
AWS
re:Invent

BIZ302

Pushing contact center boundaries with Salesforce and AWS

Zane Gamble
Product Manager
Salesforce

Marc Rudkowski
Principal Product Manager – Amazon Connect
AWS

AWS re:Invent

© 2020, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Agenda

Salesforce Contact Center journey

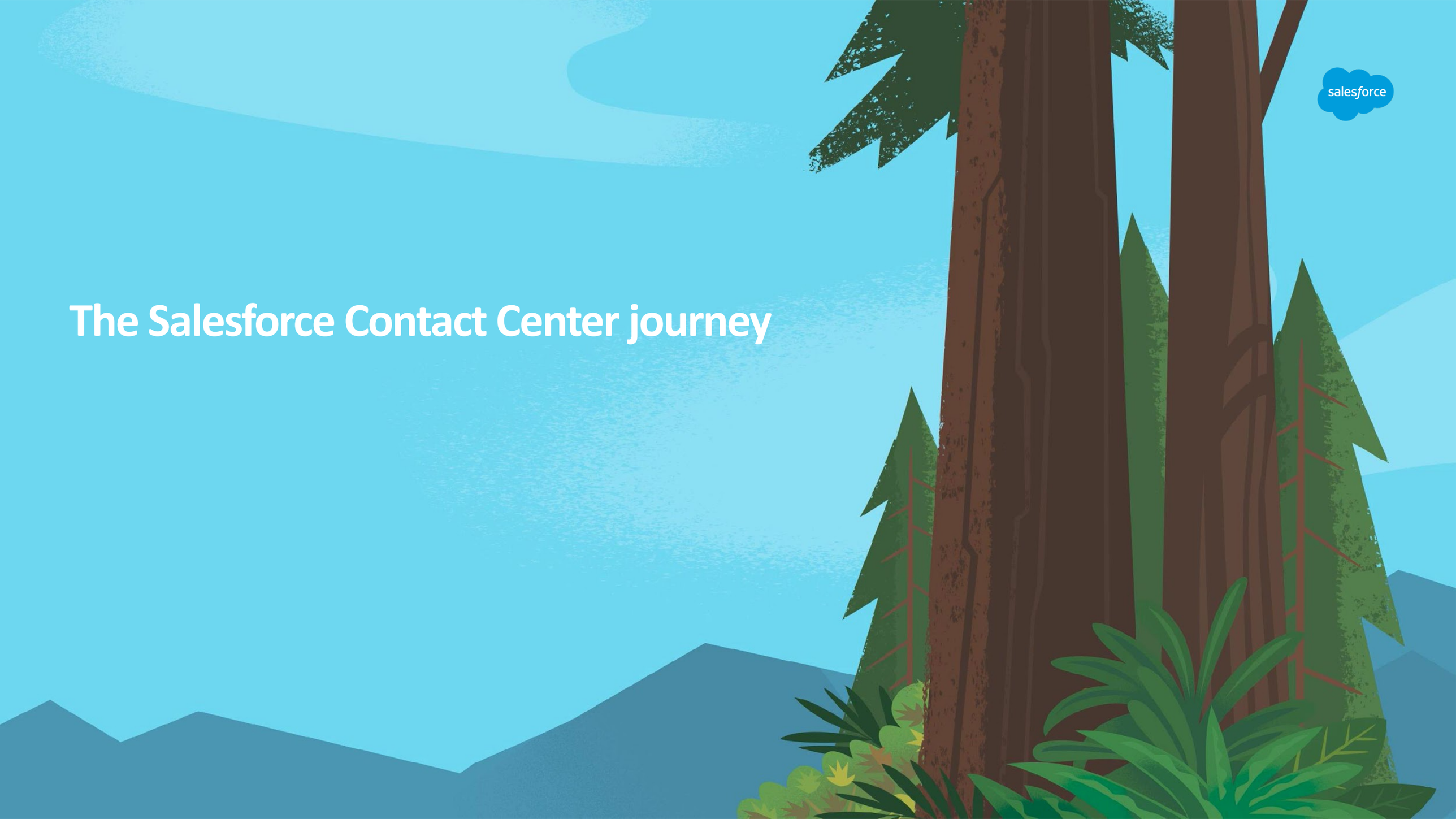
How Salesforce innovated with voice and Amazon Connect

Building your innovation story with Salesforce customer relationship management (CRM) and Amazon Connect contact center



© 2020, Amazon Web Services, Inc. or its affiliates. All rights reserved.

The Salesforce Contact Center journey



Salesforce's journey with Amazon Connect

Who is using Amazon Connect and how?

- Deployed across all of Salesforce – sales, support, finance, HR, etc.
- ~5,000 total users, >2,000 inbound calls weekly
- Global deployment
- All agents are currently working from home

What kind of solution did we need?

- Improved operations at scale and more uptime
- Quick implementation
- Modern tools and strong integration with Salesforce

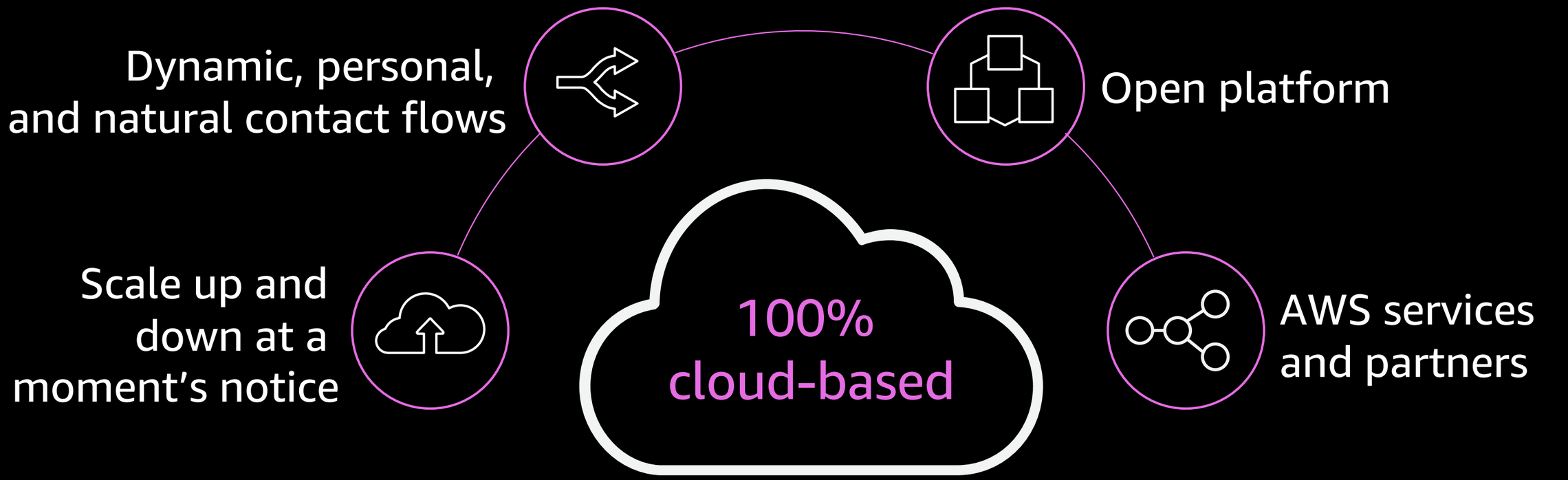
Why did we pick Amazon Connect?

- Provides high level of premium support
- Speed to market and customizable
- Product roadmap alignment



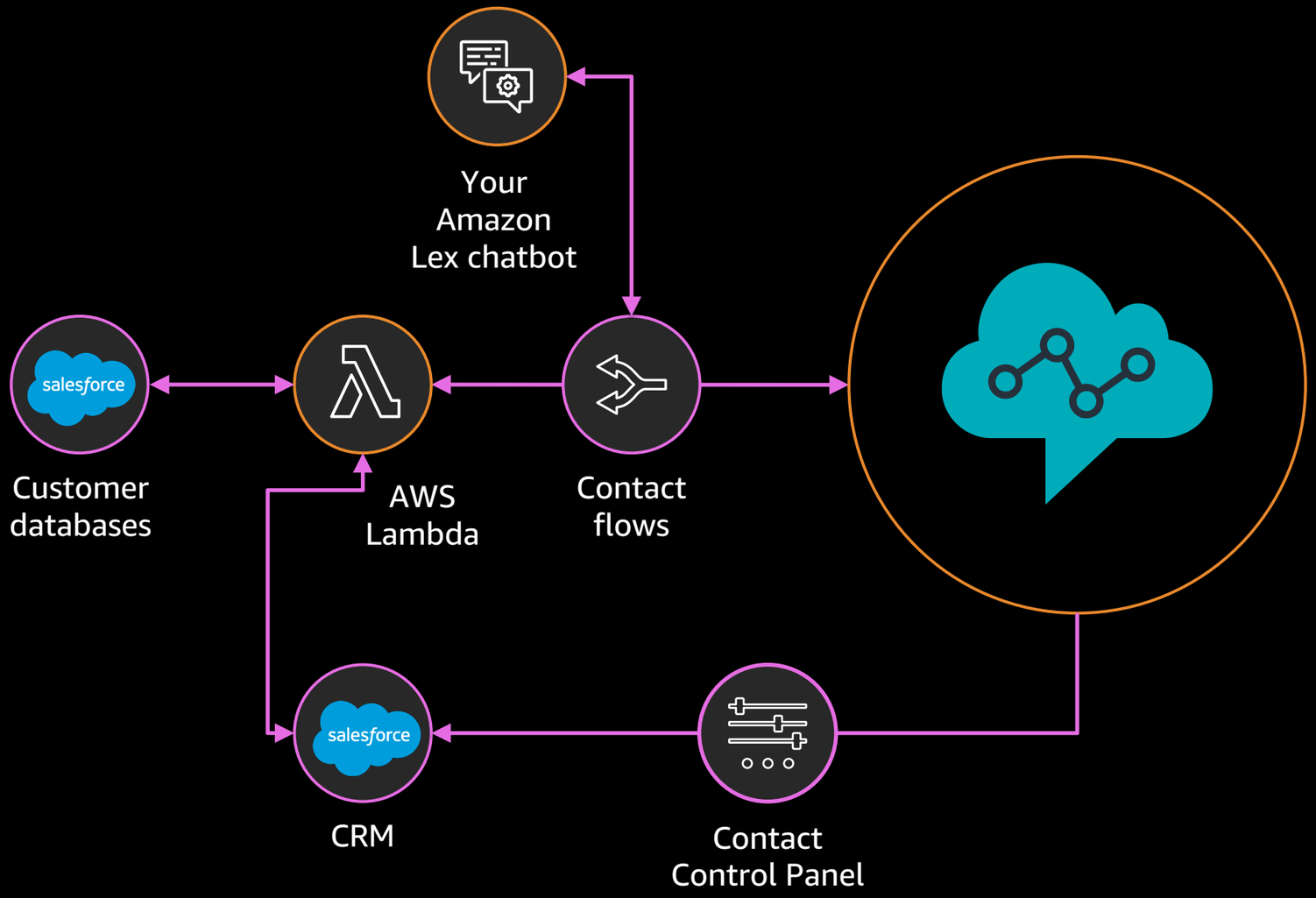
Amazon Connect

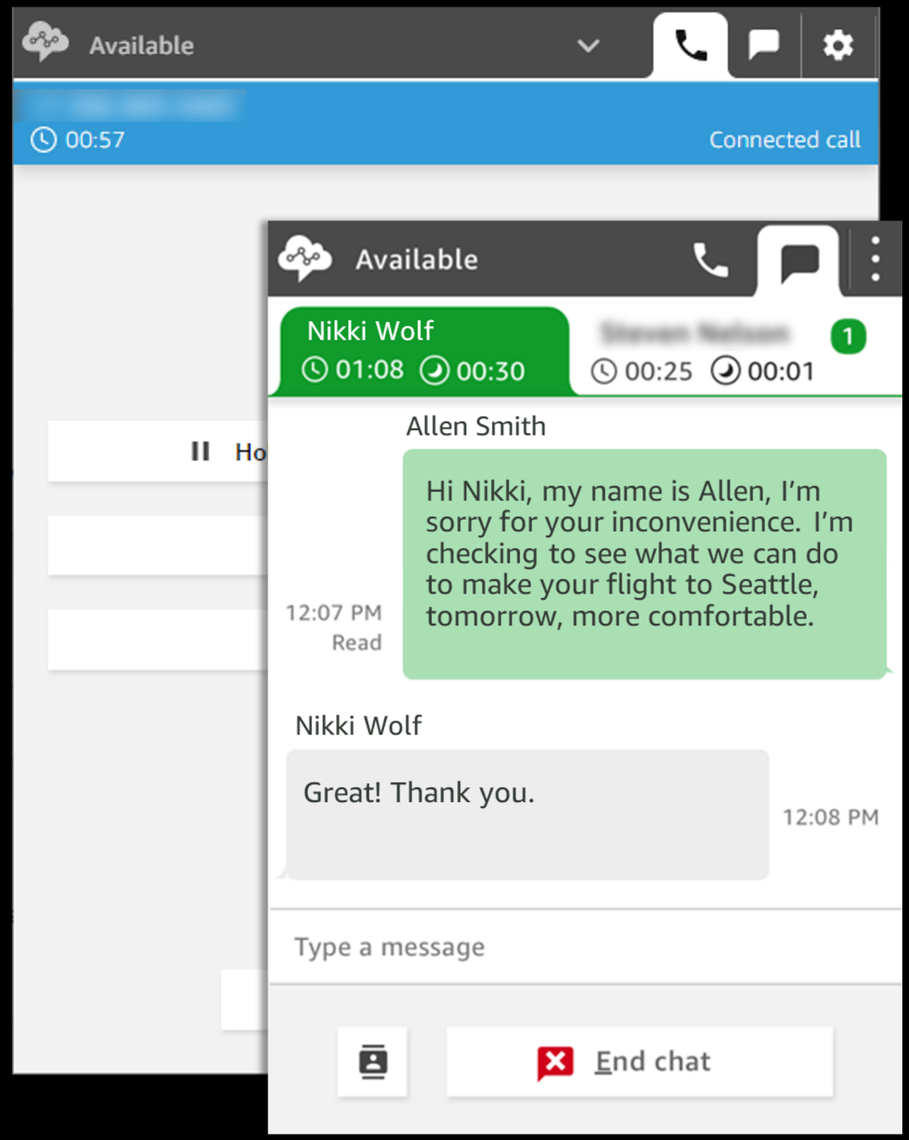
EASY TO USE, OMNICHANNEL CLOUD-BASED CONTACT CENTER



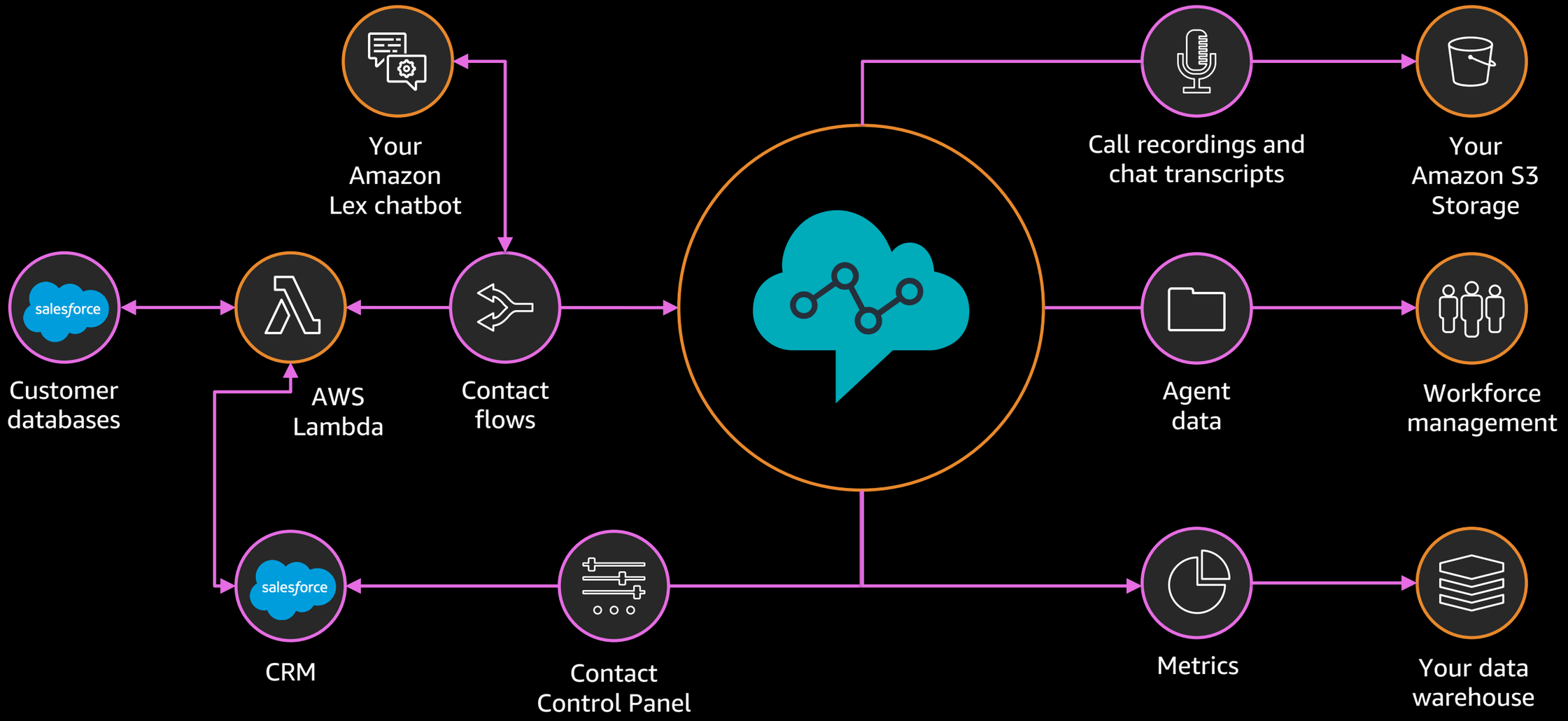
Pay-as-you-go pricing

Creating agent experiences with Contact Control Panel





Open platform and easy integrations



Amazon Connect CTI Adapter for Salesforce Service and Sales Cloud

Deep integration

- SSO support
- Prebuilt IVR data dips
- Voice and omnichannel
- Click-to-call
- Call logging and recording
- Contact lens analytics
- Advanced screen-pop
- Case management
- Real-time and historical reports
- CTI flows
- HVS support

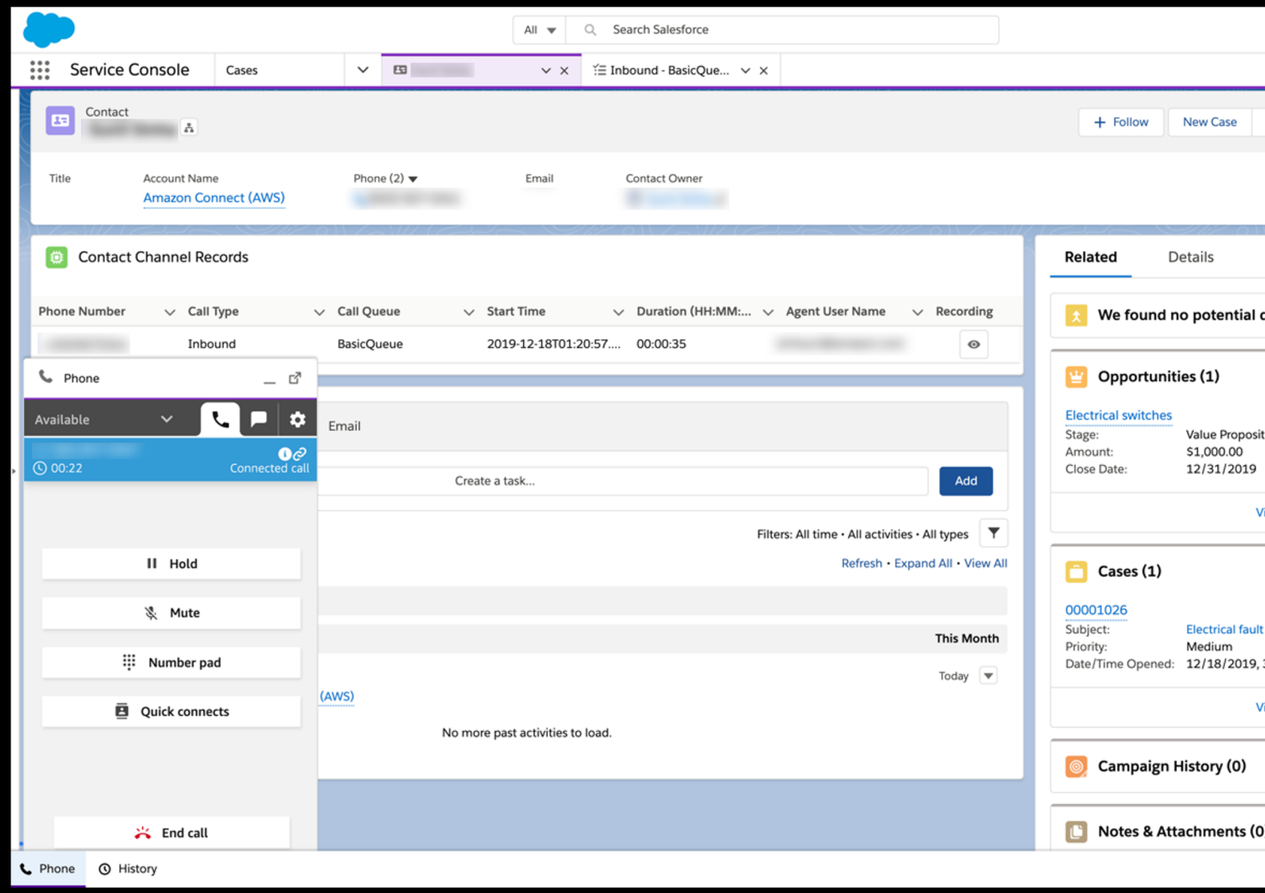
Simple self-service – supported by AWS

Available on AppExchange

Extensible, free, and open-source toolkit

Customize your integration for your business

Great partners if you want help



Amazon Connect CTI Adapter for Salesforce Service and Sales Cloud

Deep integration

- SSO support
- Prebuilt IVR data dips
- Voice and omnichannel
- Click-to-call
- Call logging and recording
- Contact lens analytics
- Advanced screen-pop
- Case management
- Real-time and historical reports
- CTI flows
- HVS support

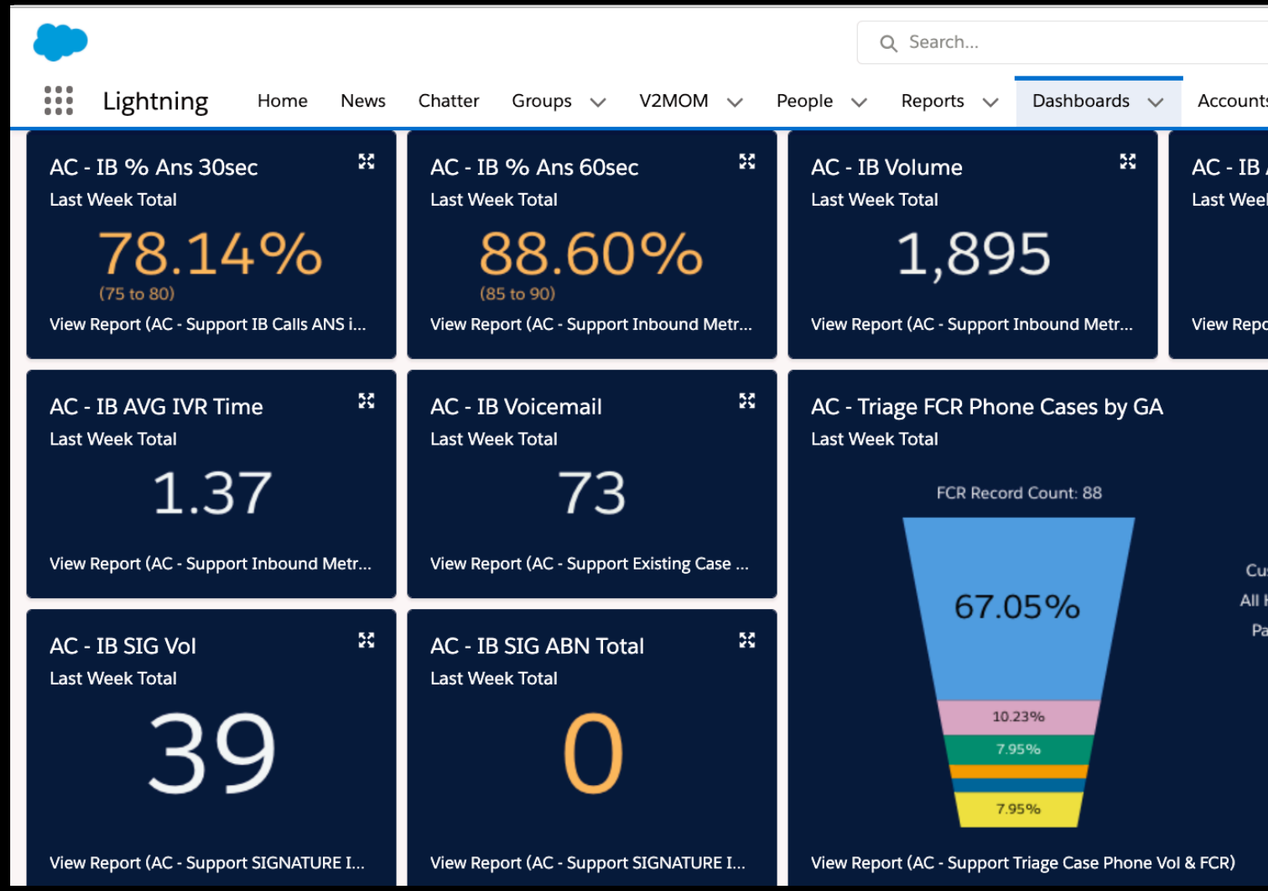
Simple self-service – supported by AWS

Available on AppExchange

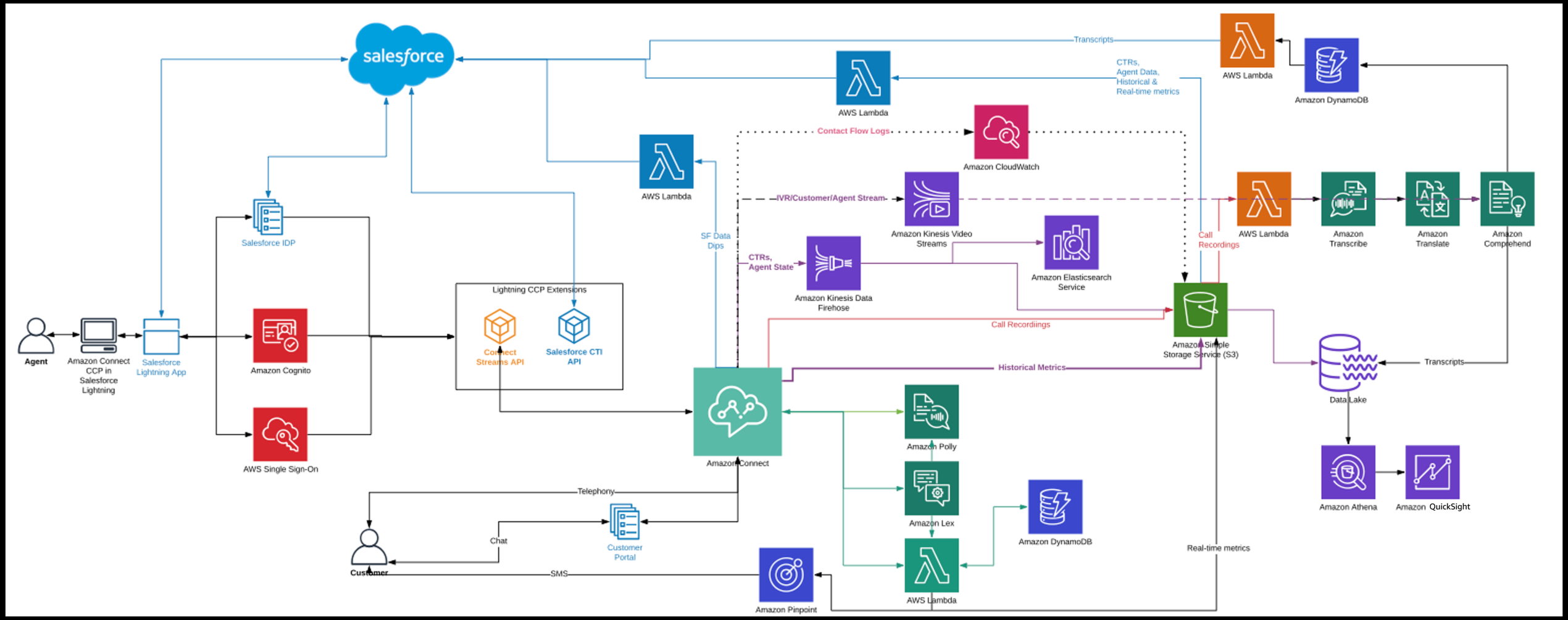
Extensible, free, and open-source toolkit

Customize your integration for your business

Great partners if you want help



Amazon Connect CTI Adapter architecture

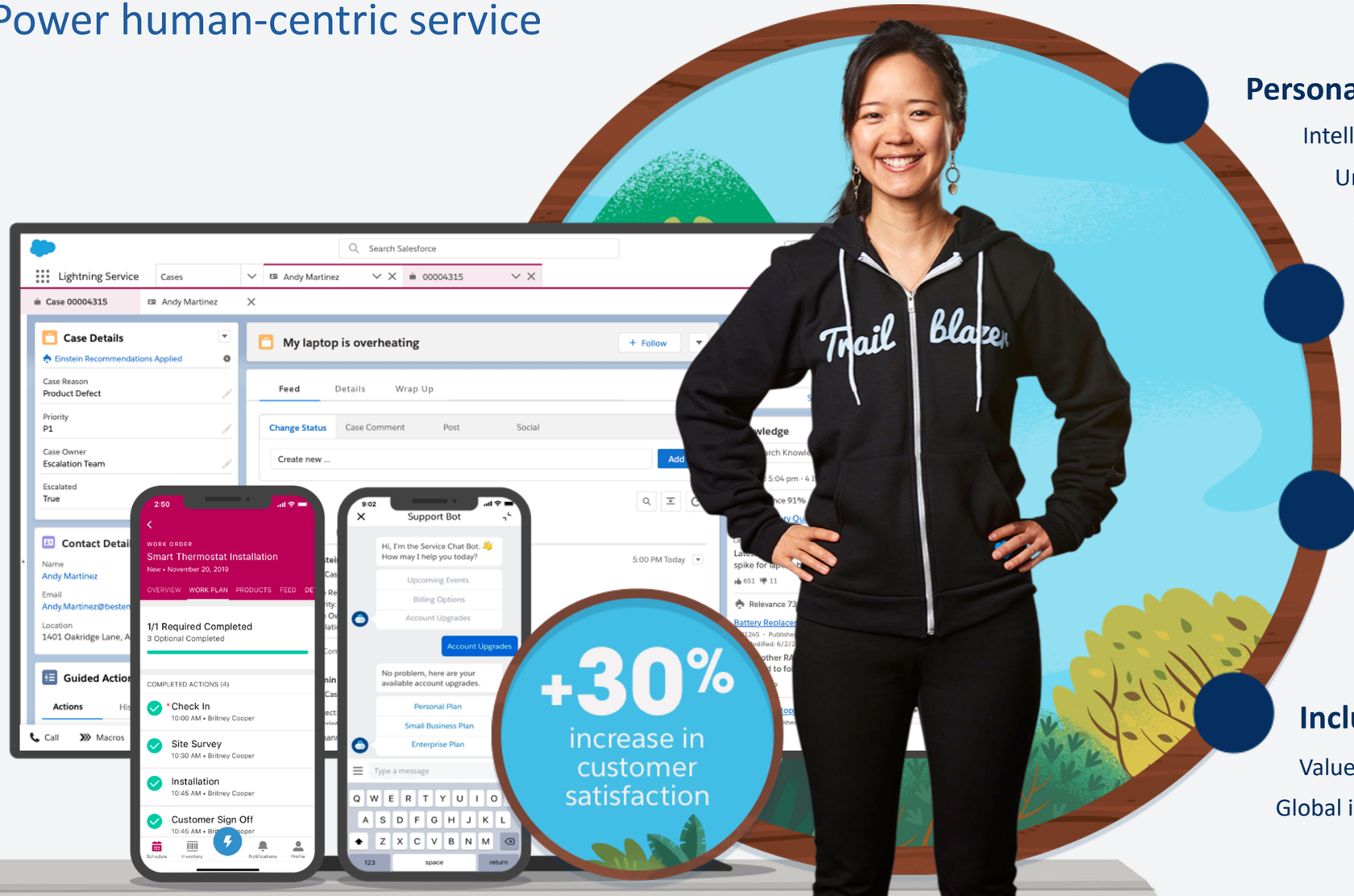


Service Cloud Voice



Customer 360 Service

Power human-centric service



Personalize with a complete view

Intelligent agent workspace

Unified data from any source

Connected engagement on any channel

Empower with intelligence

AI-powered recommendations

Embedded automation and bots

Built-in knowledge and training

Deliver trusted engagement

Advanced scheduling, optimization, and location intelligence

Resource and customer-centric mobility

Include everyone

Values-driven innovation

Global inclusivity commitment

Source: Salesforce Customer Success Metrics Study, 2019

Judy Tang,
OpenTable

Natively integrate phone on Customer 360 Service

Service Cloud Voice: Now Available!

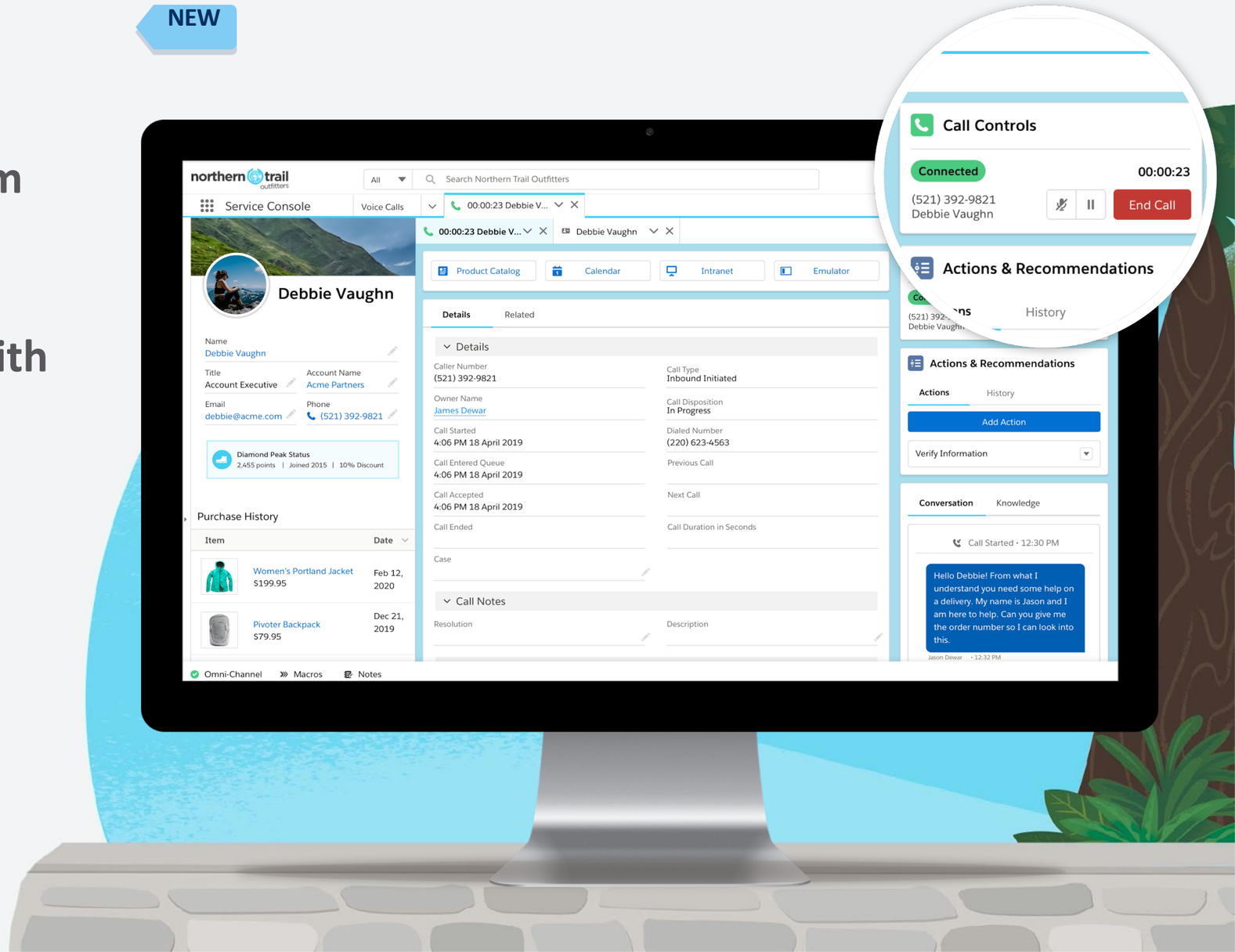
NEW

Provide flexible phone support from home or the office

Boost remote agent productivity with intelligence

Supervise and coach service teams from anywhere

salesforce.com/ServiceCloudVoice



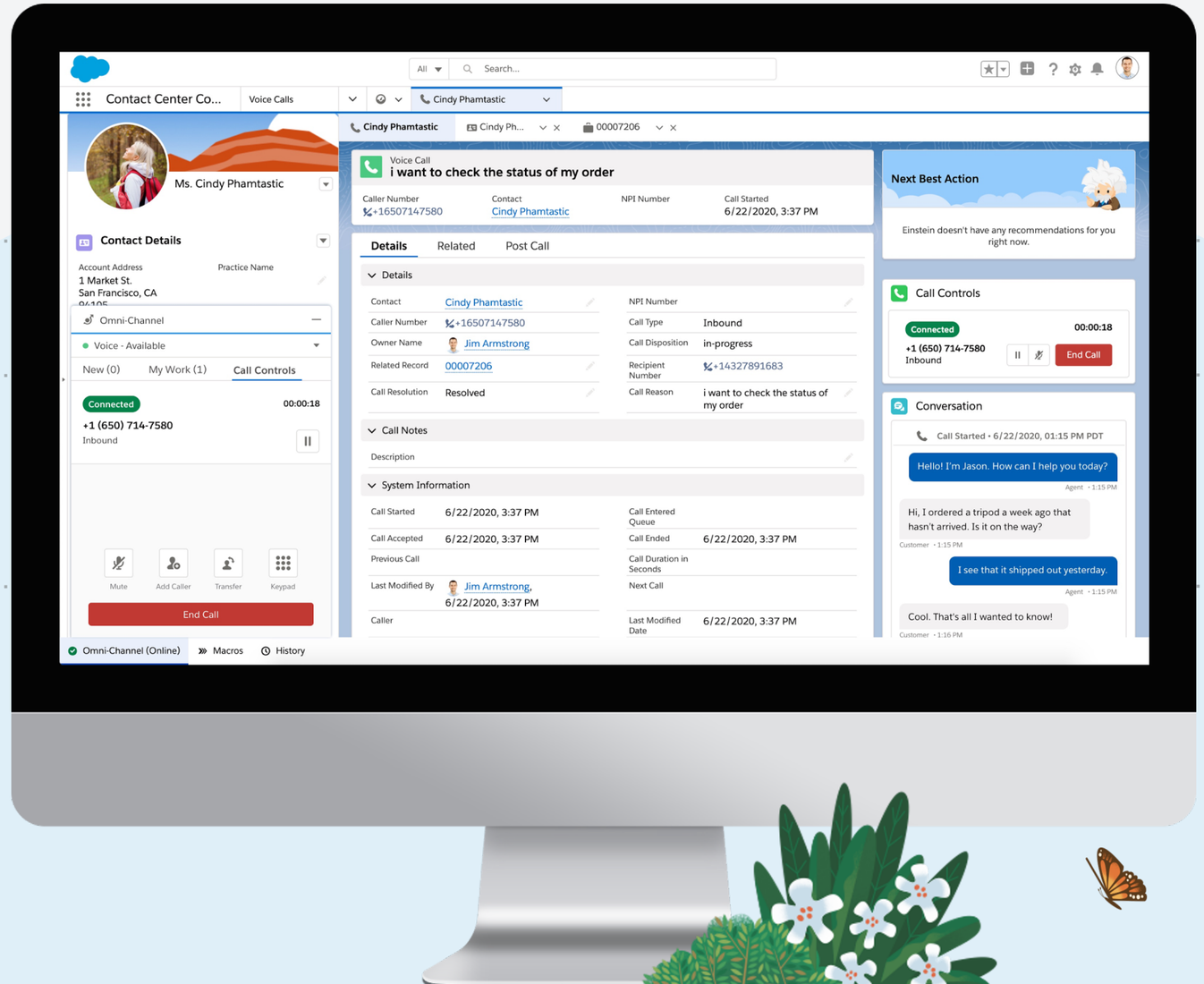
Service Cloud Voice with Amazon Connect

GA

Customer 360 data

Phone calls in omnichannel

Pre-integrated telephony from Amazon Connect

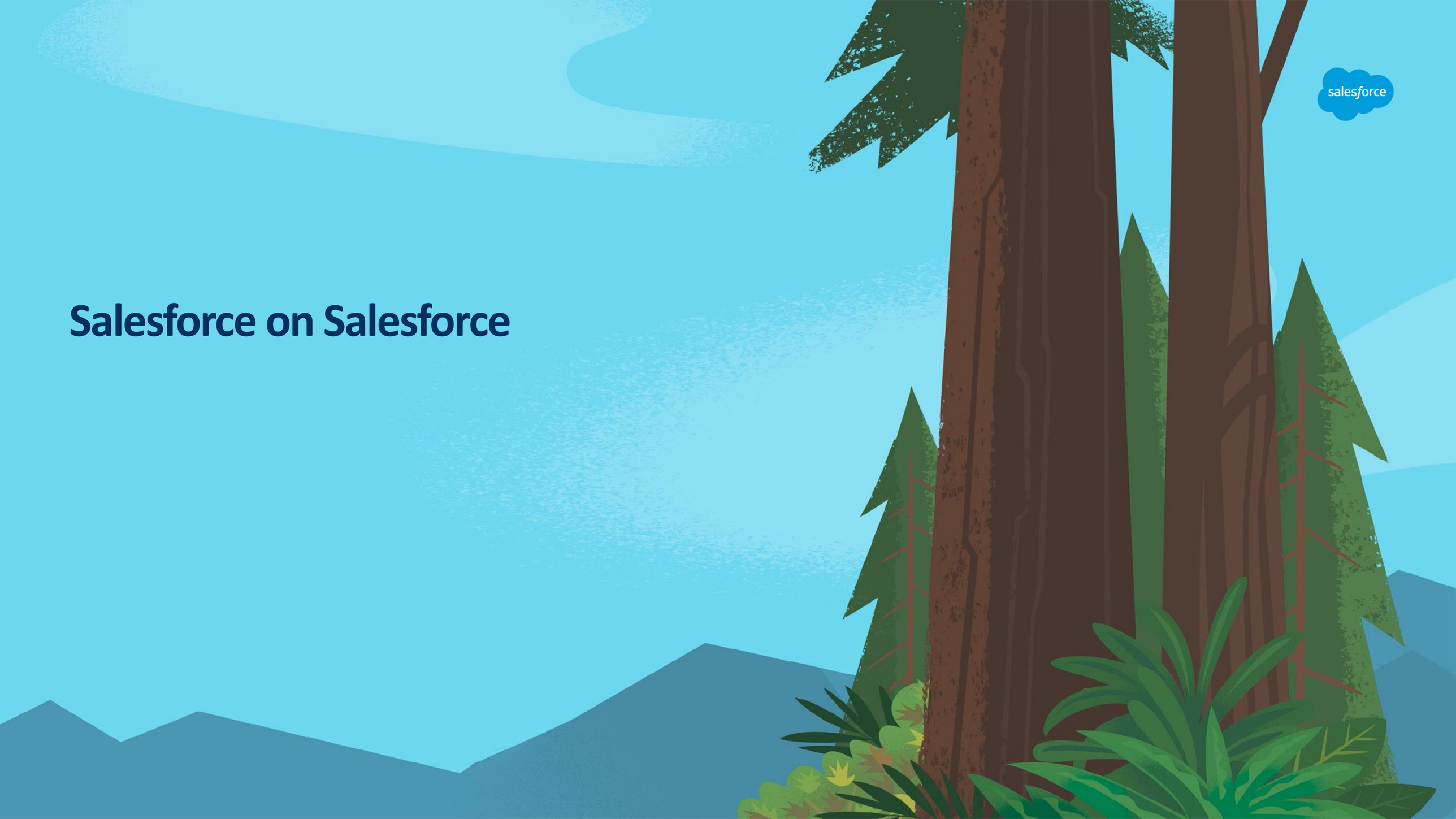


On-call automation

Embedded softphone controls

Real-time call transcription

Salesforce on Salesforce



Service Cloud Voice Migration

Timeline

- Phased rollout over 8 months
- Global deployment

Challenges

- Maintaining multiple voice solutions
- Competing business priorities

Features / benefits

- Power of Amazon Connect
- Fully integrated into omnichannel
- Speed of deployment
- Migration of existing contact flows

Resources

AWS Professional Services and Voice Foundry

- Accelerator
- Best practice
- Subject matter experts



Stay up-to-date with the latest Salesforce news

The Salesforce Newsroom brings you timely stories and media highlights

Breaking product news you can share

Executive bylines on core company topics

Media coverage and more!



Bookmark

salesforce.com/news

Follow on social

Twitter: @SalesforceNews

LinkedIn: linkedin.com/showcase/salesforce-news

Subscribe

Sign up to get the latest Salesforce news

Partner with Newsroom

sfdc.co/newsroom

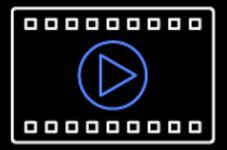
Get started today



Set up today
https://aws.amazon.com/connect/
https://sfdc.co/ACCTI



Learn about new capabilities
https://aws.amazon.com/blogs/contact-center/



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

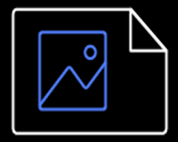
Get started with AWS Professional Services offerings

Proven solutions packaged based on best practices developed over thousands of engagements

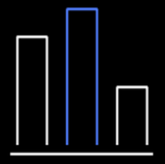
Designed to deliver predefined customer outcomes

Leverage AWS Professional Services standardized delivery methodology

AWS Prescriptive Guidance time-tested strategies, guides, and patterns
https://aws.amazon.com/prescriptive-guidance



Launch: 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

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, Senior Manager – AWS
Shobhit Gupta, Senior Product Manager – AWS

SESSION ID: EMB054

Automate, track, and manage tasks with 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

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!

Zane Gamble

Product Manager
Salesforce
zgamble@salesforce.com

Marc Rudkowski

Principal Product Manager – Amazon Connect
AWS
mrudkows@amazon.com

© 2020, Amazon Web Services, Inc. or its affiliates. All rights reserved.



Please complete the session survey

AWS re:Invent

© 2020, Amazon Web Services, Inc. or its affiliates. All rights reserved.