
AWS
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EMB049

Solve customer issues quickly with Amazon Connect Wisdom

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Agenda

Intro to Amazon Connect

2020 Amazon Connect launches

Challenges with delivering relevant information to contact center agents

Customer interview: Traeger Pellet Grills

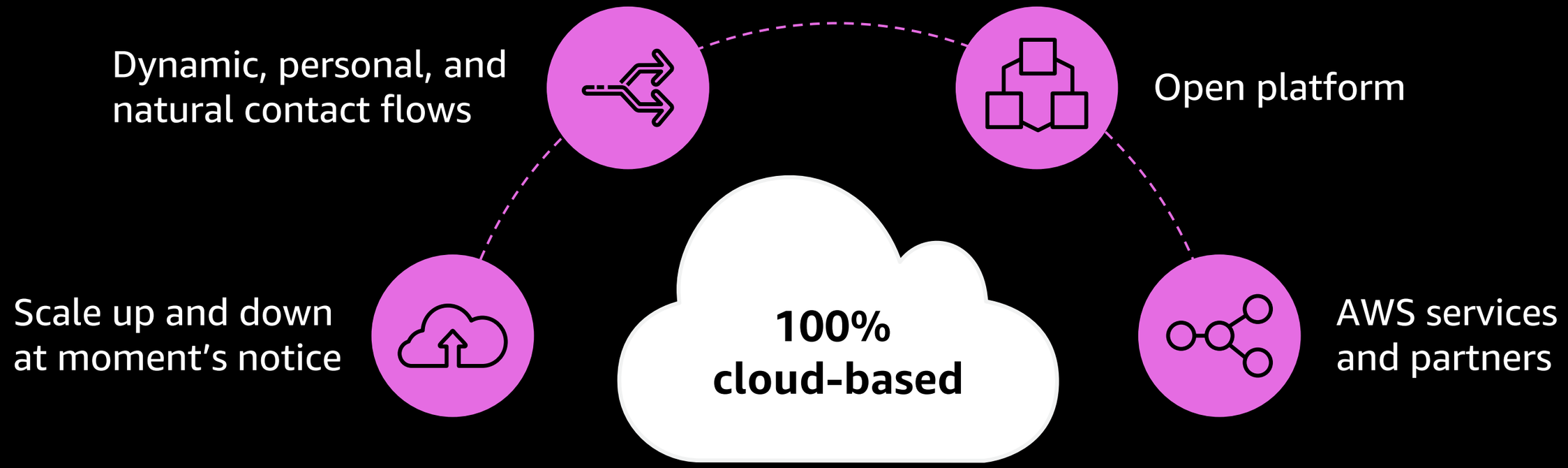
Resources and how to get started



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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 adaptor	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

Customer expectations are rising



46%

of customers indicated they'd stop doing business with a company if its employees lacked knowledge needed to solve their concerns during contacts

Source: https://www.pwc.com/us/en/press-releases/2018/experience-is-everything-heres-how-to-get-it-right.html

Challenges with knowledge in contact centers

Identify customer concern



Ask qualifying questions

Search for solution



Customer-facing FAQ sites
Internal fileshare or wiki
Knowledge management system

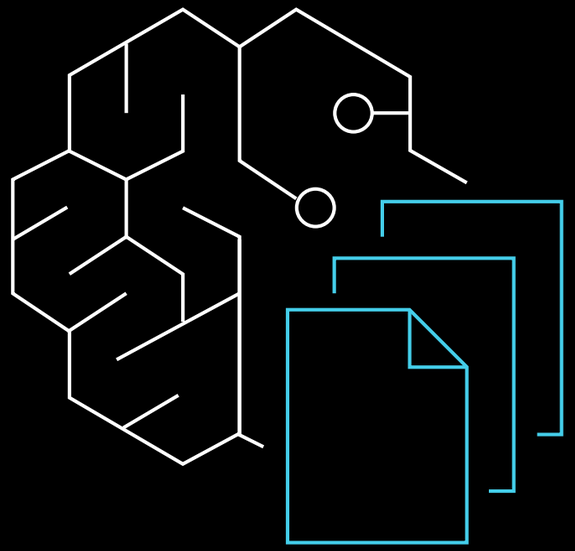
Advise on additional steps



No information available
Requires escalation

Introducing Amazon Connect Wisdom

DELIVER AGENTS THE INFORMATION THEY NEED TO ADDRESS ISSUES IN REAL TIME

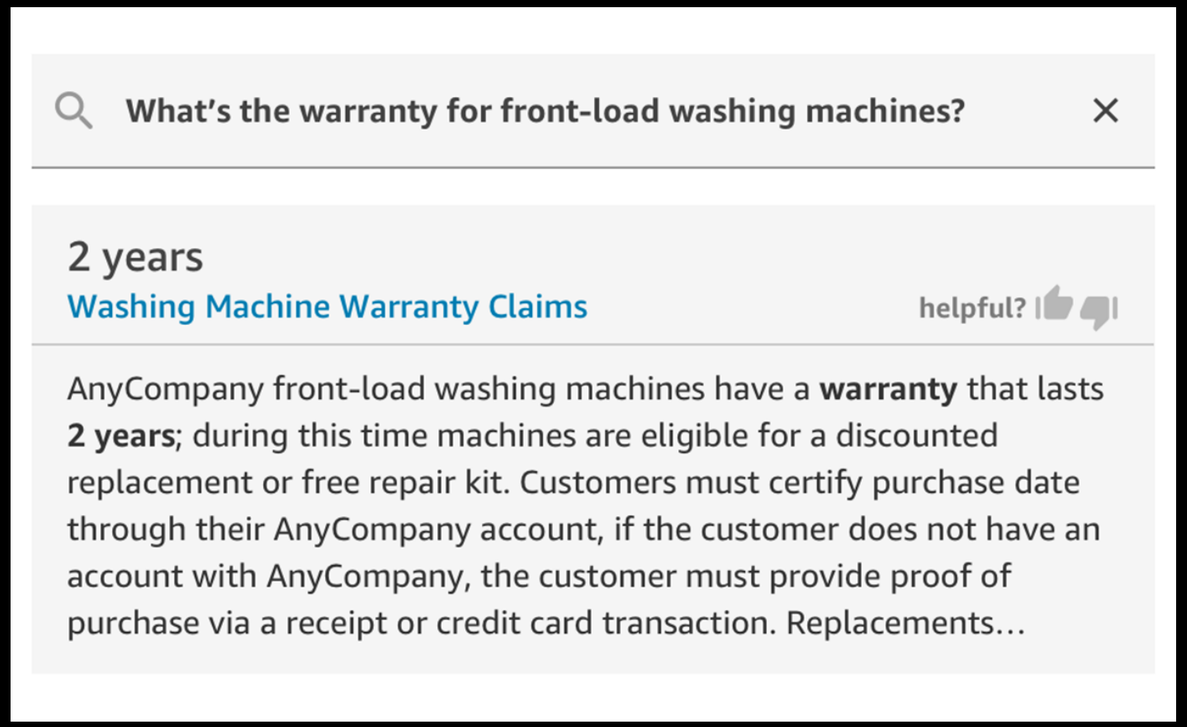


- ML-powered search to find knowledge
- Real-time recommendations based on customer conversations
- Agent feedback drives continuous improvement

Preview launch features and user experience are subject to change

ML-powered search to find knowledge

INTRODUCING AMAZON CONNECT WISDOM



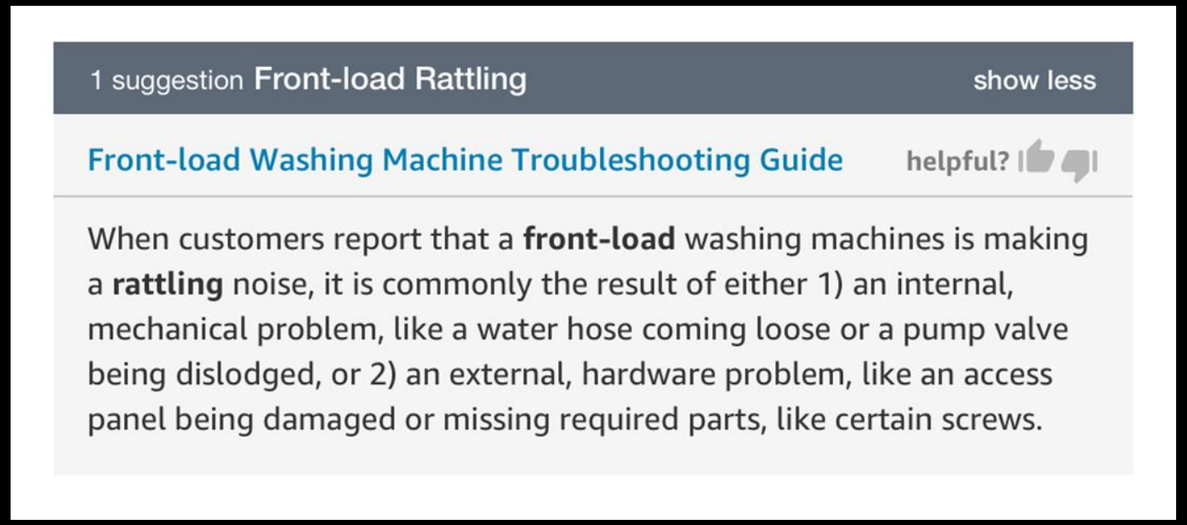
Wisdom's ML-powered search allows agents to easily find specific content

Pre-built connectors can ingest content from third-party repositories



Real-time recommendations based on customer conversations

INTRODUCING AMAZON CONNECT WISDOM

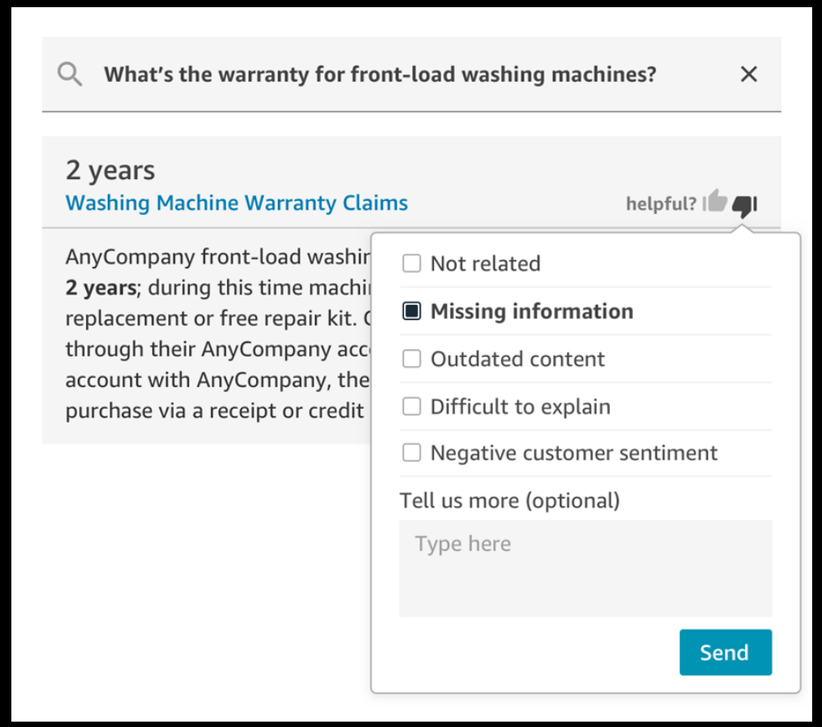


Real-time speech analytics automatically identify issues…

…and then recommend articles to agents

Agent feedback drives continuous improvement

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Agent ratings improve quality and relevance of results that appear

Managers can use free-form agent feedback when editing or creating new knowledge content

Customer interview

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TRAEGER

Amazon Connect customer since March 2020

30% increase in CSAT

70% increase in first contact resolution

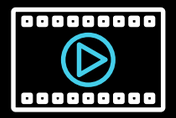
Get started today



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



Learn about Amazon Connect Wisdom and sign up for the preview
https://aws.amazon.com/connect/wisdom



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

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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