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

BIZ304

Transform cross-channel customer engagement with Amazon Connect

Ramprasad Srirama (*he/him*)

Sr Partner Solutions Architect
AWS

Rahul Kulkarni (*he/him*)

Sr Partner Solutions Architect
AWS

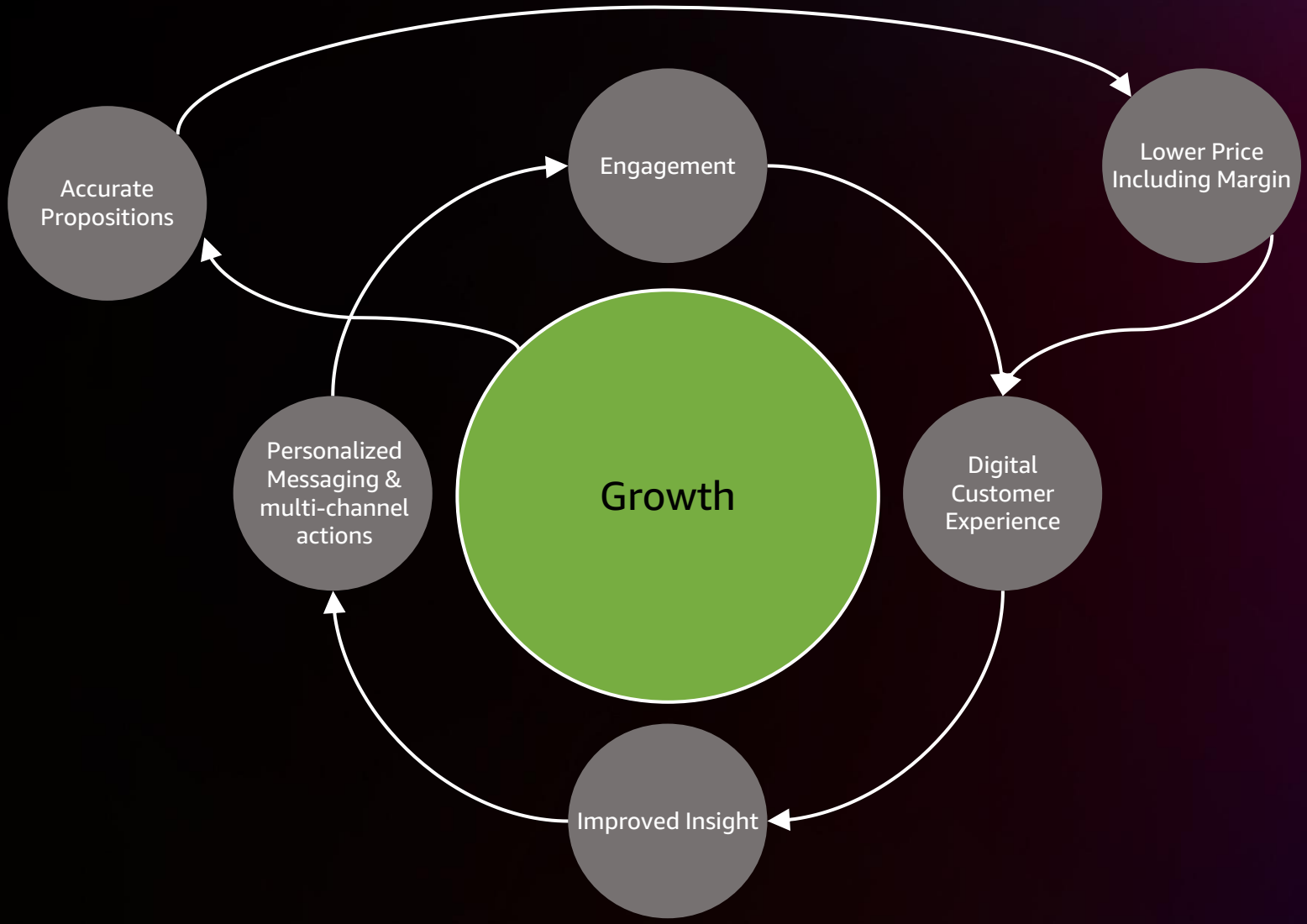
© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Agenda

- Amazon Connect for multi-channel engagement
- Demo
- Discussion

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Digital user engagement flywheel



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

“I am a segment of one”



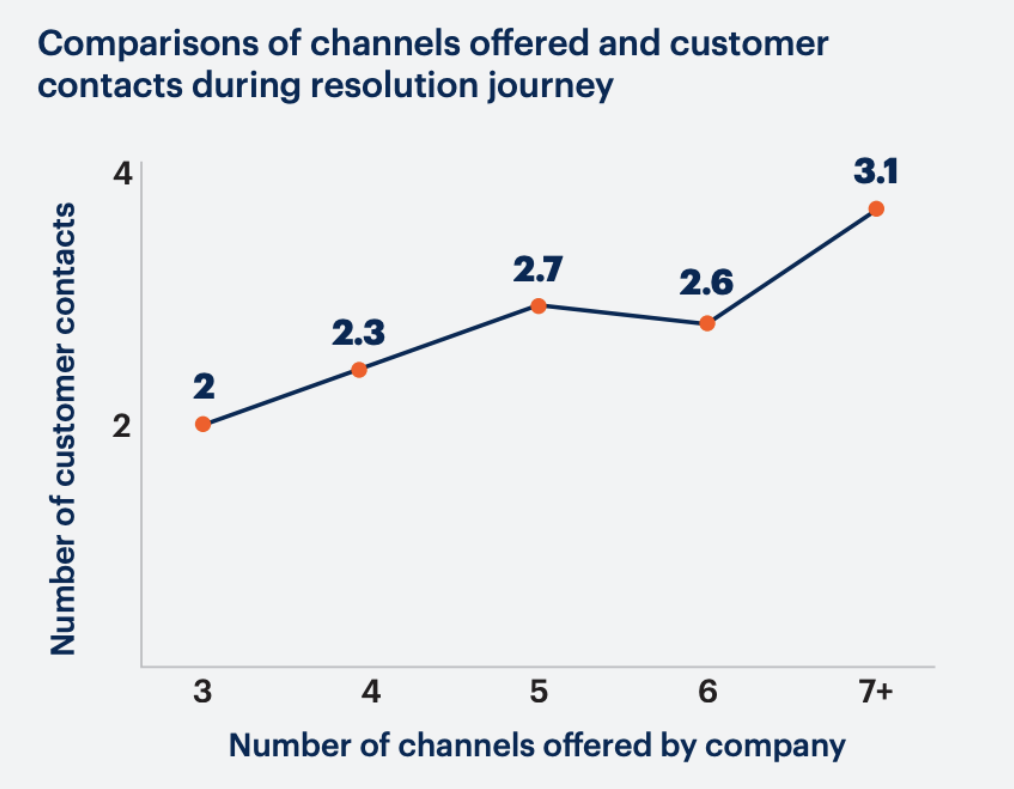
54%	64%	67%
of customers think companies need to fundamentally transform how they engage	of customers expect tailored engagements that are based on past interactions	of customers prefer self-service over speaking to a company representative

Source: Salesforce customer engagement trends

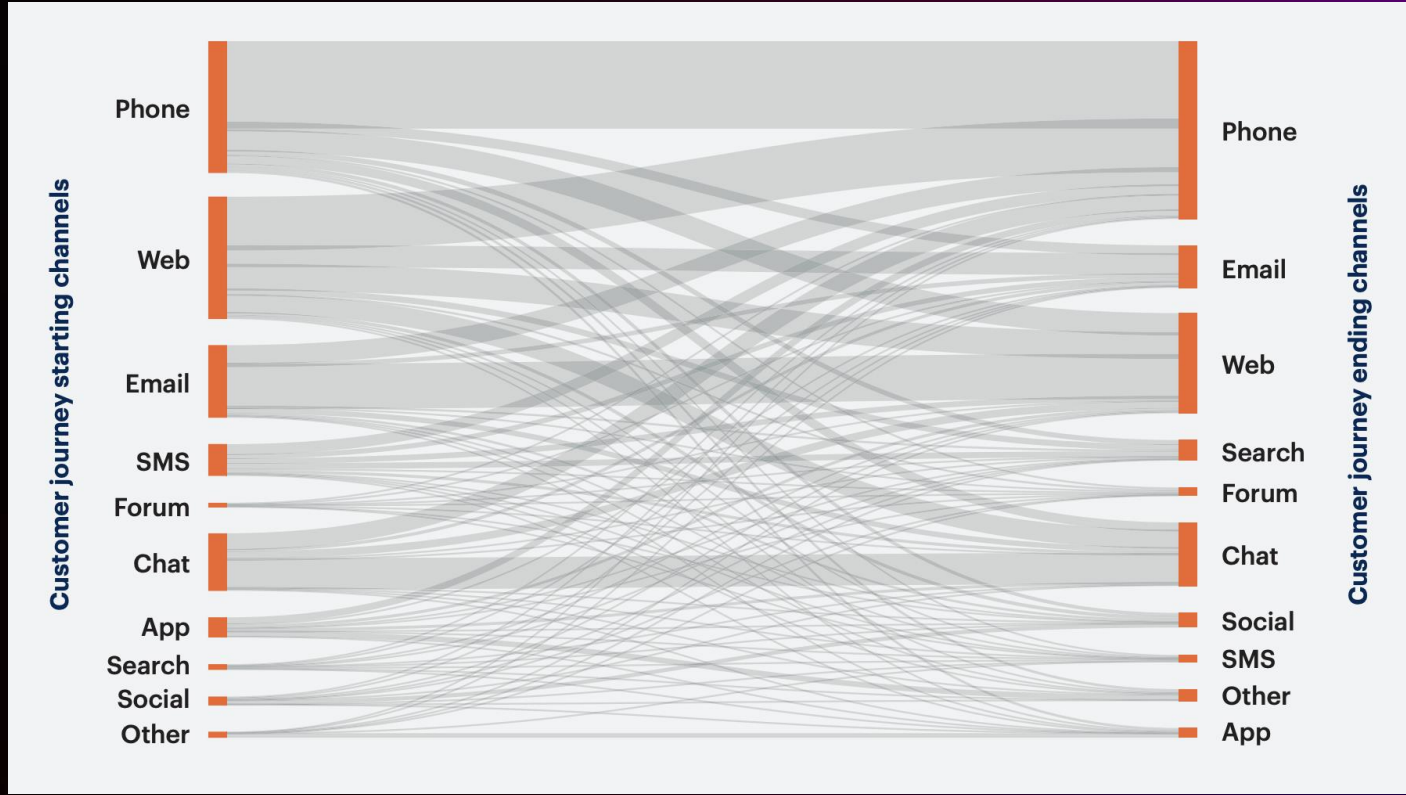
aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Adding channels?



Source: Gartner



Source: Gartner

aws
© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

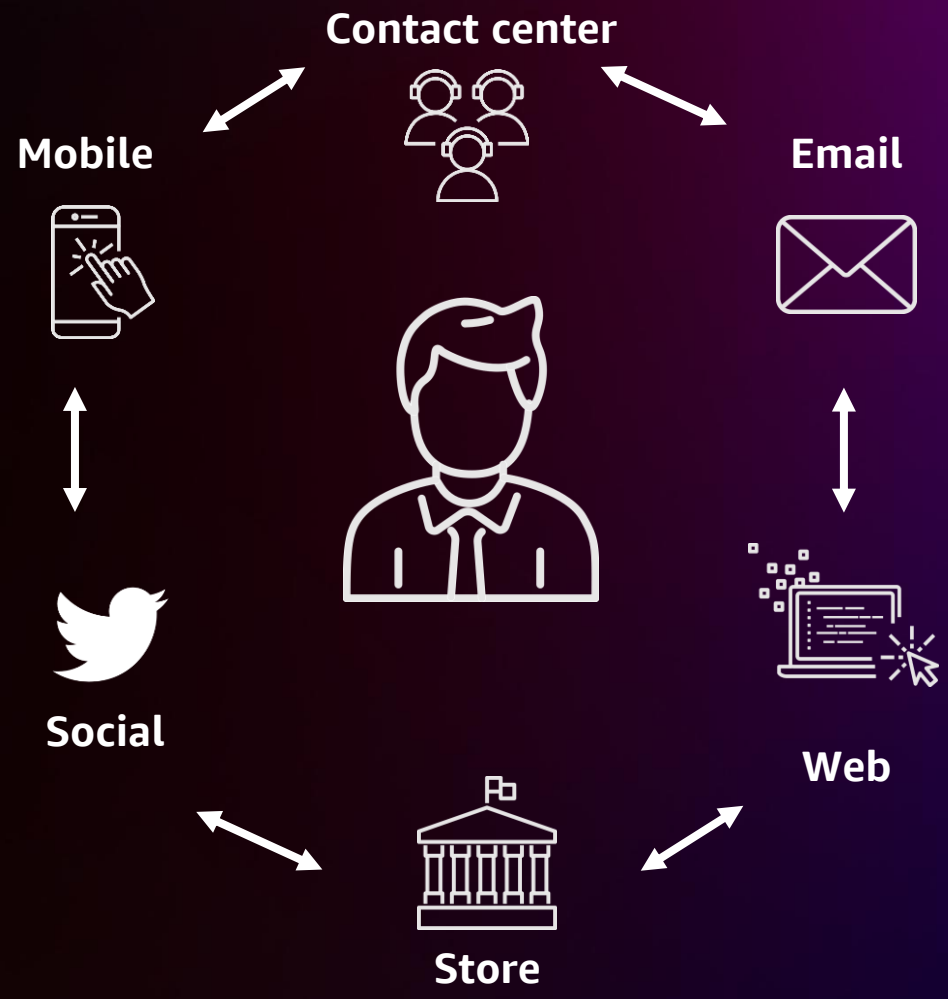
Channel strategy tenets

- Customer demographics
- Cost
- Agent training
- Technology

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Organizations need to develop end-to-end solutions that . . .

- Use data to gain a more **holistic understanding** of the customer
- Provide **contextualized and personalized** offers
- Engage with customer **via their preferred channels**



aws
© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.



Amazon Connect services & channels



Chat



Voice, IVR



Customer Profiles



Voice ID



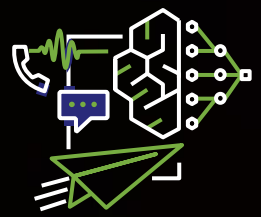
Tasks



Contact Lens



Wisdom



Outbound Campaigns



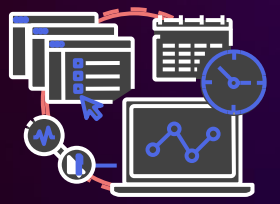
Agent Experience



Amazon Lex



Cases



Forecasting, Capacity Planning & Scheduling

aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Amazon Connect agent workspace



Amazon Connect agent workspace



Step-by-step guides for Amazon Connect agent workspace

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

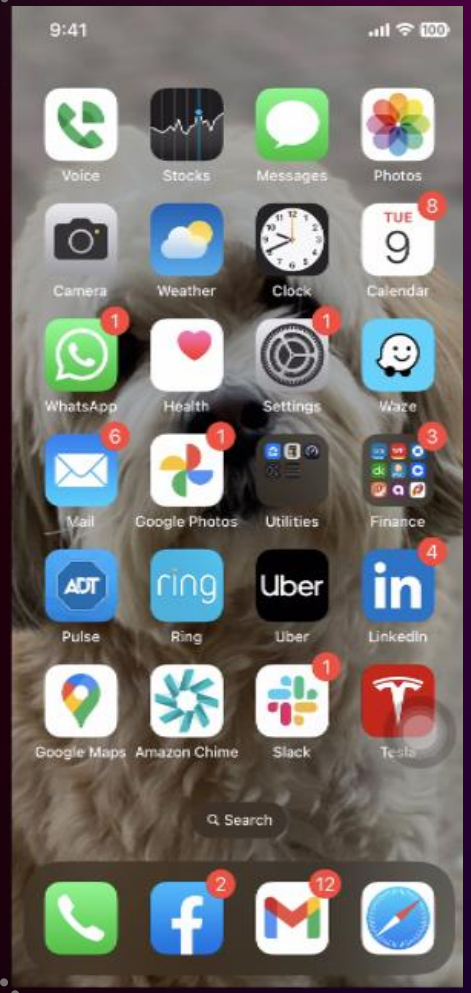
Demo: Multi-modal experiences with Amazon Connect and Amazon Lex

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Multi-modal demo

Fraudulent transaction detected → Multi-channel notification



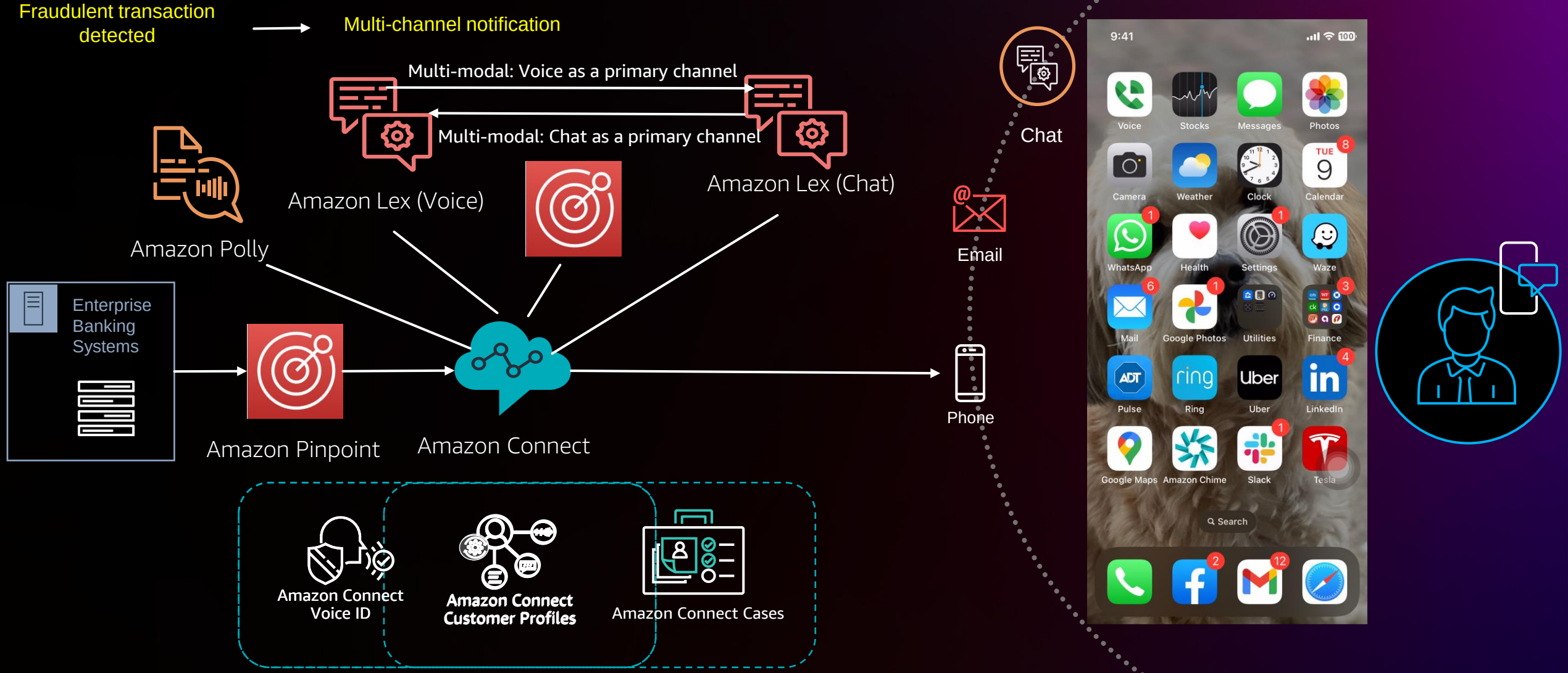




© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

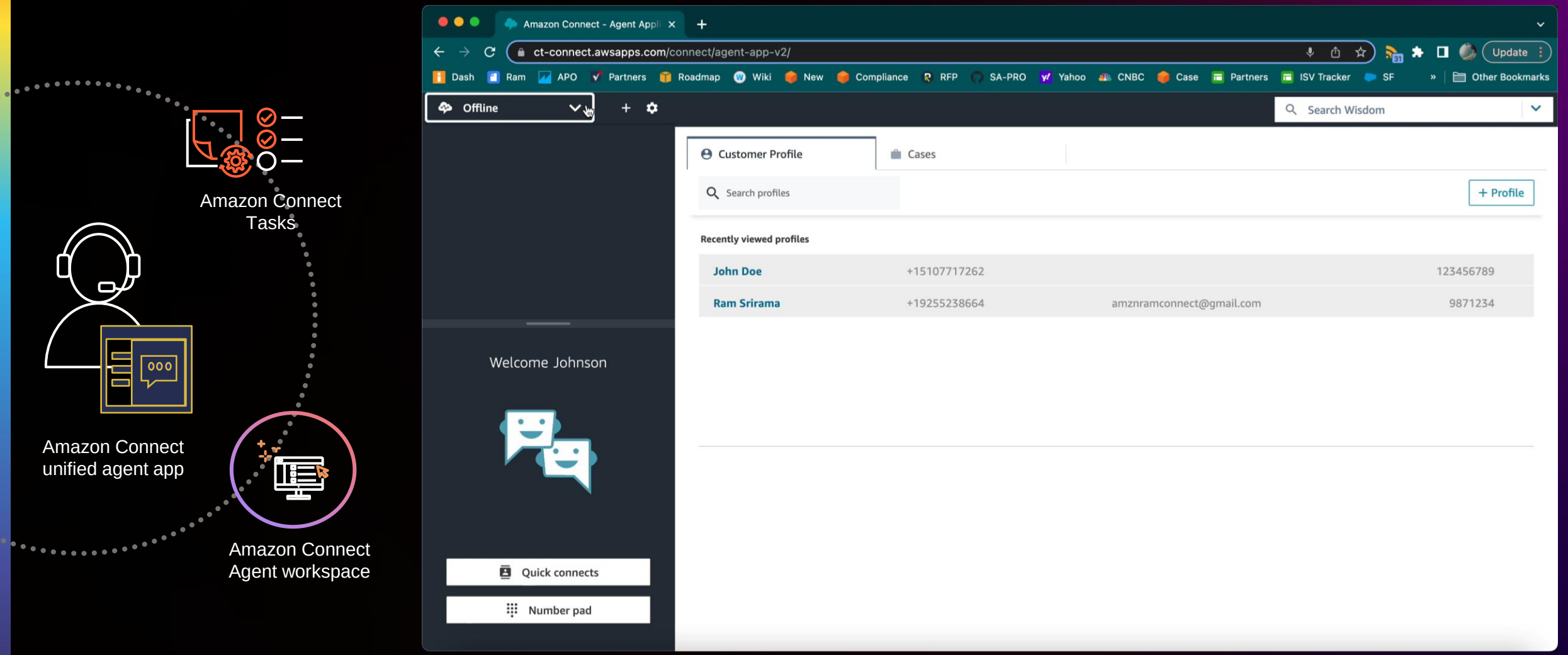
Multi-modal demo

Fraudulent transaction detected → Multi-channel notification



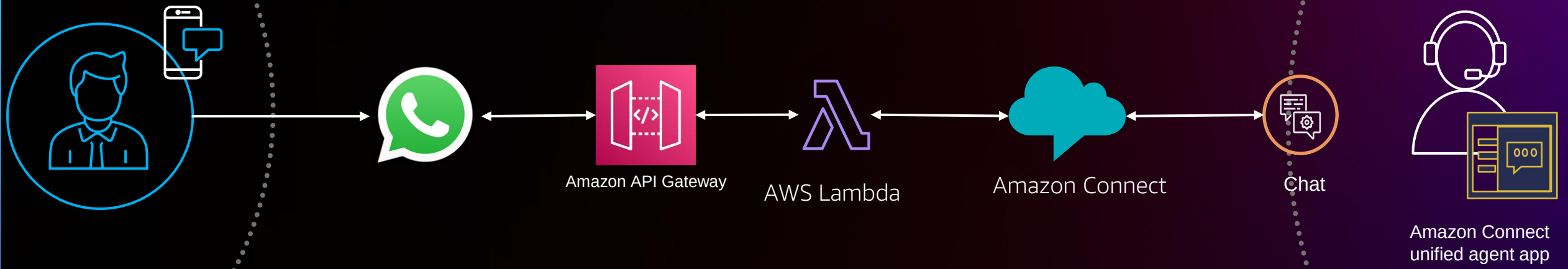
© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Agent experience



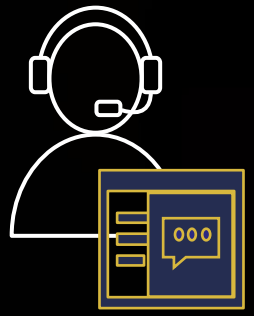
© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

WhatsApp integration



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

WhatsApp integration



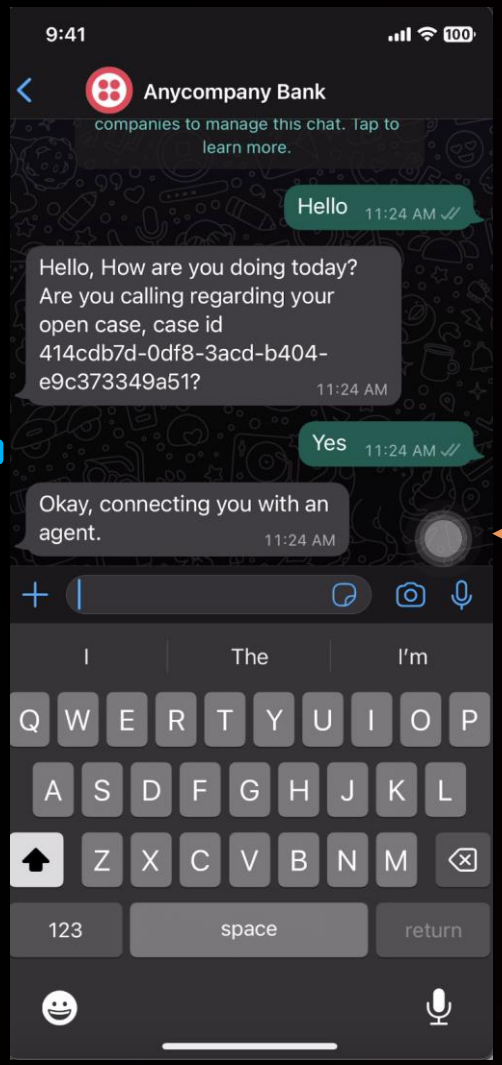
Amazon Connect
unified agent app

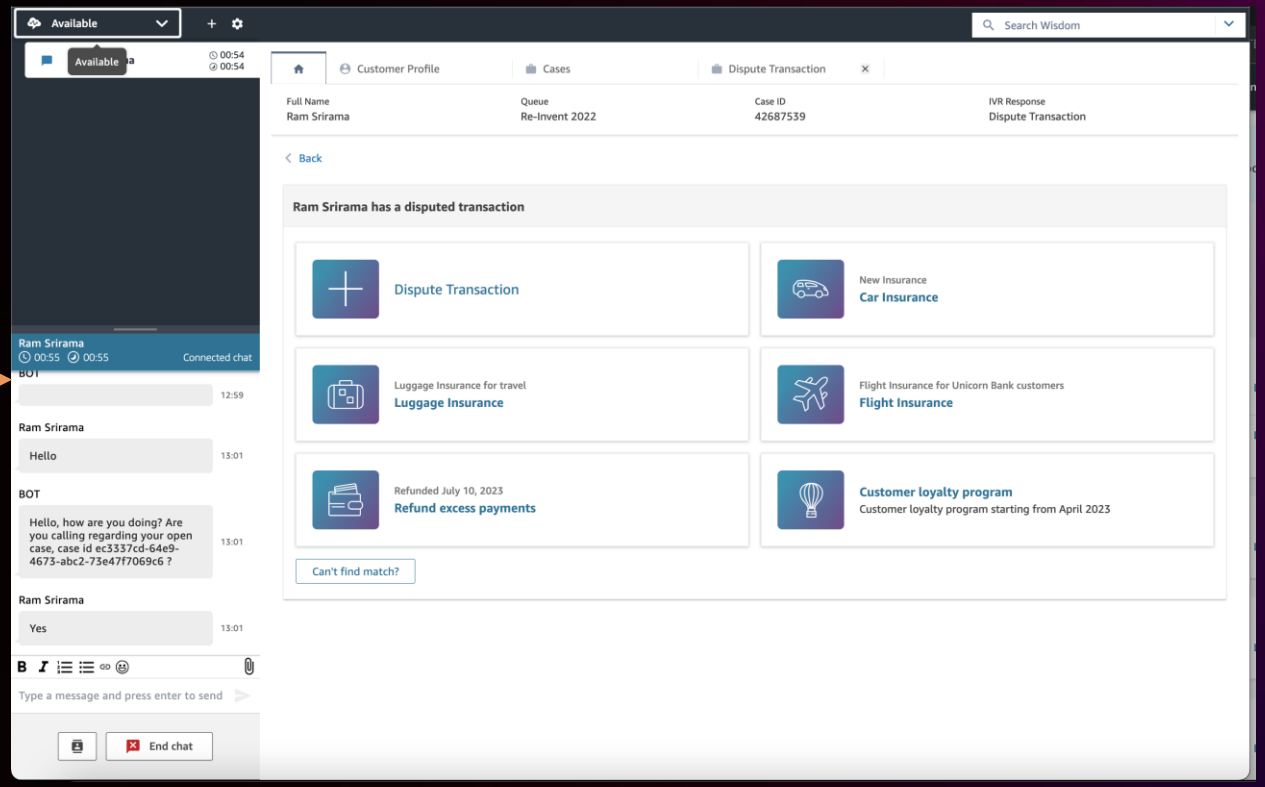


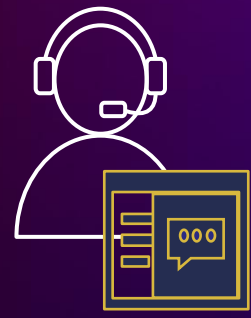
© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

WhatsApp integration









Amazon Connect unified agent app

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Chalk talk

Interactive session to whiteboard possible solutions to customer use cases



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

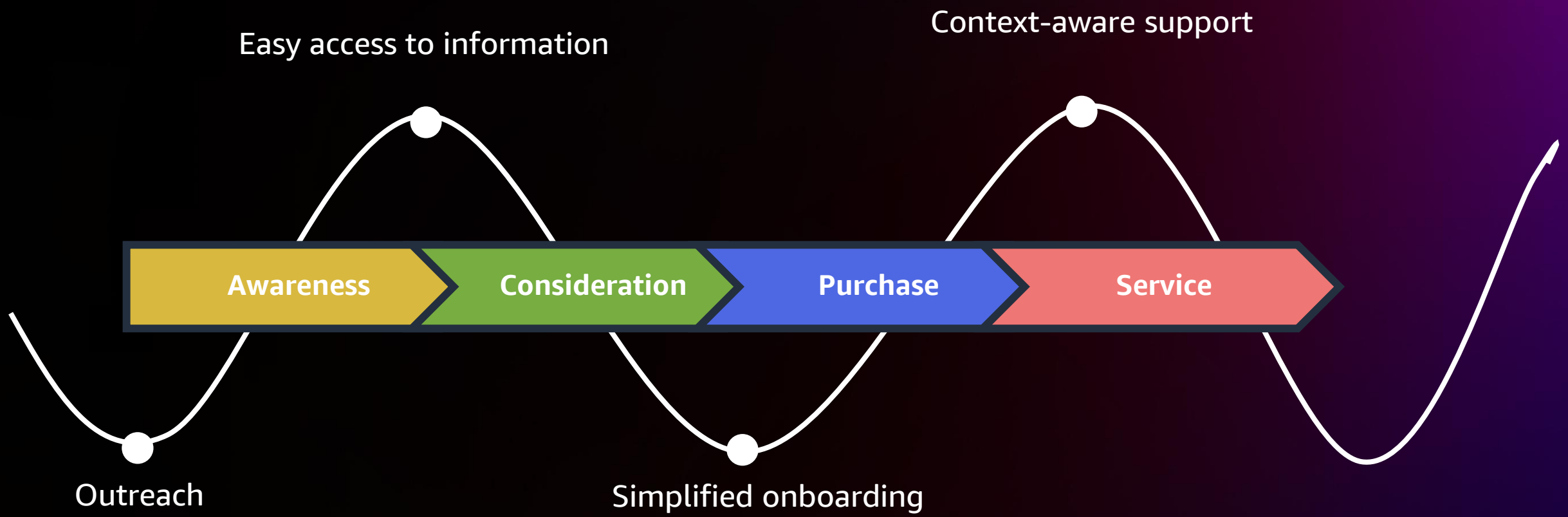
Unicorn Bank

- Is launching a new product (credit card/loan)
- Wants to target the right persona using the right channel at the right time
- Wants customers to have easy access to “right” information to make the buying decision
- Provides simplified onboarding
- Services the customer using a multi-channel strategy



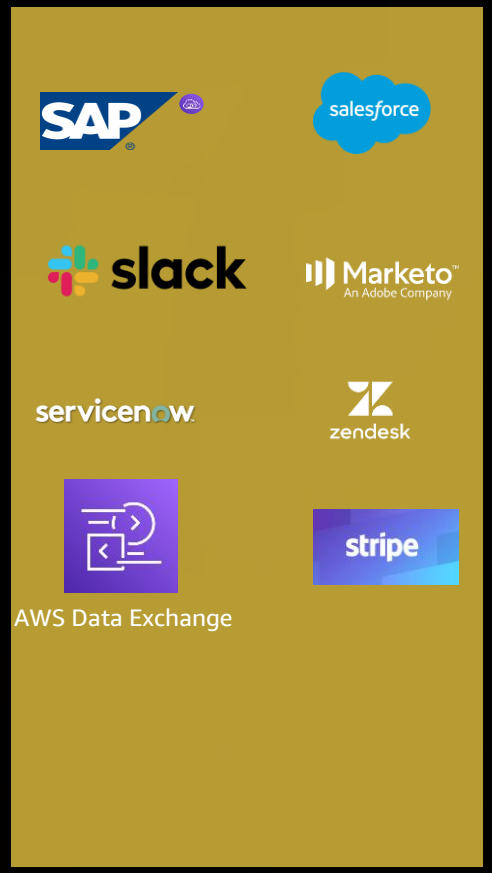
aws
© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Unicorn Bank’s multi-channel journey



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

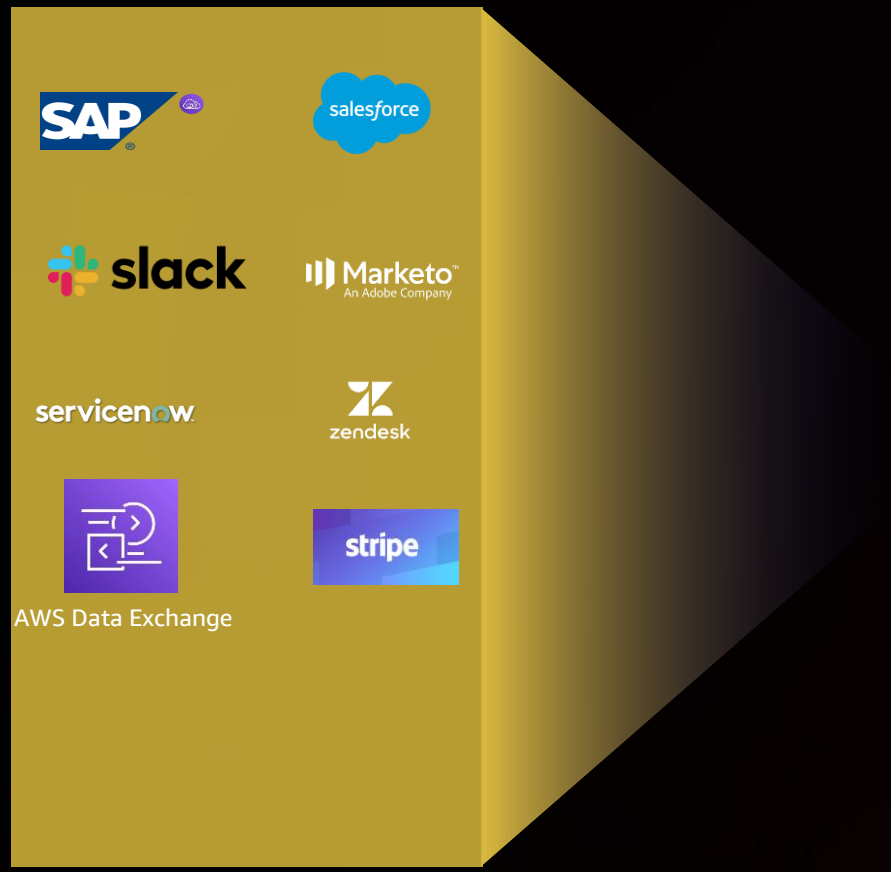
Unified outbound experience



Data sources

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

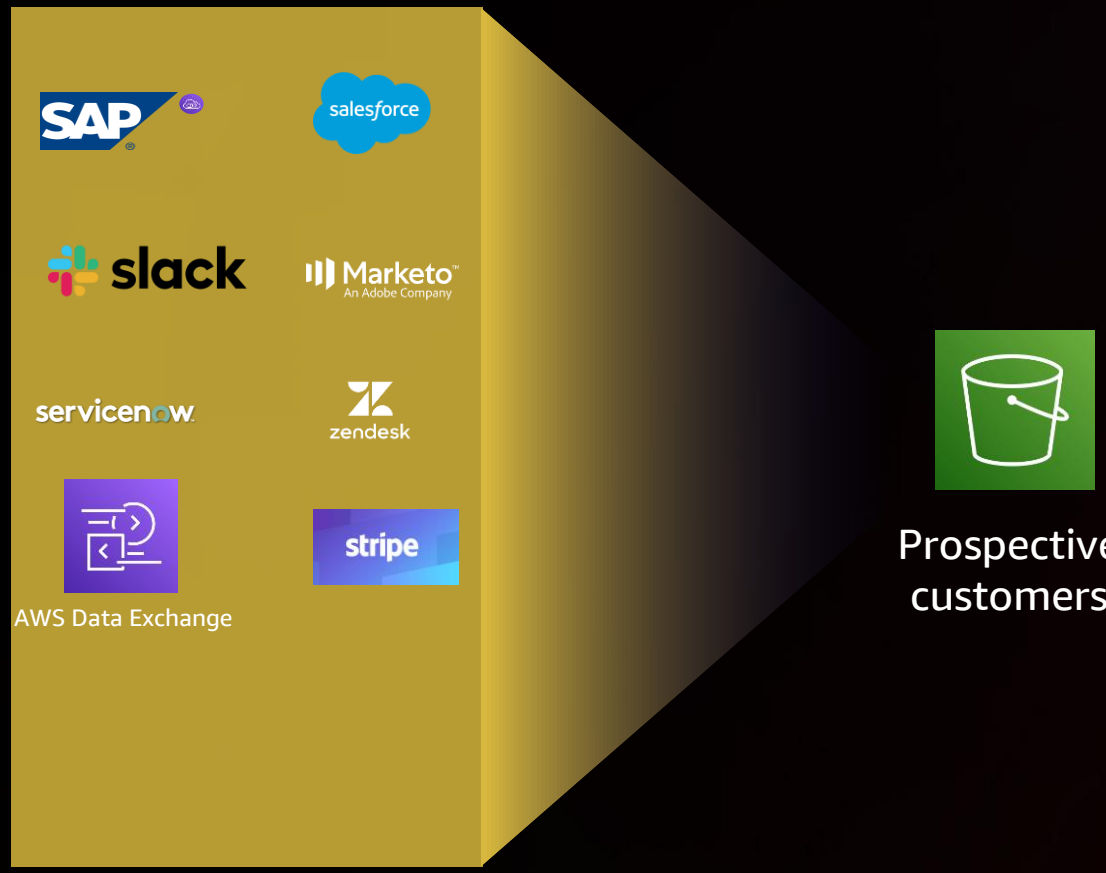
Unified outbound experience



Data sources

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Unified outbound experience



Data sources

Prospective customers

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

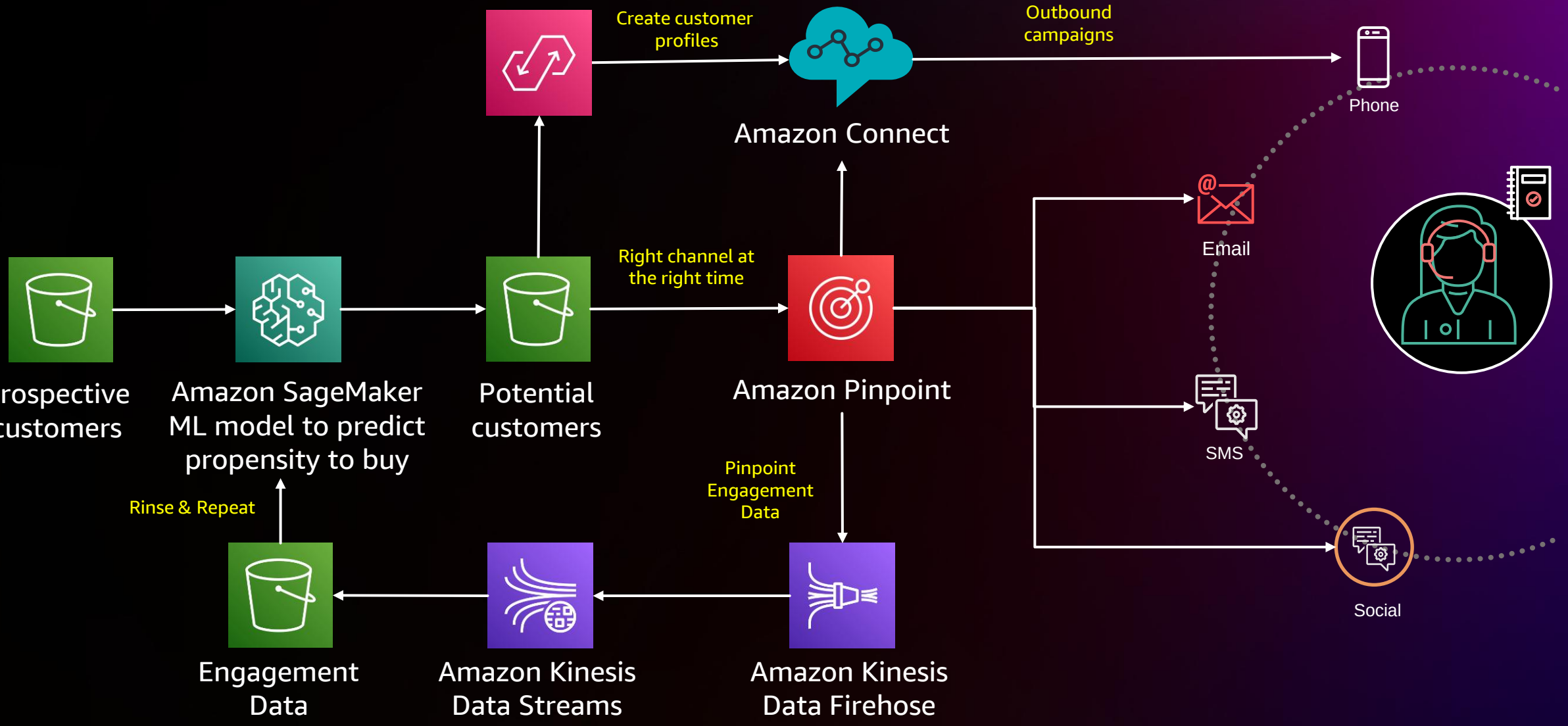
Unified outbound experience



Prospective customers

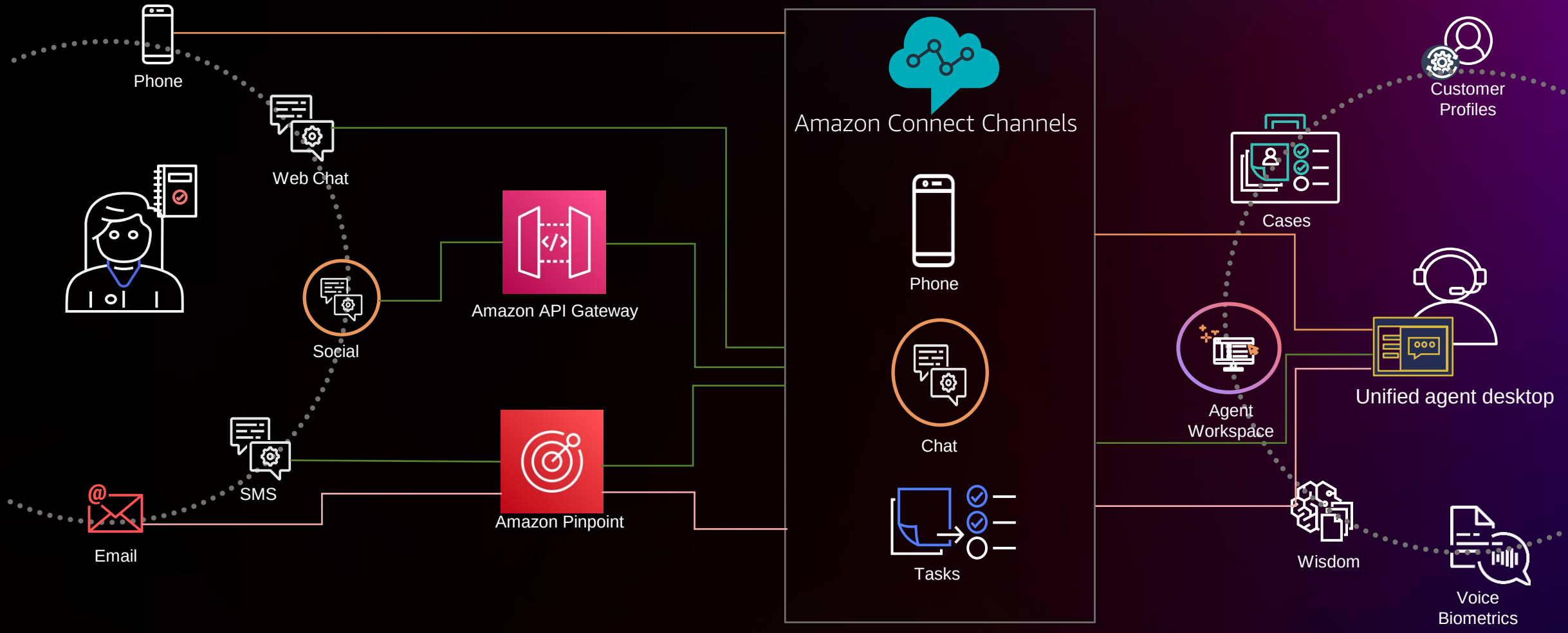
© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Unified outbound experience



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Unified inbound experience



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Thank you!

Ramprasad Srirama
srrampra@amazon.com

Rahul Kulkarni
rahkulk@amazon.com



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

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.