
AWS
re:Invent

AIM214

# Modernize your contact center with AWS Contact Center Intelligence (CCI)

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AWS

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President and Chief Executive Officer
SuccessKPI

AWS re:Invent

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# Agenda

Why contact centers need more intelligence

What is AWS Contact Center Intelligence (CCI)?

AWS CCI partner: SuccessKPI

Customer success story: Maximus

Demo

Next steps





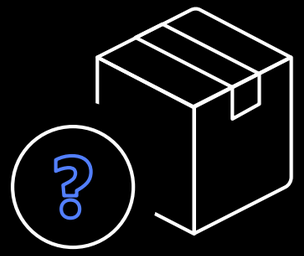
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# Contact centers need more intelligence



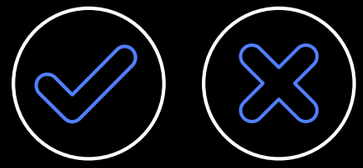
## Who are you?

Accessing relevant customer data is crucial to problem resolution



## What do you need?

Identifying problems correctly and efficiently impacts customer sentiment



## How did we do?

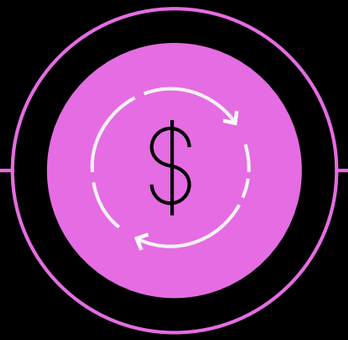
Measuring how well the problem was handled and its impact on loyalty / retention



## Where to improve?

Analyzing the data to improve the customer experience and the bottom line

# Key drivers for AI in customer engagement



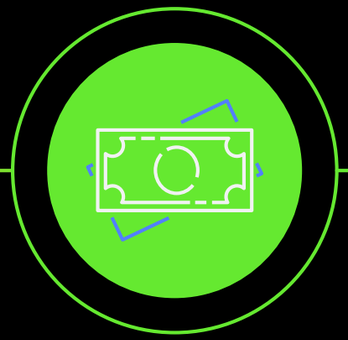
## Reduce costs

Constant pressure to reduce costs and increase agent productivity



## Improve the customer experience

Increased importance of customer service on customer satisfaction



## Drive revenues

Identify how to win new customers and reduce churn

# What AWS AI services power CCI?

| Amazon Lex / Amazon Polly | Amazon Transcribe | Amazon Comprehend | Amazon Translate | Amazon Kendra | Amazon Machine Learning (Amazon ML) |
|---|---|---|---|---|---|
|  |  |  |  |  |  |
| **Self-service bots** | **Automatic speech recognition** | **Natural language processing** | **Machine translation** | **Intelligent search** | **Additional AWS services** |
| Chatbot / IVR<br>Brand voices | Real-time agent analytics / assist<br>Post-call analytics | Real-time / Post-call / omni-channel – entity detection, call classification, sentiment analysis | Self-service / real-time customer and agent assist | Self-service / real-time customer and agent assist | All use cases |

# How CCI works

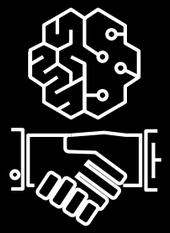


**Your busy contact center**
Struggling to keep up with calls, chats, email inquiries?



**Explore AWS CCI solutions**

Gain greater efficiencies and deliver increasingly tailored customer experiences
–
with no machine learning expertise required



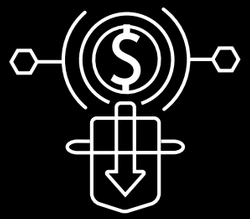
**Choose AWS CCI partner**
Pre-built solutions available from specialized partners



**Integrate AWS CCI**
Enhance your existing contact center platform and quickly start seeing the benefits

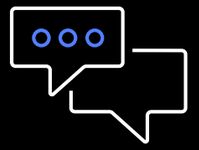


**Increased customer satisfaction**



**Reduced operating costs and agent turnover**

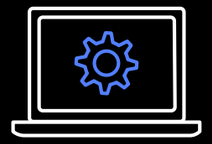
# Overview of the 3 CCI solutions



## Self-service

Deflect calls by completing transactions without the assistance of a live agent

Reduce friction with human-like chatbots and IVRs

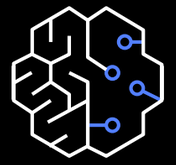


## Live-call analytics and agent assist

Decrease agent call-handling time by providing actionable insights

Understand and solve customer needs faster

Reduce agent churn with effective real-time information



## Post-call analytics

Understand and solve customer needs faster

Enable agents to make high-value decisions

# 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 · MICROPOLE · First Derivatives



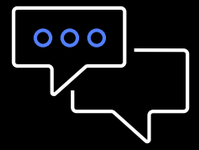

SuccessKPI
Conversation Analytics

# Customer POV: Why is this hard?

SuccessKPI
Conversation Analytics

| | | | |
|---|---|---|---|
| Data sprawl | “Standard” metrics | I need to drill | What about my BOT? |
| Customer journeys | AI and ML are hard | Third-party systems | |
| Reports bound | All users different | Smart calculations | Scalability |

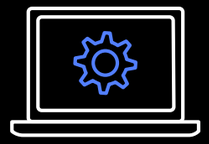
# SuccessKPI applications



**Self-service**

Chatbot effectiveness

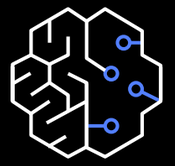
IVR/IVA validation



**Live-call analytics and agent assist**

Live-call analytics

Agent assist



**Post-call analytics**

Agent coaching

Sentiment analysis

Call journey mapping

Post-call analytics

# SuccessKPI

POWERFUL. SIMPLE. PURE AWS. PURE SAAS.



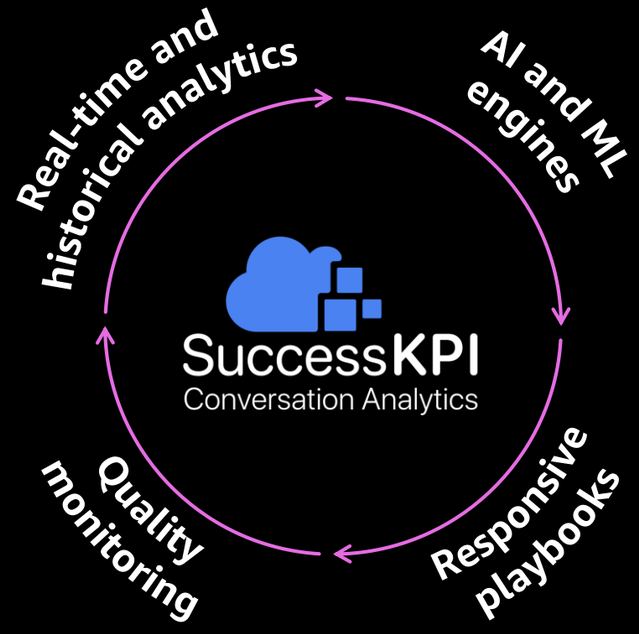
## Omni-channel contact center analytics

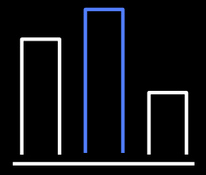
Metrics | BI | DW dashboards




## Coach & empower agents

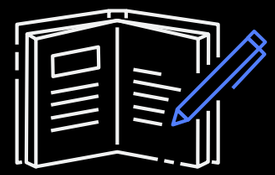
QA | Scoring | Coaching



## Speech and text analytics

Transcription |
Understanding sentiment

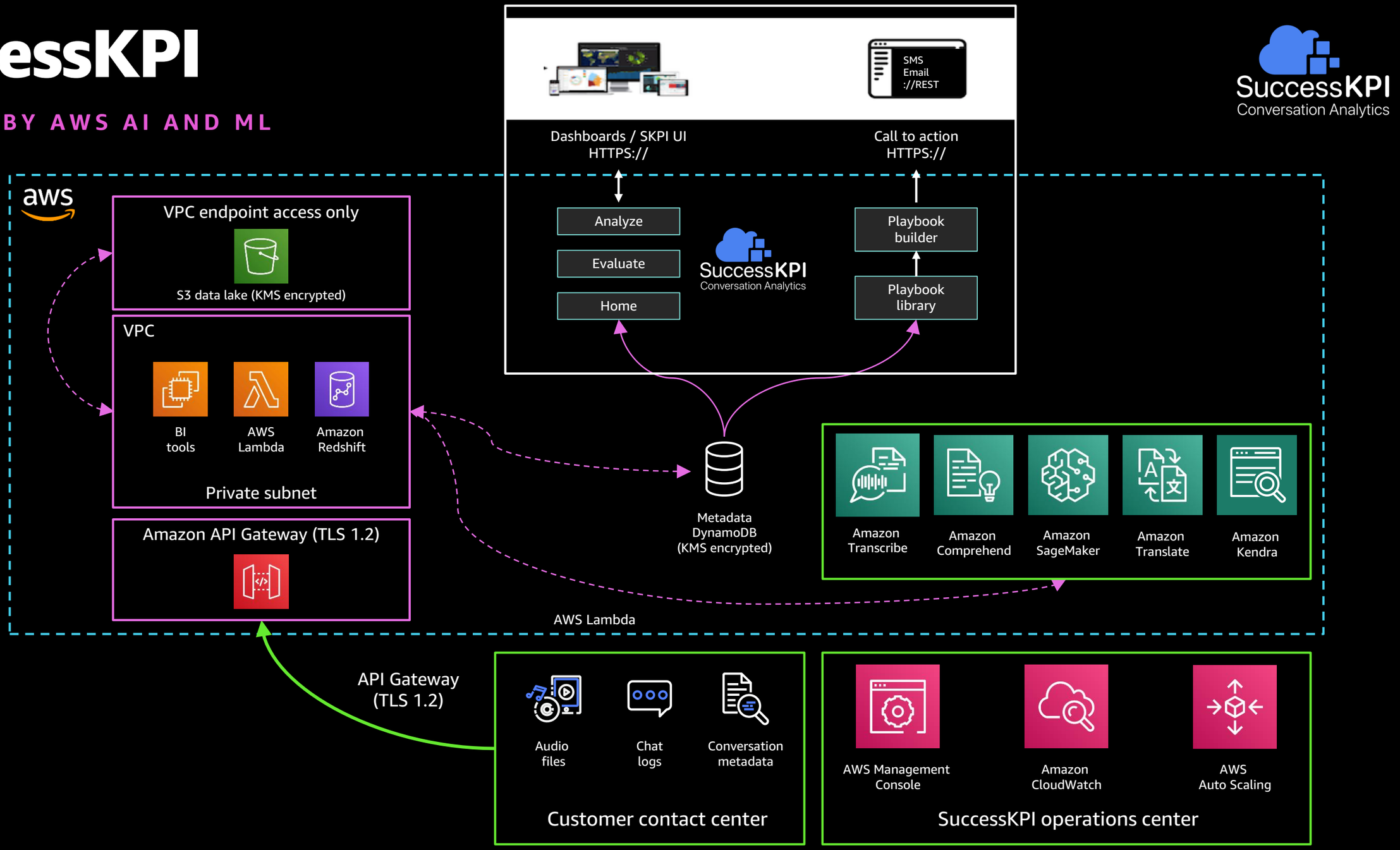


## Playbook Builder for business outcomes

Topics | Themes | Metrics | Actions

# SuccessKPI

POWERED BY AWS AI AND ML



# Customer story: Maximus (NYSE: MMS)



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# Customer success: Maximus

- Leading pure-play provider in the administration of government health and human services programs, including Medicaid and Medicare
- Massive contact center for multiple large government agencies
- 1,000s of agents across 6 countries answer 7 million calls per month
- Generates $2.4 billion in annual revenues



# The evaluation process

MAXIMUS

## The problem

- No ability to analyze the content in 7 million customers calls a month
- Need for quality management and operational oversight
- Requires effective tools to improve agent productivity and lower call-resolution times

## Solution

- Selected SuccessKPI / AWS CCI: Easy to implement, insightful, and flexible
- Able to scale to 1,000s of agents overnight on Genesys Pure Cloud
- Automate speech and text analytics for millions of calls

# Demo





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# Total customer success!

MAXIMUS

## OPERATIONAL VELOCITY AT SCALE

System live in one day

Reports flowing in hours to validate data

## CUSTOMIZATION

Custom analytics to meet multiple agency demands

Custom quality management program built

## NEW ALERTS AND INSIGHTS

Alerts set up for fraud, compliance reporting, and trend analysis

Machine scoring of agent conversations

Geographic reports bring trend insights to the program level

1

Day

25

Data sources

5,000+

Hours Saved

**“At Maximus, we are constantly looking for new ways to innovate and improve the Citizen Journey and contact center experience.**

**With SuccessKPI, we were able to add AWS Contact Center Intelligence into our Genesys Cloud environment in a matter of hours and deliver a 360-degree view of the citizen experience.**

**This program allowed us to deliver increased capacity, automated quality review, and agent compliance and performance improvements for government agencies.”**

**Tom Romeo**

General Manager, Maximus





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# How to get started with SuccessKPI

HERE'S HOW TO REACH US

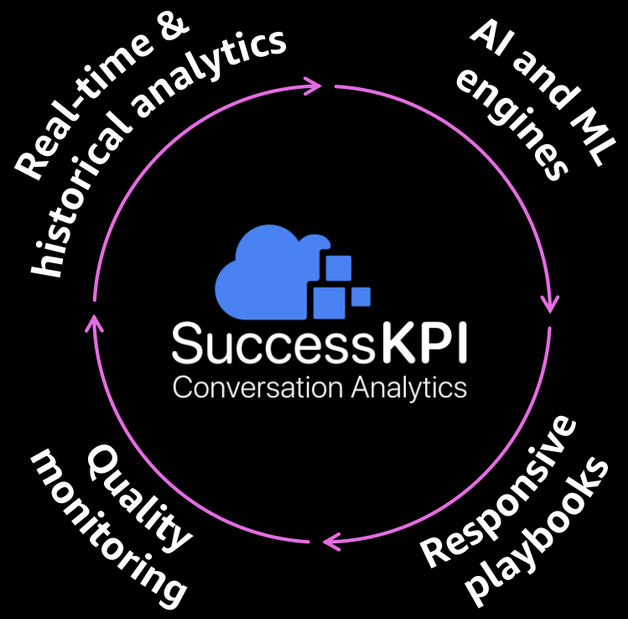
- Send an email to: Partner@successkpi.com
- Visit our website: successkpi.com/contact-center-intelligence
- Let us know
  - Your contact center platform
  - Number of agents
  - Type of contact center
  - Key problems you want to solve

# How to Succeed with SuccessKPI and AWS CCI

## AWS




## Partners




## Customer Value

**Customer Satisfaction**
Faster resolution times

**Cost Savings**
Automation/AI at Scale, Time to Market

**Business Insights**
Trends, Revenue Opportunity

# Next steps with AWS CCI



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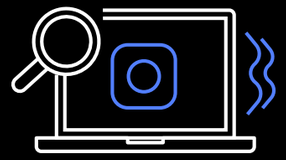


# Get started today!



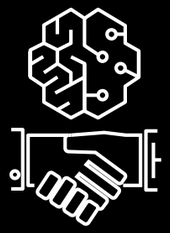
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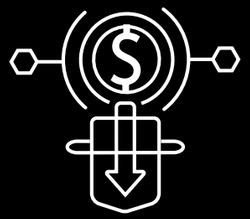


**Integrate AWS CCI**

Enhance your existing contact center platform and quickly start seeing the benefits



**Increased customer satisfaction**



**Reduced operating costs and agent turnover**

https://aws.amazon.com/machine-learning/contact-center-intelligence/

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