
AWS
re:Invent
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BIZ309

Integrate AI and ML into customer engagement

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Agenda

What is customer engagement?

Amazon Pinpoint, Amazon Lex, and Amazon Personalize

Customer story: Timmy’s bike

Elevated customer experience

Q&A

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“Customer engagement is the interaction and communication between an organization and the customer. It is built on trust.”

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Three services

Customer engagement



Amazon Pinpoint



Journey



Email



Two-way SMS

AI/ML



Amazon Lex



Amazon Personalize

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Customer story: Timmy’s bike

Week 0:
Bike ordered

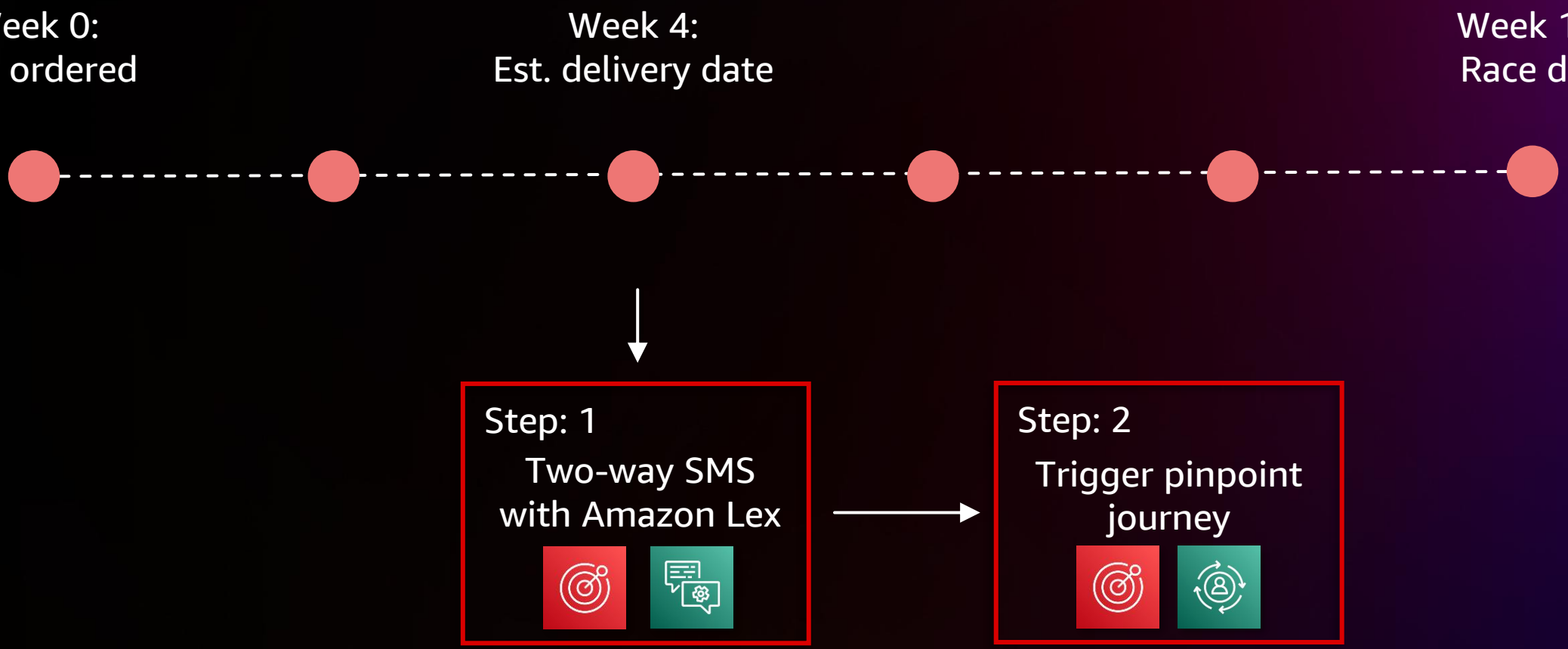
Week 4:
Est. delivery date

Week 10:
Race day



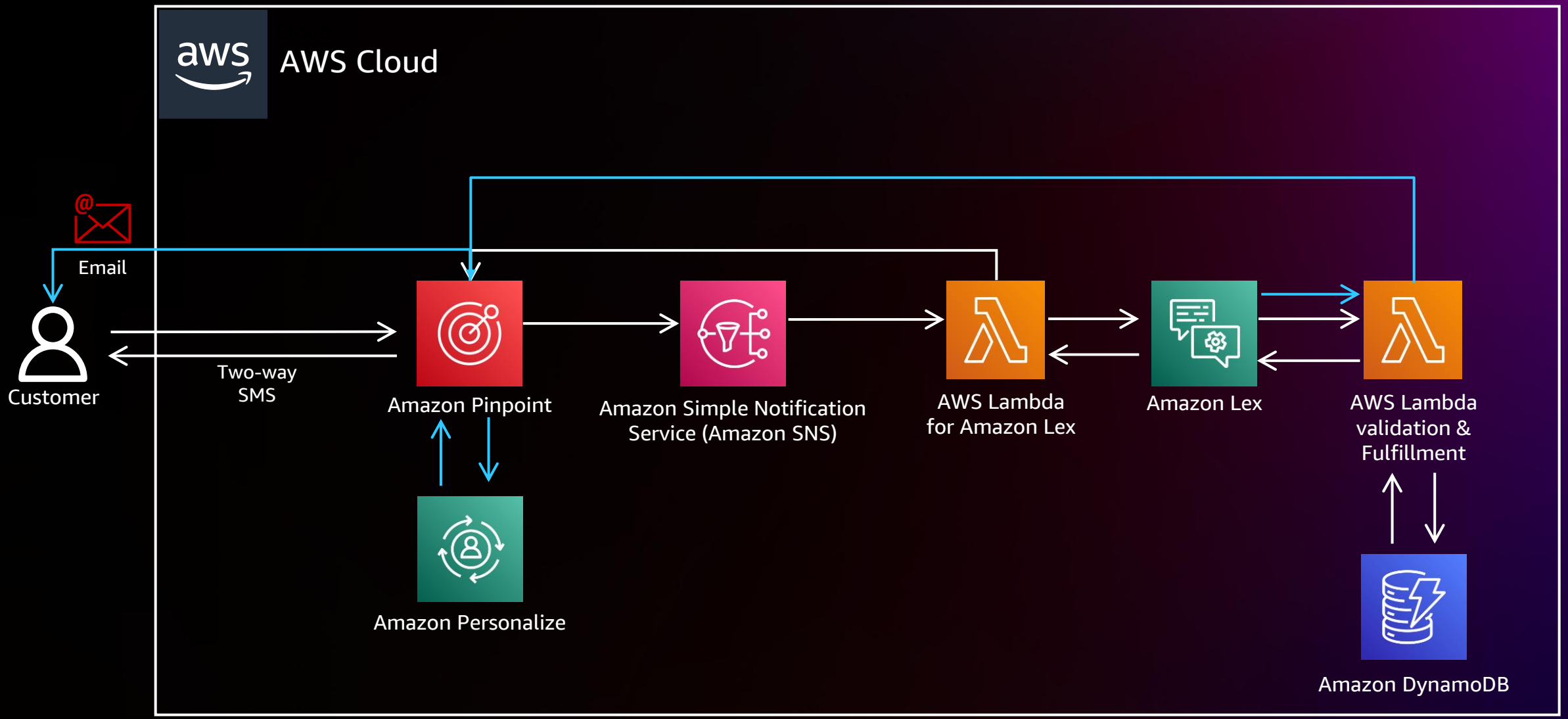
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Elevated customer experience



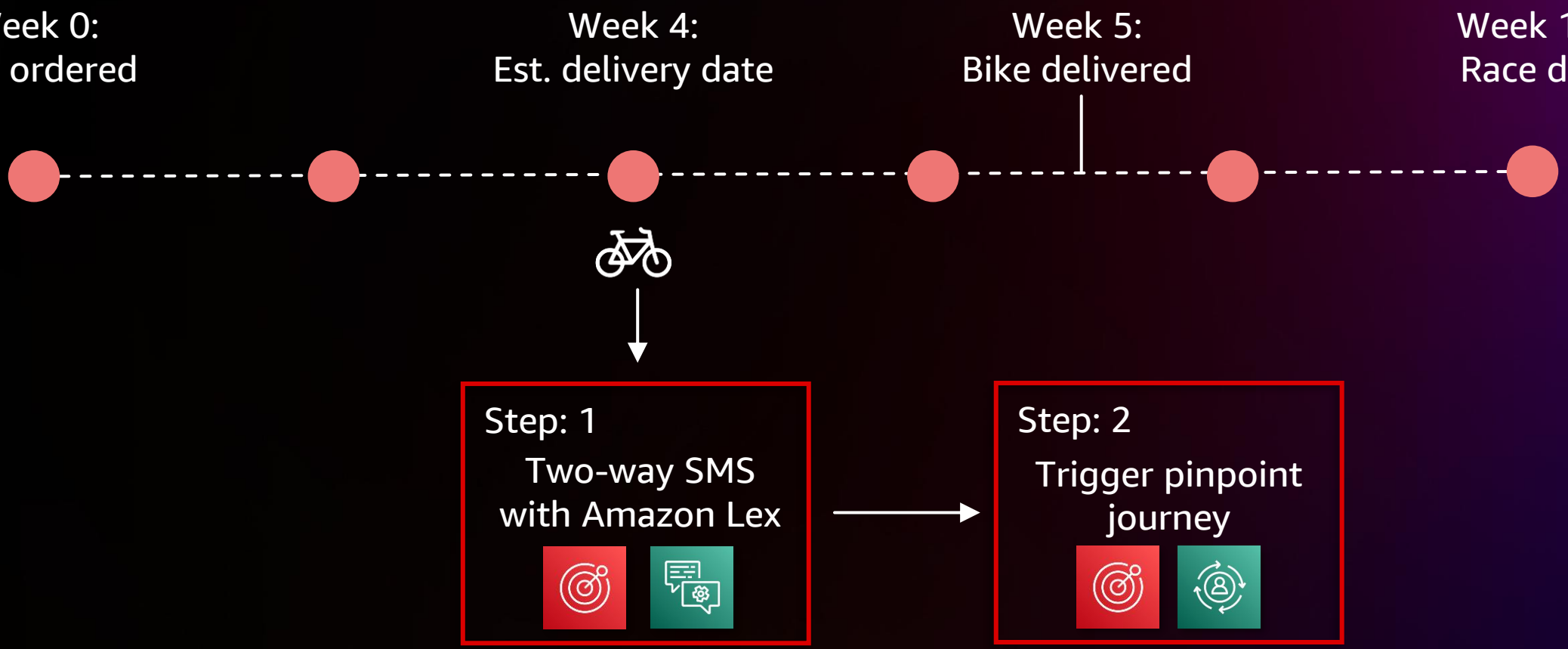
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Architecture diagram



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Elevated customer experience



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To learn more . . .

Communication Developer Services (CDS)

GitHub

AWS speakers, more resources are on the wiki

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Thank you!

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