
AWS
re:Invent

BIZ203

Responsive customer service with Amazon Connect

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AWS

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Accenture

AWS re:Invent

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ACCENTURE AWS BUSINESS GROUP

JOINT
TRANSFORMATION PROGRAM

1,000+
COMPLETED PROJECTS

13+
YEARS PARTNERSHIP

80K+
WORKLOADS MIGRATED TO AWS

accenture

20+
AWS-awarded Competencies & Service Delivery designations

5K+
AWS Certifications

65%
Total Accenture revenue from cloud, security, and digital*

aws

175+
Market-leading services

69
Availability Zones within 22 Geographic Regions

MILLIONS
of active customers monthly

*From FY20 Q1

Framework for responsive customer service



Surge response



Increased customer intimacy



Customer experience revolution

Amazon strives to be earth’s most customer centric company

Amazon strives to be earth's most customer centric company

Amazon Customer Service supports…



Millions of customers



Dozens of languages



32 countries

Over 70,000 Customer Service Associates

But products in the marketplace couldn't meet our expectations

So we built it



So we built it



Reported challenges before Amazon Connect

AS DESCRIBED BY REAL CUSTOMERS



Legacy solutions were too expensive



Painful, frequent outages (causing lapses in service, lost revenue, wasted agent labor, and excess troubleshooting)



Poor vendor relationships (lack of trust, misleading fees, etc.)



Unable to access strong AI technologies



Inability/difficulty to scale up *or* down

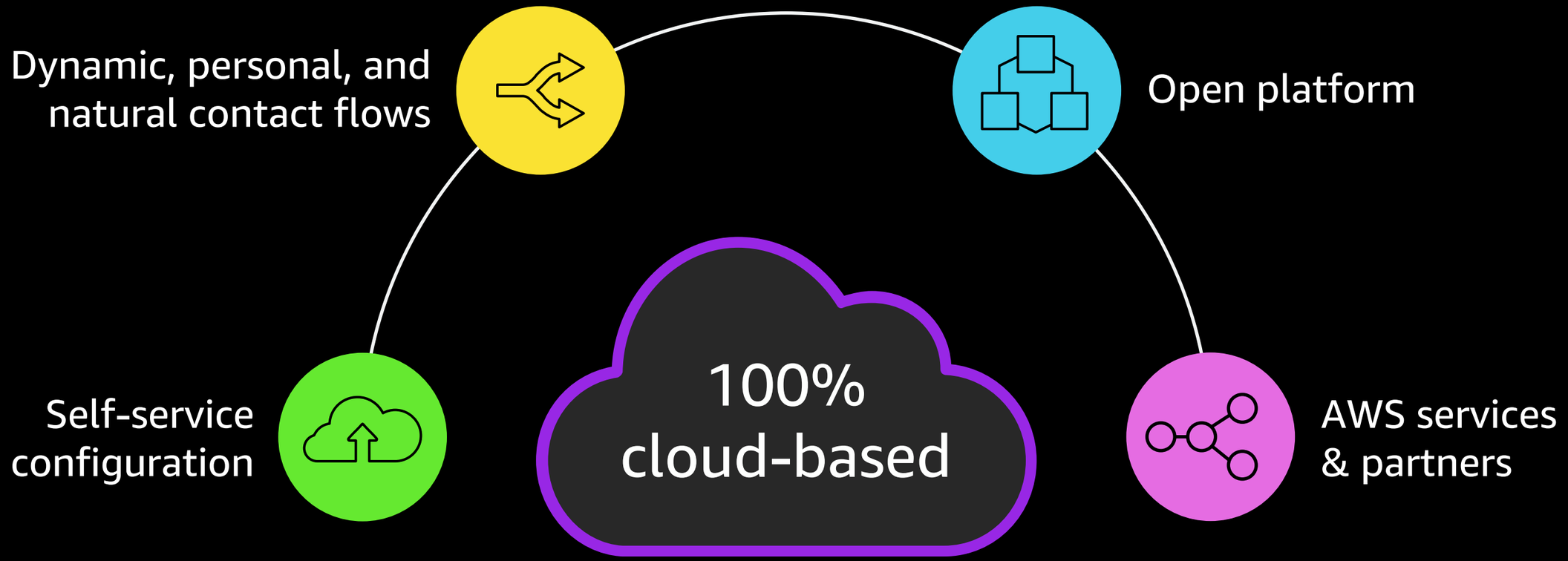


Difficult, complex, bespoke, and expensive integration capabilities (or none at all)

The Total Economic Impact™ of Amazon Connect—Forrester Research, June 2020

Amazon Connect

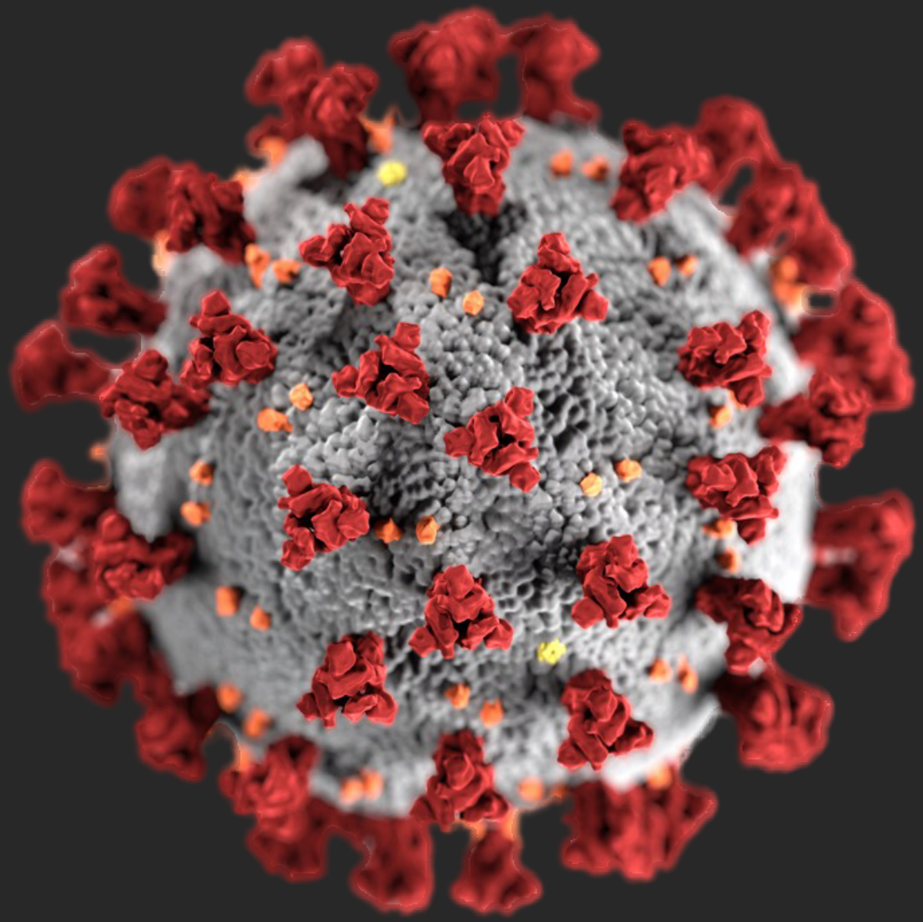
EASY TO USE, OMNICHANNEL CLOUD-BASED CONTACT CENTER



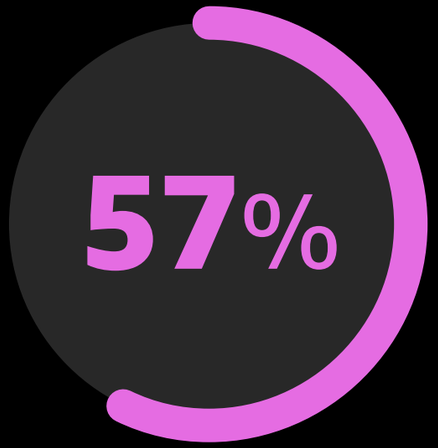
Pay only for the value delivered to your customers

Challenges faced by businesses

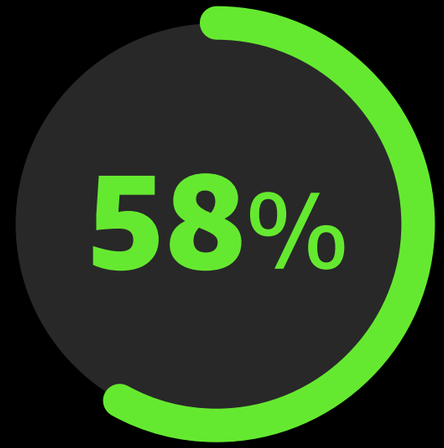
- Managing the unpredictable
- Record call volume
- Aging infrastructure



Emotional state of consumers and businesses



of customers ranked call support as their initial channel preference for flexible communication, wanting an opportunity to ask, explain, reason, or negotiate with customer service.



more customers prefer to solve urgent issues by calling for support rather than use other channels.

Customers prefer live interaction when they want answers to urgent and complex issues

Accenture's Keep Me Index/Moments That Matter study, 2019. Global Telecom industry. N=11,757. 2 Accenture's Keep Me Index/Moments That Matter study, 2019. Global Telecom industry. N=3,36

Responding to surges

- Set up Amazon Connect adjacent to existing contact center platform
- Scaling capacity in self-service and live agents
- Enabling remote working





Employment and Social Development Canada

Emploi et Développement social Canada

“I have to say that my bosses and most of the government is probably now wondering why we can’t do this more often,” he said.

“The appetite inside the organization for that level of mobilization, speed and solutioning, and being engaged rapidly, you just can’t take that away once they’ve tasted it.”

Benoit Long
Chief Transformation Officer, ESDC

Truist Mortgage enhancement

TRUIST

We've had great success in Truist with Amazon Connect.

1. **March 28: Mortgage Payment Solutions**
   - Currently supporting 81 teammates
   - **80%** of customers opted for call back in the first month
2. **April 9: Default Contact Center**
   - Currently supporting 190 teammates
   - **69%** of customers opted for call back in the first month
3. April 20: Home Preservation
   - Currently supporting 147 teammates
   - **99%** of customers opted for call back in the first month
4. May 7: Mortgage Direct
   - Currently supporting 61 teammates
   - Entire contact center functionality (Inbound Queue and Direct Lines)
5. May 20: Digital Lending
   - Go-live with 20 teammates supporting the Branch Line
6. July 15: Mortgage Direct
   - Currently supporting 99 teammates
   - Entire contact center functionality
7. September 9: Small Business
   - Go-live with 65 teammates for all contact center functionality
8. October 9: Mortgage Origination
   - Go-live with 93 teammates



IMPROVED SOUND QUALITY

Teammates Report



REDUCTION IN ABSENTEEISM



INCREASE IN PRODUCTIVITY

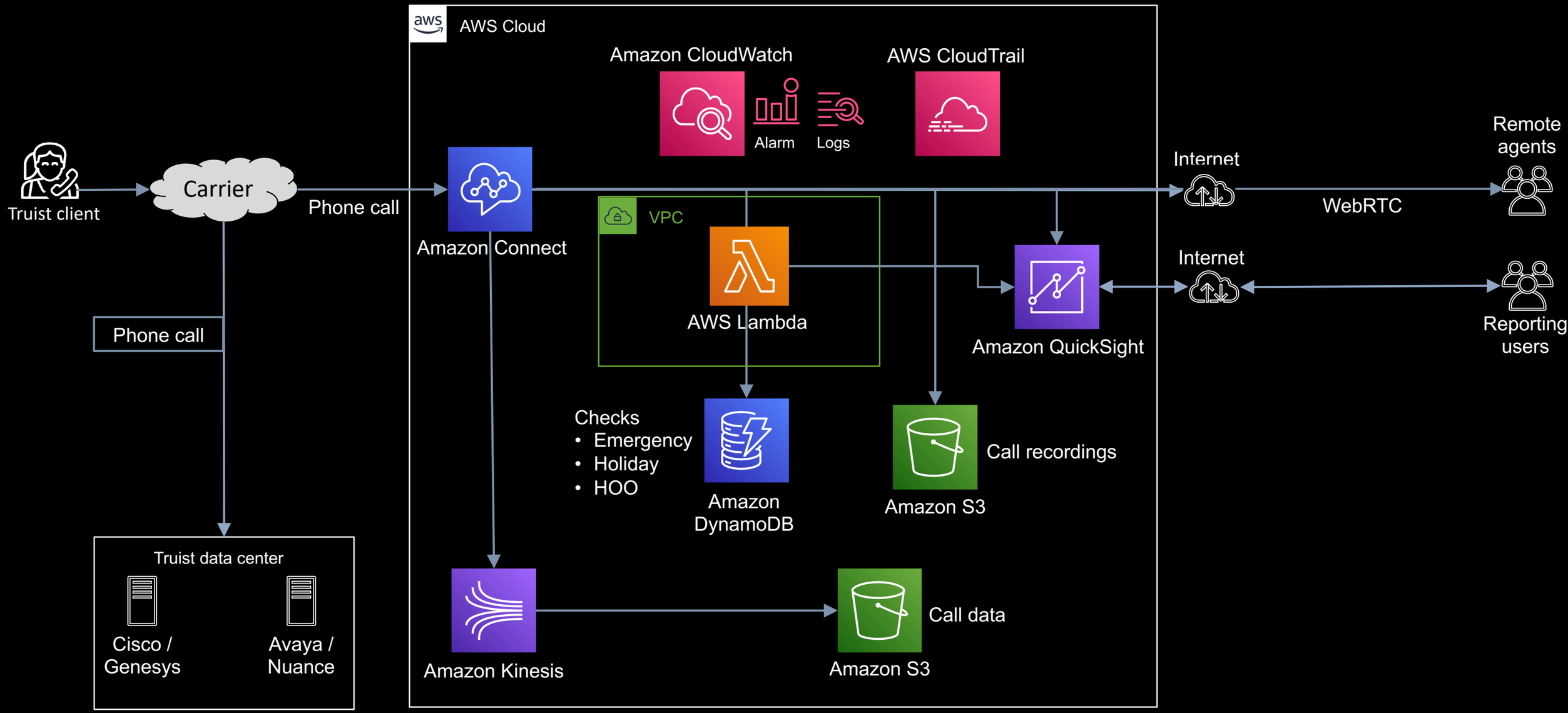
Stemming from WFH options made possible using AWS



DECREASE IN CLIENT COMPLAINTS

Clients had to wait on the phone for hours, not knowing if they'd be serviced. Resolved using callback.

Truist + Amazon Connect architecture

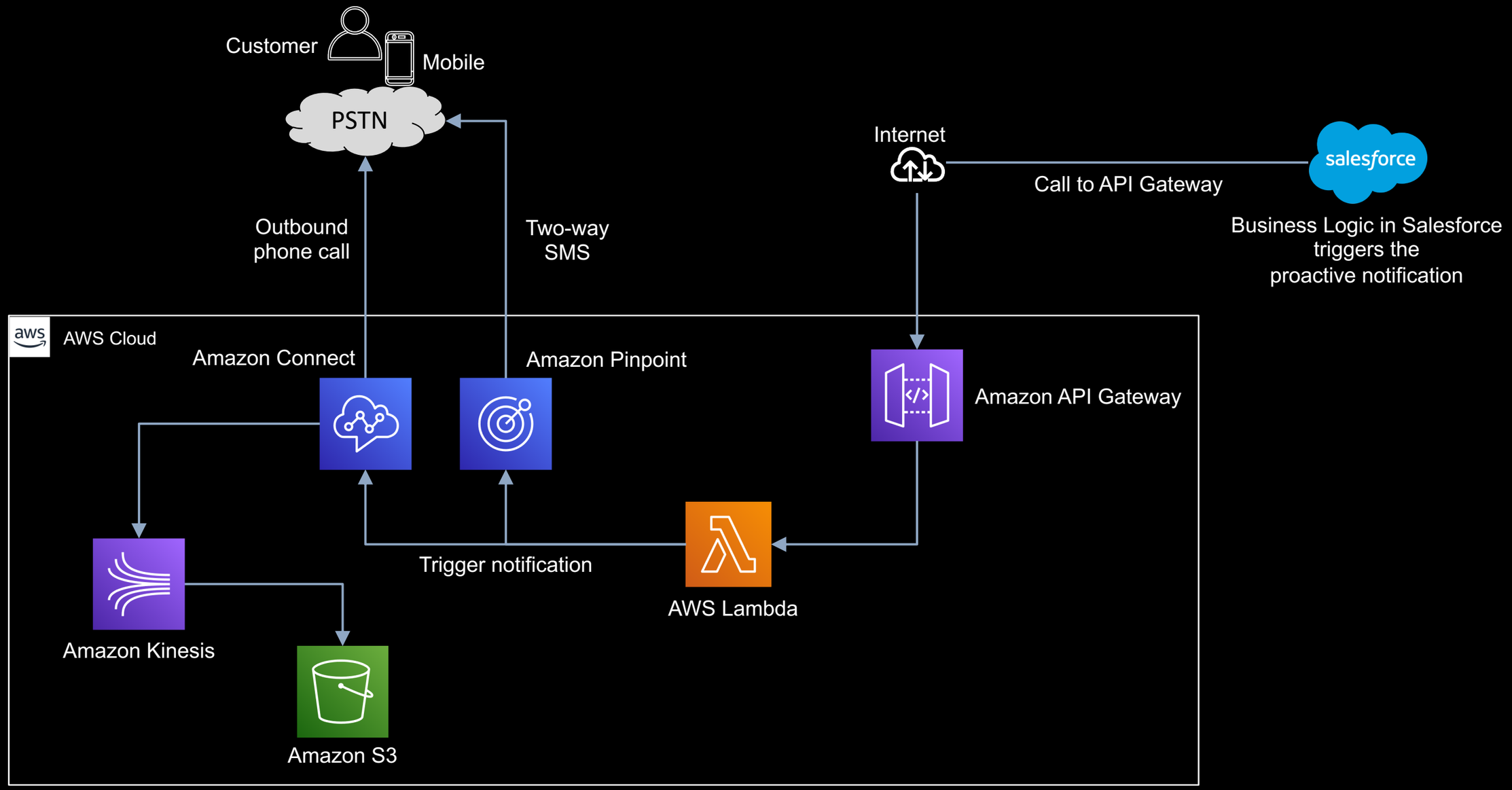


Increase customer intimacy

- Improving self-service and deflecting to digital channels
- Personalized interactions with Lex and Polly
- Proactive notifications
- Improve employee experience

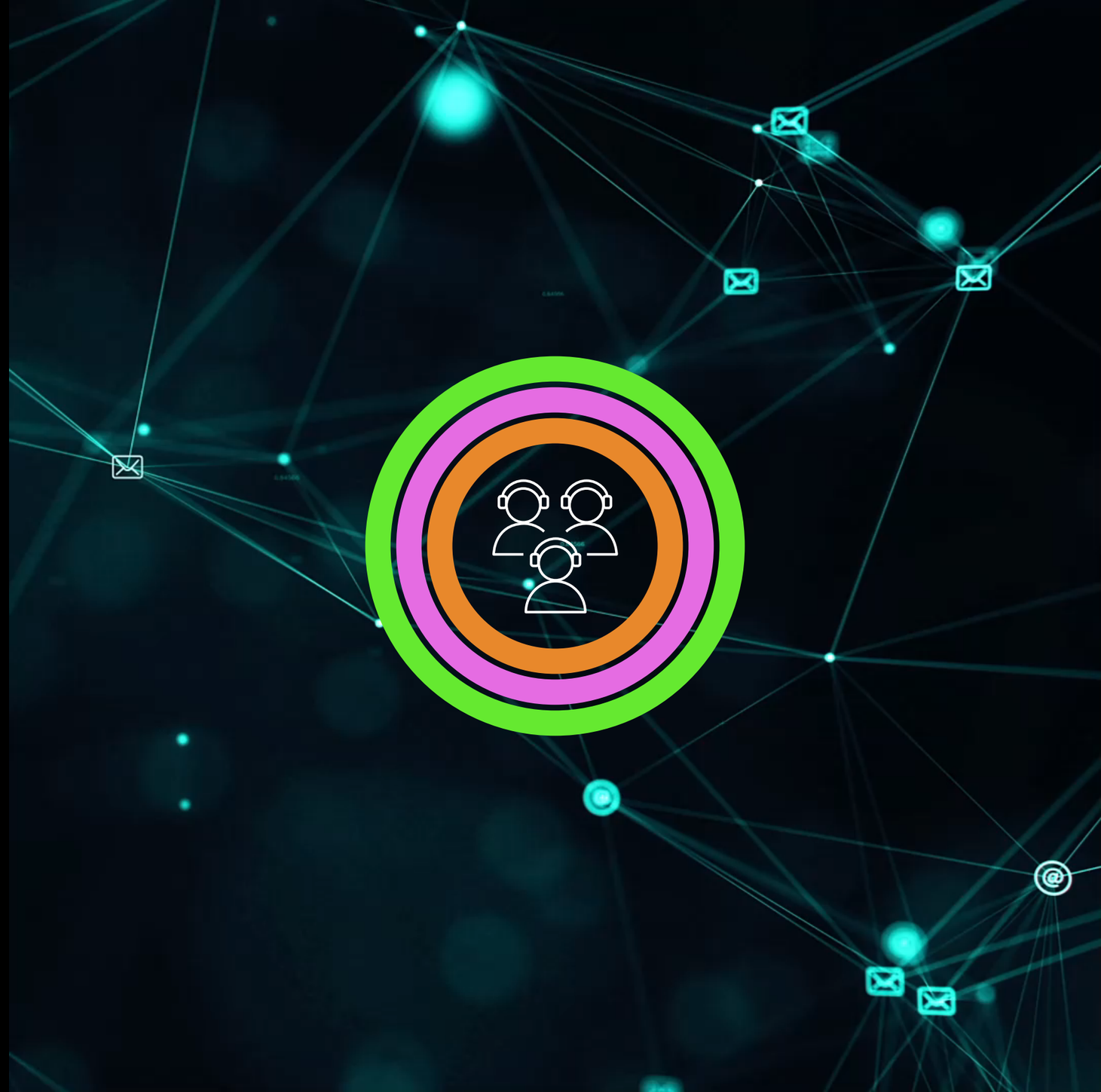


Proactive notification architecture



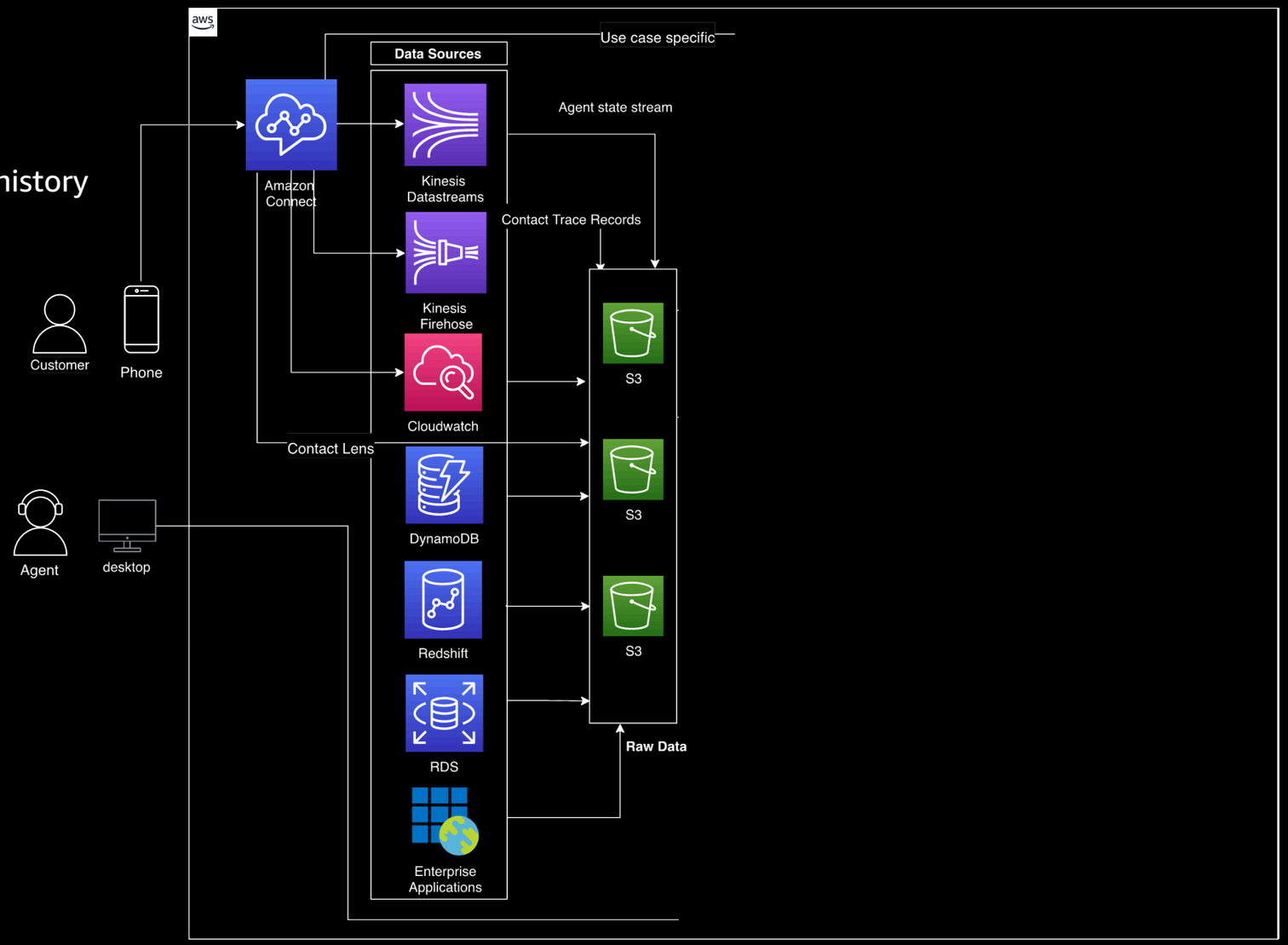
Customer experience revolution

- Data-driven experiences
- Actionable insights
- Personalization



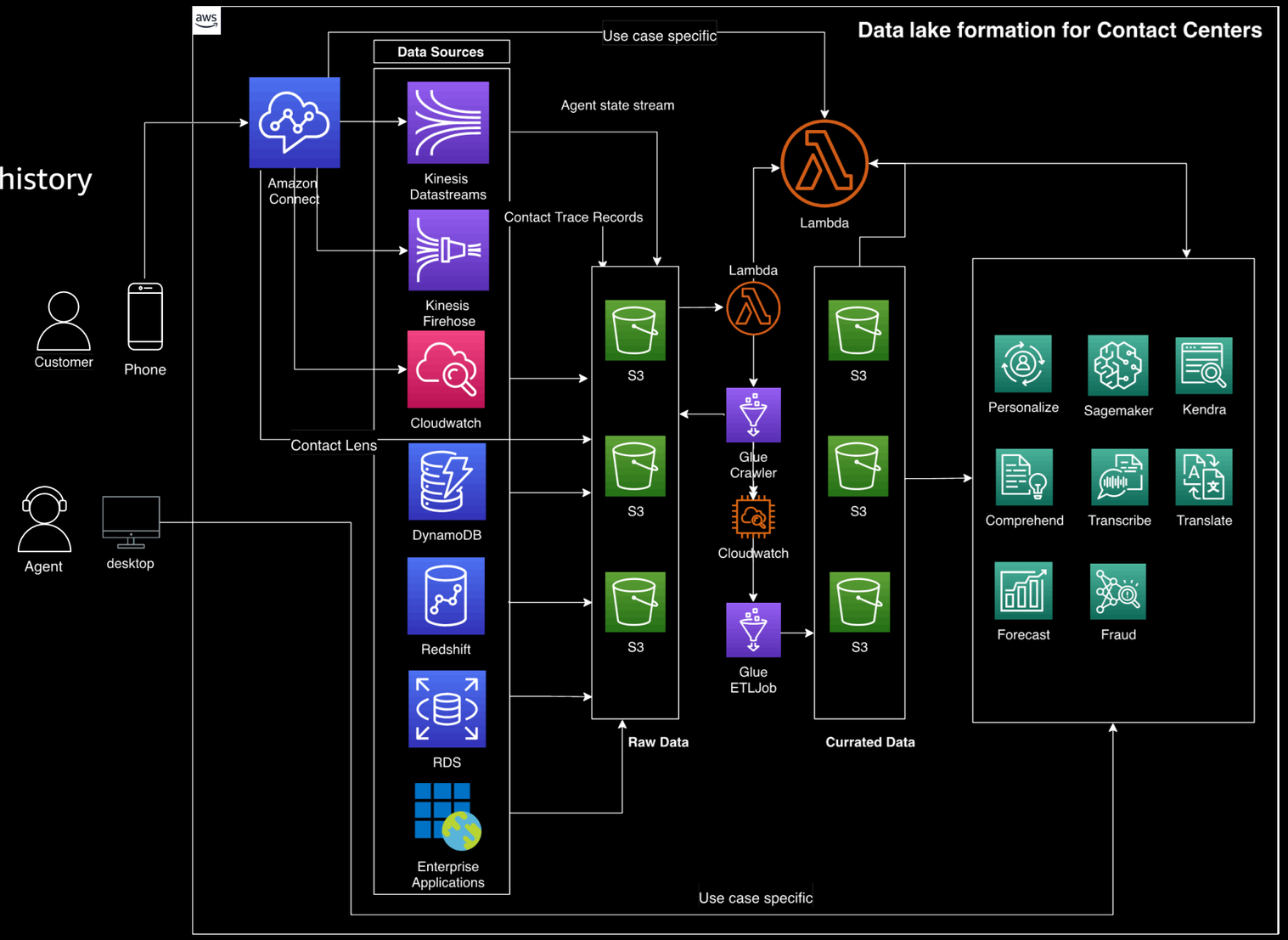
Data lakes for CX optimization

Enterprise applications
- CRM, customer info, purchase history
- Case management
- Product inventory
- Service catalog
- KB articles
- Data warehouse
- Enterprise communities
- IOT data
- Location data



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Advanced Customer Engagement (ACE) on AWS

WHEN YOU LEAD WITH DIGITAL CUSTOMER EXPERIENCE TRANSFORMATION, THE CUSTOMER SOLVES THEIR BUSINESS CHALLENGES

Actionable Insights

How do I scale to meet demand, reduce costs and build resiliency?



Amazon Connect

How can I deflect calls to digital and help customers self-serve?



Amazon Lex



Amazon Polly

How can I make my customer service agents more efficient?



Amazon Transcribe



Amazon Comprehend

How can I proactively intervene in escalations and train my agents more effectively?



Amazon Translate



Amazon Kendra

Personalized Experiences

How can I better understand my customers?



Amazon Pinpoint

How can I reach the right customers at the right time with the right message?



Amazon Simple Notification Service



Amazon Personalize

How do I measure the effectiveness of my engagements?



Amazon Simple Email Service

Reduced cost and increased resiliency	Deflect to digital	Increase agent efficiency	Increase customer satisfaction	Personalized customer experiences	Increase customer retention and loyalty	Omni-channel customer experiences

Time to value and technology extensibility



Amazon Connect Accelerators | **Contact Center Accelerator** | **Unified Agent Portal** | **Conversational AI Platform**

Industry Specificity

Industry intents and vocabulary

Operating model



AWS Well-Architected

Advanced Customer Engagement (ACE) on AWS


Agent


Mobile App


Virtual Agent


Messaging


Social Media


Forms & Documents

Engagement events and customer data

Personalization & recommendations

aws


100% cloud-based contact center service


The broadest and deepest set of AI and ML capabilities

accenture


Assets, accelerators, and industry-specific intents

Integrated operating model including strategy, planning, experience design, and capability development

Proven methodologies and industry leading capabilities

Improved customer experience through frictionless customer journeys

Sustainable operating cost reduction by automating and deflecting customer contacts

Increase revenue through analytical and predictive methods

REDUCTION IN
OPERATING EXPENSES
30–50%
Reduction in operating expenses

INCREASED
SALES CONVERSION
5–15%
Increase in revenue

INCREASED
CUSTOMER SATISFACTION
2–3x
Increased NPS

INCREASED
CUSTOMER RETENTION
2–15%
Increase in revenue

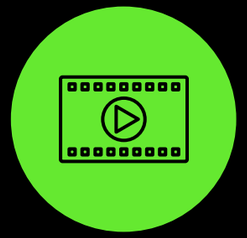
Get started today



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



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



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

Other Business Applications sessions

SESSION ID: BIZ291-L

Reimagine business applications from the ground up

Larry Augustin, Vice President Business Applications—AWS

SESSION ID: BIZ204

Design critical customer communications with Amazon Pinpoint

Anne Weiler, Sr. Manager, Product Management—AWS
Adrianna Gutierrez, Business Applications Manager—Fred Hutchinson

SESSION ID: BIZ301

Send and deliver emails from any application with Amazon SES

Simon Poile, GM Customer Engagement—AWS
Kevin Zhang, Group Product Manager—Reddit

SESSION ID: BIZ304

Embed video conferencing in any app with the Amazon Chime SDK

Jennie Tietema, Principal Product Manager—AWS
Mike Antonelli, Lead Platform Management Engineer—Cerner

SESSION ID: EMB022

Amazon Connect and the future of cloud contact centers

Pasquale DeMaio, GM Amazon Connect—AWS
Yasser El-Haggen, Worldwide Solutions Architect—AWS

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: BIZ203

Responsive customer service with Amazon Connect

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

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

Thank you!



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