AWS re:Invent

EUC335

Supercharge your CRM with AI-enabled Amazon Connect

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Agenda

Amazon Connect contact center

Amazon AI services

Amazon Connect CTI adapter for Salesforce

Integrating all of the above

John Hancock’s journey with Amazon Connect and Salesforce

Amazon strives to be Earth's most customer-centric company

Amazon supports

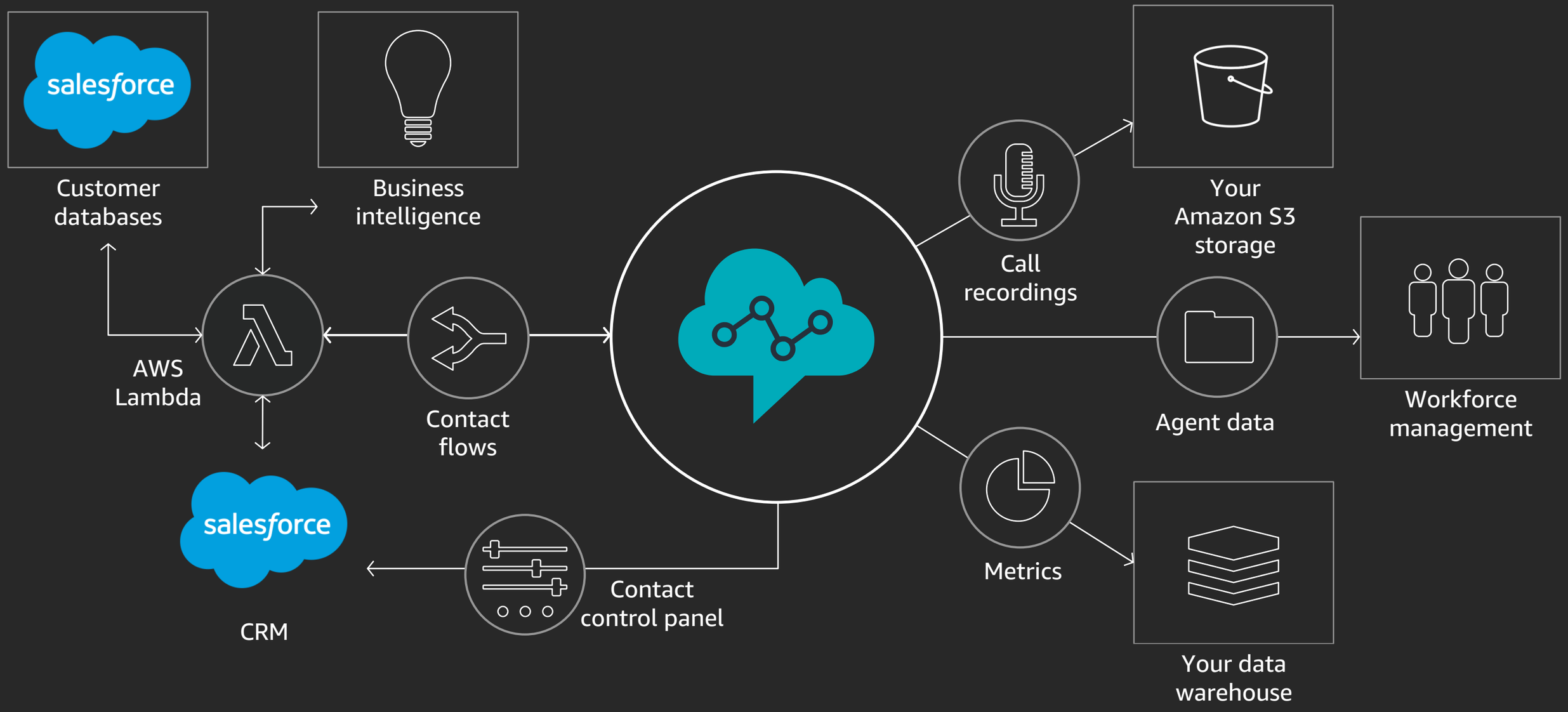
Millions of customers

Dozens of languages

32 countries

Over 70,000 customer service associates
support Amazon customers around the world

Open platform/easy integrations



The power of AWS: Not just Amazon Connect

Development



AWS Lambda



Amazon API Gateway



AWS Step Functions

Storage



Amazon S3



Amazon S3 Glacier

Database



Amazon RDS



Amazon DynamoDB



Amazon Redshift

AI



Amazon Lex



Amazon Polly



Amazon Transcribe



Amazon Comprehend



Analytics



Amazon Athena



Amazon Kinesis



AWS Glue



Amazon QuickSight

Messaging



Amazon Pinpoint



Amazon SNS



Amazon SES

Security



IAM



AWS Directory Service

Management



Amazon CloudWatch



AWS CloudFormation



AWS CloudTrail

Amazon Transcribe

Amazon Transcribe is a *fully managed* and *continuously trained* automatic speech recognition service powered by deep learning models



Developers can use Amazon Transcribe to easily add speech-to-text capabilities to their applications

Amazon Transcribe

Features



Punctuation and capitalization



Word-level time stamps



Word-level confidence scores



Custom vocabularies



Speaker identification



Channel identification



Streaming transcription

Language support

US English

US Spanish

British English

Australian English

Canadian French

Brazilian Portuguese

Italian

Amazon Transcribe: Popular use cases



Media subtitles



Contact center analytics



Business productivity



Court depositions



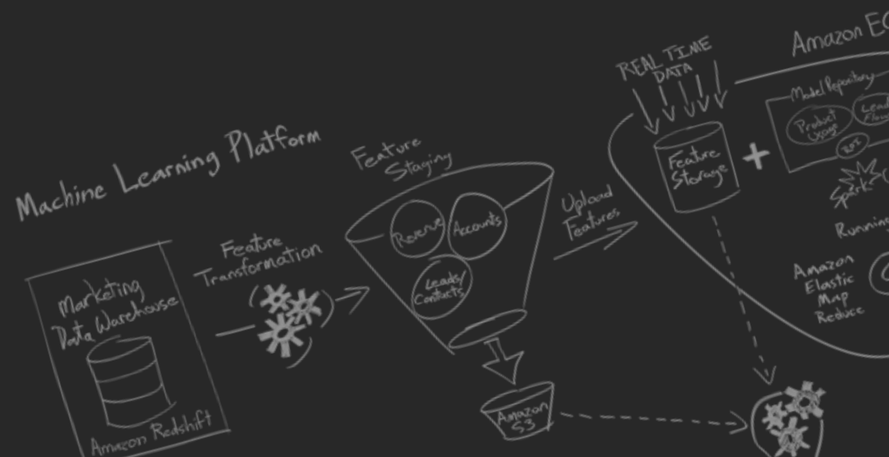
Video game chat



Accessibility



How do you extract insights from unstructured text?



Amazon Comprehend

Amazon Comprehend is a natural language processing service that uses machine learning to find insights and relationships in text



Amazon Comprehend

Natural language processing



Sentiment



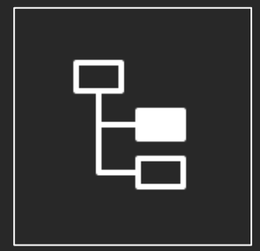
Entities



Key phrases



Languages



Topic modeling

Amazon Comprehend

Extract insights from text

Amazon.com, Inc. is located in Seattle, WA, and was founded July 5, 1994, by Jeff Bezos. Our customers *love buying everything* from books to blenders at great prices.

Named entities
- Amazon.com: Organization
- Seattle, WA: Location
- July 5,1994: Date
- Jeff Bezos: Person

Key phrases
- Our customers
- books
- blenders
- great prices

Sentiment
Positive

Language
English

Amazon Comprehend

Use cases



Voice of customer analytics

Analyzing what customers are saying about your brand, products, and services



Semantic search

Making search smarter by searching on key phrase, sentiment, and topic



Knowledge management/discovery

Organizing documents, categorizing by topic, and personalizing experiences

Amazon Connect CTI Adapter for Salesforce Service and Sales Cloud



Prebuilt integration from AWS

Voice

Click to call

Advanced screen-pop

SSO support

IVR data dips

Call disposition and activity management

Omnichannel

Call logging and recording



Simple self-service

Available on AppExchange

and Lightning flow



Extensible, free, and open-source toolkit

Customize your integration for your business

Great partner system if you want help



Available today

Amazon Connect: Chat channel

Automated call transcription and integrated search

Call analytics

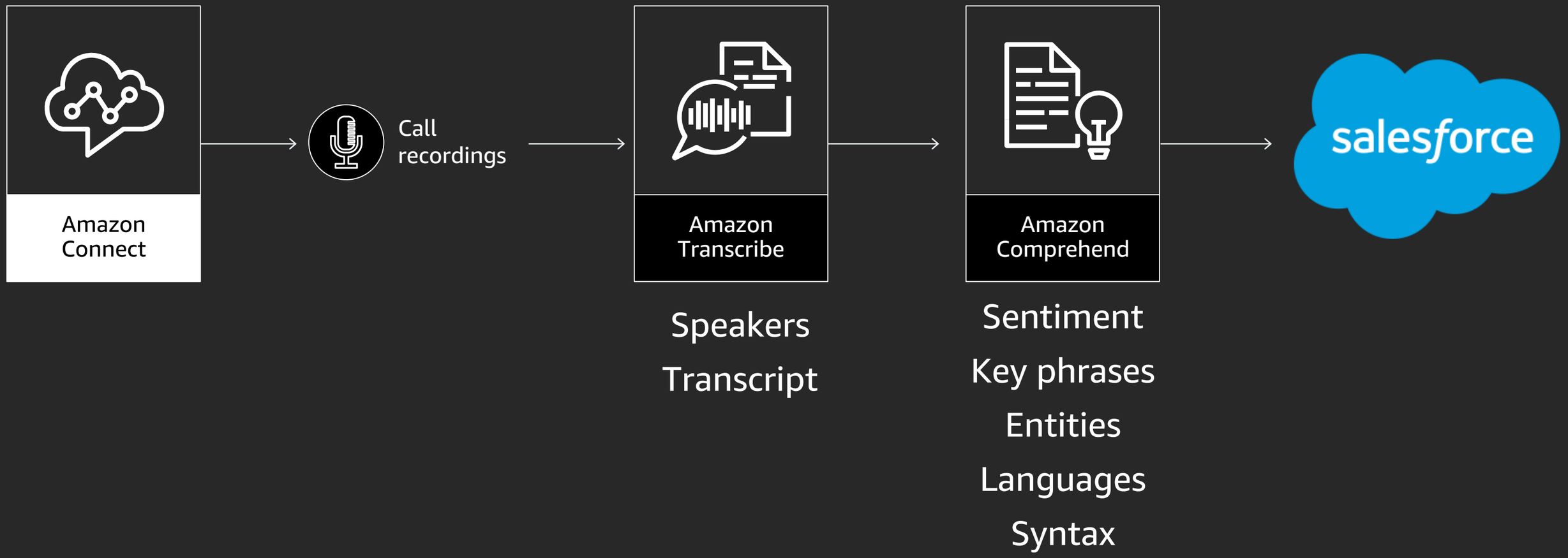
Contact center real-time reports

Contact center historical reports

Lightning extensions

High-velocity sales

Amazon Connect CTI Adapter for Salesforce Service and Sales Cloud



Crawl, Walk, Run: Our Journey on Connect and Salesforce

Crawling

- Small pilot
- Cost-benefit analysis
- Risk and compliance buy-in

Walking

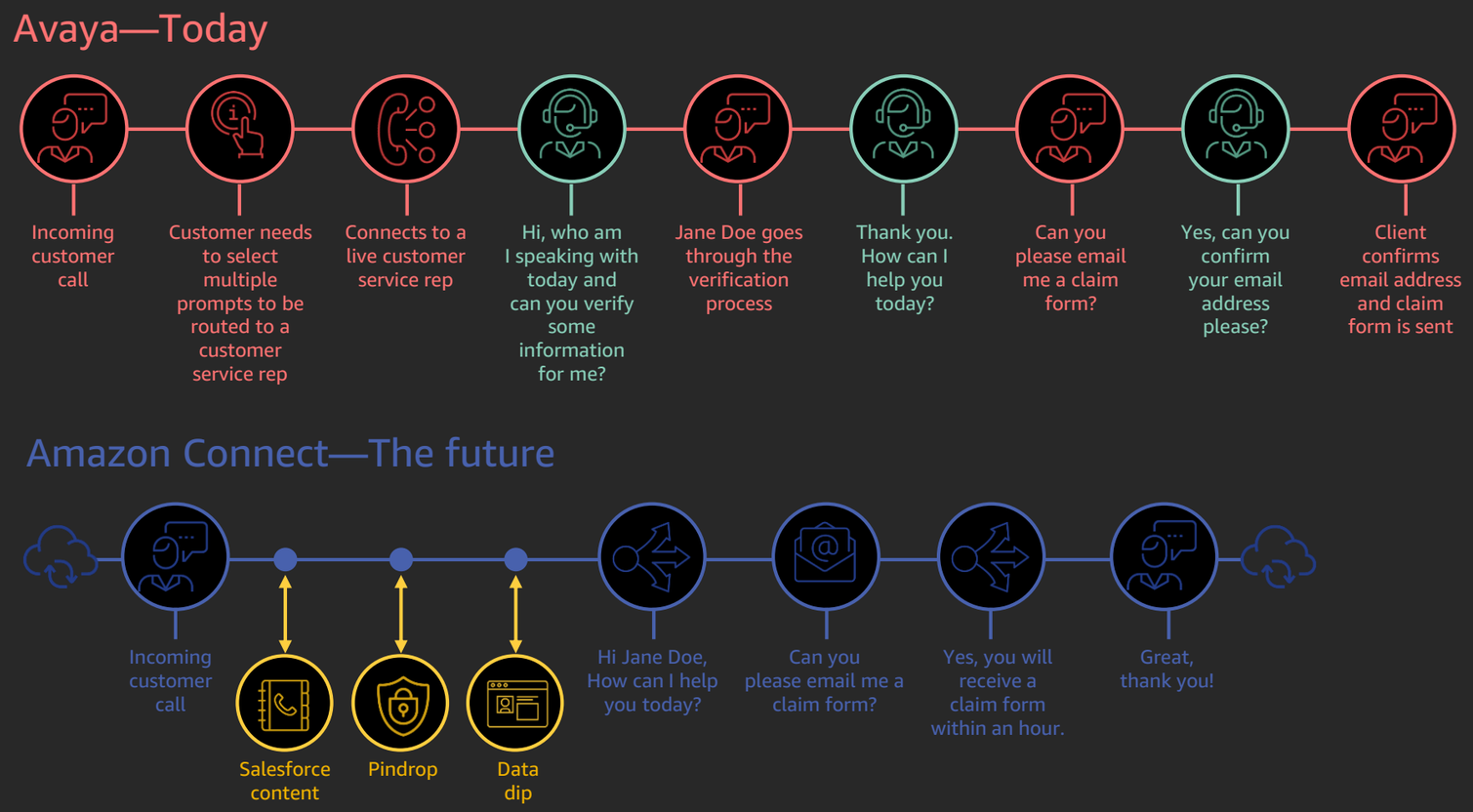
- Salesforce integration
- Migrating additional lines

Running

- Building the center of excellence
- The art of the possible

Crawling

- Pilot launched June 2018 with 20 agents
- Simple design using Amazon Lex, Amazon Transcribe, and Amazon Comprehend
- Built new Salesforce org and integrated Amazon Connect
- Regular discussions with risk, legal, compliance



Walking

- Expand to Life Insurance
- Day 1 integration with Salesforce
- Integrate Pindrop Panorama
- Tie it all together with Salesforce!









Running

- Migrate annuities and long-term care to Amazon Connect by year’s end
- Continue to build internal center of excellence
- Develop Salesforce for annuities and long-term care
- Create enhanced routing for negative sentiment, high-touch customers, and priority financial advisors

Lessons learned

- It doesn’t have to be perfect; adjustments will always be made
- Involve the business early and often
- Experiment throughout the process
- Little wins go a long way
- Don’t overthink it

Demo

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