

The background of the image features a dark blue gradient on the left, transitioning into a large, vibrant, abstract shape on the right. This shape is composed of overlapping curved segments in shades of orange, pink, and purple, creating a dynamic, modern aesthetic.

AWS re:Invent

NOV. 27 – DEC. 1, 2023 | LAS VEGAS, NV

BIZ310 - R

The opportunities and challenges of generative AI in contact centers

Gillian Armstrong

Solutions Architect
AWS

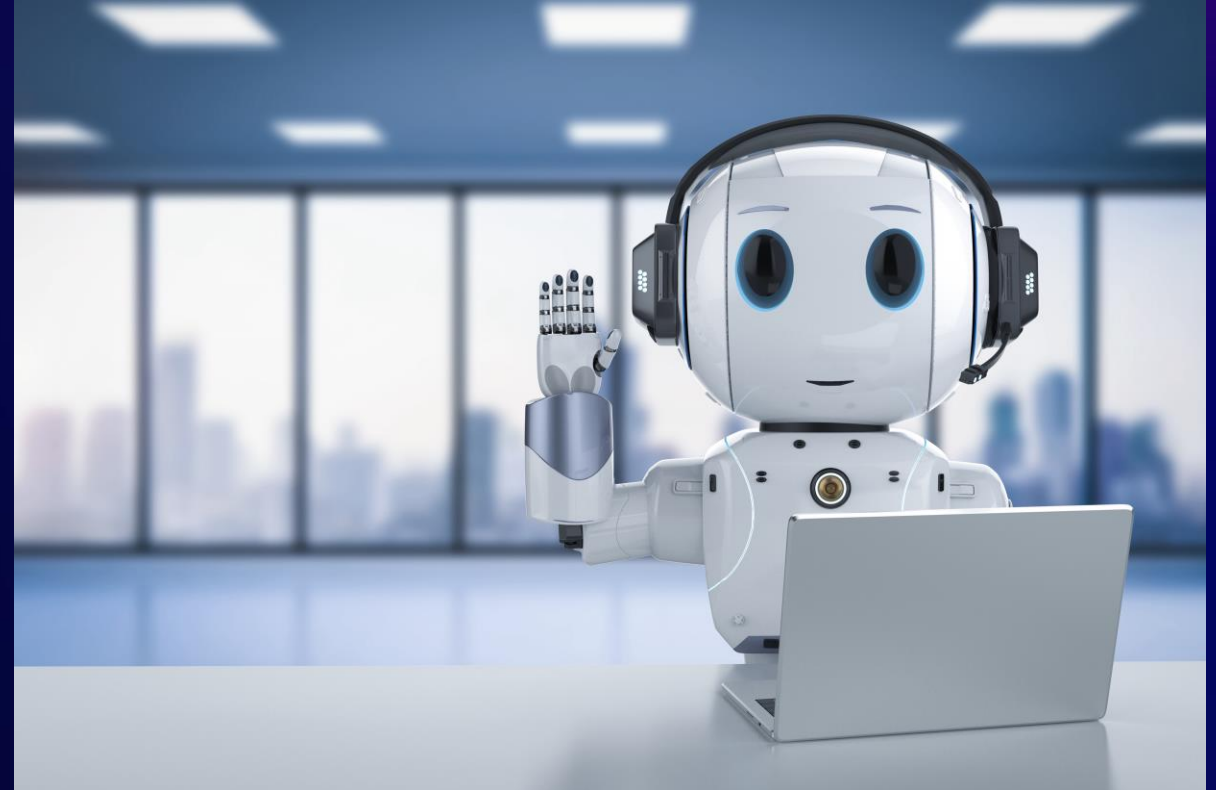
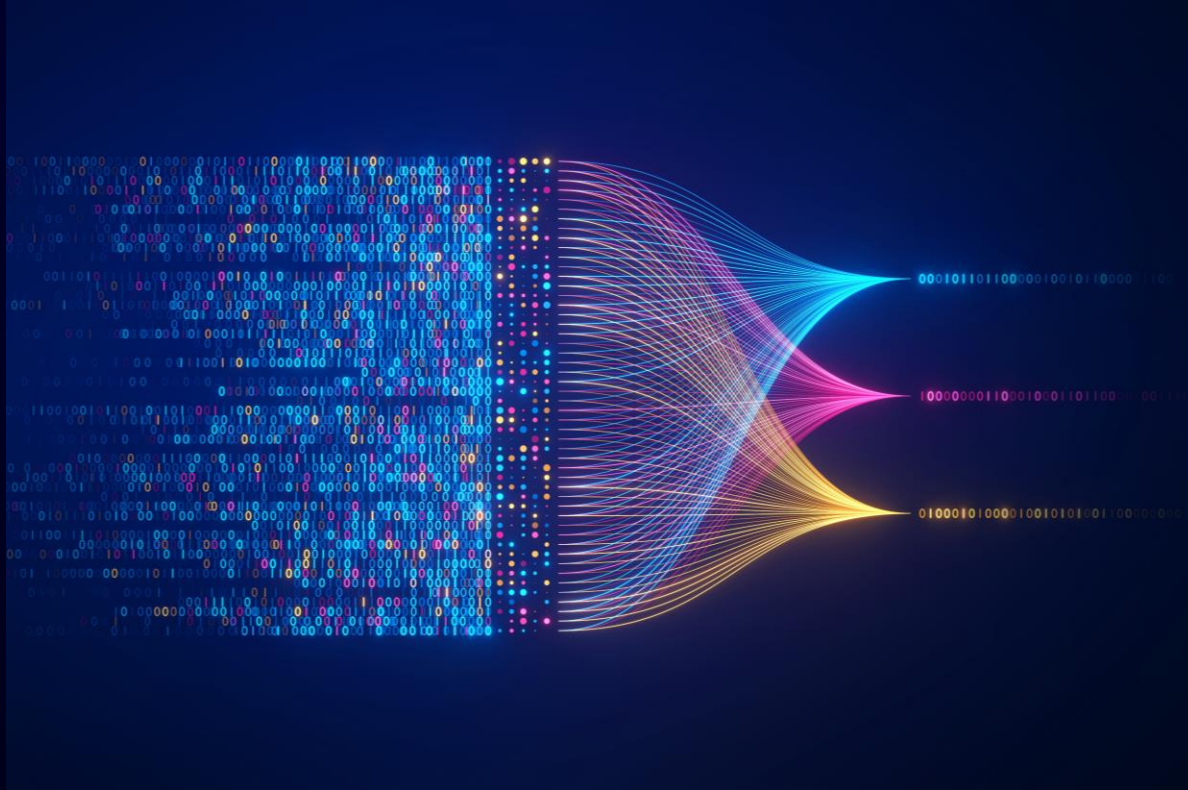
Bamba Diouf

Solutions Architect Manager
AWS



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Generative artificial intelligence (AI)



Are you already
using or
experimenting
with generative AI
in your business?



Areas of opportunity in the contact center

Key areas of opportunity in CX



Agent assist

Key areas of opportunity in CX



Agent assist



Manager assist

Key areas of opportunity in CX



Agent assist



Manager assist



Customer self-service

What use cases
in the CX space
are you most
excited about?

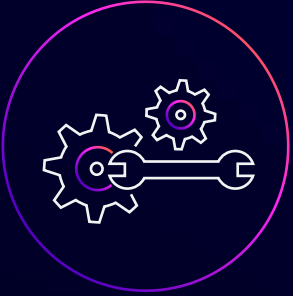


Concerns

What concerns you the most about generative AI?

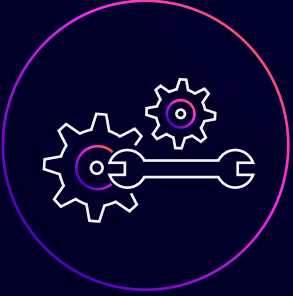


Areas of concern for business



Skills/ease of use

Areas of concern for business

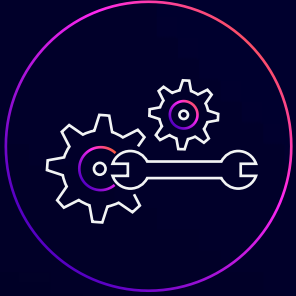


Skills/ease of use



Quality and reliability

Areas of concern for business



Skills/ease of use

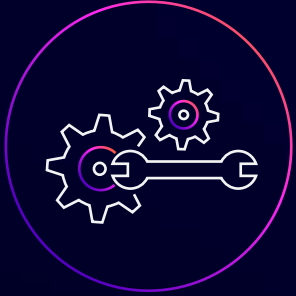


Quality and reliability



Cost control and
resource utilization

Areas of concern for business



Skills/ease of use



Privacy and security

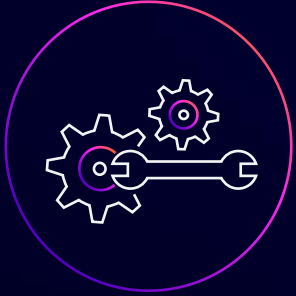


Quality and reliability



Cost control and
resource utilization

Areas of concern for business



Skills/ease of use



Privacy and security



Quality and reliability

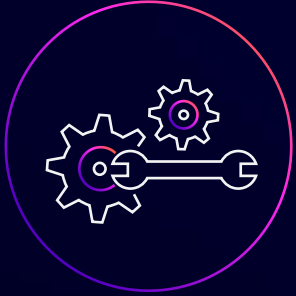


Customer trust



Cost control and
resource utilization

Areas of concern for business



Skills/ease of use



Privacy and security



Quality and reliability



Customer trust



Cost control and
resource utilization



Ethics

What can we do about it?



Mitigation techniques



Use case selection

Use case selection



Impactful

Use cases should solve real business problems

Balanced risk

Select use cases with lower risk as you learn

Differentiator

Focus on where generative AI will be significantly better than other options

Mitigation techniques



Use case selection



Human-in-the-loop

Mitigation techniques



Use case selection



Human-in-the-loop



Education

Mitigation techniques



Use case selection



Human-in-the-loop



Education



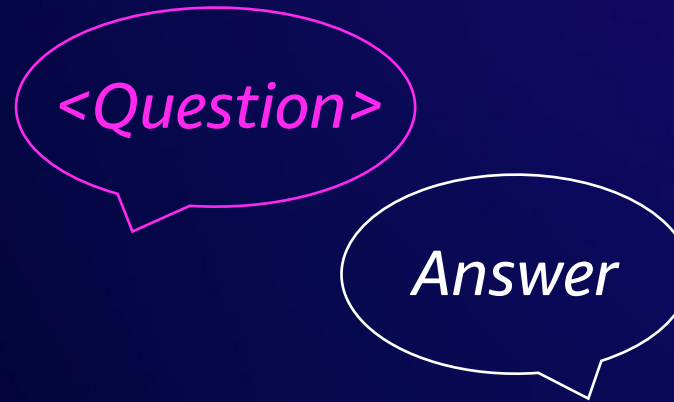
Prompting techniques

Prompting techniques



- Prompt Engineering

Zero-shot



Prompting techniques



● Prompt Engineering

Zero-shot

Few-shot

<example question>

<example answer>

<example question>

<example answer>

...

<Question>

Answer

Prompting techniques



● Prompt Engineering

Zero-shot

Few-shot

Chain of thought

*<example question>
<example answer with
step-by-step reasoning>
...*

*<Question>. Think
through it step by step:*

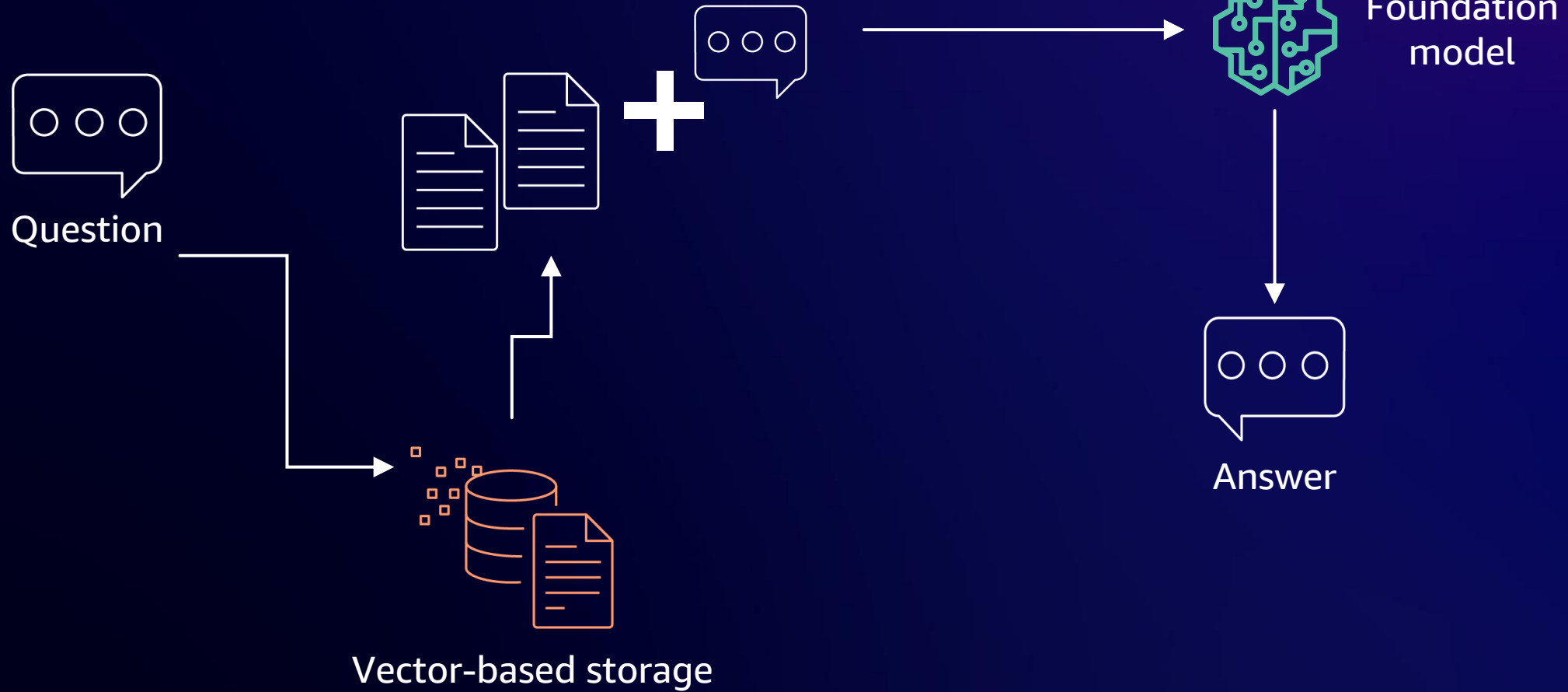
*Answer with
reasoning*

Prompting techniques

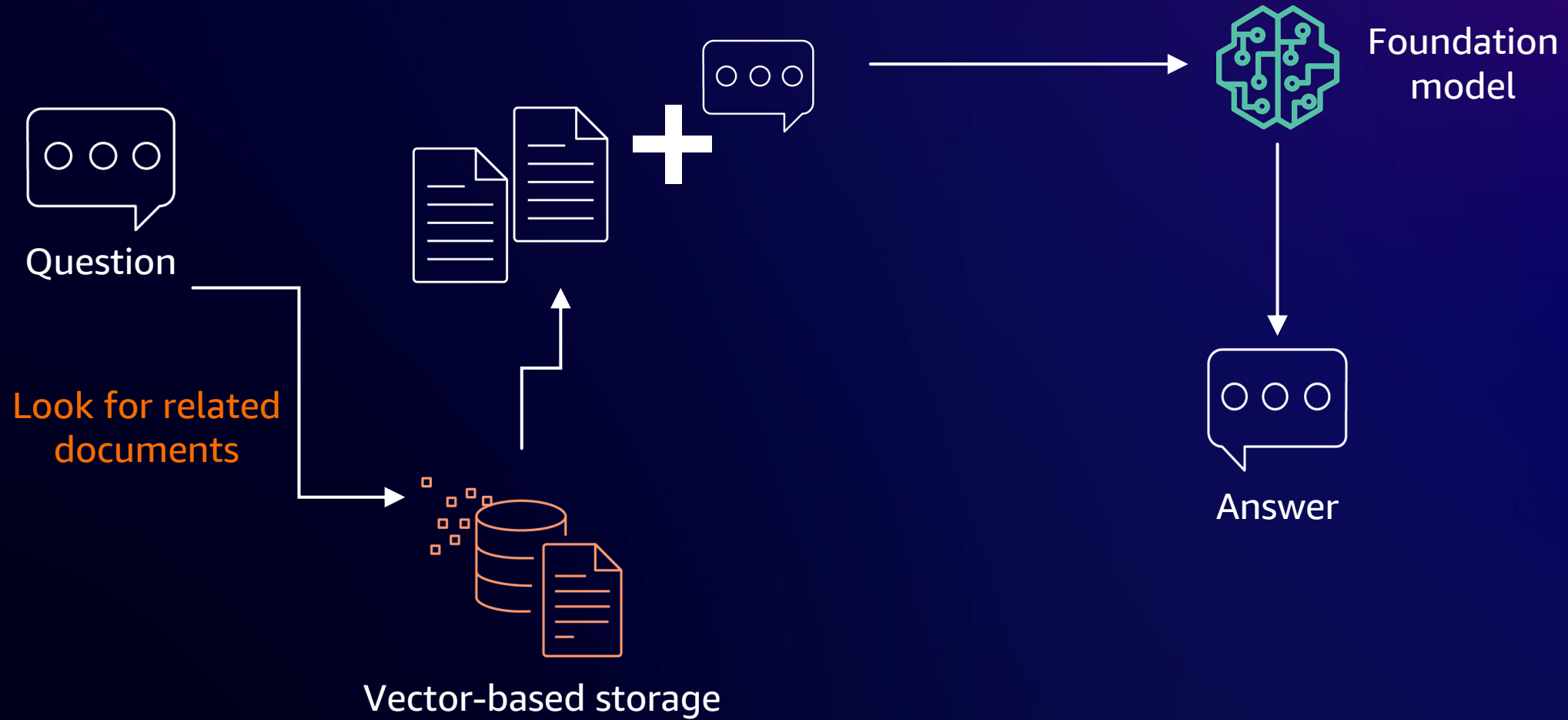


- Prompt Engineering
- Context injection (such as Retrieval Augmented Generation)

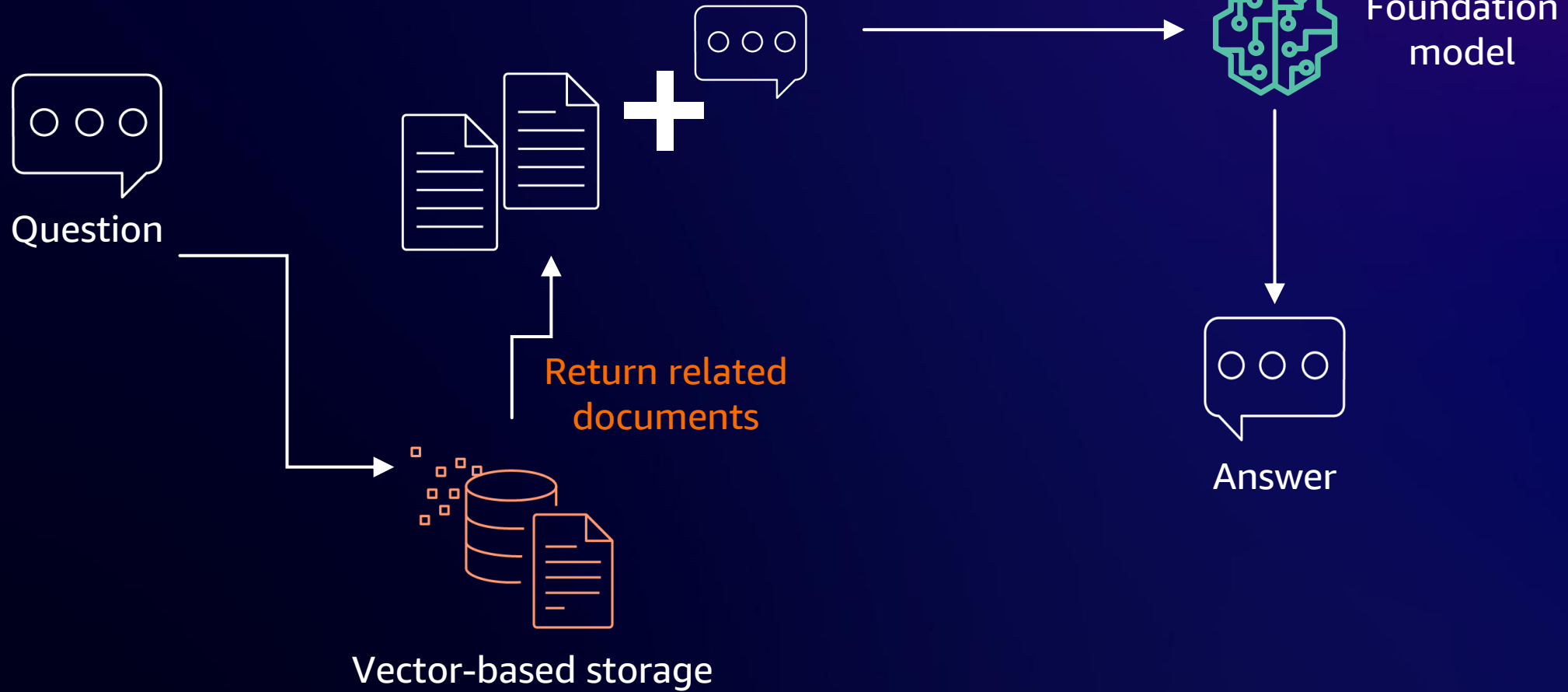
Retrieval Augmented Generation (RAG)



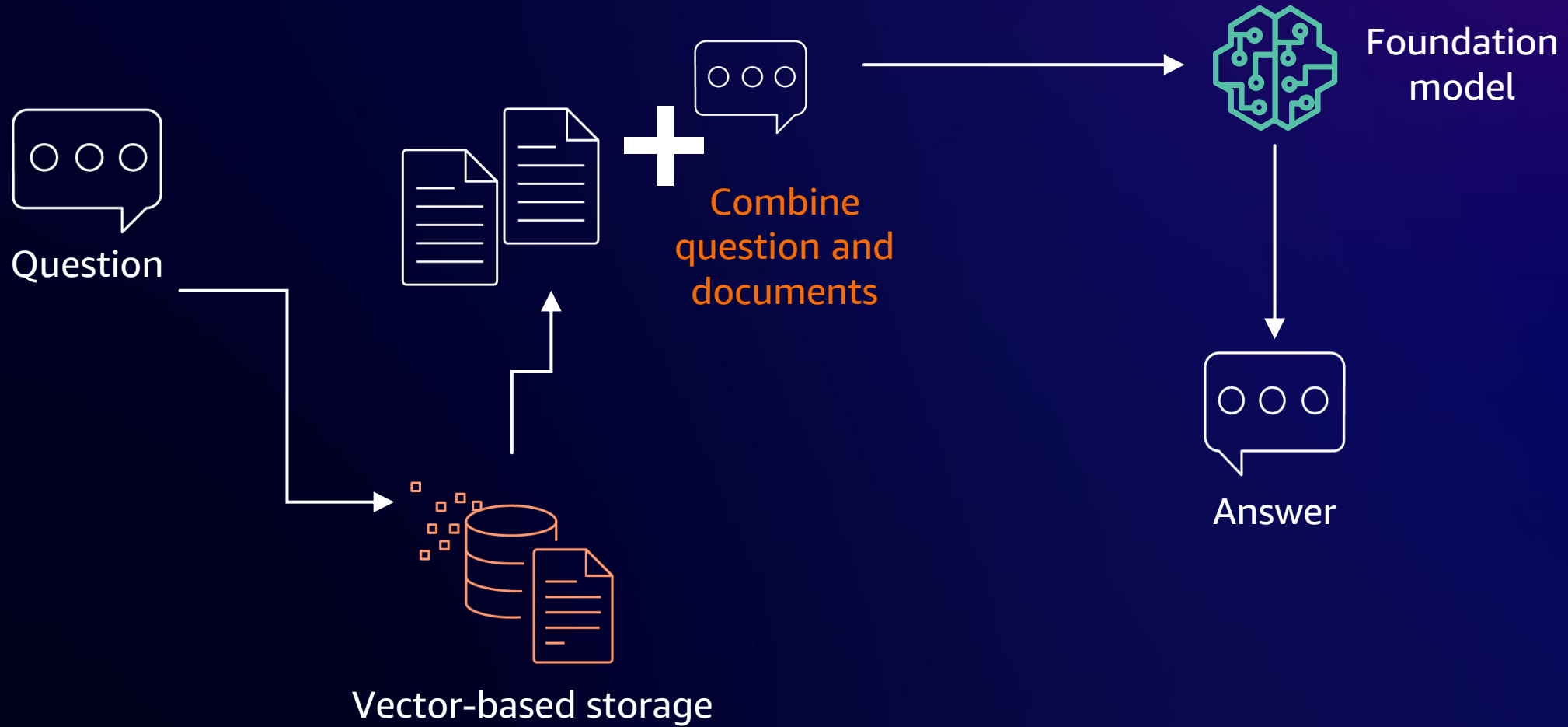
Retrieval Augmented Generation (RAG)



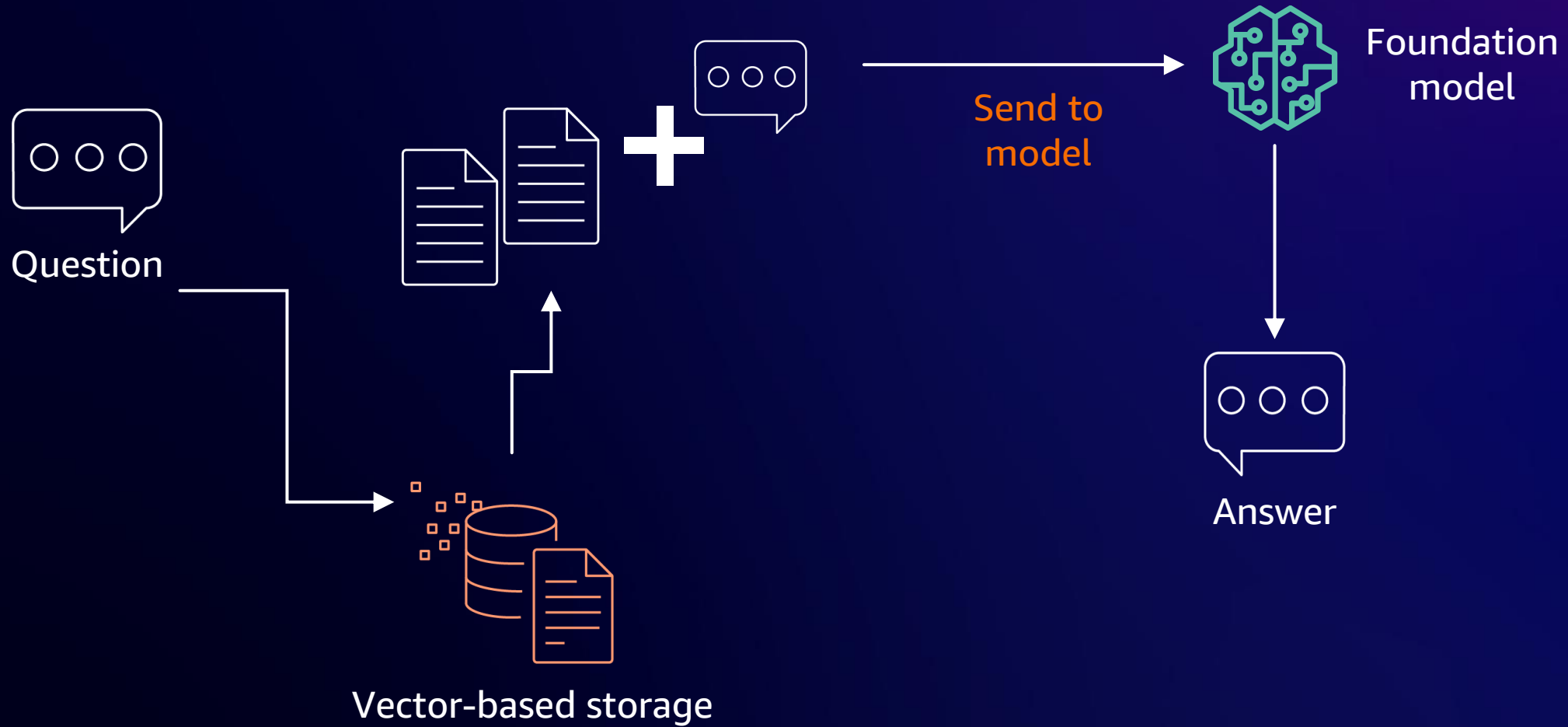
Retrieval Augmented Generation (RAG)



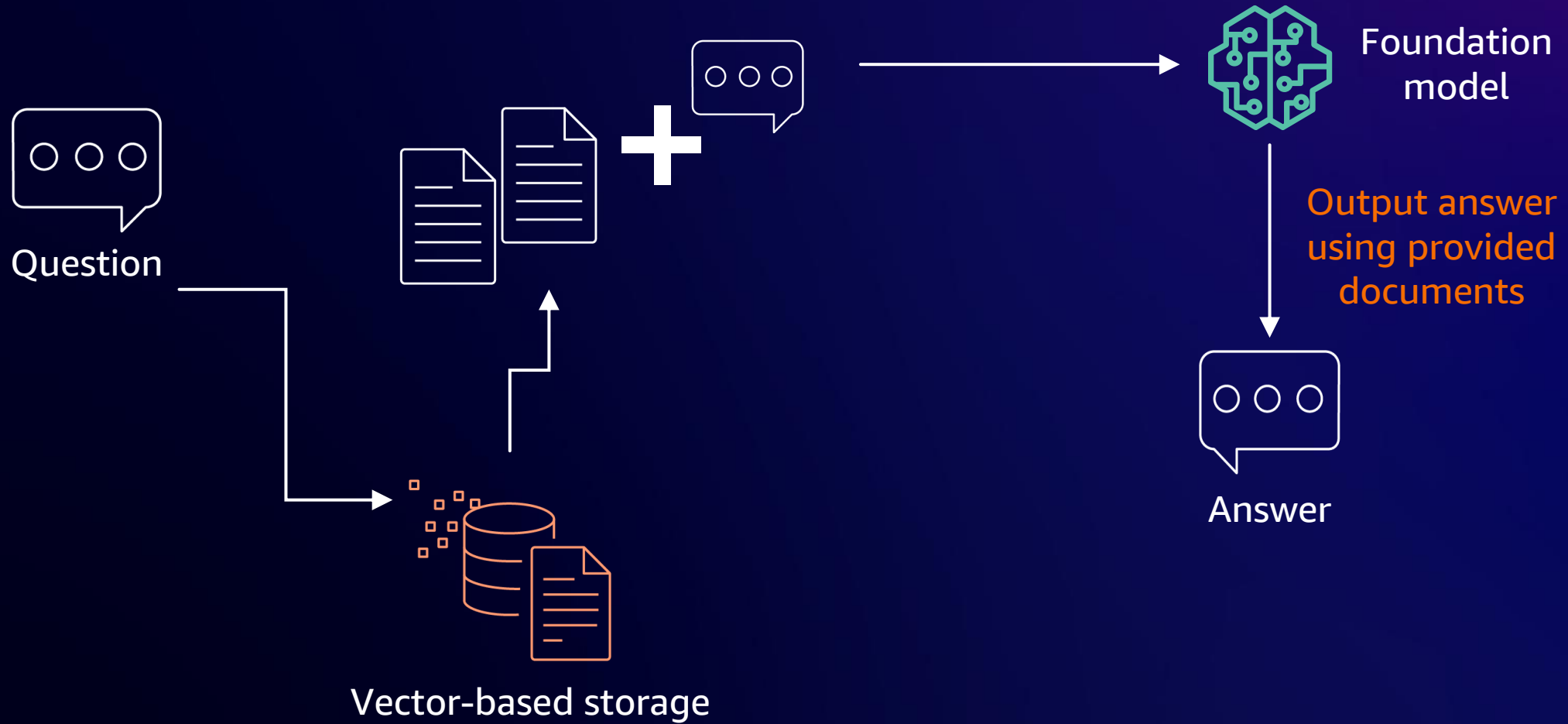
Retrieval Augmented Generation (RAG)



Retrieval Augmented Generation (RAG)



Retrieval Augmented Generation (RAG)



Prompting techniques



- Prompt Engineering
- Context injection (such as RAG)
- Agents (examples include ReAct, LangChain, Agents for Amazon Bedrock)

Mitigation techniques



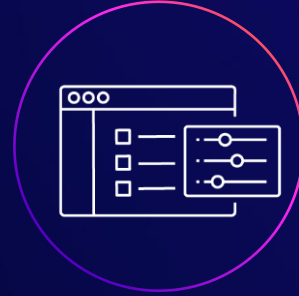
Use case selection



Prompting techniques



Human-in-the-loop



Fine-tuning



Education

Mitigation techniques



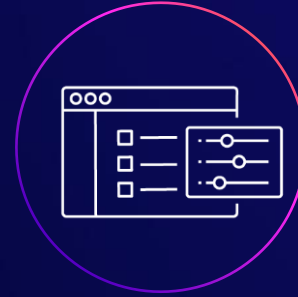
Use case selection



Prompting techniques



Human-in-the-loop



Fine-tuning



Education



Trusted providers

Use cases



Learn more



AI/ML in Amazon Connect

aws.amazon.com/connect

AWS Contact Center Intelligence (CCI) Solutions

go.aws/ci



Generative AI on AWS

<https://aws.amazon.com/generative-ai/>



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NETWORKING RECEPTION**

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Thank you!

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