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EMB038

Personalized service with Amazon Connect Customer Profiles

Davor Golac

General Manager,
Amazon Connect Customer Profiles
AWS

Shobhit Gupta

Senior Product Manager,
Amazon Connect Customer Profiles
AWS

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Agenda

Intro to Amazon Connect

2020 Amazon Connect launches

Introduction to Amazon Connect Customer Profiles

Customer story

Demo

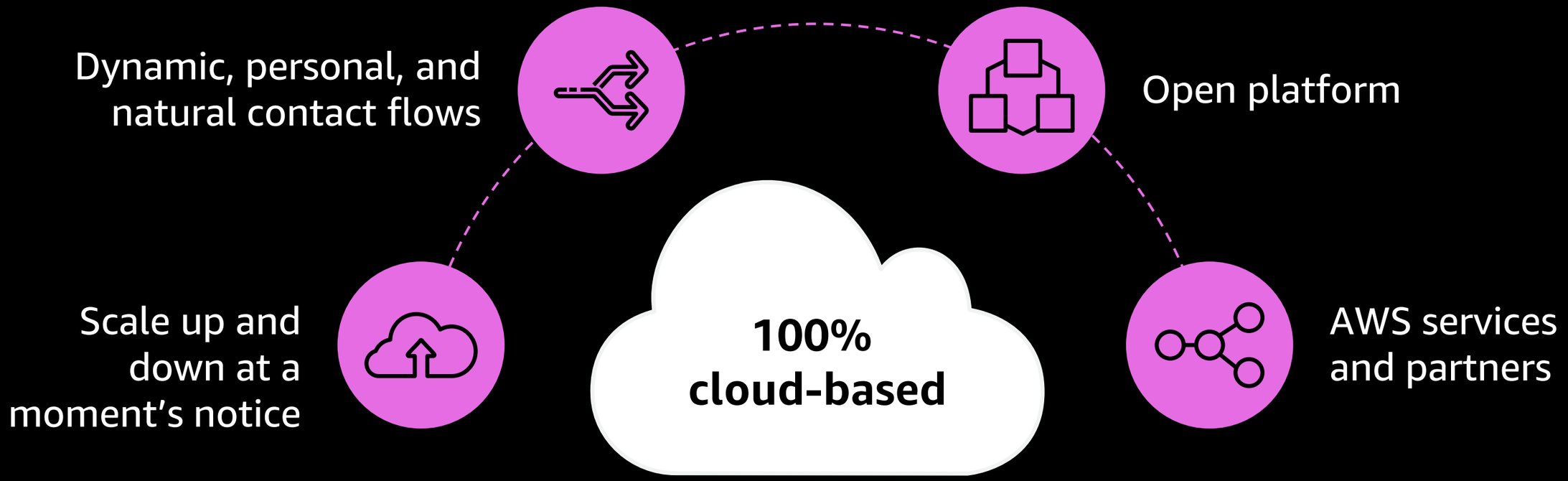
Resources and how to get started



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Amazon Connect

EASY-TO-USE, OMNICHANNEL CLOUD-BASED CONTACT CENTER



Pay-as-you-go pricing

Amazon Connect has been innovating quickly

147+ major feature launches in three years

Automatic agent status change	Per-second billing	Real-time customer voice stream	Contact flow import / export	Salesforce CTI adapter	ISO compliance	Contact Lens	Multi-block editing	User management API	Natural text-to-speech voices
Asia Pacific (Tokyo) Region	Real-time analytics dashboard	Contact flow block copy / paste	Conversation logs	Chatbots	Amazon Lex languages: Spanish, French, and German	ML-based PII redaction	AWS CloudTrail support for Amazon Connect APIs	Agent event streams	Contact attributes API
User hierarchy API	SOC compliance	AWS CloudTrail integration	Output file storage	Conversational speaking style voices	Chat for web and mobile	Whisper flows	Europe (London) Region	Agent connection time metrics	Speech synthesis markup language support
Tagging support	Telephony metadata	Resource config APIs	Contact flow looping	Metrics and reporting	Auto queues call transfer	US West (Oregon) Region	Contact flow versioning	Customer voice stream	Automated queue callbacks
SSO SAML 2.0	Pause / resume call recordings	Interactive chat messages	Dynamic range compression (DRC) tag	NA/EU/APAC telephony pricing decreases	Contact flow AWS Lambda functions	PCI-DSS compliance	Queue metrics API	HIPAA	One-click drill-downs for real-time metrics

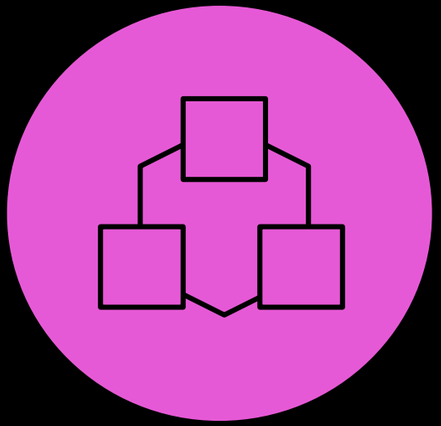
There is no unified view of customer data



Agents often spend the first two minutes navigating multiple apps



Agents do not have access to customer data to personalize service

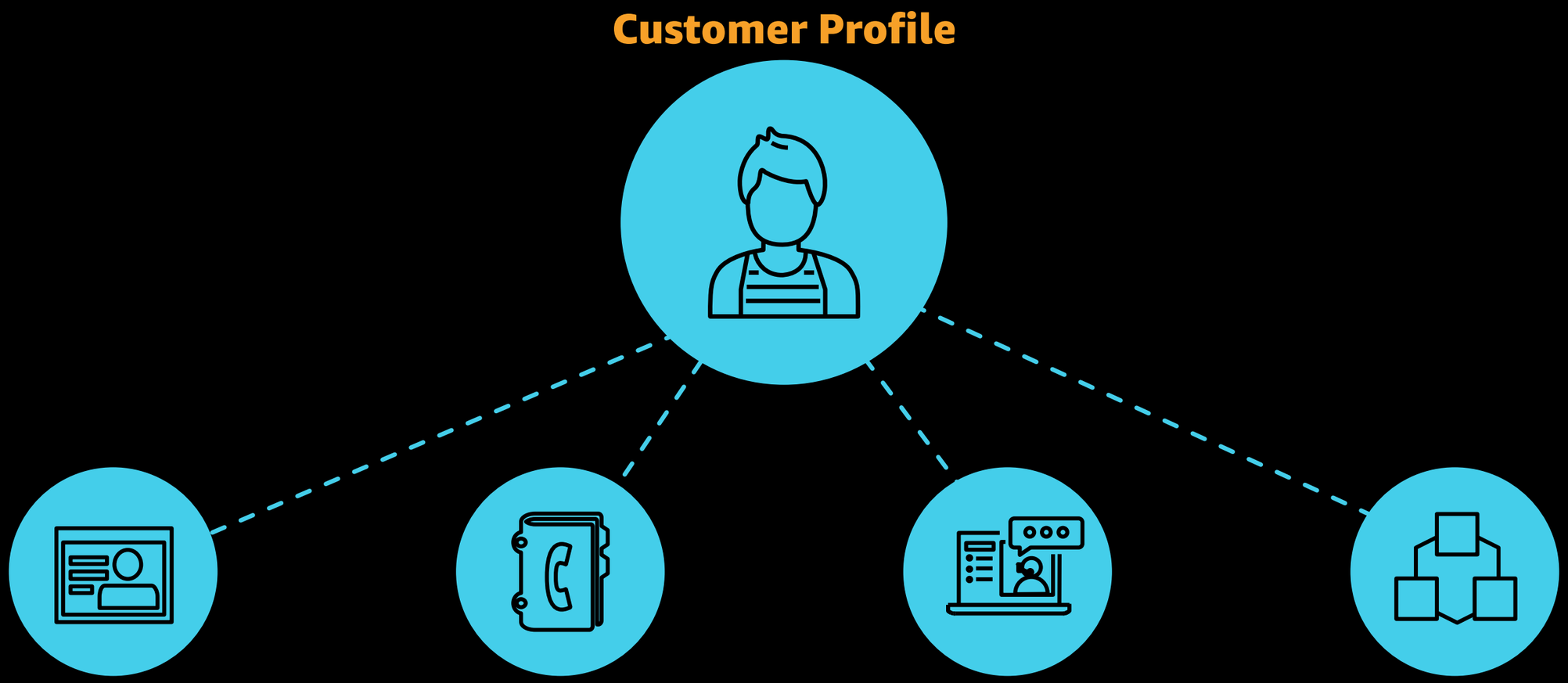


Integrating multiple data sources is costly

Leads to poor customer experience and higher contact center costs

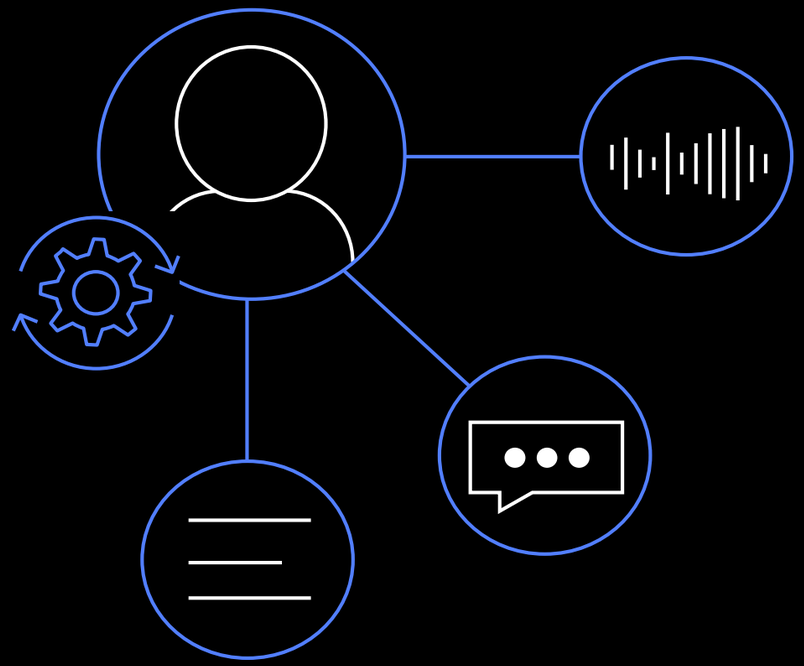
Introducing: Amazon Connect Customer Profiles

ENABLE AGENTS TO DELIVER FASTER, MORE PERSONALIZED CUSTOMER SERVICE



INTRODUCING

Amazon Connect Customer Profiles



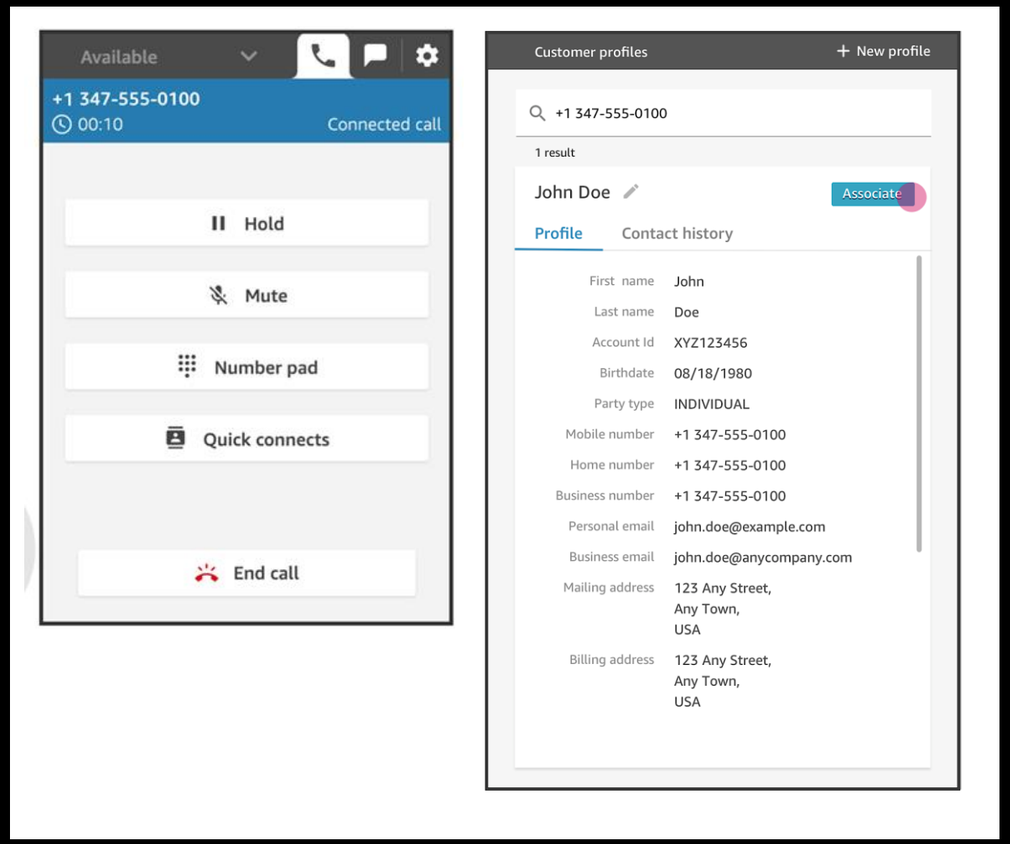
Displays profiles as a single view at the moment of the contact

Ingests data from applications within a few clicks using built-in connectors

Matches data across applications to create unified profiles

INTRODUCING: AMAZON CONNECT CUSTOMER PROFILES

Displays profiles as a single view at the moment of the contact



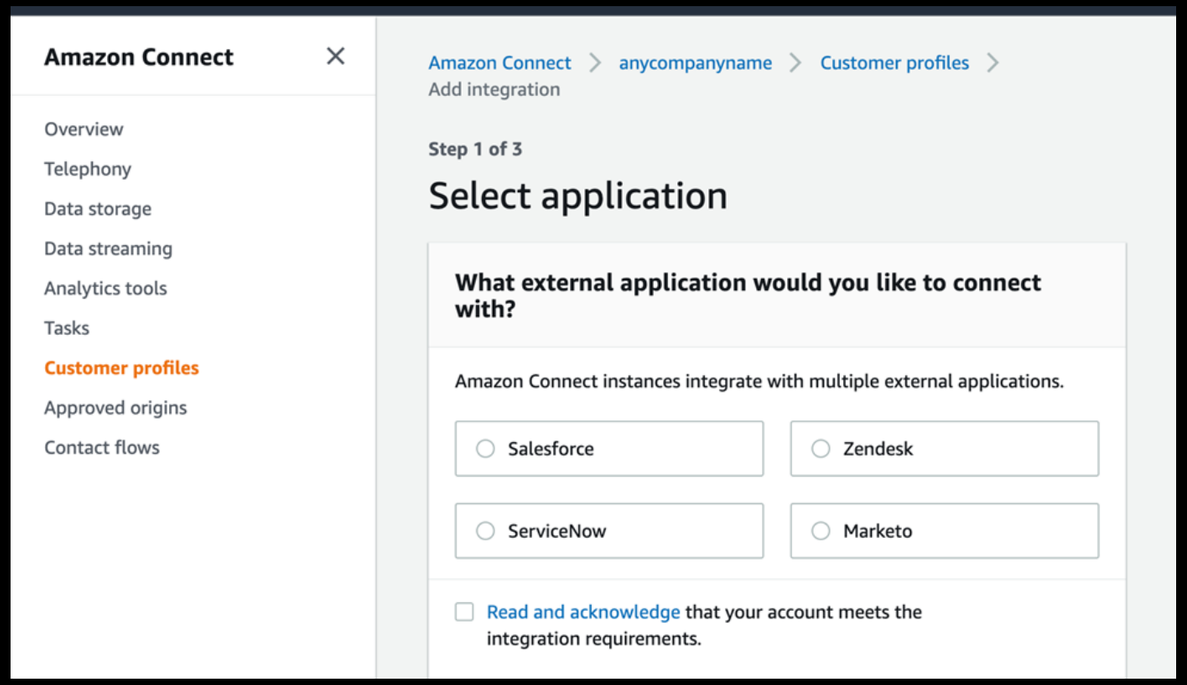
Customer Profiles will be automatically displayed to the agent at the moment of the contact

Agents can search for profiles using name, email address, and phone numbers, as well as create profiles for new customers

Customers can embed this prebuilt agent application into their agent experience, or they can build their own using available APIs

INTRODUCING: AMAZON CONNECT CUSTOMER PROFILES

Ingests data within a few clicks using built-in connectors



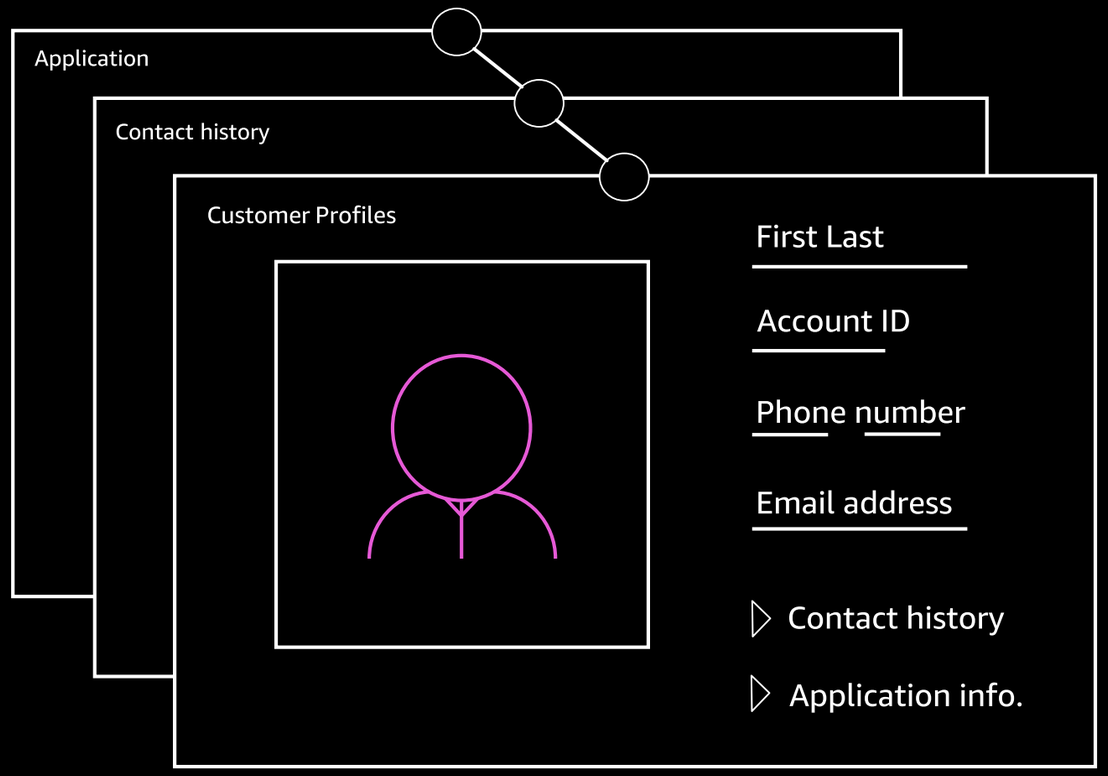
With a few clicks in the Connect management console, contact center managers can integrate customer data from third-party application

Data connectors to these applications are powered by Amazon AppFlow, enabling secure and scalable transfer of data

Companies can also build connectors to their homegrown applications using Customer Profiles SDKs and APIs

INTRODUCING: AMAZON CONNECT CUSTOMER PROFILES

Matches data across applications to create unified profiles



Customer Profiles matches customer records across multiple applications using unique identifiers like phone numbers or account IDs

As a call or chat comes in, Customer Profiles adds Contact Trace Records (CTRs) to the profile, which contain contact history information of the customer

Companies can define which unique identifier to use that will result in the most accurate matching across applications

“Our agents no longer have to toggle between applications to find information that helps provide a world-class customer experience. Since implementing Amazon Connect Customer Profiles, we’ve seen a ~25% reduction in handle time and a ~10% increase in CSAT.”

Lizzy Mitchell

Head of Customer Experience Analytics

Traeger Grills



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Demo



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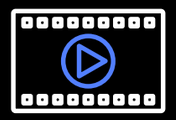
Get started today



Set up Amazon Connect today
https://aws.amazon.com/connect



Get started with Amazon Connect Customer Profiles here
https://aws.amazon.com/connect/customer-profiles



Find more information
https://aws.amazon.com/connect/resources/

Watch Amazon Connect launch sessions

SESSION ID: EMB022

Amazon Connect and the future of cloud contact centers

Pasquale DeMaio, GM Amazon Connect – AWS
Yasser El-Haggen, World Wide Solutions Architect – AWS

SESSION ID: EMB041

Real-time ML analytics with Contact Lens for Amazon Connect

Kaustubh Khanke, Senior Product Manager, Artificial Intelligence – AWS
Sagar Khasnis, Senior Solutions Architect, Productivity Applications – AWS

SESSION ID: EMB029

ML-powered voice authentication with Amazon Connect Voice ID

Atul Deo, Principal Product Manager, Artificial Intelligence – AWS

SESSION ID: EMB049

Solve customer issues quickly with Amazon Connect Wisdom

Guru Raj, GM, Amazon Connect Wisdom – AWS
Lizzy Mitchell, Head of Customer Experience Analytics – Traeger Grills

SESSION ID: EMB038

Personalized service with Amazon Connect Customer Profiles

Davor Golac, General Manager, Amazon Connect Customer Profiles – AWS
Shobhit Gupta, Senior Product Manager – AWS

SESSION ID: EMB054

Prioritize, assign, track, and automate agent work: Amazon Connect Tasks

Prashant Trehan, Product Manager – AWS
Erin Hall, Senior Solutions Engineer – AWS

Watch Amazon Connect re:Invent sessions

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: BIZ302

Pushing contact center boundaries with Salesforce and AWS

Marc Rudkowski, Principal Product Manager – AWS
Zane Gamble, Product Manager – Salesforce

SESSION ID: BIZ203

Responsive customer service with Amazon Connect

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

SESSION ID: BIZ305

How Best Western built a modular and dynamic contact center

Ayesha Borker, Solutions Architect – AWS
Troy Tracy, Sr. Manager, Technology Management – Best Western

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

SESSION ID: FSI205-PT1

Barclays: Transforming customer experience with Amazon Connect

Milos Cosic, Sr. WW Prod Apps Specialist SA – AWS
Sean Charlton, CIO of Contact Centres – Barclays

Thank you!



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