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BIZ204

Design critical customer communications with Amazon Pinpoint

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Agenda

The need for multichannel communications

Customer success – Fred Hutchinson

What’s new and what’s next?

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The need for multichannel communications

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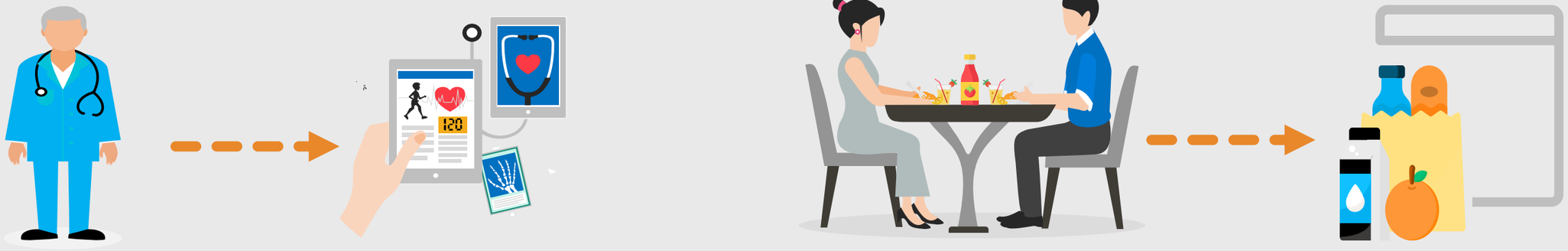
Quickly embracing digital transformation

Real-time communication

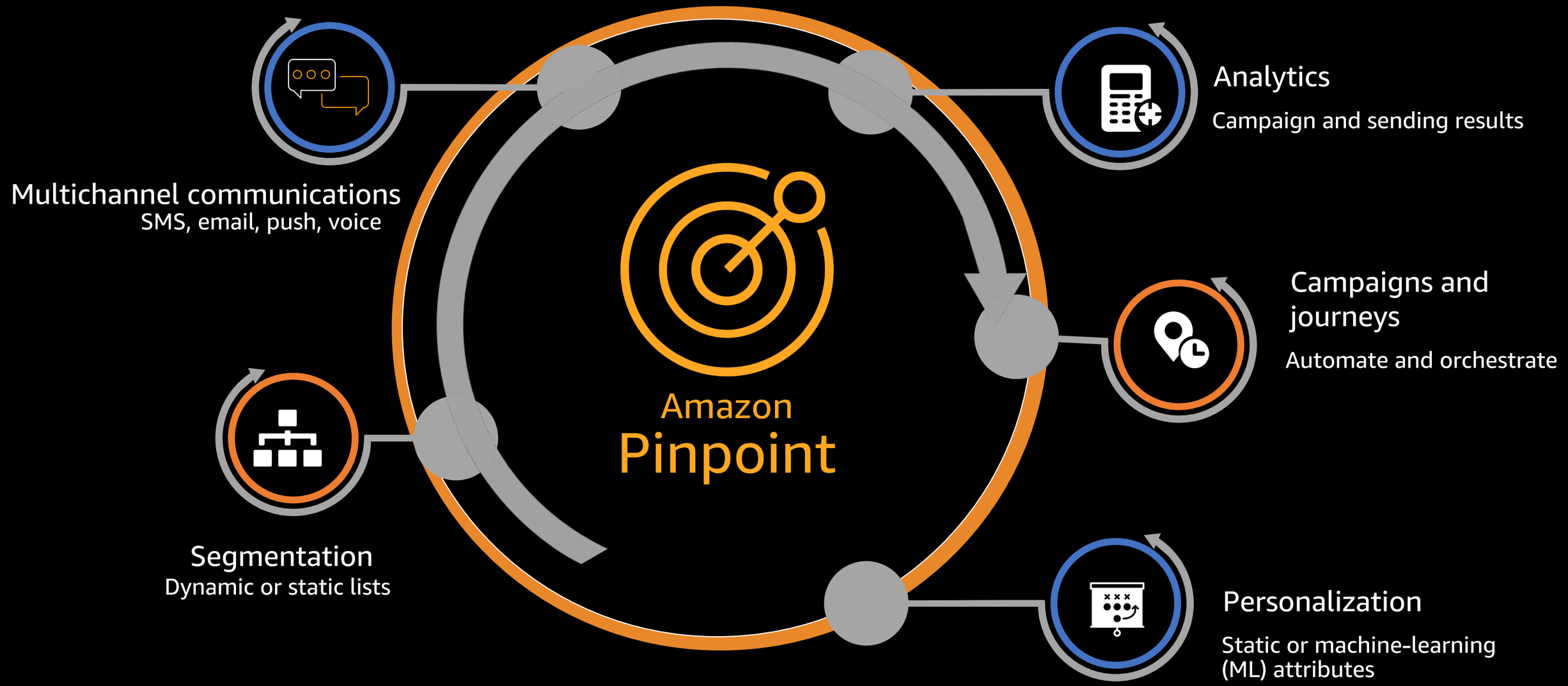
Scale

Personalization

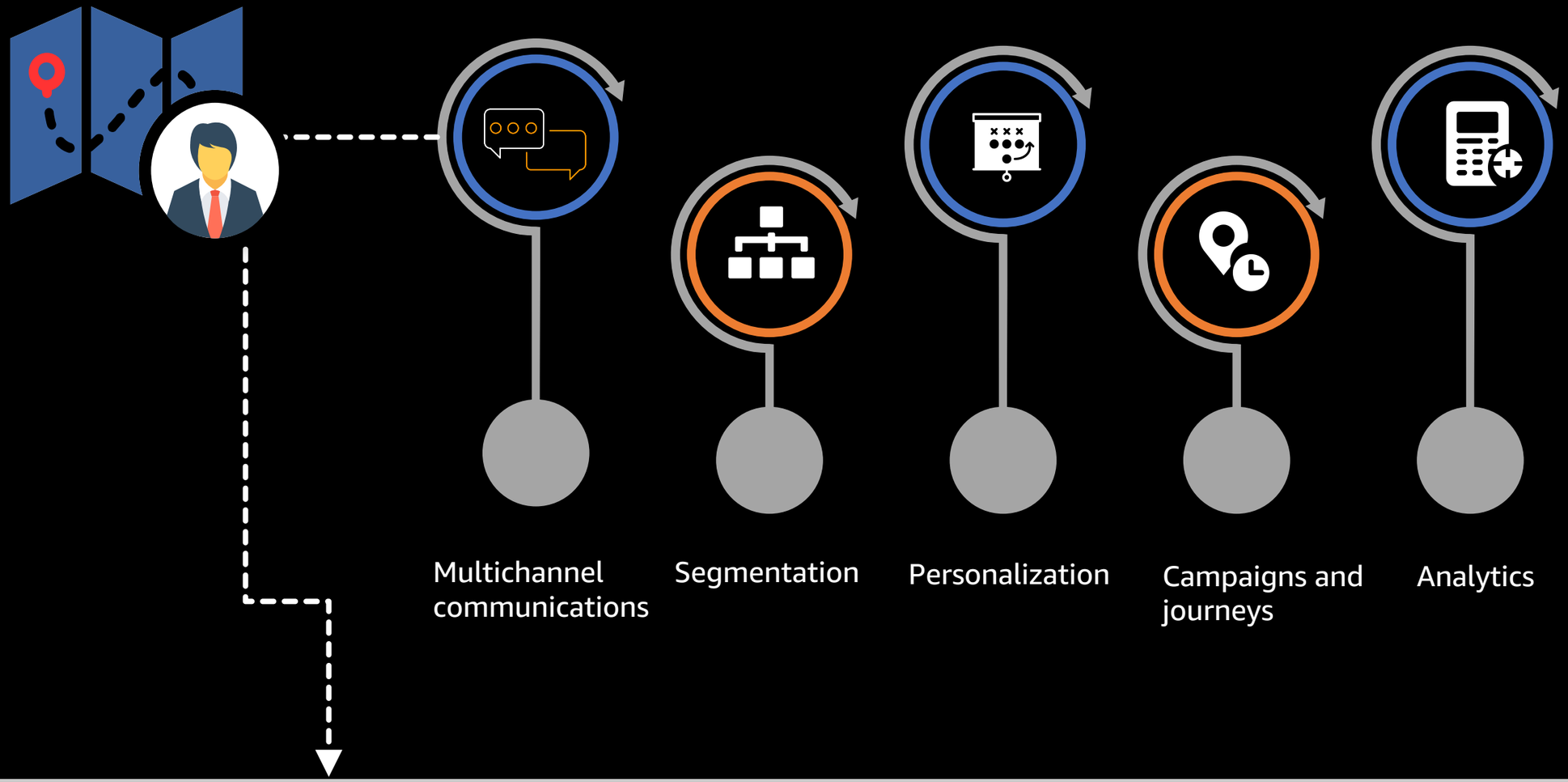
Security



Amazon Pinpoint



Multichannel across the customer journey



New customer need

Consideration

Transaction

Retention

Advocacy

Care Connectors Medical Group

Optimizing Health & Outcomes

HEALTHKART

Customer success

Adrianna Gutierrez
Business Applications Manager
Fred Hutchinson Cancer Research Center (Seattle, WA)

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About Fred Hutchinson Cancer Research Center

At Fred Hutch, our interdisciplinary teams conduct high-impact research to achieve our mission – eliminating cancer and related diseases

Fred Hutchinson – Business problem

Project – Support smoking cessation counseling as part of a cancer-prevention program for the Veterans Administration

Business Problem – Participants were missing scheduled counseling appointments, decreasing program participation and increasing attrition

Objectives –

Help participants keep appointments with smoking counselors

Reach participants through outbound communication via contact center

Maximum of 6 attempts allowed

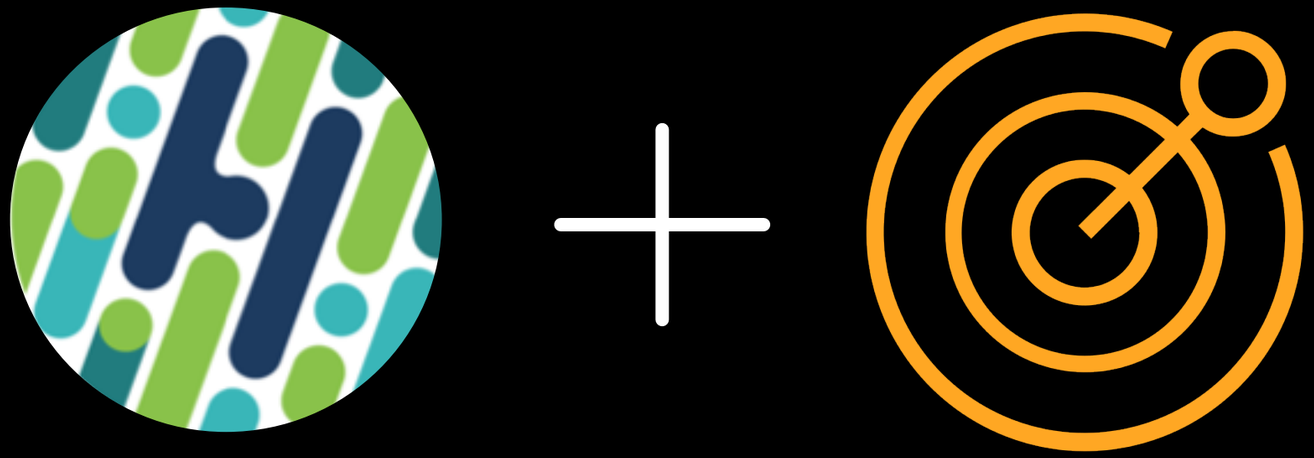
Fred Hutchinson – Technical requirements

Support SMS as a channel for proactive reminders prior to smoking counselor appointments

Integrate with existing contact center platform. Upgrading platform was too expensive.

Support automated notifications 24 hours and 30 minutes prior to appointments

Fred Hutchinson – Why Amazon Pinpoint ?



Worked with existing contact center platform. No upgrades required

Flexible enough to create self-service update interface for non-technical team

Fireside chat

Anne Weiler

Sr. Manager, Product Management

Amazon Pinpoint

Adrianna Gutierrez

Business Application Manager

Fred Hutchinson

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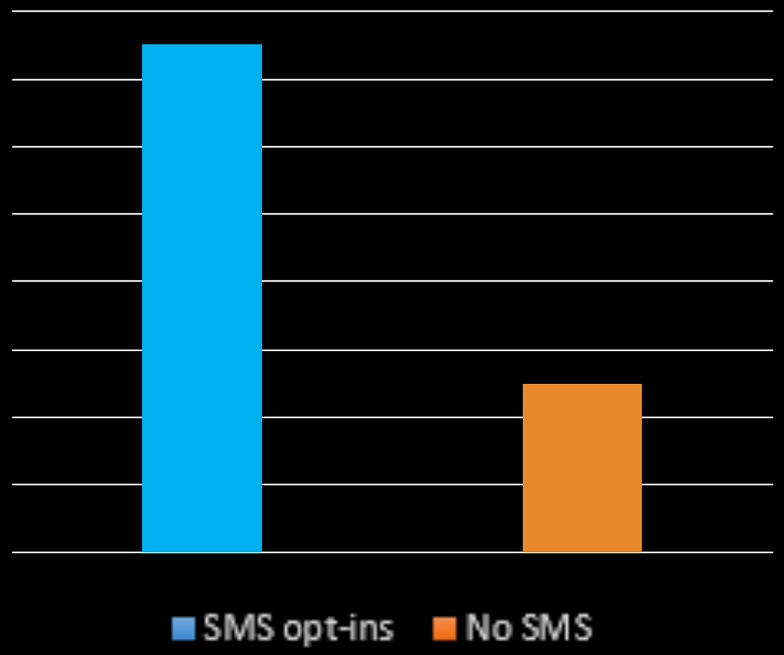
Fred Hutchinson – Business results



Improved agent productivity through increased successful calls

Decreased rates of program attrition

What's new and what's next?

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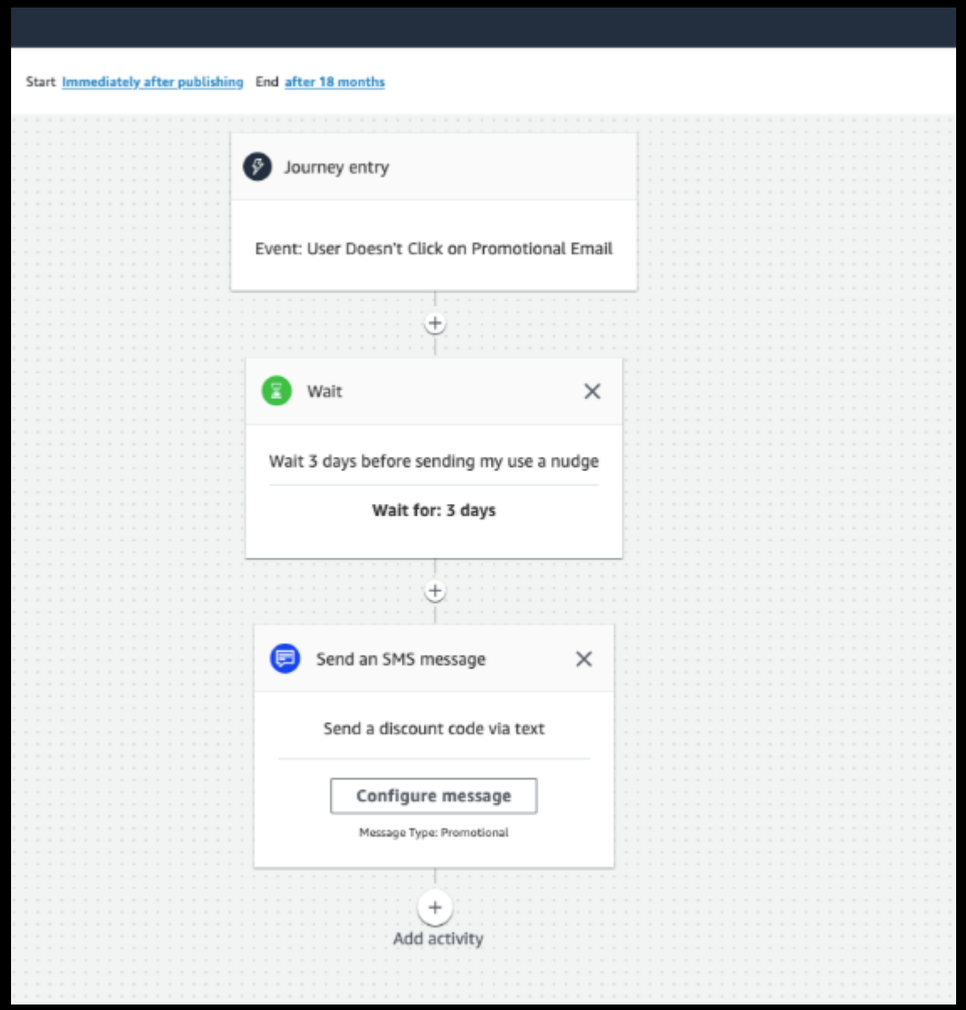
What’s new ? Multichannel- and event-triggered journeys



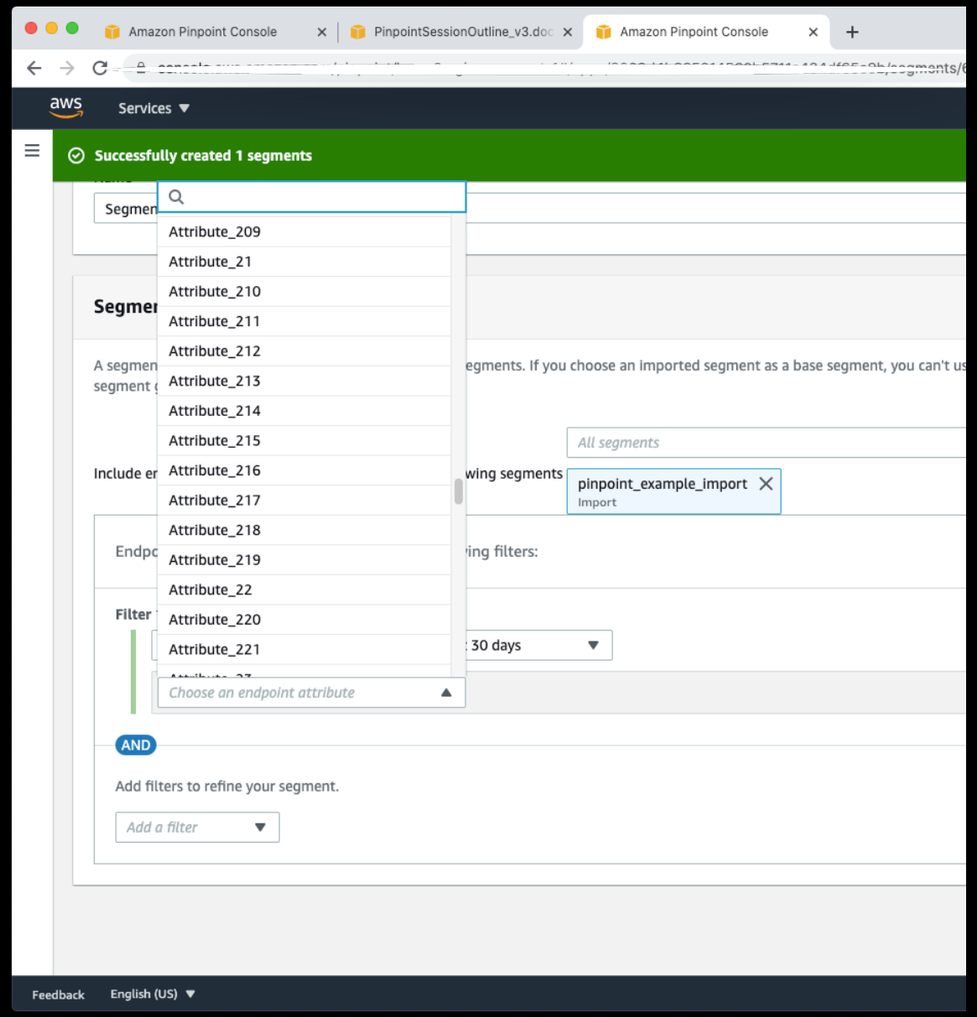
Campaigns and journeys

Create automated multistep, multichannel campaign

Reach users across multiple channels during the customer lifecycle

Define automated branching based on user actions and events

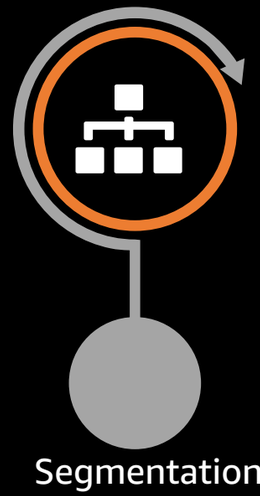
What’s new ? Increased attributes to 250



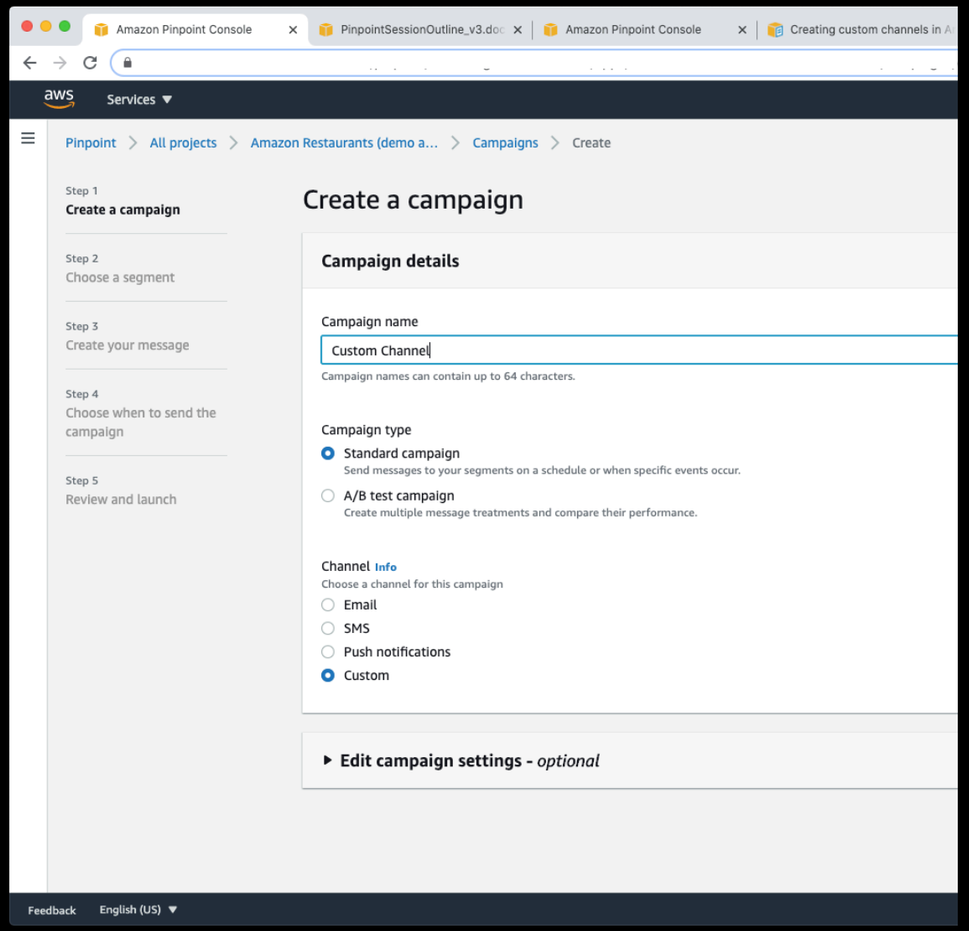
Additional capacity for segmentation by storing more attributes per record

Increased opportunity for personalization

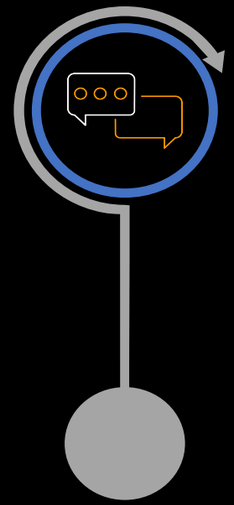
Ability to store campaign results using AWS Lambda for future campaigns



What’s new? Custom channels



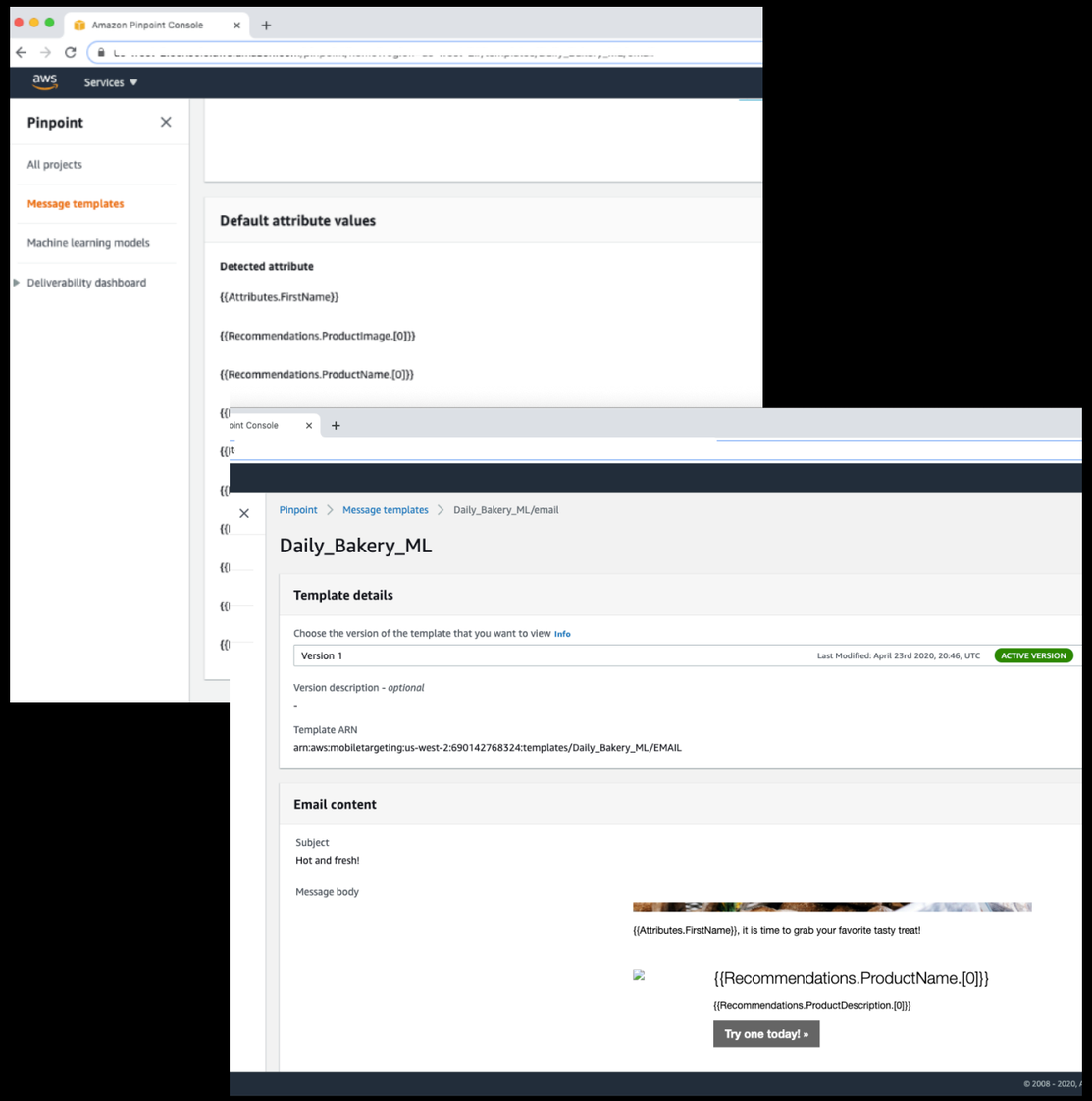
Send to any channel, including social



Multichannel communications

Create as part of a campaign or a journey (multistep campaign)

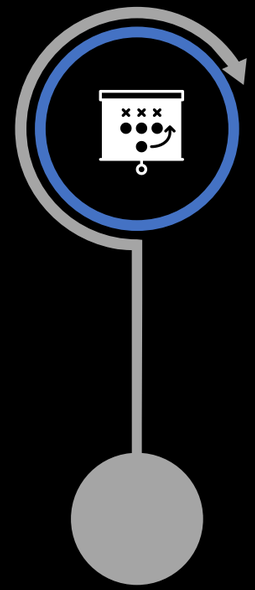
What’s new? ML templates



Use existing data model investments and integrate directly into Amazon Pinpoint

Add data model attributes like recommendations directly into content templates

Refresh model and keep recommendations up-to-date

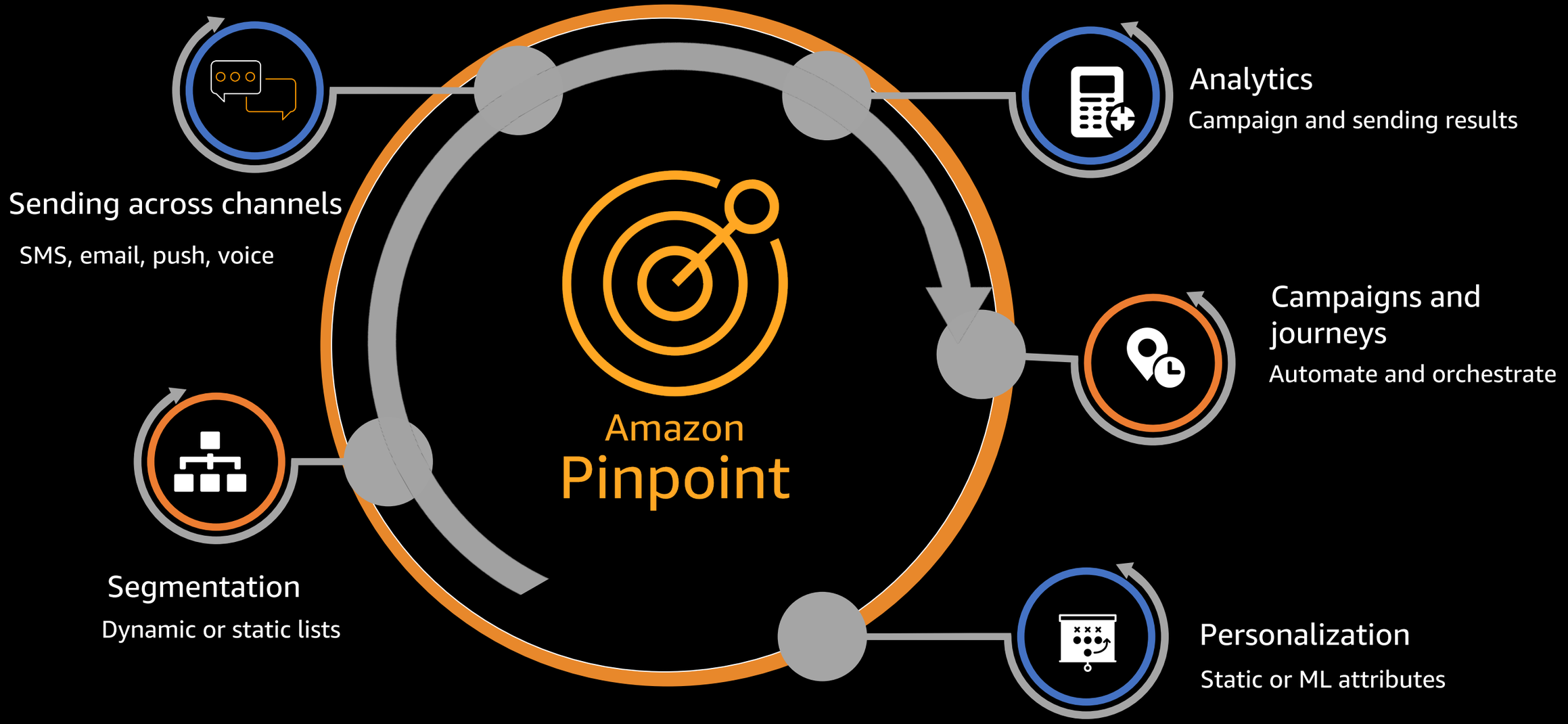


Personalization

Global and compliant reach

- Additional regional coverage (SIN, LHR, YUL, NRT, ICN, PDT)
- HIPAA eligibility
- AWS GovCloud
- Federal Information Processing Standards (FIPS)

Amazon Pinpoint



Resources

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Get started with AWS Professional Services offerings

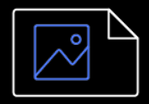
- Proven solutions packaged based on best practices developed over 1000s of engagements
- Designed to deliver predefined customer outcomes
- Leverage AWS Professional Services standardized delivery methodology
- Offers time-tested strategies, guides, and patterns with AWS Prescriptive Guidance (https://aws.amazon.com/prescriptive-guidance)

Digital User Engagement with Amazon Pinpoint (Align)

Discover how to innovate with Amazon Pinpoint

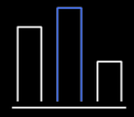
Digital User Engagement with Amazon Pinpoint (Launch)

Enable user-centric engagement experience with Amazon Pinpoint



Amazon Connect

Launch your business line with Amazon Connect



Contact Center on AWS

Discover how to innovate to create business value with Contact Center

Learn more about AWS Professional Services at https://aws.amazon.com/professional-services

Other resources

Product Webpage

https://aws.amazon.com/pinpoint

Blog channel

https://aws.amazon.com/blogs/messaging-and-targeting/

User Guide

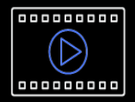
https://docs.aws.amazon.com/pinpoint/latest/userguide/welcome.html

Other business applications sessions

SESSION ID: BIZ291-L

Reimagine business applications from the ground up

Larry Augustin, Vice President Business Applications – AWS



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Embed video conferencing in any app with the Amazon Chime SDK

Jennie Tietema, Principal Product Manager – AWS
Mike Antonelli, Lead Platform Management Engineer – Cerner

SESSION ID: BIZ301

Send and deliver emails from any application with Amazon SES

Simon Poile, GM Customer Engagement – AWS
Kevin Zhang, Group Product Manager – Reddit

SESSION ID: BIZ205

Origin Energy delivers great agent and customer experiences

Annie Weinberger, Sr. Product Marketing Manager – AWS
Rod Van Onselen, Chief Transformation and Digital Officer – Origin Energy
Liam McWhirter, Head of Customer Journey Transformation – Origin Energy

SESSION ID: BIZ203

Responsive customer service with Amazon Connect

Kentis Gopalla, Partner Practice Lead – AWS
Roy Bacharach, Principal Director – Accenture

SESSION ID: WPS213

Rapidly deploying social services on Amazon Connect

Dominic Catalano, Sr. Specialist Solutions Architect – AWS
Jessica Seale, Digital Director – U.S. Small Business Administration

Thank you!

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Please complete the session survey

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