
AWS
re:Invent

AIM321

Modernize your call center with intelligent search using Amazon Kendra

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AWS re:Invent

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“Employees spend nearly 20% of their time, looking for information.”

McKinsey



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Key challenges

CHALLENGES WITH ENTERPRISE SEARCH SOLUTIONS TODAY



Low accuracy

80% of data is unstructured

Keyword engines



Complexity

Scattered data silos



Negative experiences

Frustrated customers;
impact to loyalty and revenue



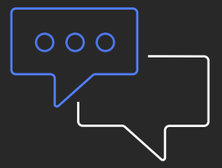
Decreased productivity

More time spent on calls;
higher operational costs

Finding accurate answers, faster

AMAZON KENDRA

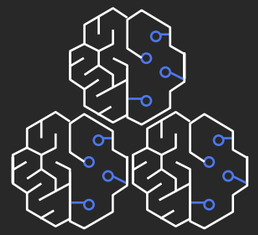
EASY TO FIND WHAT YOU ARE LOOKING FOR



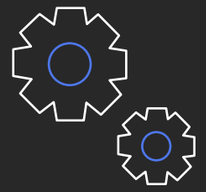
Natural language queries



NLU and machine learning core



Domain expertise



Continuous improvement

SIMPLE AND QUICK TO SET UP



Native connectors



Simple API, console experience, and code samples

Modernizing the call center experience

ENHANCE CUSTOMER INTERACTIONS WITH INTELLIGENT SEARCH

Self-Service



ChatBots



Conversational IVR



Customer-facing website

+

Live call analytics/ Agent Assist



Automatic Speech Recognition



Agent Performance Analytics



Next best action agent assist



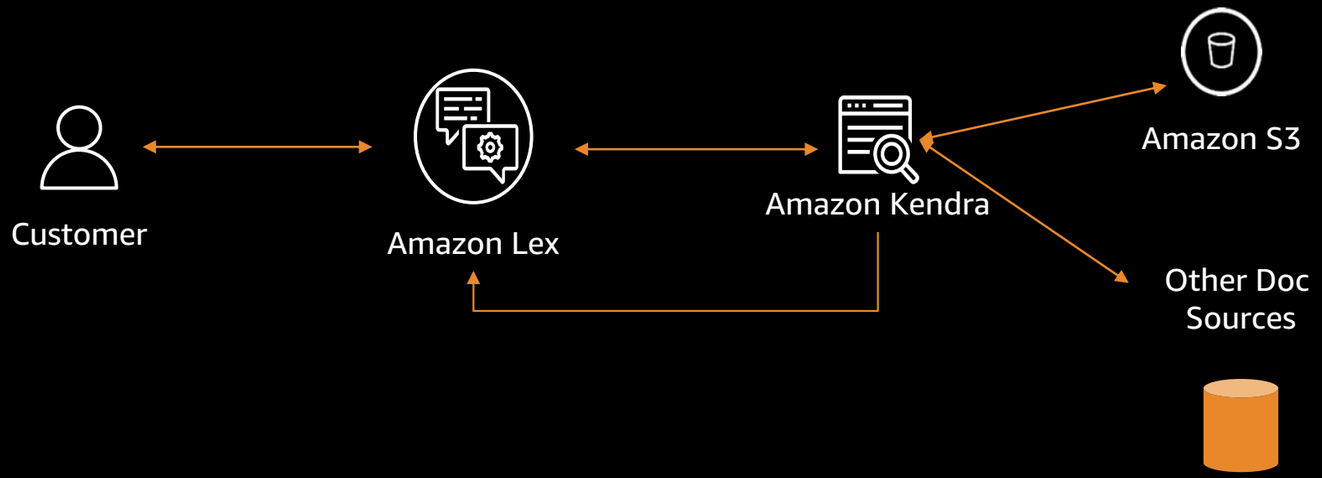
NLP / NLU

=

- ✓ Improved customer satisfaction
- ✓ Improved call deflection rates
- ✓ Reduced training and call times

Creating smarter conversational chatbots

GIVING CUSTOMERS AN AVENUE TO SELF-SERVE, ACCURATELY



- **Control which content is accessible**
- **Improve the relevance of content that is returned**
- **Provide customers with direct access to the information they need**

Amazon Lex | Kendra | Slack | Lex_Slack | AWS

https://console.aws.amazon.com/kendra/home?region=us-east-1#indexes/7

aws Services Search for services, features, marketplace produc [Option+S] Support

Amazon Kendra

Indexes

Lex-Kendra-Bot-Index

Data management

Data sources

FAQs

Facet definition

Search console

Amazon Kendra > Indexes > Lex-Kendra-Bot-Index

Lex-Kendra-Bot-Index Info

Getting started

Hide



Step 1. Create an index

An index is the place where you add your data sources to make them



Step 2. Add data sources

Add and sync your data from S3, SharePoint, and other databases to



Step 3. Test & Deploy

After syncing your data, visit the Search console page to test search and to deploy Amazon



Add FAQs - *optional*

Upload FAQs to seamlessly provide curated answers to commonly asked

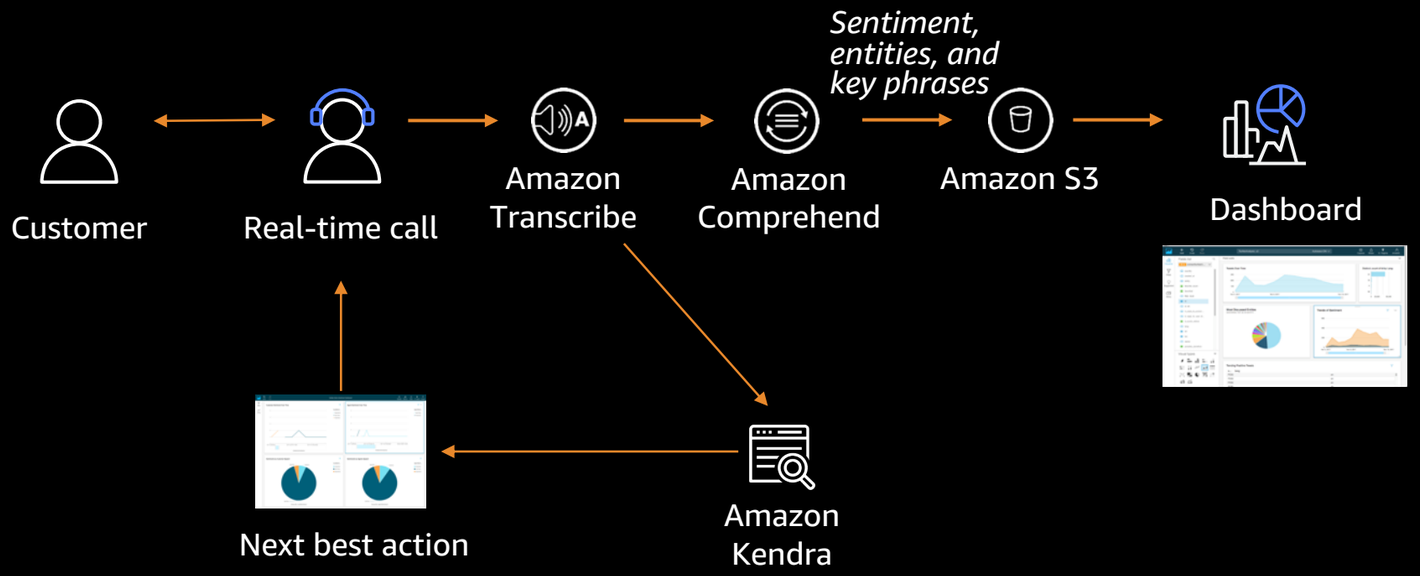
Feedback English (US)

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Live call and agent-assist with intelligent search

EMPOWERING EMPLOYEES TO BE EVEN MORE PRODUCTIVE



- **Convert call center interactions to text**
- **Understand customers with sentiment and key phrase analytics**
- **Use intelligent search to find and deliver the right information**

Customer spotlight: Amazon Kendra and Magellan Rx



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Leading humanity to healthy, vibrant lives





50 States & DC with Commercial PBM

26 States & DC with Government PBA

53 Health Plan customers

1.9M Commercial members

15.9M Medical Pharmacy members

2X VOLUME in 2021!

79M PBA claims

29M PBM claims

2.2M Phone calls

800K Faxes

Problem statement

- Healthcare is complex and ever evolving
- Hundreds of documents per customer
- Information not easily searchable
- Documentation changes daily



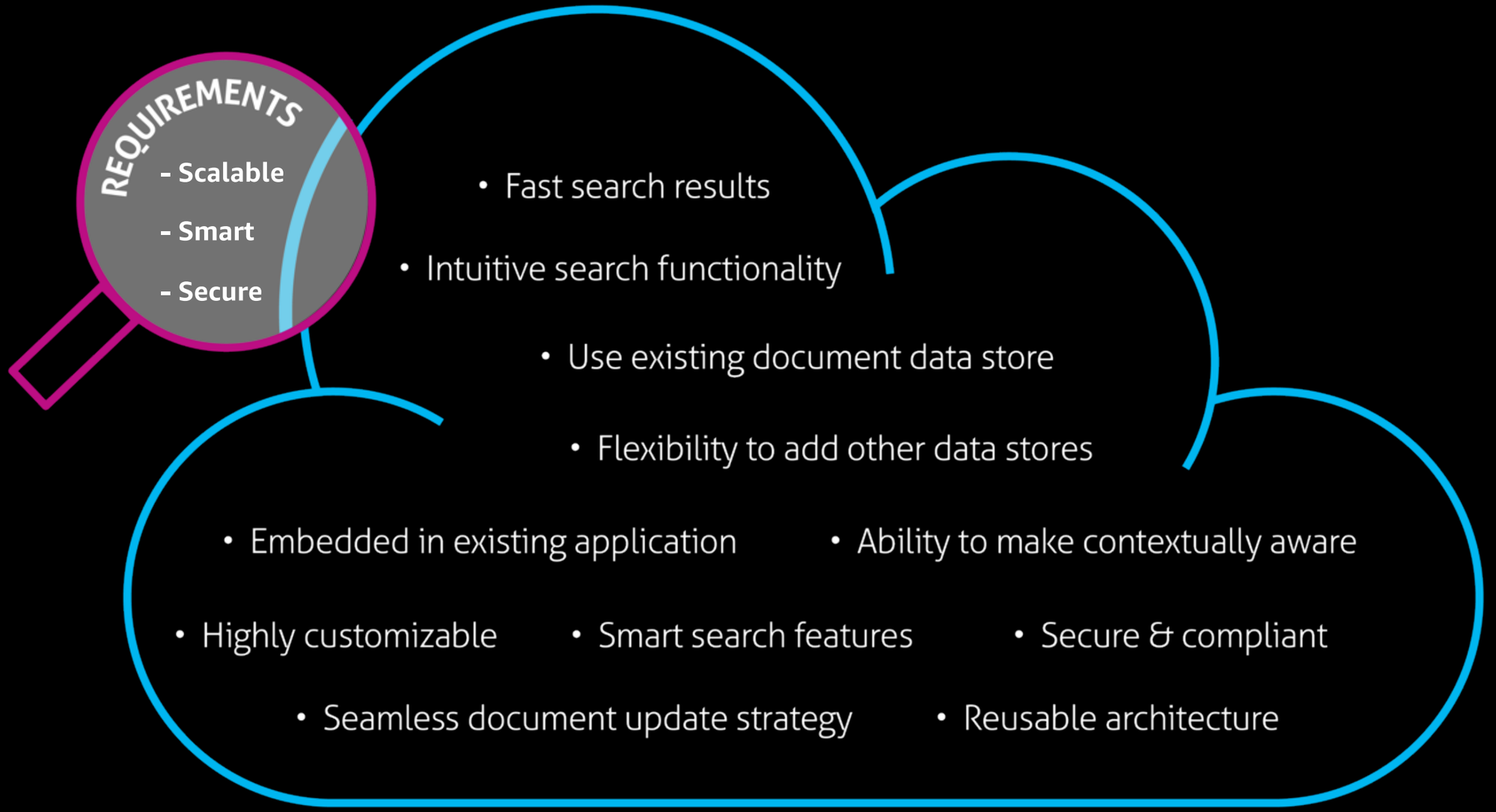
Finding a solution

- Partner with Amazon Web Services
- Create enterprise-wide knowledge management solution
- Leverage tools that streamline processes and create efficiencies

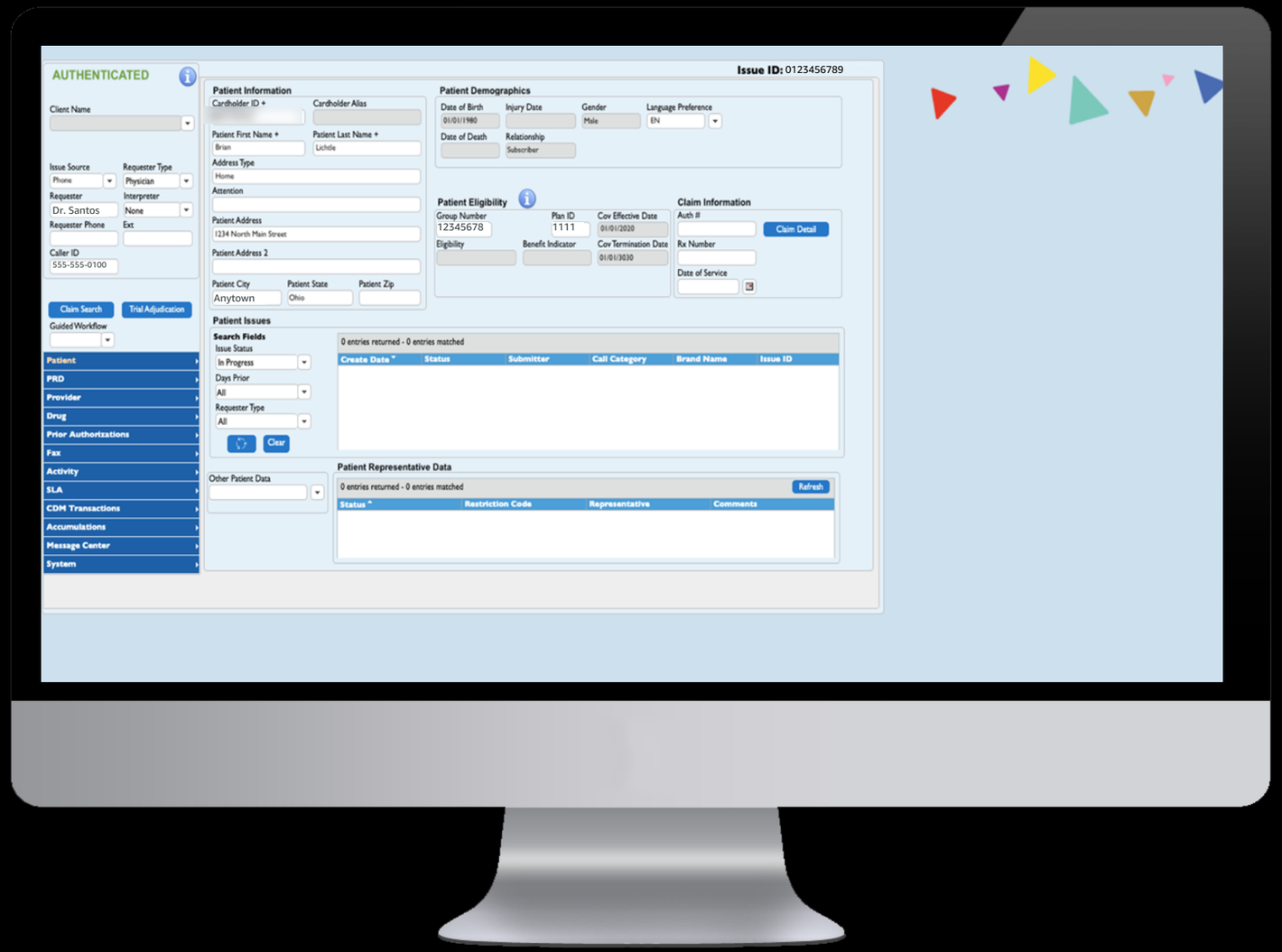


Matching Amazon Kendra to our needs

VALIDATING AMAZON KENDRA'S FEATURES



A day in the life (before Amazon Kendra)

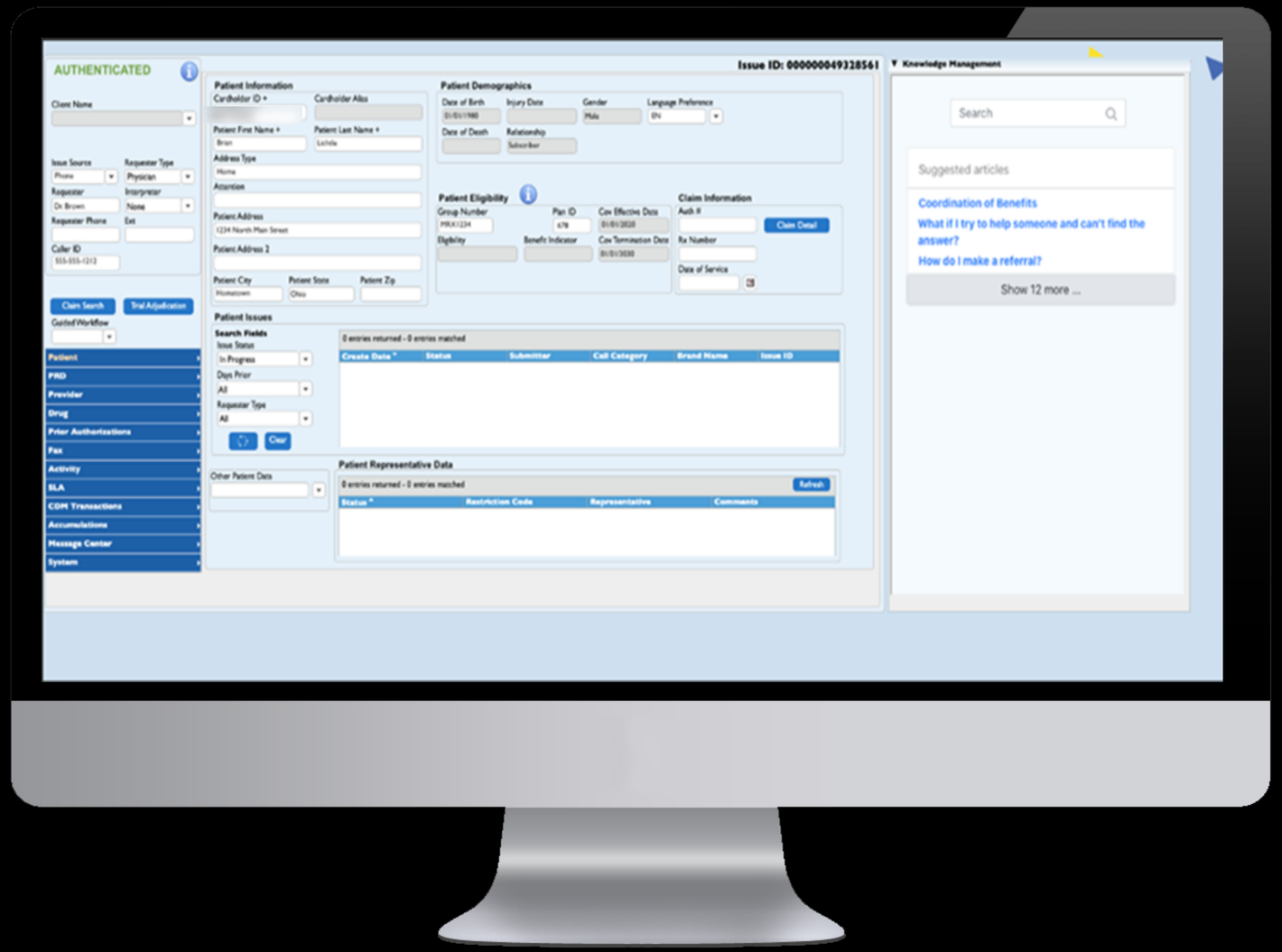


Complex information that can continuously change

Inability to search and zoom in on specific areas or common issues

Increasing volumes both in terms of regions served and siloed databases

A day in the life (after Amazon Kendra)

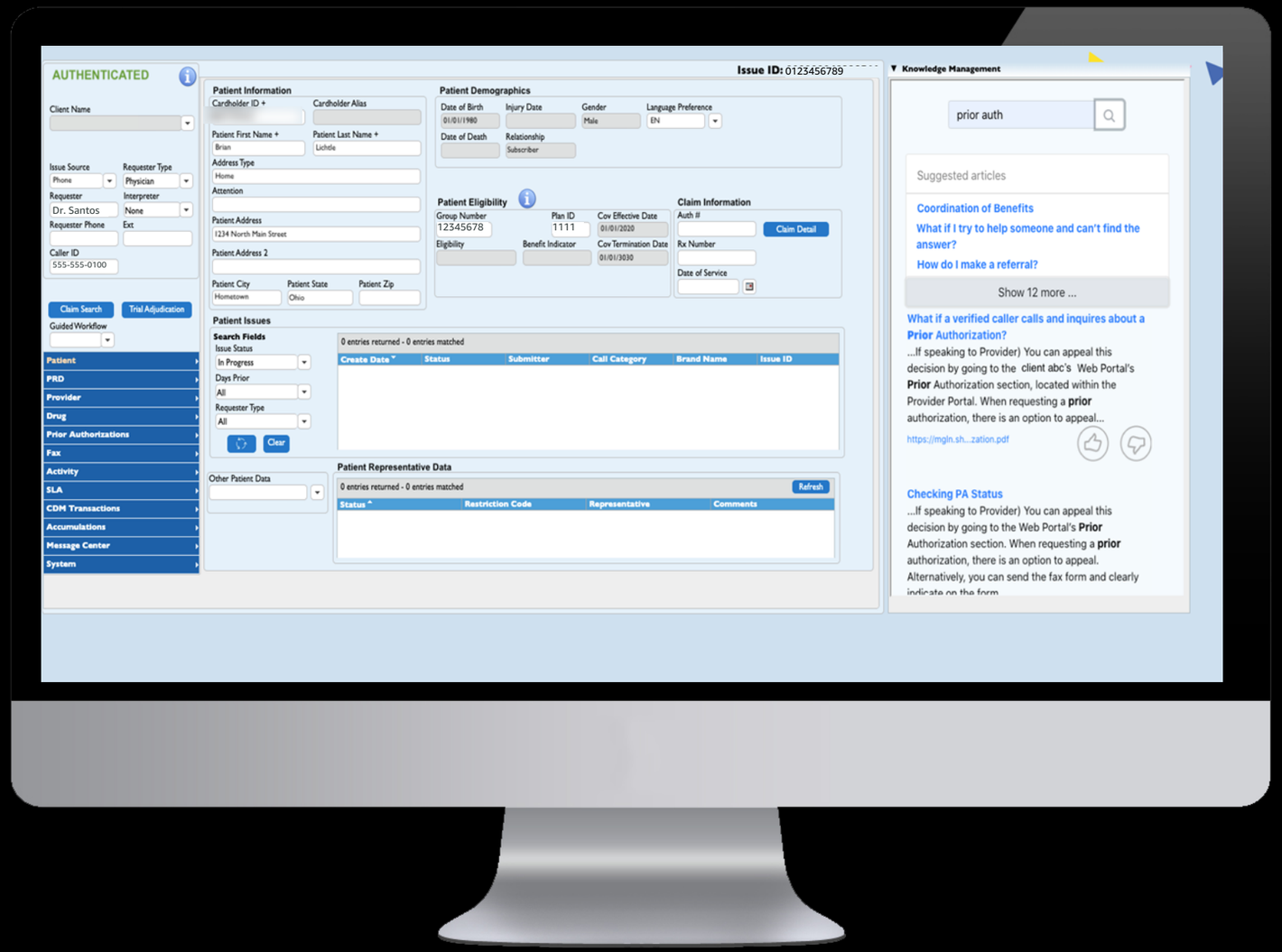


Assist agents ensuring they're aware of the next actions to take

Avoid delays with less time spent searching during calls

Relevant information in the form of the most suggested articles

A day in the life (after Amazon Kendra)

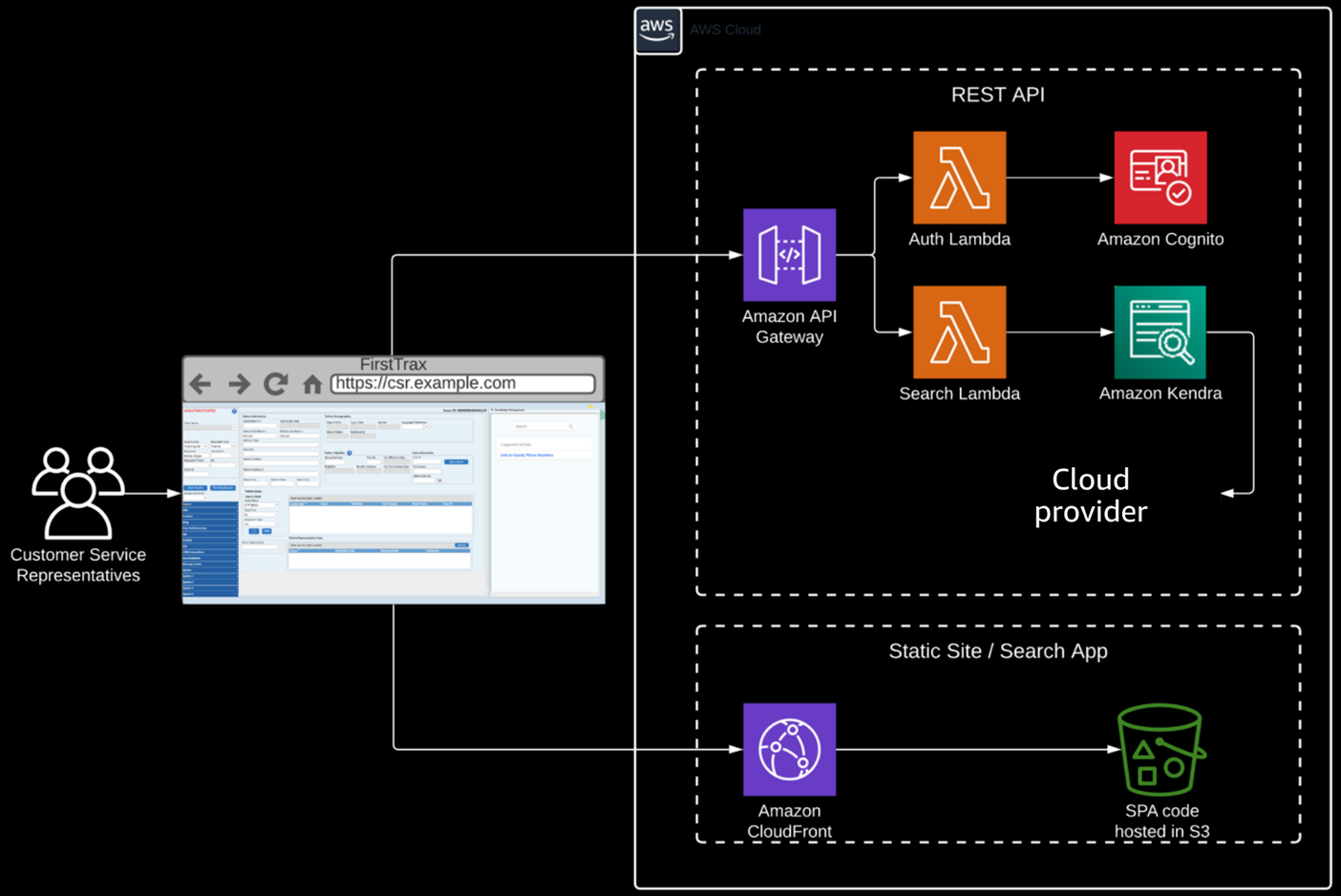


Intelligent search supporting natural language questions

Up-to-date content – data synchronized daily to stay fresh

Challenges to overcome

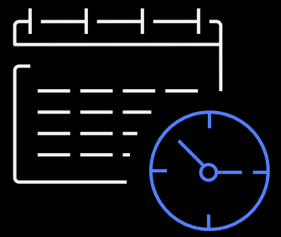
BUILDING AND IMPLEMENTING MAGELLAN'S AMAZON KENDRA SOLUTION



- Infrastructure as code
- Reusable search GUI
- Secure architecture
- Change of philosophy

Success spotlight

OVERALL, WE'RE FULFILLING A LONGSTANDING VISION, MODERNIZING AND AUTOMATING



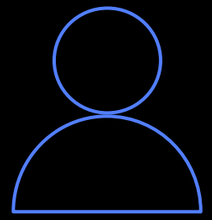
Reduces training time by 3–5 days



Allows agents to increase volume



Reduces average call time by 9–15 seconds



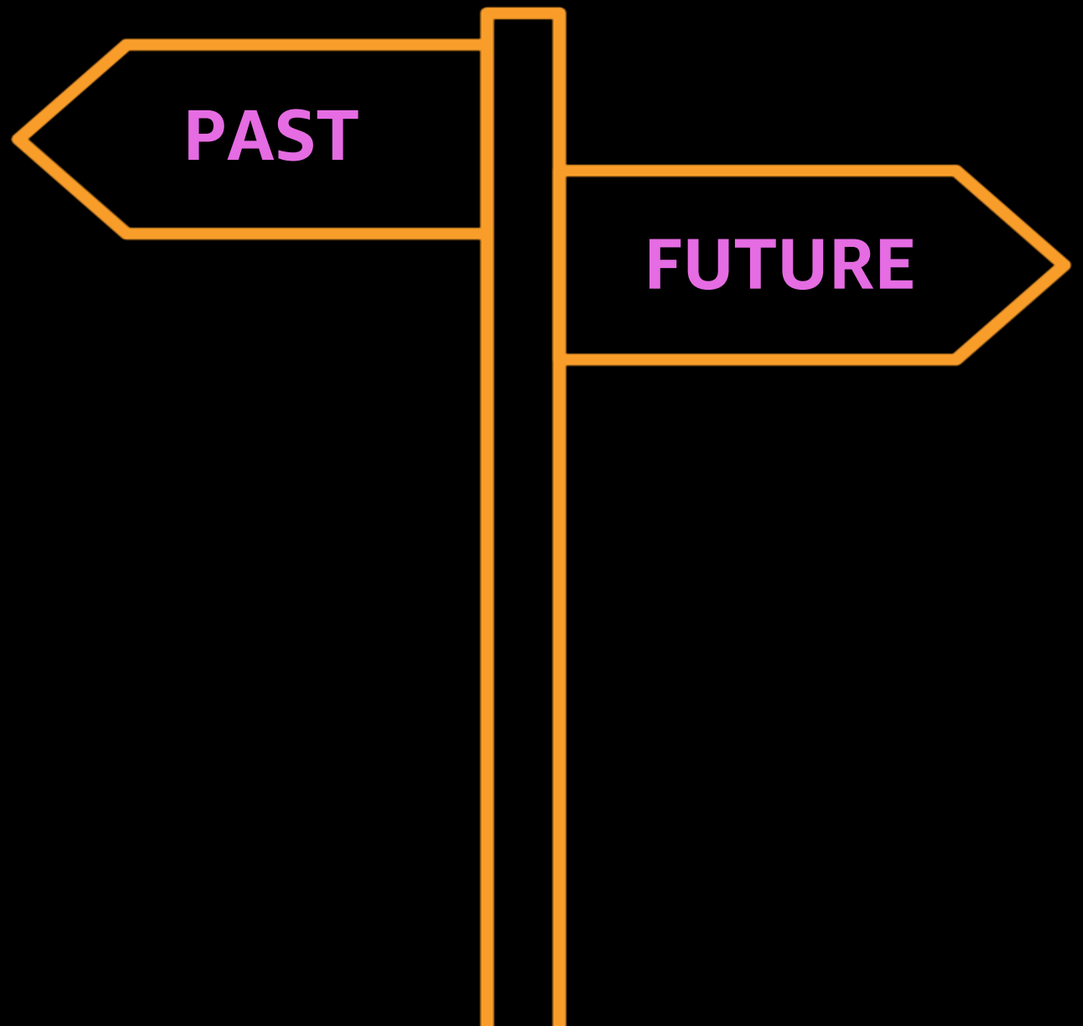
Helps with retention of employees



Tailors content to the agent

Magellan Rx's contact center roadmap

CENTRALIZED ACCESS TO KNOWLEDGE, ENHANCING CUSTOMER AND EMPLOYEE INTERACTIONS



Integrate

Deploy

Enhance

“We chose Amazon Kendra, a service within AWS CCI, to build a secure and scalable agent assist solution. This helped call center agents and the customers they serve quickly uncover the information they need. Since implementing CCI and Amazon Kendra, early results show an average reduction in call times of about 9–15 seconds, which saves over 4K hours on over 2.2M calls per calendar year.”

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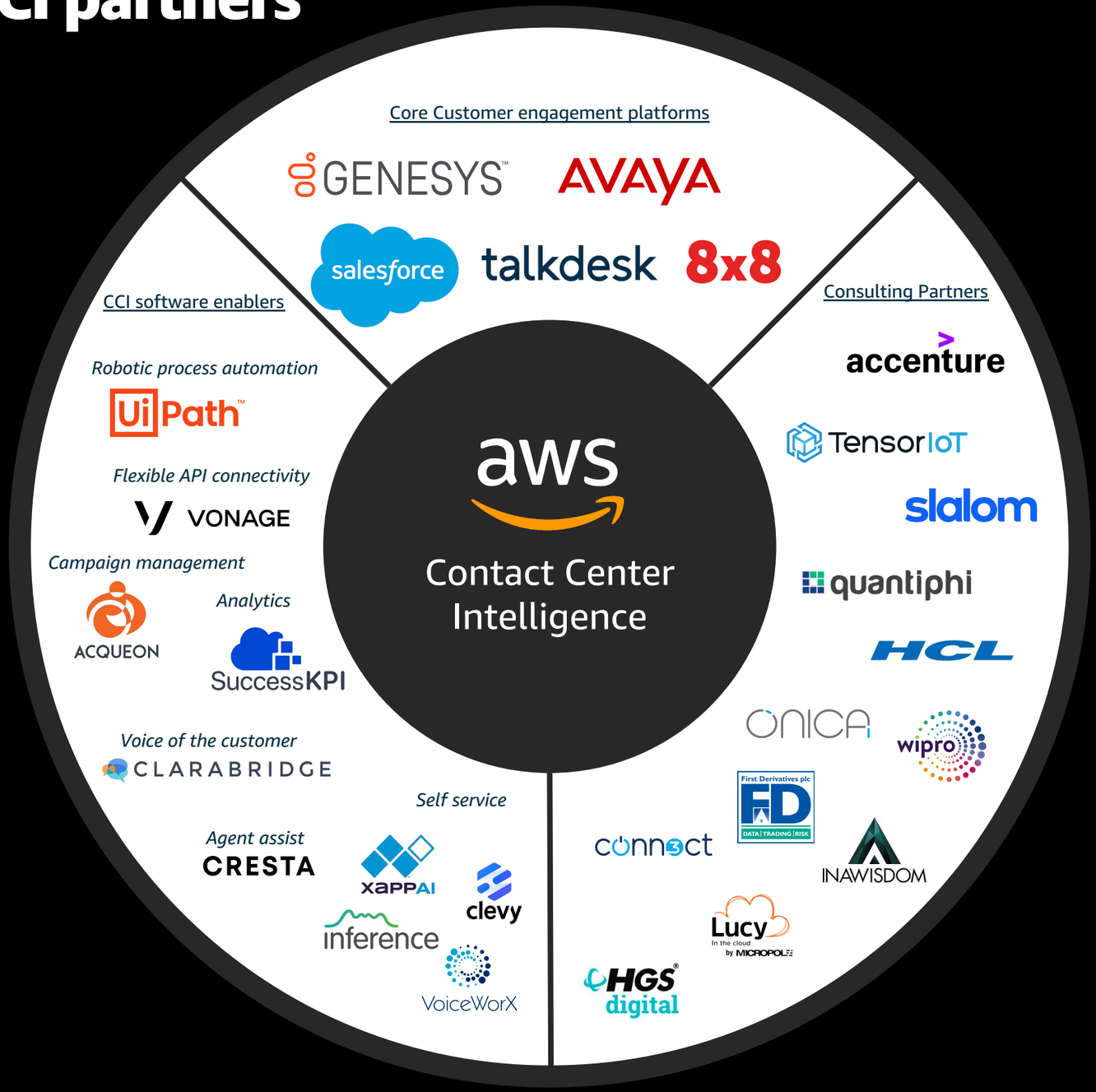
Announcing a global network of CCI partners

Technology partners

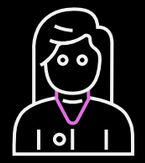
GENESYS · VONAGE · UiPath · salesforce · SuccessKPI · inference · ACQUEON · VoiceWorx · talkdesk · 8x8 · AVAYA · XAPPAI · CRESTA · CLARABRIDGE · clevy

Consulting partners

ONICA · quantiphi · slalom · HCL · TensorIoT · HGS digital · accenture · wipro · INAWISDOM · connect · MICROPOLE · First Derivatives



How we can help



Solution architects

- Engage with a solution architect dedicated to your account
- Brainstorm use cases and get support for solution implementation
- https://aws.amazon.com/contact-us/



ML solutions lab

- Identify key areas where machine learning could help you with an AWS AI expert
- Let AWS experts build POCs and custom solutions for your use case



AWS Partner Network

- Let AWS certified partners help you with the POC and build integrations with your current systems to productionize



Get started

- For Amazon Kendra tutorials, product features, documentation, tech talks and more
- https://aws.amazon.com/kendra/

Thank you!

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