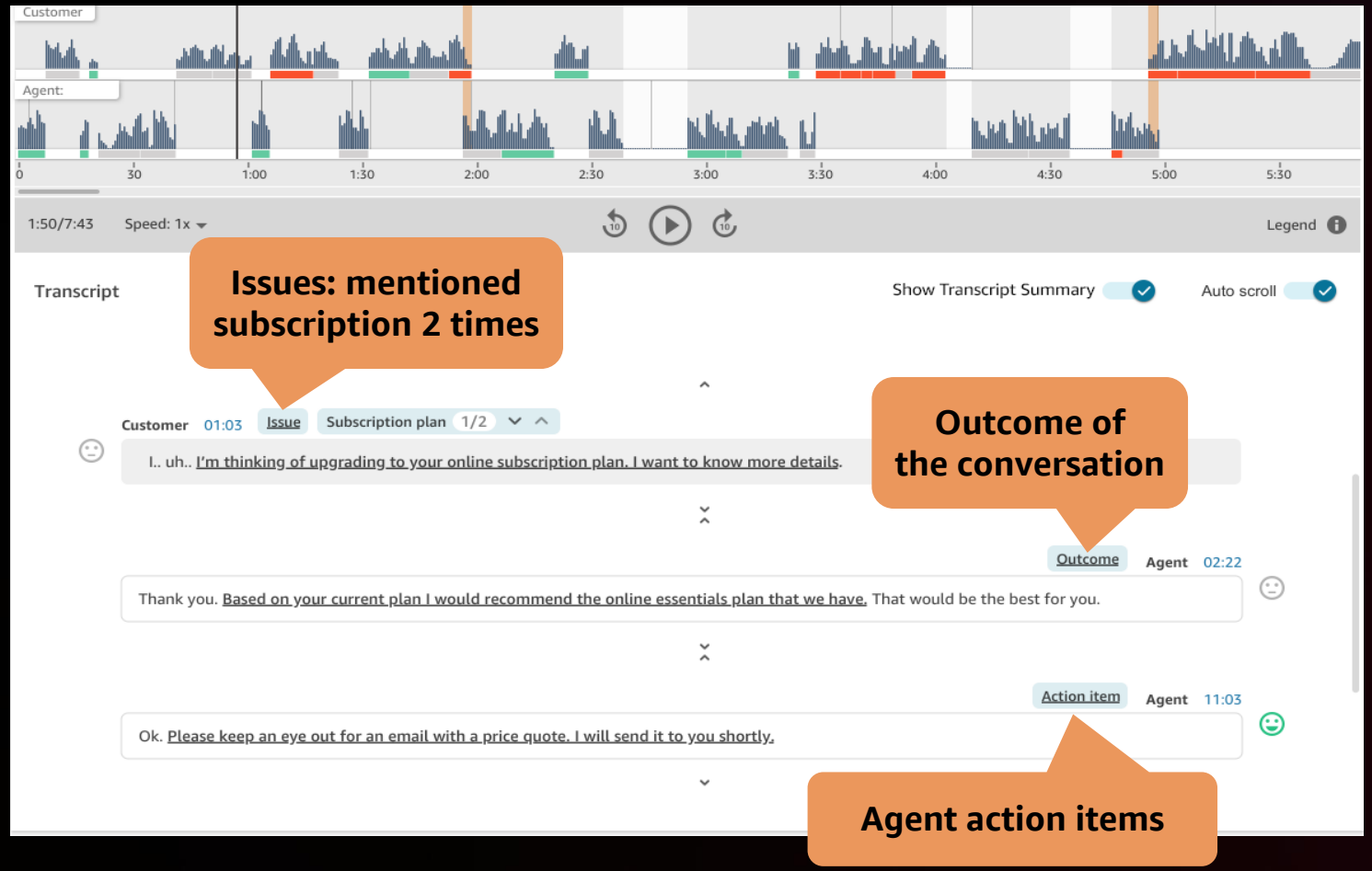


Get **sentiment** on segments or entire conversations

See matched contact categories, the breakdown of talk-time between agent and customer, and any interruptions or silence

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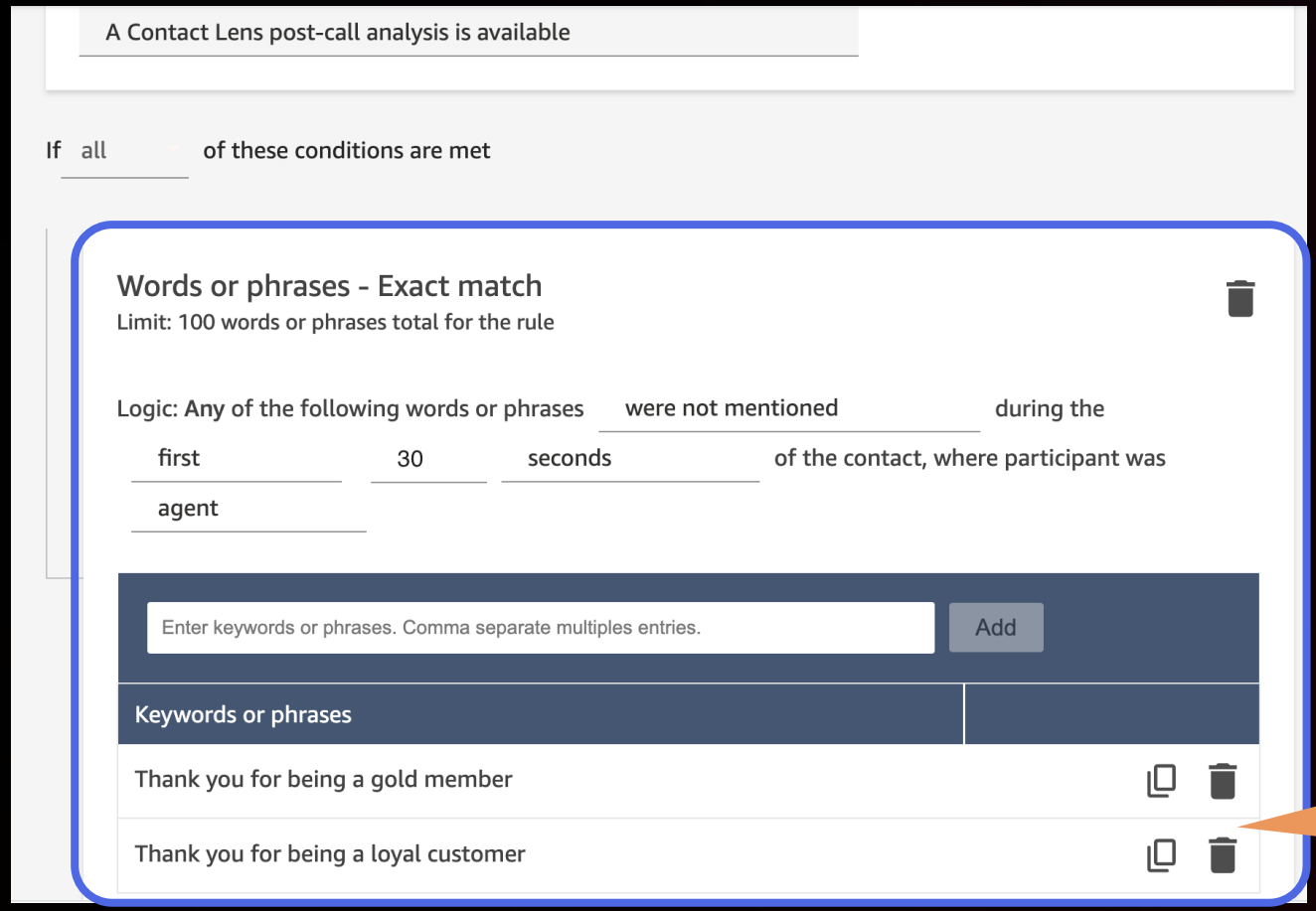
Get contact summaries automatically



- Identify and label key parts of the conversation
- Finds issue, outcome, and action item of a conversation
- Reduce the need for agents to take notes or for supervisors to read entire transcripts

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Manage policy and regulatory compliance



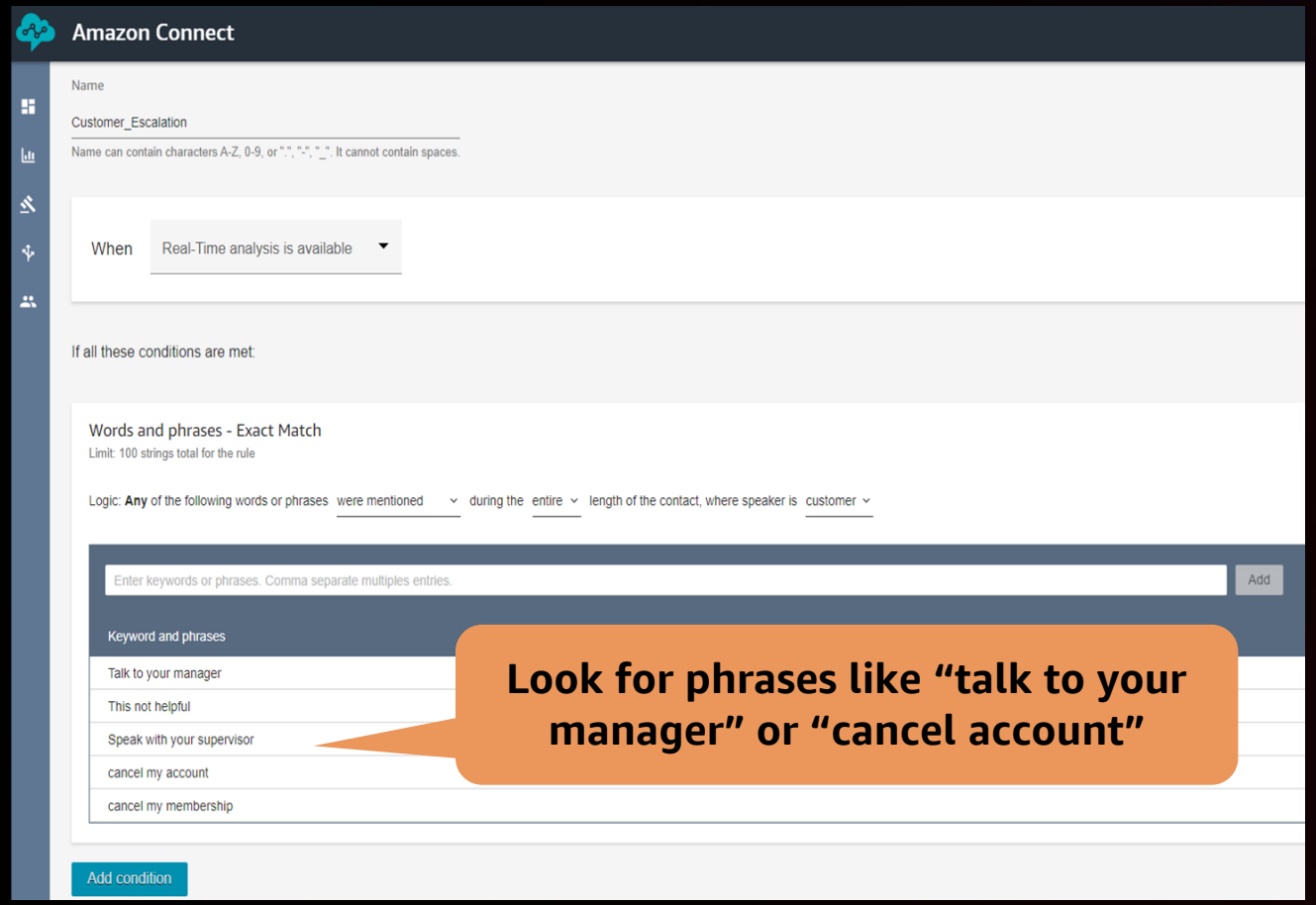
Track adherence to scripts (e.g., greetings)

Ensure regulatory requirements are being followed (e.g., disclaimers)

Find whether an agent uses your standard greeting script in the first 30 seconds of the conversation

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Create rules to track customer experience issues



Define keywords/phrases to flag issues in customer conversations

Track issues such as customer escalation requests and account/service cancellations

Get alerts on dashboard, through tasks, or through emails

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Improve handling of sensitive customer data



Redact customer data such as names, addresses, credit card details, and social security numbers

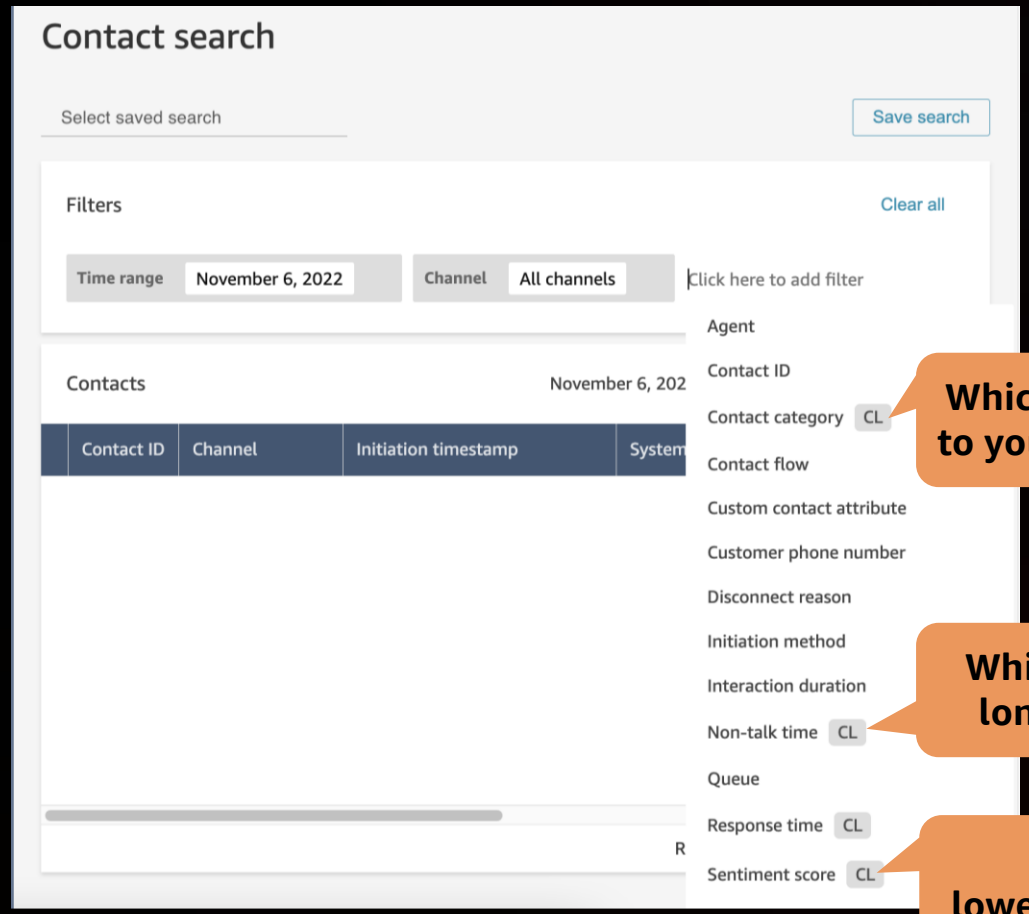
Hide sensitive information in the transcript and silence it in the audio recording

Control permissions for access to redacted transcripts and audio files

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Find agent coaching opportunities



Which calls are related to your top call drivers?

Which calls have the long silence times?

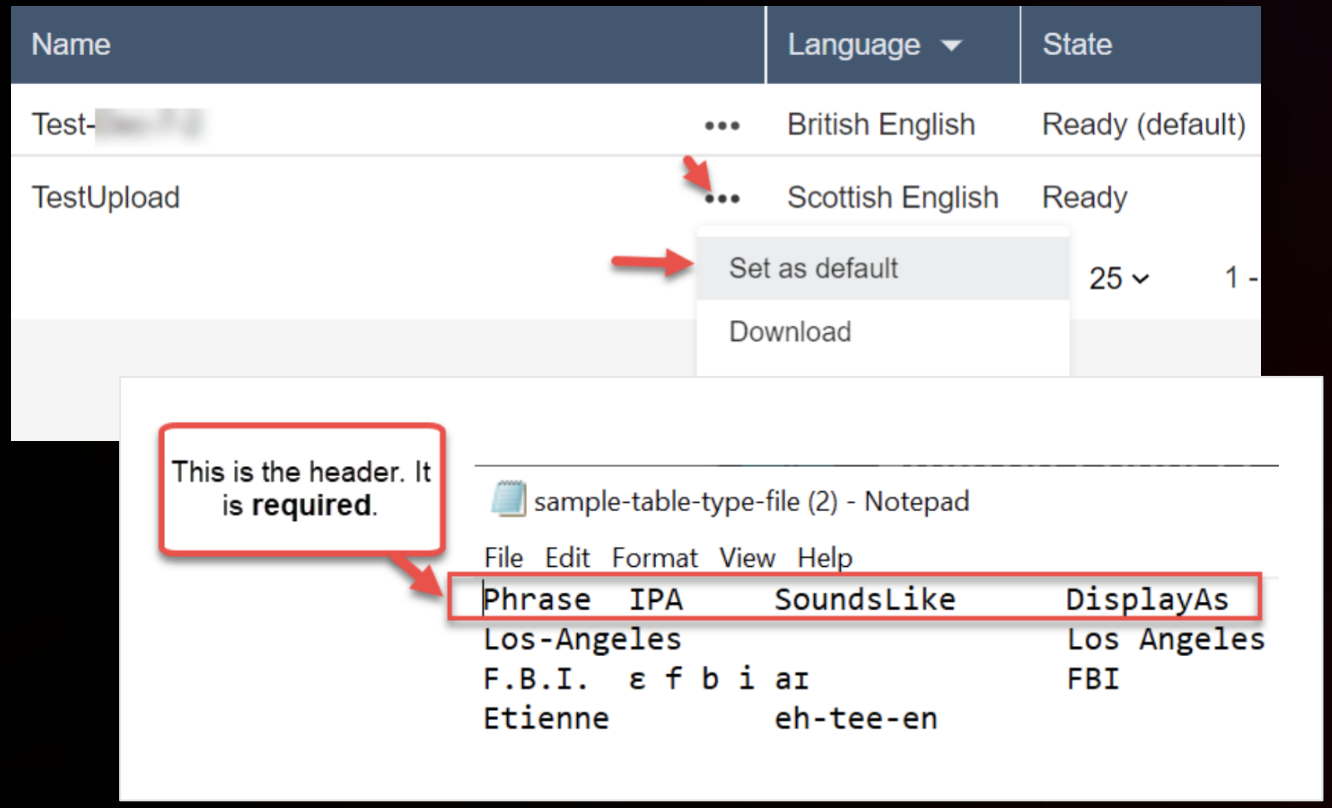
Which agents have the lowest/highest sentiment score?

Use the Contact Search page to find contacts analyzed by Contact Lens

Search by filters unique to Contact Lens such as words or phrases, contact category, sentiment score, non-talk time, and response time

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Customize vocabulary to tailor transcription



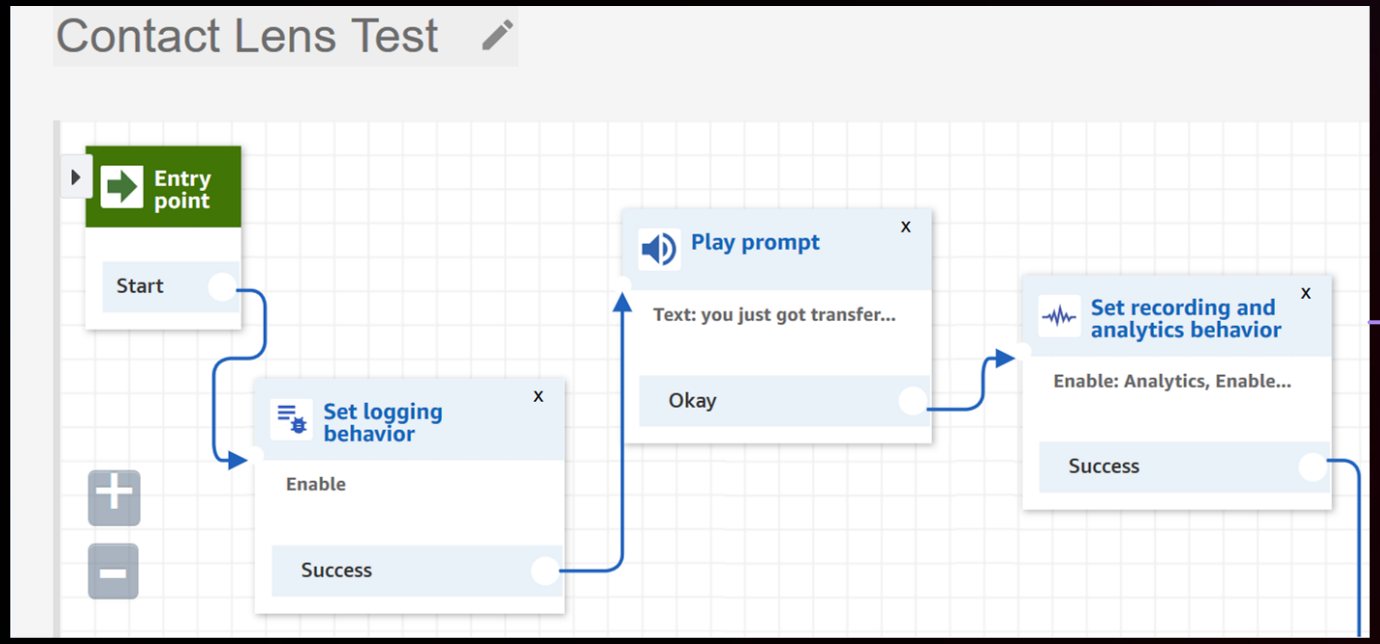
Expand the vocabulary of Contact Lens' speech-to-text engine

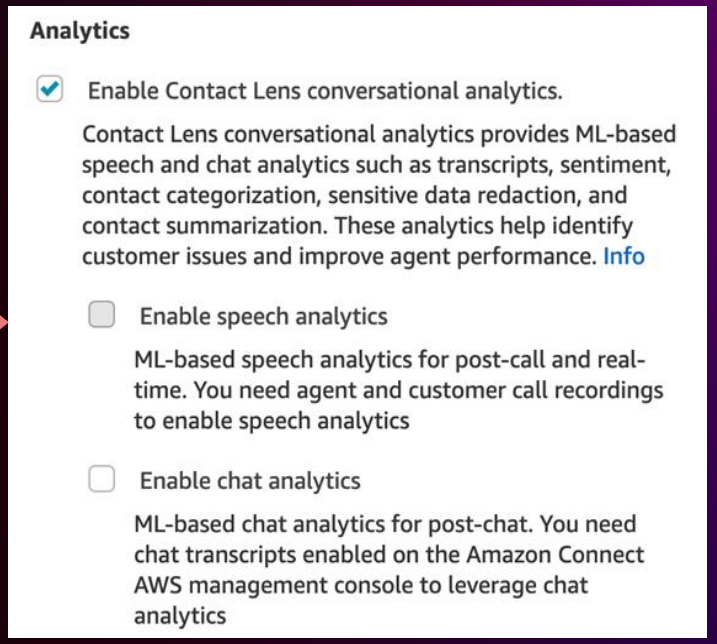
Improve the accuracy of speech recognition for product names, brand names, and domain-specific terminology

Just upload a list of your business-specific words in a file to get started

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Get started with conversational analytics





1

Add **set recording and analytics behavior** block to your contact flow

2

Select the **Enable Contact Lens** checkbox

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3

You are ready to use conversational analytics!

- View analyzed contacts in Amazon Connect UI or use the JSON output file in you own BI tools
- Leverage Contact Lens' data streams and APIs to add real-time analytics in your application

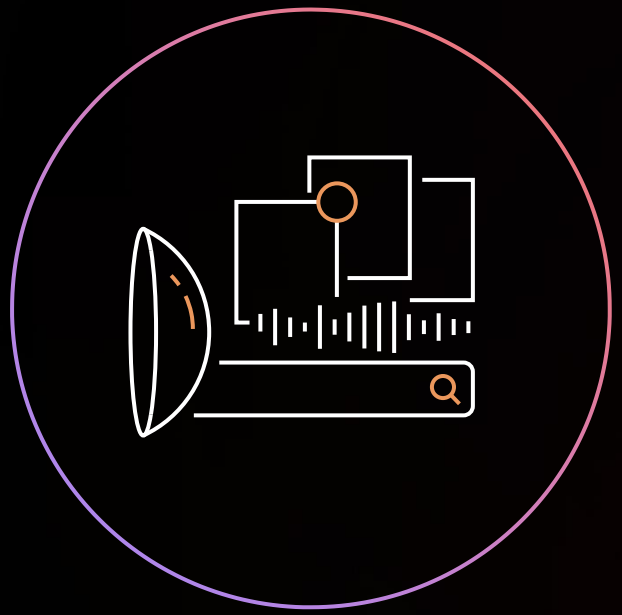
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Evaluation capabilities

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Evaluation capabilities (Preview)

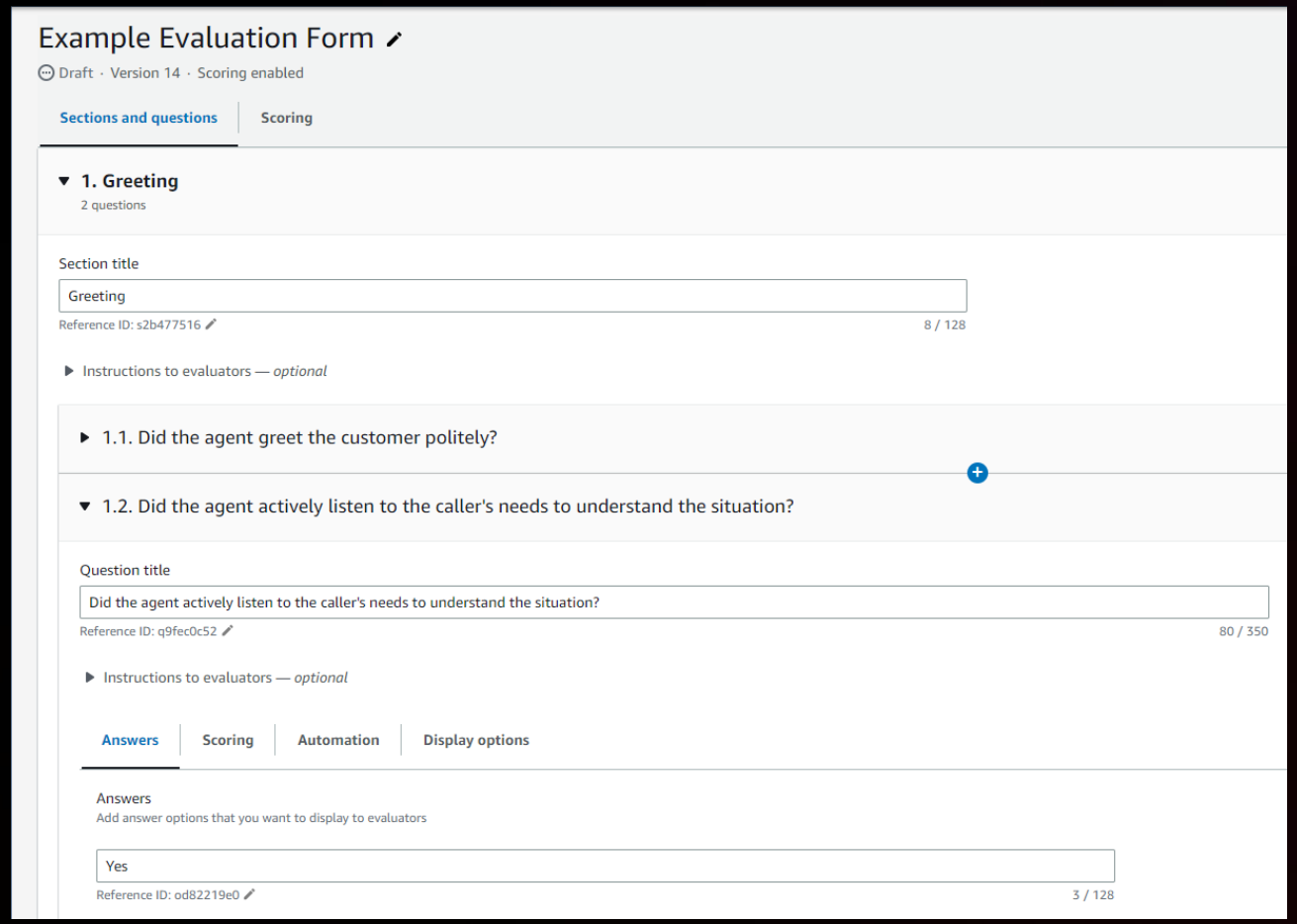


- Design your own quality evaluation criteria and quantify results
- Assess performance with contact information and relevant insights
- Automate with ML-powered conversational analytics, without any coding
- Built natively without the need of integration

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Define evaluation form



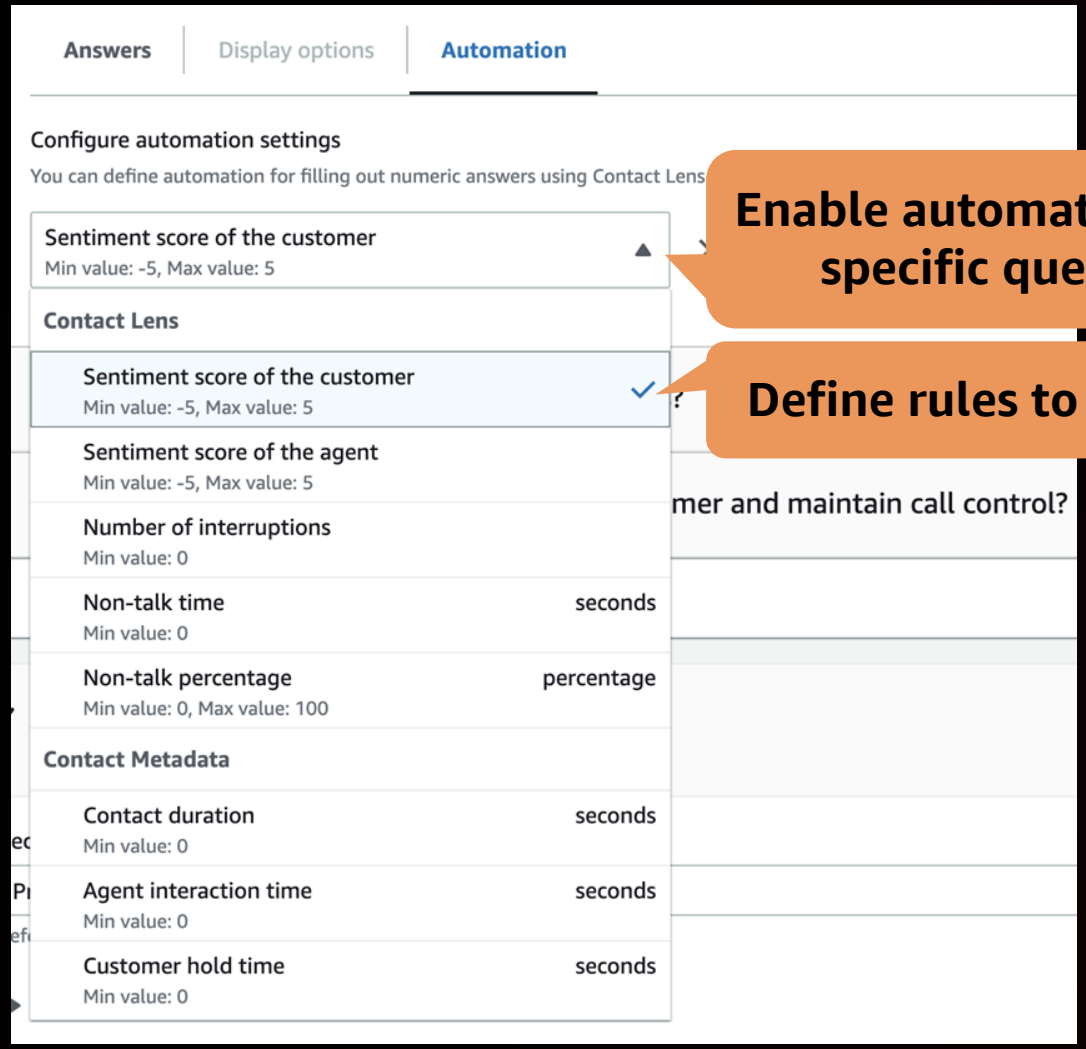
Create evaluation forms based on business requirements

Design scoring strategies based on importance of evaluation criteria

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

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Automate evaluation



Enable automation for a specific question

Define rules to auto-fill

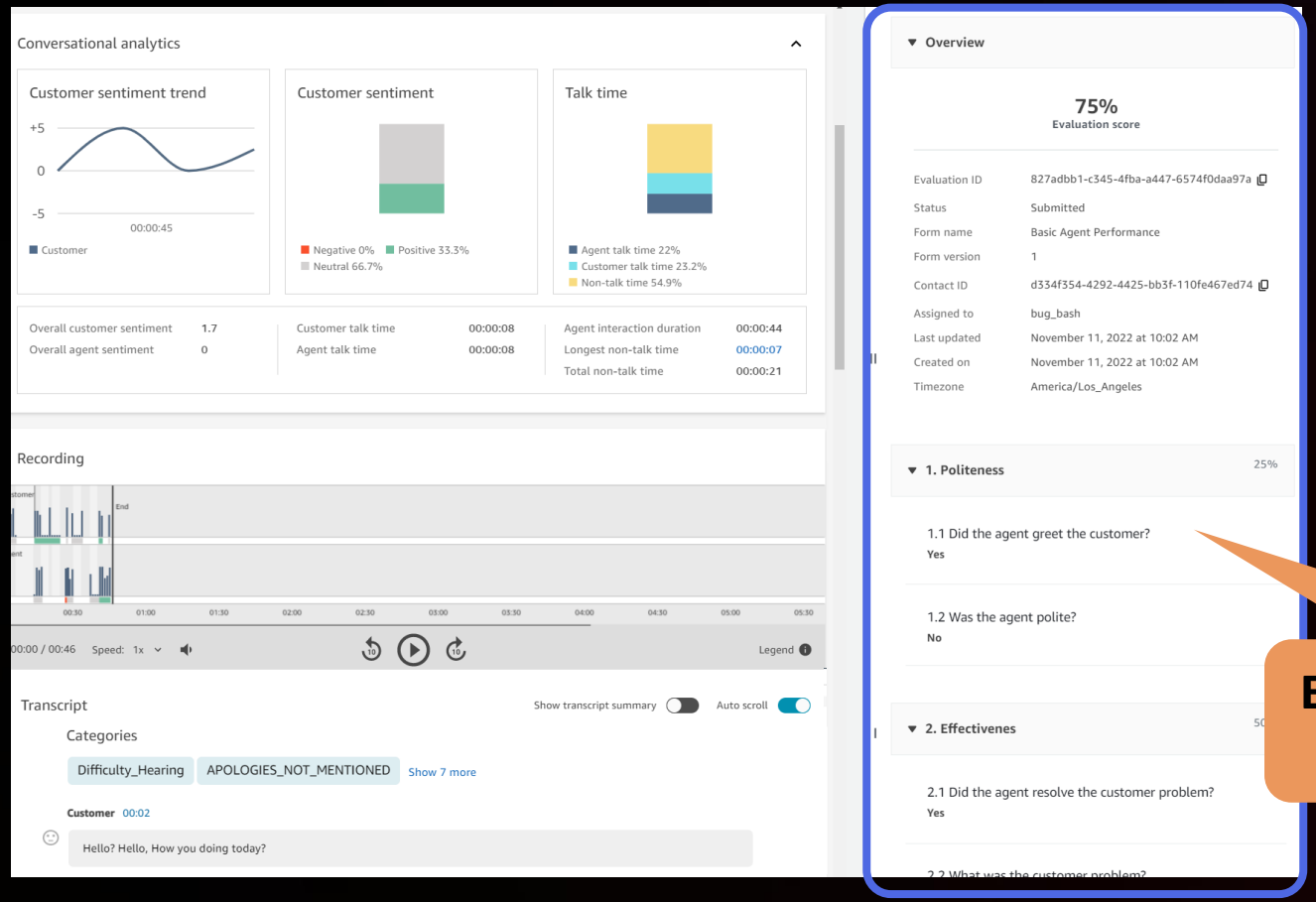
Automate evaluation based on word or phrases, sentiment, and other contact metrics

Improve quality evaluation efficiency

Drive objective performance assessments and avoid personal biases

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Evaluate performance



Allow evaluation of forms side-by-side with contact details

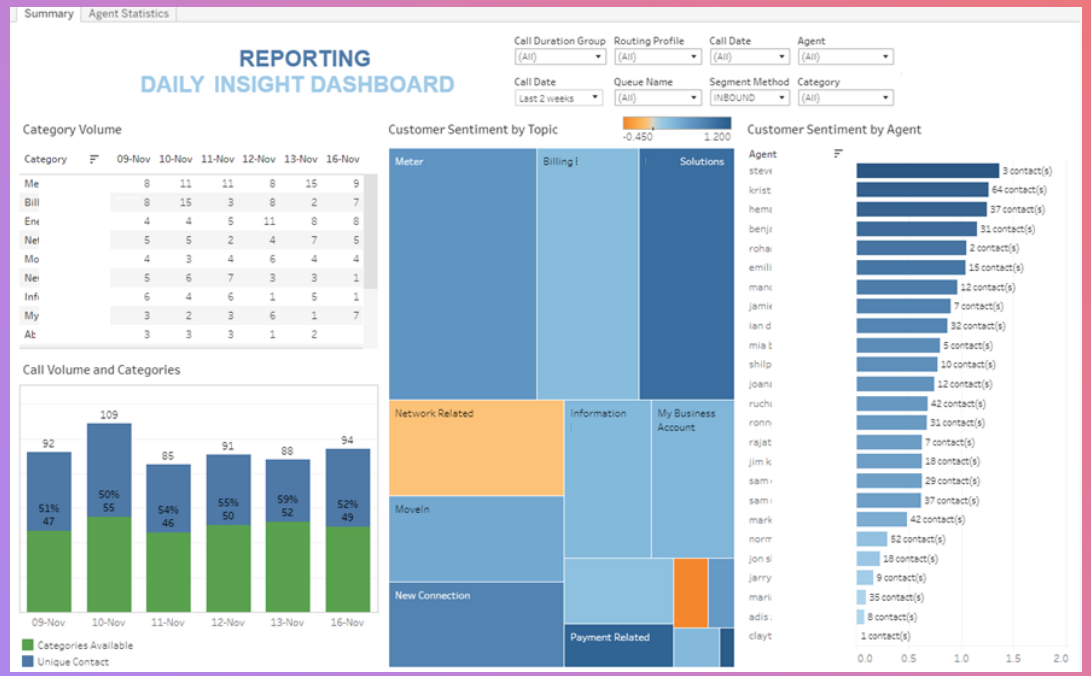
No need to switch windows across multiple tools

Evaluation form alongside contact details

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Gain deeper insights into the business

- Collaborate across teams to capture broader insights
- Use BI tools to aggregate and visualize analytics
- Work with multiple data sets: HR, sales leads, survey results, and campaigns
- Use data streams from Connect to build real-time analytics in your application



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Customer stories

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"At Traeger Grills, we actively use machine learning-powered Contact Lens for Amazon Connect to understand the sentiment of customers calling our contact center. With a just a few clicks, we have real-time insights on our contacts that empower our agents to provide better service, without needing to spend time training ML models. We are now looking forward to using Contact Lens' extended conversational analytics for chat so that agents and supervisors can get deeper insights like sentiment analysis, contact summarization, and issue detection from customer chat interactions, including chatbots and live agents."

Corey Savory-Venzke

VP of Customer Experience, Traeger Grills

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Cognizant

"Our clients are constantly looking for ways to take advantage of their contact center data and quickly innovate their customer experience. Amazon Connect is one of the fastest growing solutions in the CCaaS industry and known for rapid CX innovations and easy to use features. The Contact Lens conversational analytics for chat will help our clients take a big step forward towards a true omnichannel experience for their customers and their agents. Today, our clients love using Contact Lens for call analytics, including sentiment analysis and automated contact summarization, and will now be able to analyze their chat contacts in the same way. This will enable our clients to uncover trends across both channels, enhance contact center security and compliance, and improve agent productivity and customer service."

Sivakumar Meenakshi Sundaram

VP and Global Delivery Head - Digital Customer Experience, Cognizant

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Deloitte.

"“We are excited to be an early adopter of Contact Lens for Amazon Connect’s conversational analytics for chat. Our contact center solution, TrueServe, is built on best-in-class technologies, including Amazon Connect, that scales to support over a million customer inquiries across industries including Banking, Insurance, Healthcare, Life Sciences, and Telecommunications. Our customers will benefit from the extension of Contact Lens' powerful analytics capabilities to chat. Features such as data redaction safely removes sensitive customer information with just a single click, and ML-powered contact summarization helps our customers identify where issues have occurred, classify those issues, and summarize next steps. The availability of these actionable insights across both voice and chat channels is a game changer, and will help our customers maintain the privacy and security they need.”"

Tamara Cibenko

Lead Alliance Partner for AWS Contact Center Technologies
Deloitte Digital - Deloitte Consulting LLP

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"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."

Alex Miles

Director of Business Intelligence at the Litigation Practice Group

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frontdoor®

"With millions of phone-based member interactions a year, our team needs a powerful and intuitive QA solution that will support our commitment to provide outstanding experiences at each touchpoint. We have been on Amazon Connect since early 2020 and recently launched Contact Lens. It's a powerful combination that's helping us simplify how we work, and its analytics are equipping us to make better informed decisions, and strengthen our agent coaching strategy. The UI is intuitive and easy-to-use, implementation and ramp-up time was minimal, and feedback from our managers has been very positive. For starters, we were able to reduce the number of evaluation forms needed by 200%, then completed the build-out of them in a third of the time that we anticipated. And, our managers appreciate how easy it is to access conversational insights; things like sentiment, categorization, recordings, hold time and more are provided side-by-side in the same UI, where evaluation results are pre-populated."

Scott Brown

SVP of Customer Experience, Frontdoor

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Pay-as-you-go pricing

PAY ONLY FOR WHAT YOU USE

NO LONG-TERM COMMITMENTS OR MINIMUM MONTHLY FEES

AWS free usage tier

Free

GET STARTED

Receive:

90 minutes per month
500 message per month

Contact Lens pricing by AWS Region*

$0.015/min

First 5 million minutes

$0.0125/min

5 million+ minutes

$0.0015/message

AWS Regions:

US East (N. Virginia), US West (Oregon), Canada (Central), Europe (London), Europe (Frankfurt), Asia Pacific (Singapore), Asia Pacific (Sydney), Asia Pacific (Seoul), and Asia Pacific (Tokyo)

*Prices here are in USD and apply to instances hosted in US-based regions.
For other pricing, including outbound dialing rates, go to: https://aws.amazon.com/connect/pricing/

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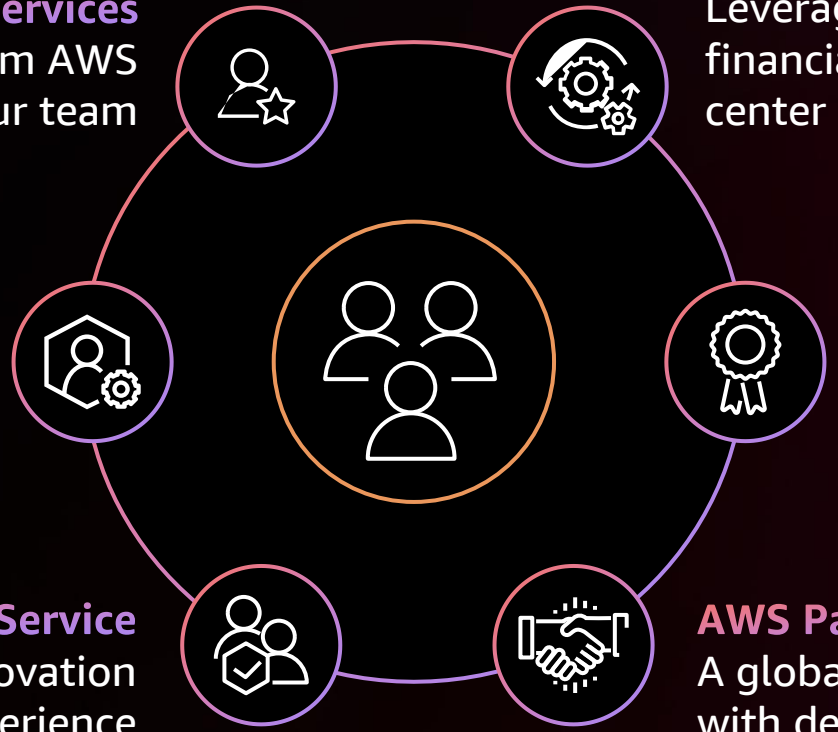
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We’re here to help you transform your CX

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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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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Q&A

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Thank you!

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