# AWS re:Invent

NOV. 29 – DEC. 3, 2021 | LAS VEGAS, NV

BIZ302

# Cloud contact center migration best practices

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# Learning objectives

- Introduction, migration drivers & sample use case
- Contact Center migration best practices
- *Working session 1 –* Evaluating migration readiness
- Build a technical foundation
- *Working session 2 –* Contact center transformation (working backwards)
- *Working session 3 -* Define roles & responsibilities
- *Working session 4 -* Planning for launch
- Optimization & innovation – fueling the flywheel
- How we can help!

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# Workshop materials

- Access the following link to download Excel and Word files

  https://bit.ly/3nBcHU9

- From your downloads, unzip **reInventBIZ302workshop.zip**
- Open folder **reInventBIZ302workshop**
- Access 4 files, 1 per exercise

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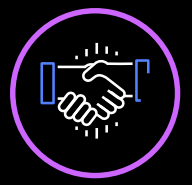
# Common contact center challenges



Expensive legacy solutions with complex pricing & large upfront costs



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



Challenging vendor relationships
(lack of trust, misleading fees, slow development cycles, etc)



Unable to access powerful AI technologies
(expensive, bolt-on integrations)



Inability/difficulty to scale up *or* down easily



Complex and expensive to integrate to systems of record (or not possible at all)

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

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# We built scalable cloud technology to improve our contact center experience

## Amazon.com Customer Service supports…



Millions
of customers



Dozens
of languages



32
countries

## Over 70,000 Customer Service Associates

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# Amazon Connect

EASY-TO-USE OMNICHANNEL CLOUD CONTACT CENTER



Dynamic, personal, and natural automated experiences

One application for workflows, agent management, routing, and experiences across all channels

Great customer and agent outcomes with AI & ML at the heart of every interaction

Scale from tens to tens of thousands of agents

Self-service configuration enables instant innovation

Built in real-time & historical analytics with secure, hassle-free access to your data

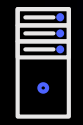
**Pay only for what you use**

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# Contact center migration: drivers and outcomes

## Migration drivers



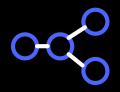
Aged infrastructure



Difficult integrations



Acquisition/divestiture



Changing markets/
customer expectations



Digital transformation
(e.g., omnichannel)

## Priority outcomes



Reduce costs



Streamline operations



Enable and accelerate
innovation



Increase agility



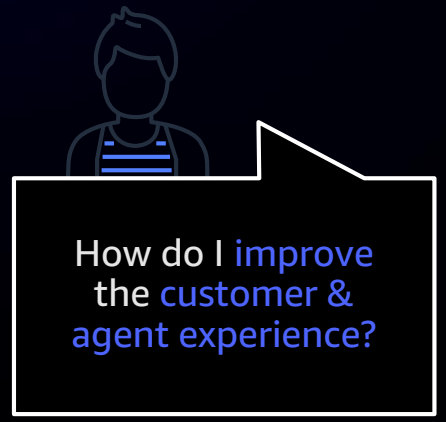
Improve customer
and agent experience

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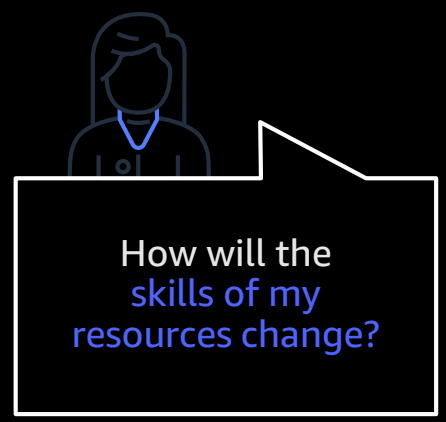
# Common questions

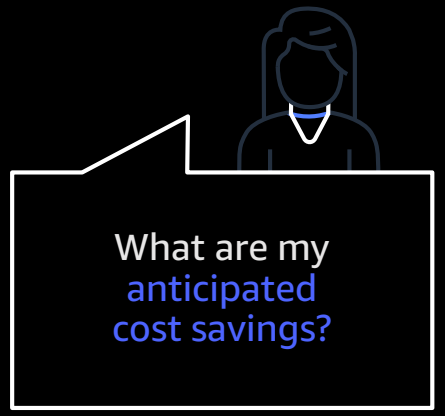

How do I get started with migrating?


How do I improve the customer & agent experience?

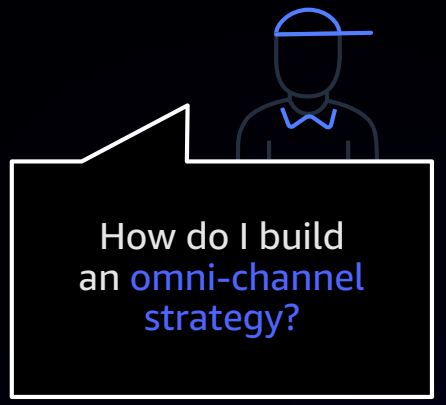

How does migration help modernize my contact center?

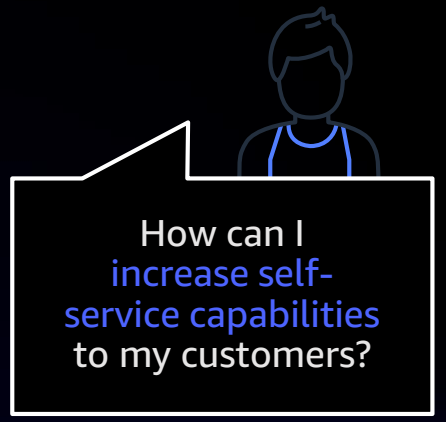

What methodology do I follow?


How will the skills of my resources change?


What are my anticipated cost savings?


What are my migration incentives?


How do I build an omni-channel strategy?


How can I increase self-service capabilities to my customers?


How can I use my data to route customers to the right agents first time?

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# Use case – AnyCompany Insurance

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# AnyCompany Insurance

SAMPLE USE-CASE

## Stats:

*Servicing property and casualty insurance customers*

*Customers in US and Canada*

*5,000 Agents, 50% WFH*

## Migration drivers:

*Pay for Usage vs. Capacity – cost savings*

*Speed up time to value through experiments*

*Better insights into conversational analytics*




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# Migration best practices

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# Migration assessment phase

## Current contact center baseline via CCMRA*

| | |
|---|---|
| Business capability focused | **Business**<br>Value realization |
| | **People**<br>Roles and readiness |
| | **Governance**<br>Prioritization and control |
| Technical capability focused | **Platform**<br>Applications and infrastructure |
| | **Security**<br>Risk and compliance |
| | **Operations**<br>Hybrid and dynamic |

## Discover and Organize Data

Contact volume and agent resources (Inbound/Outbound)

Total self-service/IVR containment

Contact center architectures

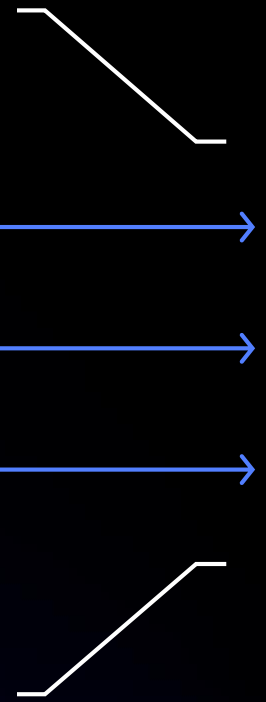
Telephony (TFN, DID)

Current platforms/technologies (e.g., IVR, ACD, Call recording, WFM, etc.)

Reporting and performance metrics

Call flows and configuration

CTI/data integration points (e.g., SFDC, ServiceNow, etc.)



## Migration plan



Migration plan based on both business and technical capabilities

*Contact Center Migration Readiness Assessment - Based on AWS Cloud Adoption Framework (CAF) https://aws.amazon.com/professional-services/CAF/

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# Our approach – Agile methodology

## Think **BIG**, start small



**Align on the strategy; disrupt; think big**

**See the art of the possible**

**Explore CX; build a roadmap**



**Experiment; work backwards from the customer**

**Build the minimum loveable product (MLP)**

**Launch the first line(s) of business**



**Accelerate teams to a modern contact center**

**Scale and optimize your CX innovation program**

**Fuel the flywheel**

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# Discovery and roadmap

AWS ProServe applies our proven "Working Backwards" and "Voice of the Customer" mechanisms to align stakeholders and develop a multi-phase transformation roadmap

| As is mapping | To-be design, gap assessment | Gap closure plan |
| --- | --- | --- |
| Examine systems and capabilities<br><br>Gather data and meet with SMEs to understand contact center current state<br><br>Conduct or determine proof of concept (POC) | Develop ideal experience across all contact center groups for associates and customers to determine project scope<br><br>Capture learnings from POC | Outline Amazon Connect roadmap for contact center future state build and deployment<br><br>Apply learnings from POC<br><br>Determine pilot opportunity |



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# Technology foundation

IMPLEMENT CORE CAPABILITIES TO PROVIDE A COMMON BASELINE AND PREPARE THE FLY-WHEEL MECHANISM FOR ACCELERATING TRANSFORMATION

## Foundational contact center

Sample capabilities:

- Organizational change management
- Multiple toll-free numbers
- English language – touchtone
- Amazon Polly prompts
- Hours, holidays, emergency
- Skill based routing
- Real time, historical connect reports
- Call recording
- SSO integration
- Data collection in Amazon S3
- Salesforce integration
- Basic screen pop
- Operations monitoring and alerting

1. Deploy Amazon Connect on a secure, high-performing, resilient, and efficient AWS infrastructure
2. Configure contact flows that define the customer experience and establish design conventions for consistent experiences
3. Develop the representative experiences (e.g., customer identification, look-ups)
4. Set up business administrative console
5. Integrate critical third-party systems (e.g., Verint, Salesforce)
6. Configure the data model and data pipeline (access Amazon Connect data in data lake/data warehouse)

Foundational customer experiences and an initial playbook based on foundational scope

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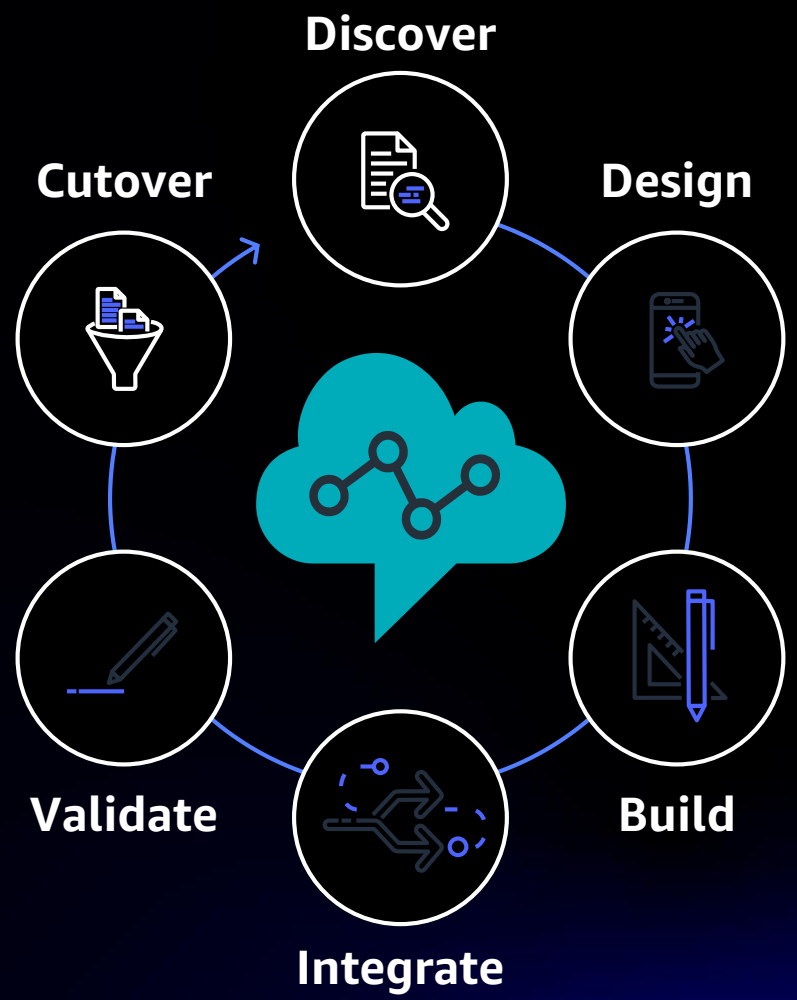
# Launch phase

ACCELERATE ONBOARDING TO AMAZON CONNECT WITH A REPEATABLE PLAYBOOK, DELIVERING OPERATIONAL FUNDAMENTALS WITH NEXT-GENERATION CAPABILITIES TO ELEVATE CUSTOMER EXPERIENCE AND REDUCE OPERATIONAL COSTS

**Use an agile methodology to onboard and launch each LOB* with operational playbooks to gain velocity and efficiency**

- Capture additional LOB enhancements to augment the common capabilities
- Follow the playbook recipe to set up, integrate, test, and launch each LOB
- Provide hands-on, immersive training to agents and supervisors
- Enhance the playbooks by adding new features or support for new types of stakeholders

*LOB—Line of business

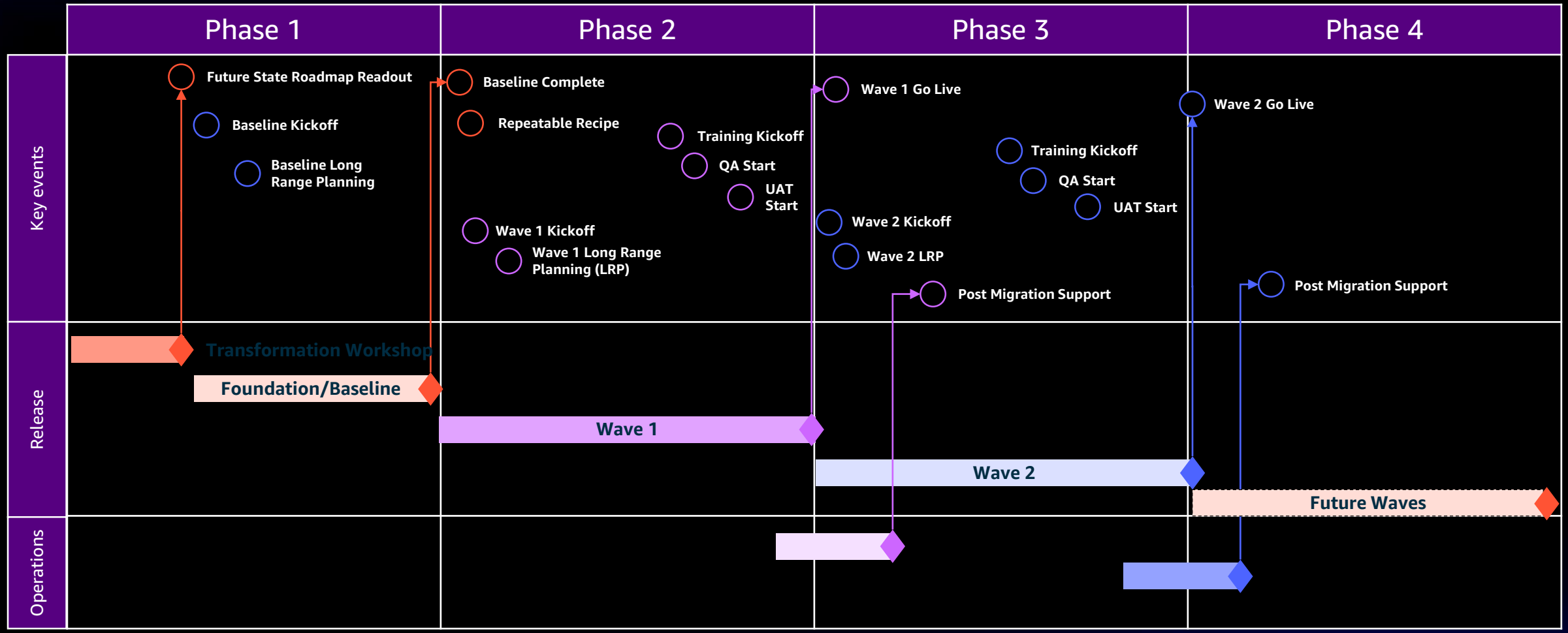



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# Example timeline

ALIGN ON THE NORTH STAR, CREATE A ROADMAP, AND BUILD A FOUNDATION (BASELINE), THEN INCREMENTALLY ADD CAPABILITIES TO DELIVER PRIORITY OUTCOMES




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# Working session 1 – Evaluate migration readiness

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# Contact Center Migration Readiness Assessment (CCMRA)

## Sample exercise

- 15 sample CCMRA questions
- Questions from each CAF perspective

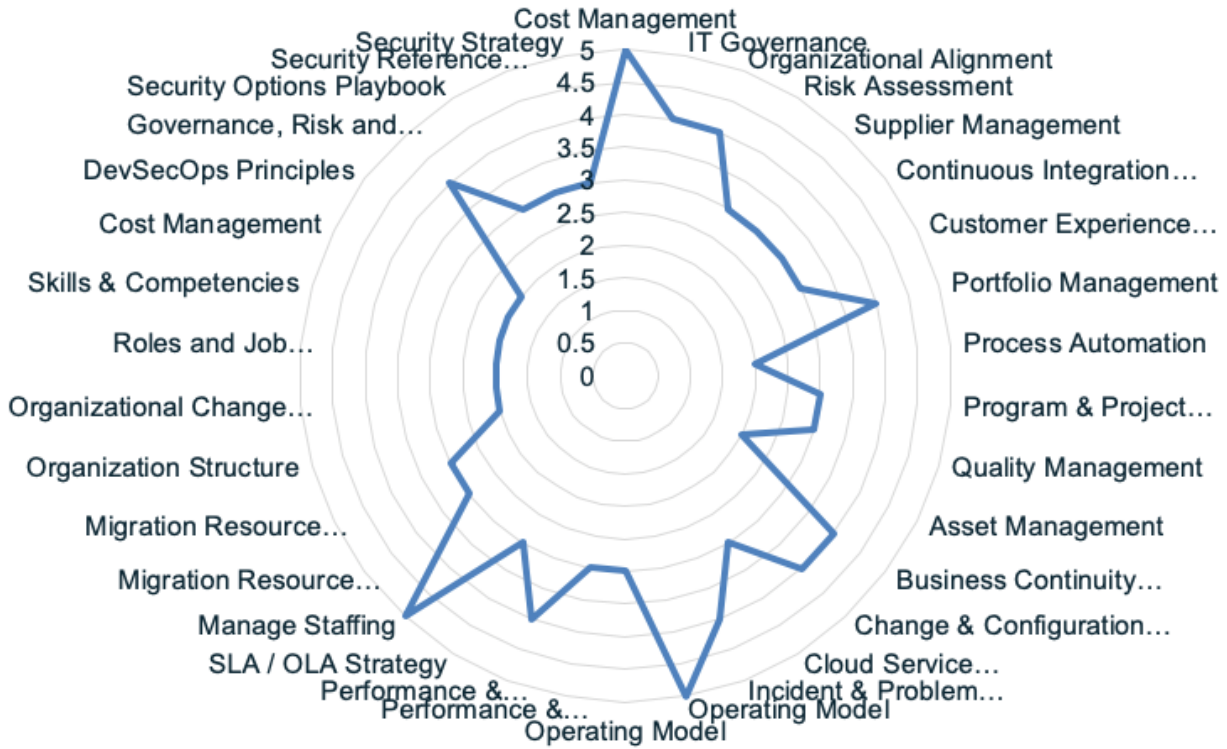
| Category | CAF Category | Question | Readiness Rating | Guidance | Rating Example |
|---|---|---|---|---|---|
| Business | Cost Management | High-level business case exists that articulates the contact center miration objectives, benefits, and cost? Has a full TCO analysis been completed? The high level business case is typically created early in the migration life cycle. It is used for the cloud sponsor to socialize and gain support for the migration program. | 1 | Is there a clear business case / TCO that's been completed comparing AWS/Connect with their current contact platform? Have they properly sized it based on expected volumes? Is there a detailed migration roadmap? Are there any features / blcokers required for go-live? | 5 - AWS TCO calculator or team was leveraged to calculate the cost and benefits of moving to AWS and Amazon Connect.<br>4 - Awaiting results of AWS TCO analysis<br>3 - AWS TCO calculator analysis currently in process or sales team has been notified of needs.<br>2 - Discussion of need for AWS TCO analysis has evaluated. Pending approval or resources to complete TCO analysis.<br>1 - No TCO calculations executed. |
| Business | Organizational Alignment | Who owns the technology that is used by the contact center and the day to day management? How are responsibilities broken up? | 1 | Does the team have a segmented contact center team or integrated verticals? Does the team have development talent? Are they practicing DevOps today? | 5 - Customer has experienced team deploying AWS services and Amazon Connect to production and practices modern DevOps practices.<br>4 - Customer has some experience with deploying AWS services and Amazon Connect in PoC.<br>3 - Customer has attended bootcamps / training for Amazon Connect and practices DevOps concepts internally.<br>2 - Customer has no AWS experience, but practices DevOps internally on the team.<br>1 - Customer has no AWS experience and only experience / structure based on legacy platform. |
| Governance | Customer Experience Management | Is there an owner for the end to end customer experience? | 1 | Is there a business owner of the usability experience? Do they actively test with customers? Do you they have a Voice or User Experience Team? | 5 - Dedicated UX and VUI testing team with business having mature ownerhship of customer experience.<br>4 - There is a mature practice with UI/VUX testing or the business has mature ownership of the customer experience.<br>3 - There is some level of UX/VUX testing and/or some awareness of customer experience and actively applied to production experiences.<br>2 - There is some level of UX/VUX either in the technology or business orgnaization, but lacks maturity/capabilities.<br>1 - No experience with UI/VUI testing and management of customer experience. |
| Governance | Portfolio Management | Is there a up-to-date and reliable application and contact flow inventory with accurate meta data on the applications (IVR, routing, skills, etc)? Where is this information stored and how is it maintained? | 1 | Are all legacy IVR, agent configuraitons, call flows, skills, voice prompts all clearly documented? Is there a mapped out plan / approach to migrating to Amazon Connect? | 5 - Configuration Management Database (CMDB) or other application or infrastructure repository exists. The data in the CMDB is accurate and there are automated mechanisms to ensure data accuracy.<br>4 - Configuration Management Database (CMDB) or other application or infrastructure repository exist. Data is accurate but not automatically updated.<br>3 - Configuration Management Database (CMDB) or other application or infrastructure repository exist. Data accuracy cannot be confirmed.<br>2 - Manually collected application or infrastructure data exists. The data is manually updated and accuracy cannot be verified.<br>1 - No inventory repositories exist. |
| Governance | Program & Project Management | Does the customer have mature and disciplined project and program management capabilities? Agile? Scrum? Waterfall? | 1 | What is the customer's current project management culture? Are they using Agile/Scrum or Waterfall methodologies? | 5 - Customer has the ability to deliver projects leveraging agile or XP methodologies. There are resources trained as Scrum masters who are available to drive work streams. The role and responsibility or product owners is well understood. Tools exist to support agile delivery (e.g. Jira).<br>4 - Customer has high level understanding of agile, scrum, or XP methodologies. Some resources are trained and available to drive work streams.<br>3 - Customer is aware of agile and scrum practices but do not adhere to methodologies for project management tasks.<br>2 - Customer maintains traditional project management practices with some adoption of agile, scrum, or XP methodologies.<br>1 - Customer does not have agile methodology experience. |
| | | | | What is their release management process today? What environments do they have established within AWS and what is their promotion process? Do | 5 - Change and configuration management processes revised for Amazon Connect / AWS. Some best practices include ensuring the solution covers configuration management for all infrastructure components including AWS resources, OS, and application stacks. |

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# Example CCMRA radar chart

## Contact Center MRA | Assessing Readiness Chart

| | |
|---|---|
| Business Capability Focused | **Business** Value Realization |
| | **People** Roles and Readiness |
| | **Governance** Prioritization and Control |
| Technical Capability Focused | **Platform** Applications and Infrastructure |
| | **Security** Risk and Compliance |
| | **Operations** Hybrid and Dynamic |



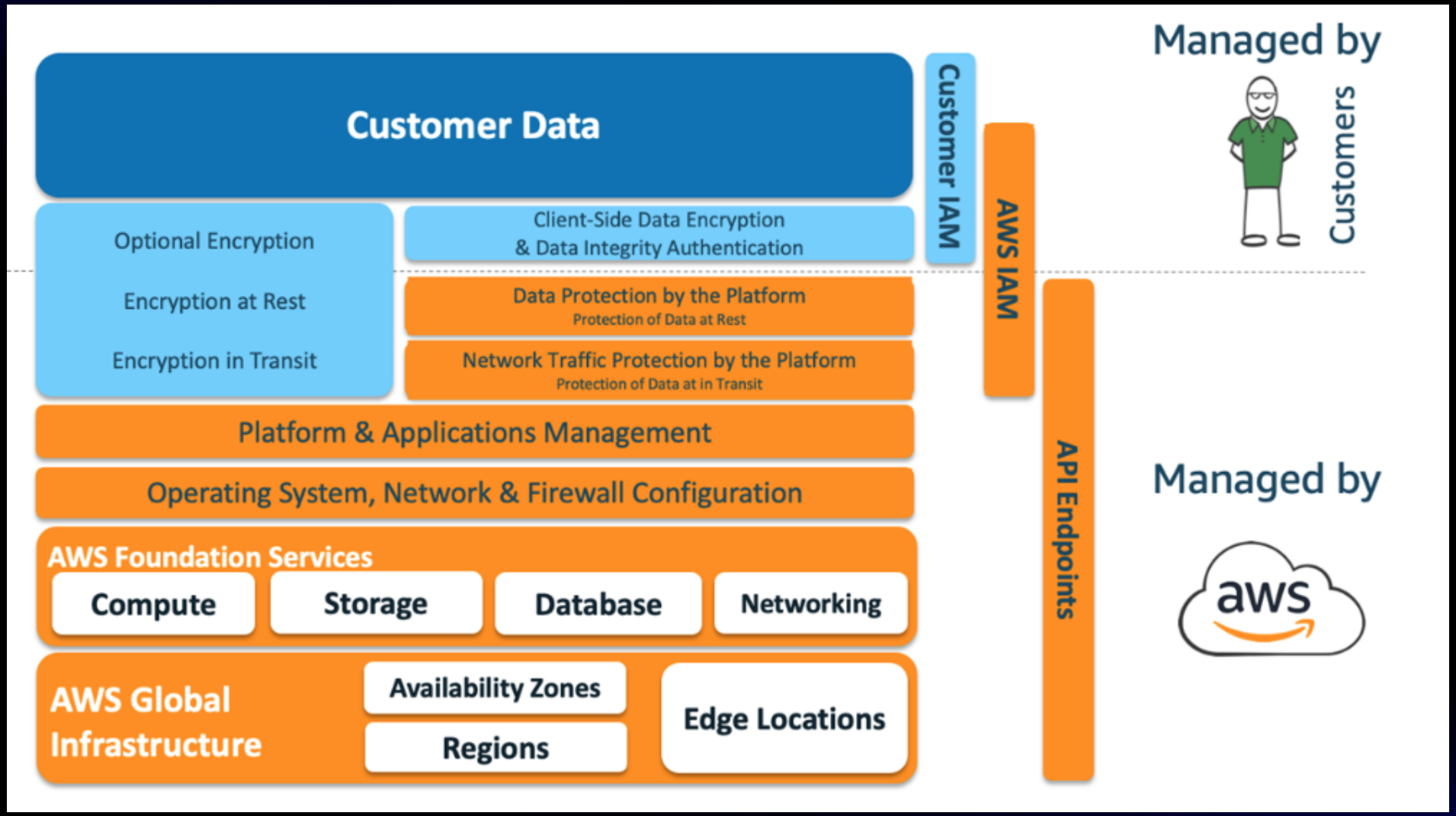

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# Build a technical foundation

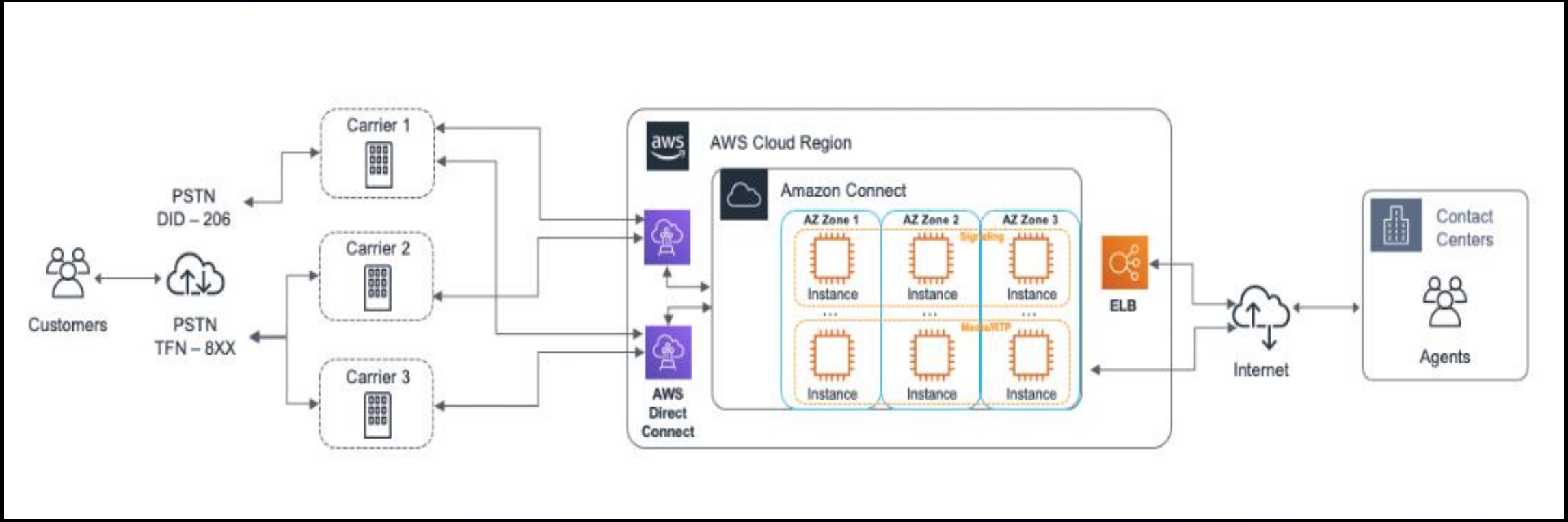
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# Amazon Connect: Shared responsibility model



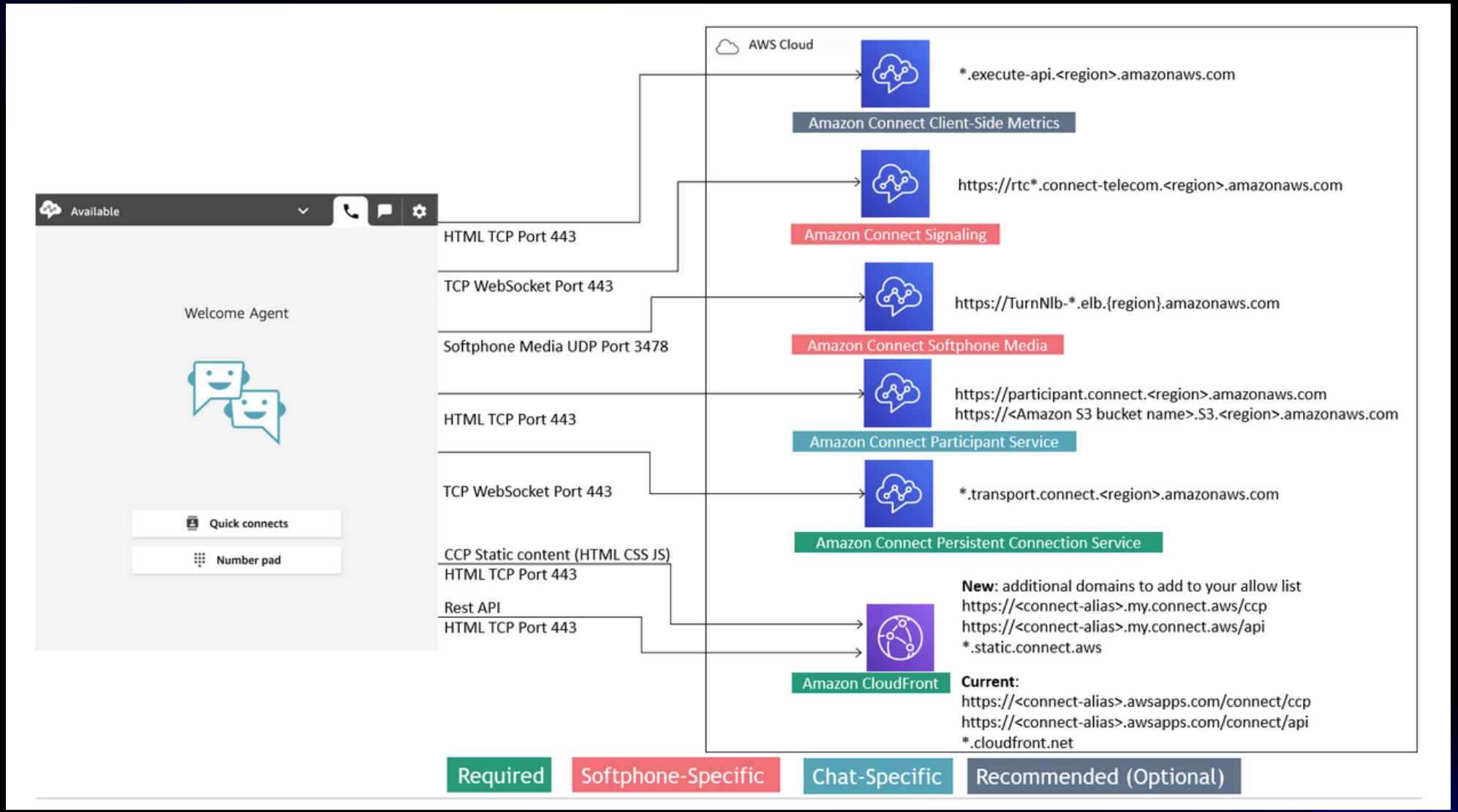

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# Amazon Connect: Regional telephony design



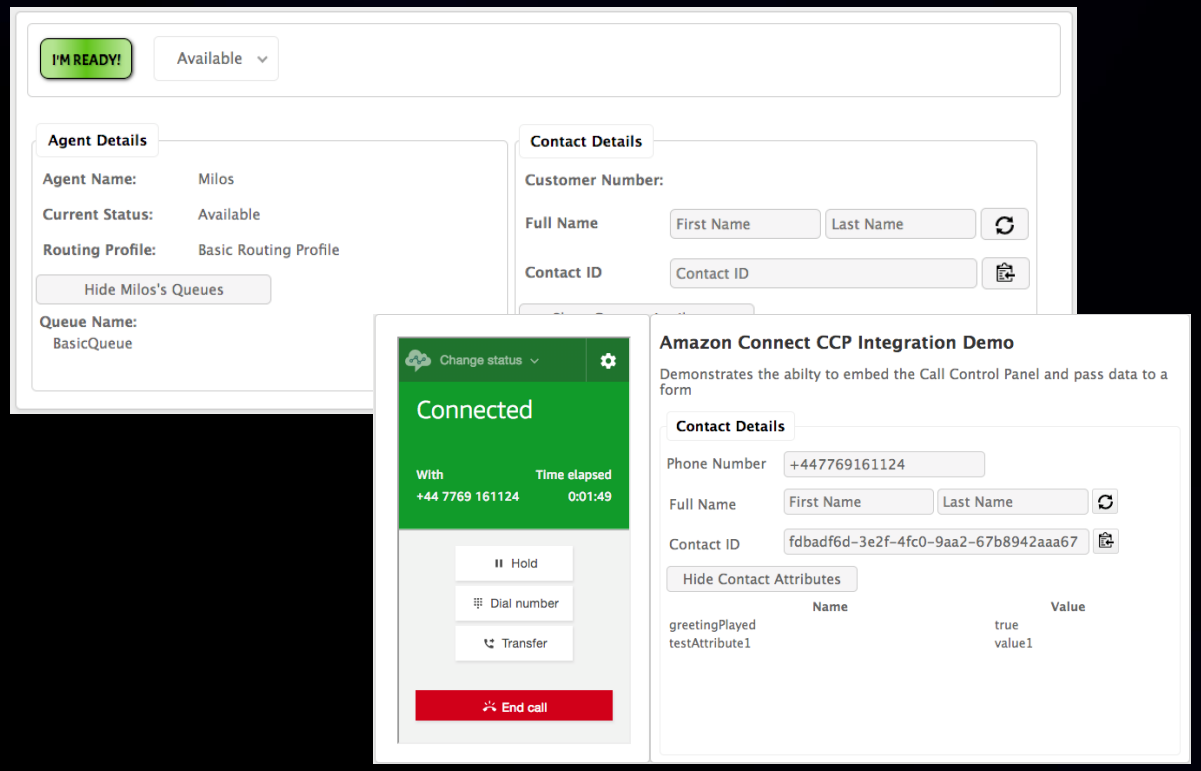

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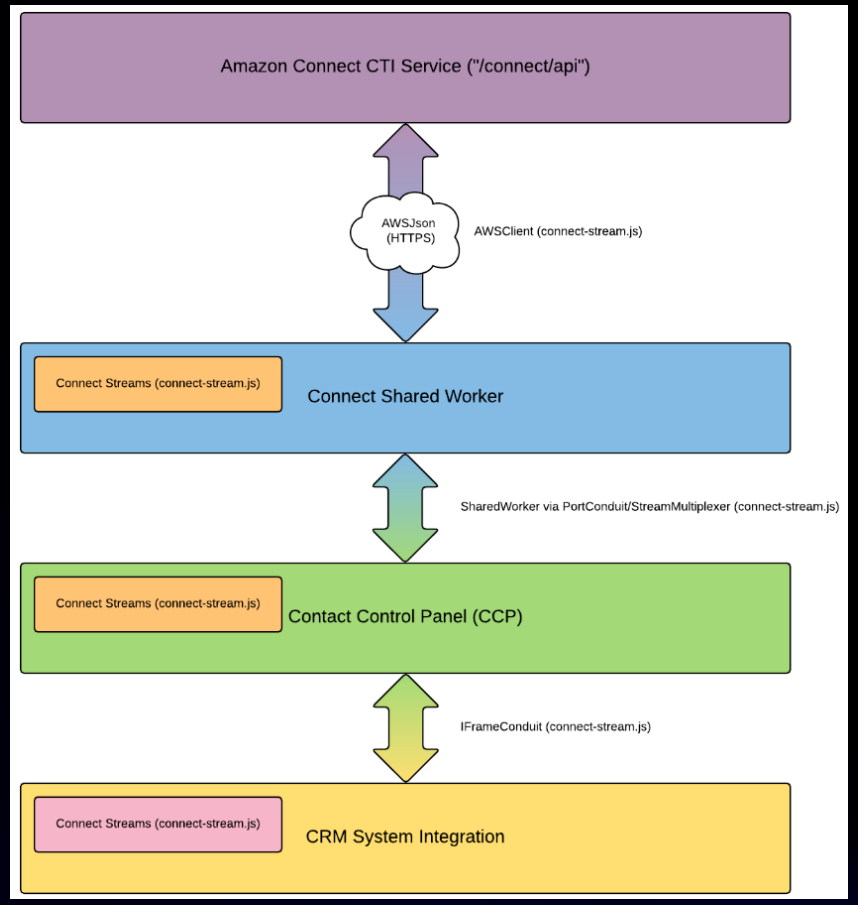
# Amazon Connect: Network patterns




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# Amazon Connect: Custom contact control panel (CCP)




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# Working session 2 – Contact center transformation (working backwards)

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# What we hear from customers

1. **Demonstrating improvements -** *"How do we better measure customer experience? How do we make CX part of our internal metrics?"*

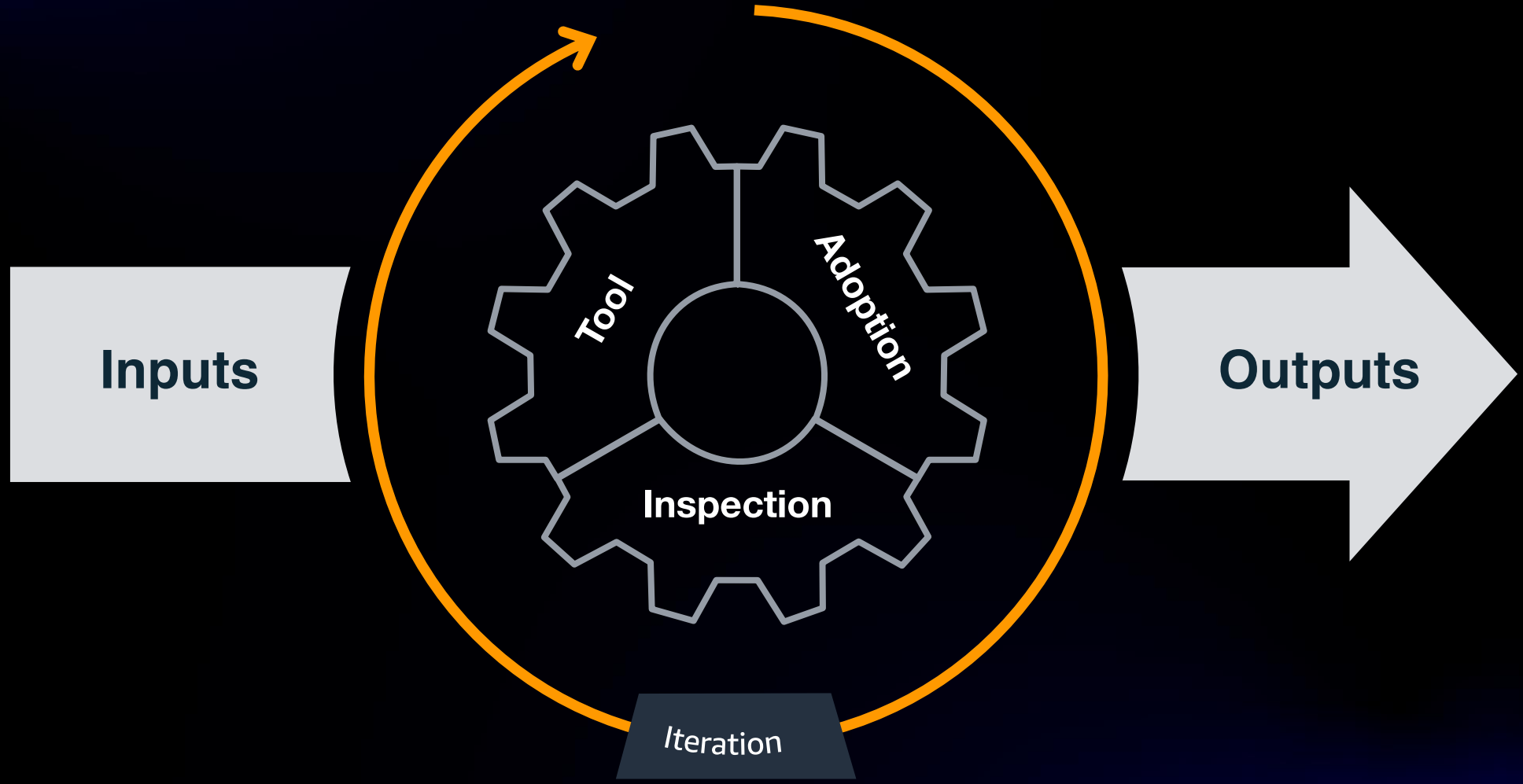
2. **Cultural –** *"How do we reduce customer and agent effort while empowering agents to deliver better experiences ? Are we willing to let our customers talk to machines? How do we learn to apply the technology for maximum impact"*

3. **Speed-to-market –** *"How can we make investments in CX faster?"*

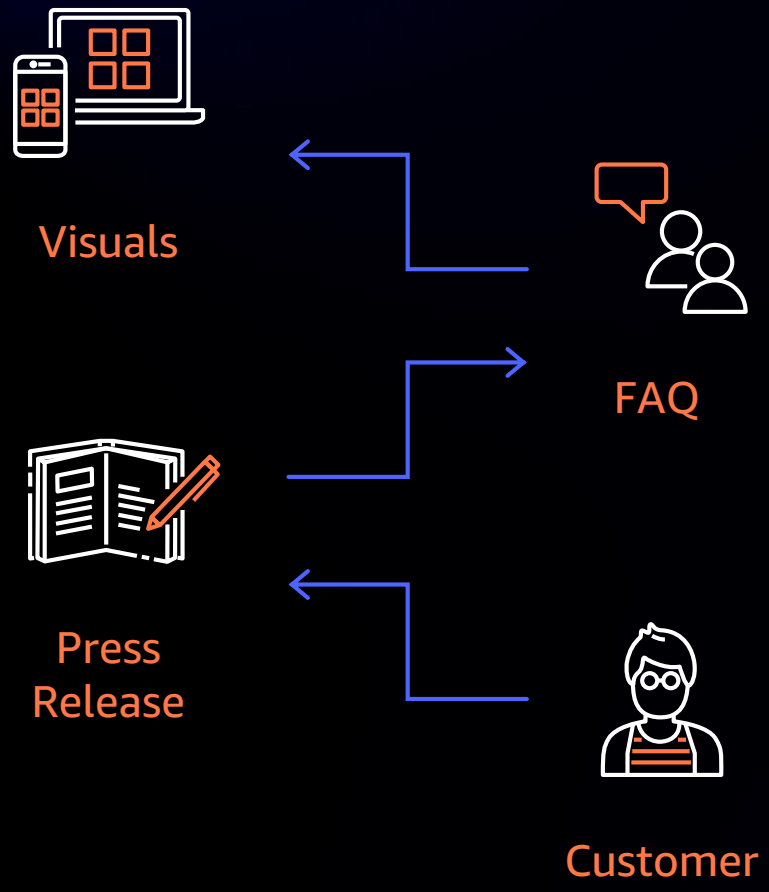
4. **Customer obsession –** *"How can we understand our customers better and adapt experiences to their unique journey? How might I meet my customers where they are?"*

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# A mechanism is a complete process




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# Working backwards is a process

Use it to get clarity, not to document what you've already decided to do

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# Artifacts from the working backwards process

## Press Release

Amazon Campus Amazon.com confidential

**Amazon Campus Launches First Multi-Channel Student Store at the University of California Berkeley**

**www.amazon.com/Campus & berkeley.amazon.com**

**SEATTLE-(BUSINESS WIRE) – August 31st, 2014** – Since returning to school for the Fall semester, Berk
experienced a fresh take on the college bookstore as the new Berkeley Student Store opened at an on
berkeley.amazon.com.

The Amazon-run online Student Store brings Amazon's broad selection, low prices, and convenient sh
of Berkeley's campus and offers a number of additional student-focused features. With the launch of t
students can now pay for any purchase on Amazon with their Cal1Card, buy course materials in any fo
Learning Management System or directly on Amazon.com, pick up orders at convenient locations acro
One-Day Shipping on textbooks sent to the campus area. Amazon Student members at Berkeley are el
Shipping to campus on millions of additional products plus FREE Two-Day shipping on millions more.

"I've been an Amazon Student member for two years," explained Senior Aubrey Primason, "Getting th
was huge. I've been ordering everything from Amazon since I got back to school. I may never have to

Students can access these campus-specific payment methods and shipping benefits, along with the ful
textbooks - typically available only through the university's licensed bookseller - by activating the Berk
experience when they visit berkeley.amazon.com, sign up for Amazon Student and select 'Berkeley' as
to Amazon within the Berkeley Learning Management System.

In place of a traditional campus bookstore, Amazon has deployed Lockers across campus and built the
a space that features a package pick up desk, technology showroom, and lounge area for students to

## FAQs

Amazon Campus Amazon.com confidential

***II: Student Customer FAQs***

**Q4: What do I get when Amazon is on my campus?** Students get a number of benefits when Amazon is
the co-branded experience on Amazon, students receive Free One Day shipping on textbooks to campus a
textbook selection, the ability to pay with their university ID card, and the ability to pick up Amazon.com
campus. On campus, all students will have access to an Amazon Student Lounge.

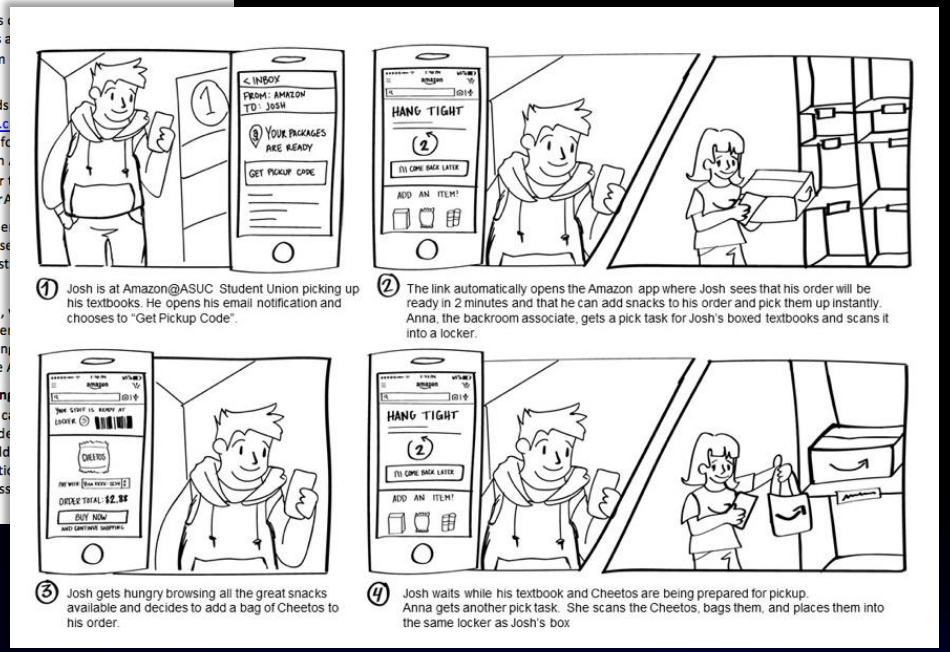
**Q5: How do I activate the co-branded experience?** Students at client universities will have four methods
branded experience: 1) visiting the co-branded subdomain directly by typing the URL (berkeley.amazon.c
clicking an external link, 2) joining the Amazon Student program and selecting their school, 3) shopping fo
their school's Learning Management System, 4) clicking on a Student Store merchandising placement on
customers have opted in, they will see a persistent co-branded toolbar on the top of the page whenever
Customers can turn the experience off at any time by navigating to the 'Account Settings' menu in 'Your A

**Q6: What do I get if I sign up for Amazon Student when Amazon is on my campus?** Amazon Student me
the standard benefits of the program *plus* Free One Day shipping to the campus area on millions of top se
benefits include Free Two-Day shipping on Prime eligible items, unlimited instant streaming of Prime Inst
access to the Kindle Owners' Lending Library. The cost of a Student membership will remain $39/year.

**Q7: Why aren't there any 'grab and go' items available for purchase at the Student Lounge?** At launch,
products to customers "on demand" at the Student Lounge because we do not have a Point of Sale syste
inventory for sale on site. However, we intend to offer this in the future for a small selection of top-sellin
meantime, customers may order items displayed in the Lounge by using the bar code scan feature in the

**Q8: Why is Free One Day shipping limited to campus addresses? Why don't I get Free One Day shippin**
By working directly with a university, Amazon is able to reduce costs associated with shipping orders to c
to pass on to all students at the school via Free One Day shipping for textbooks, and to our Amazon Stude
Day shipping on millions of other eligible products. However, in order to provide these benefits at no add
the geography in which we offer this benefit to those zip codes served from our on campus delivery stati
members always receive Free Two-Day shipping on Prime eligible items, to campus or most other address

## Visuals




1. Josh is at Amazon@ASUC Student Union picking up his textbooks. He opens his email notification and chooses to "Get Pickup Code".
2. The link automatically opens the Amazon app where Josh sees that his order will be ready in 2 minutes and that he can add snacks to his order and pick them up instantly. Anna, the backroom associate, gets a pick task for Josh's boxed textbooks and scans it into a locker.
3. Josh gets hungry browsing all the great snacks available and decides to add a bag of Cheetos to his order.
4. Josh waits while his textbook and Cheetos are being prepared for pickup. Anna gets another pick task. She scans the Cheetos, bags them, and places them into the same locker as Josh's box

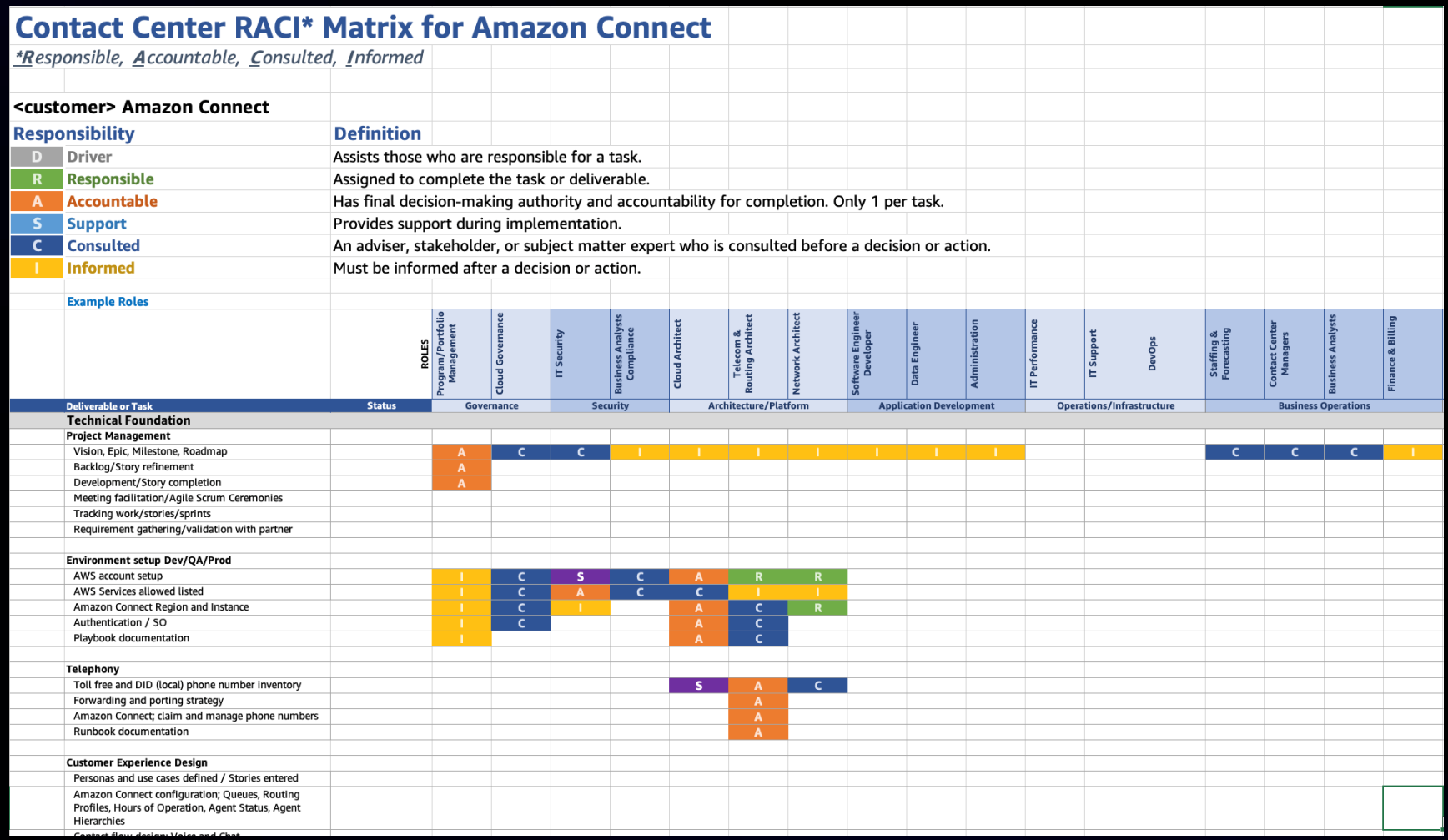
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# Working session 3 – Roles & responsibilities

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# Contact center RACI template for Amazon Connect

- Align roles
- Add key tasks
- Expand phases



## Contact Center RACI* Matrix for Amazon Connect

**Responsible, Accountable, Consulted, Informed*

**<customer> Amazon Connect**

| Responsibility | Definition |
|---|---|
| D Driver | Assists those who are responsible for a task. |
| R Responsible | Assigned to complete the task or deliverable. |
| A Accountable | Has final decision-making authority and accountability for completion. Only 1 per task. |
| S Support | Provides support during implementation. |
| C Consulted | An adviser, stakeholder, or subject matter expert who is consulted before a decision or action. |
| I Informed | Must be informed after a decision or action. |

Example Roles

| Deliverable or Task | Status | Program/Portfolio Management | Cloud Governance | IT Security | Business Analysts Compliance | Cloud Architect | Telecom & Routing Architect | Network Architect | Software Engineer Developer | Data Engineer | Administration | IT Performance | IT Support | DevOps | Staffing & Forecasting | Contact Center Managers | Business Analysts | Finance & Billing |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | ROLES | Governance | | Security | | Architecture/Platform | | | Application Development | | | Operations/Infrastructure | | | Business Operations | | | |
| **Technical Foundation** | | | | | | | | | | | | | | | | | | |
| **Project Management** | | | | | | | | | | | | | | | | | | |
| Vision, Epic, Milestone, Roadmap | | A | C | C | I | I | I | I | I | I | I | | | | C | C | C | I |
| Backlog/Story refinement | | A | | | | | | | | | | | | | | | | |
| Development/Story completion | | A | | | | | | | | | | | | | | | | |
| Meeting facilitation/Agile Scrum Ceremonies | | | | | | | | | | | | | | | | | | |
| Tracking work/stories/sprints | | | | | | | | | | | | | | | | | | |
| Requirement gathering/validation with partner | | | | | | | | | | | | | | | | | | |
| **Environment setup Dev/QA/Prod** | | | | | | | | | | | | | | | | | | |
| AWS account setup | | I | C | S | C | A | R | R | | | | | | | | | | |
| AWS Services allowed listed | | I | C | A | C | C | I | I | | | | | | | | | | |
| Amazon Connect Region and Instance | | I | C | I | | A | C | R | | | | | | | | | | |
| Authentication / SO | | I | C | | | A | C | | | | | | | | | | | |
| Playbook documentation | | I | | | | A | C | | | | | | | | | | | |
| **Telephony** | | | | | | | | | | | | | | | | | | |
| Toll free and DID (local) phone number inventory | | | | | | S | A | C | | | | | | | | | | |
| Forwarding and porting strategy | | | | | | | A | | | | | | | | | | | |
| Amazon Connect; claim and manage phone numbers | | | | | | | A | | | | | | | | | | | |
| Runbook documentation | | | | | | | A | | | | | | | | | | | |
| **Customer Experience Design** | | | | | | | | | | | | | | | | | | |
| Personas and use cases defined / Stories entered | | | | | | | | | | | | | | | | | | |
| Amazon Connect configuration; Queues, Routing Profiles, Hours of Operation, Agent Status, Agent Hierarchies | | | | | | | | | | | | | | | | | | |
| Contact flow design; Voice and Chat | | | | | | | | | | | | | | | | | | |

- *RACI (Responsible, Accountable, Consulted, and Informed)*

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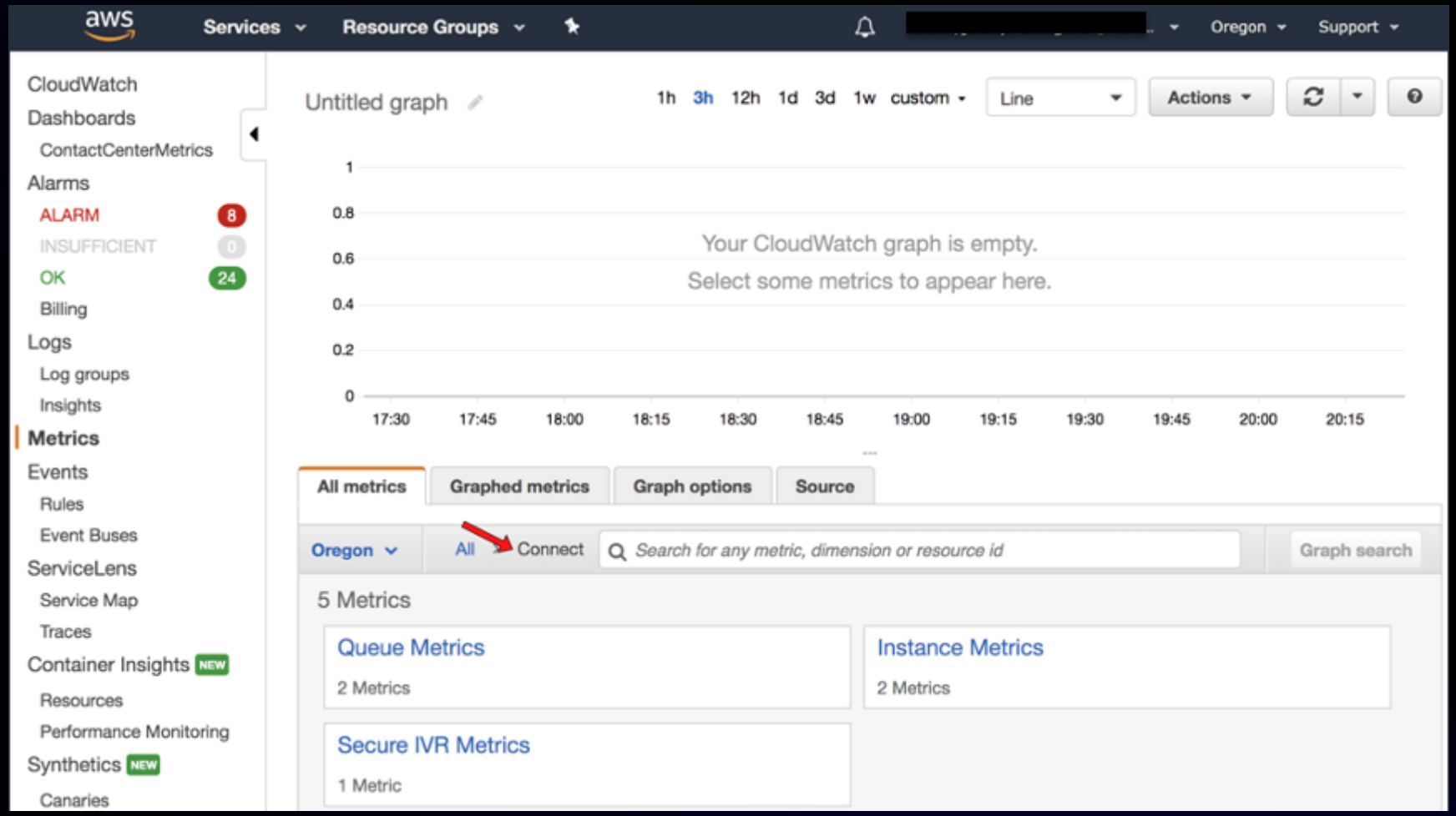
# Amazon CloudWatch metrics

## Metrics

- 16+ native metrics
- Stored for 14 days
- 1 minute intervals

## Metric dimensions

- Contact flow
- Instance
- Queue
- Secure IVR

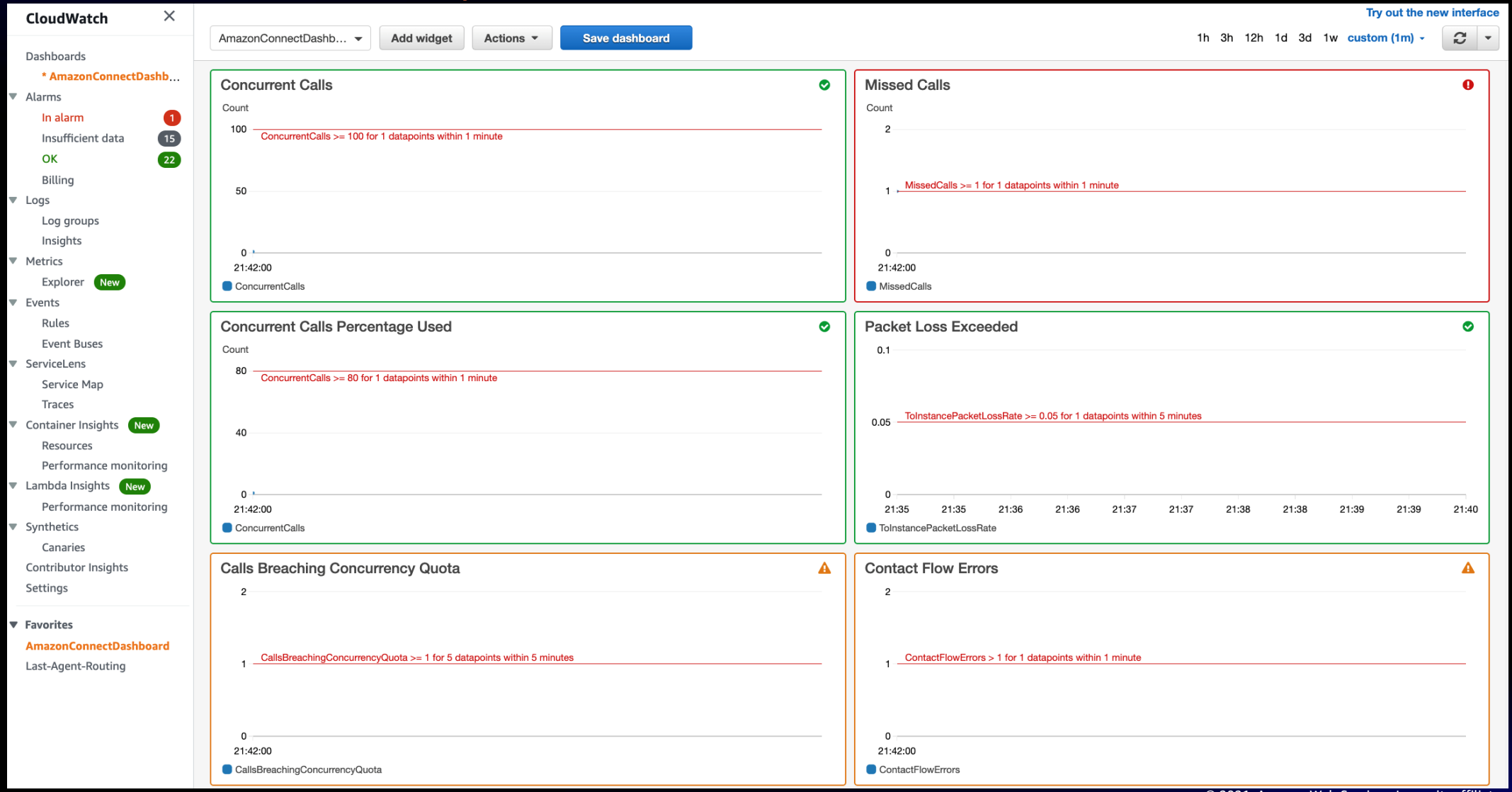



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# Amazon Connect native metrics

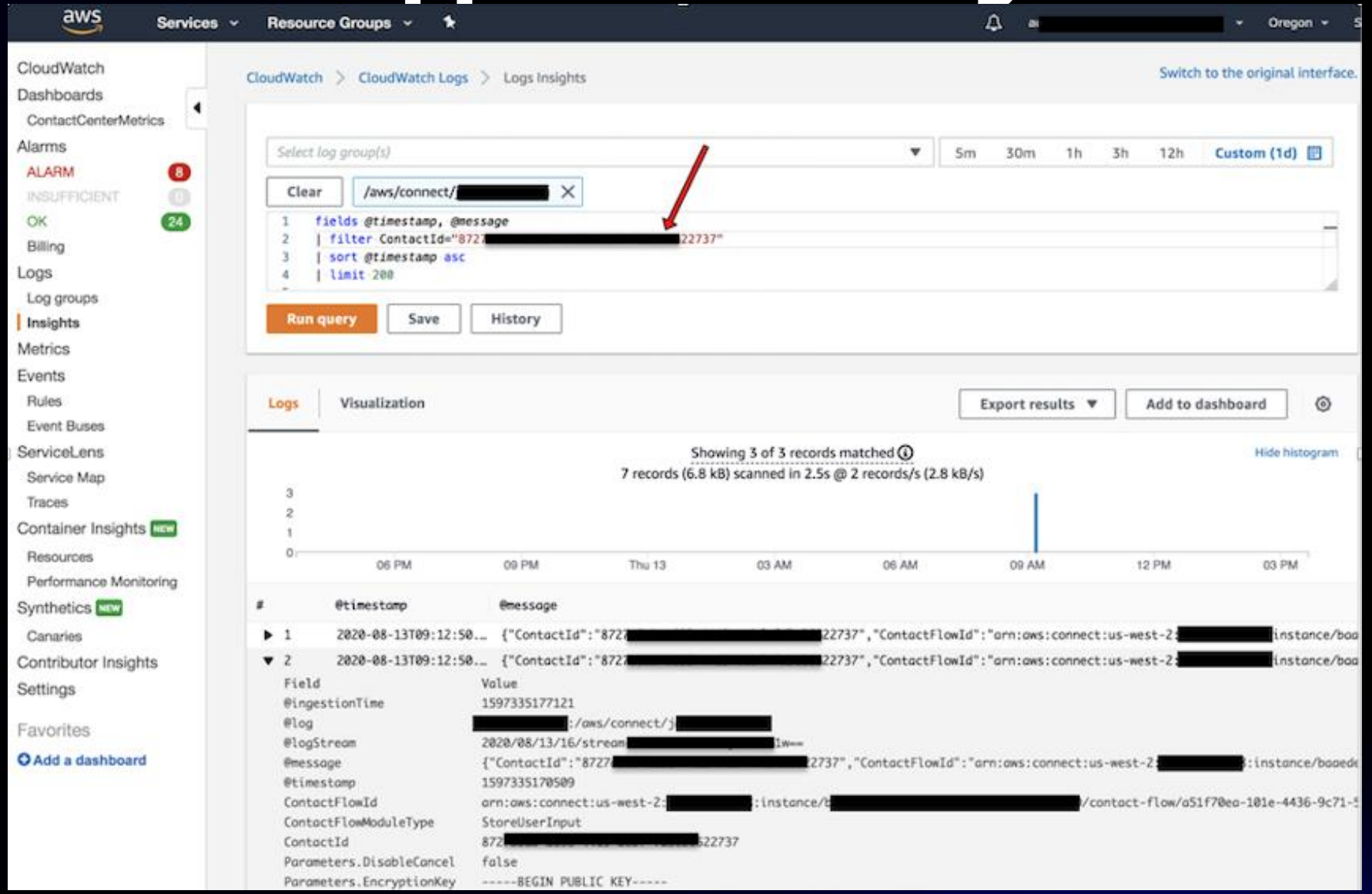
(EXAMPLE WIDGETS & THRESHOLDS)




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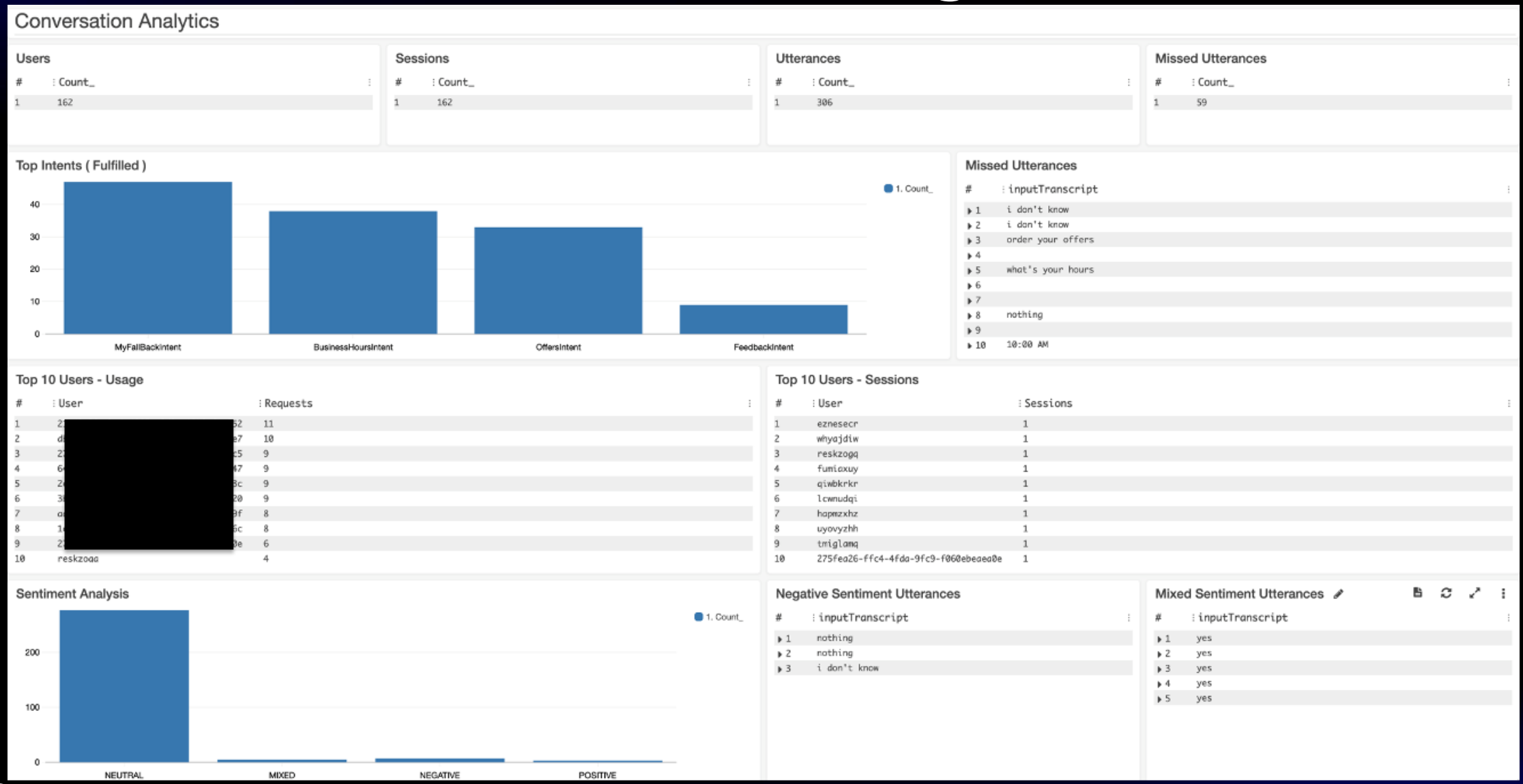
# Amazon CloudWatch Application Insights

- Query source
- Fields
- Filters




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# Amazon Lex conversation logs




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# Working session 4 – Plan for launch

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# Sample launch plan

- Go-live resources
- Go-live checklist
- Launch steps
- Security checklist

| |
|---|
| **Customer - Network** |
| Escalations for Firewall rules, access issues. |
| **Customer - Call Center** |
| Operations - @xxxx |
| Supervisors (escalated issues) |
| **Customer - Reporting** |
| developers |
| **Customer - SSO/ADFS** |
| Security Administrators |
| **AWS** |
| TAM, Account Manager, Account SA |
| ProServe |
| **Vendor - CRM** |
| **Vendor - WFM** |
| **Vendor - Other** |
| **Customer - IVR** |
| designers |
| developers |
| **Customer - EDW** |
| developers |

| Item | Person Responsible | Status (Go/No-go) | Priority (Low,Medium,Critical) |
|---|---|---|---|
| **AWS and Carrier validation** | | | |
| AWS account team on standby | | | |
| Amazon Connect service quotas increase verified | | | |
| Telephony carrier scheduled for forwarding main number to Amazon Connect | | | |
| Support teams on standby | | | |
| CRM integration team on standby | | | |
| **Launch Communication Plan** | | | |
| Command center bridge | | | |
| feedback plan (how will the field, supervisors report issues? (email, ticket entry, etc.)) | | | |
| process for bug fixes | | | |
| **Integration Testing** | | | |
| X API integration verified | | | |
| Y API integration verified | | | |
| Z API integration verified | | | |
| CRM API integration verified | | | |
| WFM API integration verified | | | |
| Conditions tested (holiday, emergency, temp message, after hours) | | | |
| Dynamic message updates test | | | |
| Call Transfers to external tested | | | |
| Call Transfers to queue | | | |
| Deployment code pipeline tested | | | |
| ANY Test configurations removed from production | | | |
| **UAT testing** | | | |
| Production agents loaded in to Amazon Connect | | | |
| Connectivity testing complete (headsets, desktops taking calls) | | | |
| X Self service flow tested w/ all conditions | | | |
| Y flow tested w/ all conditions | | | |
| Z flow tested w/ Agent and customer | | | |
| Callback in Queue tested | | | |
| Test Supervisor live monitoring and call recording access | | | |
| Agent transfers tested (Legacy, external, queue transfers) | | | |
| all DID and TFNs tested | | | |
| **Training** | | | |
| Agent training complete (CRM, Amazon Connect CCP) | | | |
| Supervisor training complete (live monitoring, dashboards, reports). | | | |
| Operational training complete (CloudWatch dashboards, Support plan/responsibilities, e | | | |
| **Monitoring** | | | |
| CloudWatch dashboards verified | | | |
| Amazon Connect Metrics dashboards verified | | | |
| CloudWatch alarms thresholds verified and tested | | | |
| Call recordings verified | | | |
| Verify dashboards in Legacy to monitor transfers | | | |
| AWS Config - if applicable | | | |
| AWS CloudTrail - if applicable | | | |
| Contact flow logs generated in Cloudwatch | | | |
| Lambda Logs generated in Cloudwatch | | | |
| **Reporting** | | | |
| Validate Scheduled Reports - with test calls in production | | | |

| Step Details |
|---|
| **{day of week} launching with self service** |
| Send test calls for self service |
| Verify monitoring and metrics for customer self service transactions |
| **{day of week} launch with Agents** |
| Agents log in to Amazon Connect and show available in dashboard |
| Send test call in to Amazon Connect number and verify call goes to Agent successfully |
| Verify call is received in Amazon Connect |
| Verify call record is written to S3 |
| Verify call is recorded |
| Verify call / agent events sent to WFM system |
| Carrier forwards number to Amazon Connect {carrier?, how many numbers?} |
| Verify call is received in Amazon Connect |
| Verify call record is written to S3 |
| Verify call is recorded |
| Verify call / agent events sent to WFM system |
| Verify CTRs found and contain all required Attributes, queue info, etc |
| Continue monitoring dashboard for metrics |
| Feedback from Agents and Supervisors |
| **Rollback** |
| criteria - if critical issue cannot be resolved in 4 hrs |
| revert phone number forwarding back to Legacy |
| updates Legacy agent speed dials |
| Agents log back in to Legacy |
| **Dashboards to display** |
| CloudWatch Dashboard - Amazon Connect system health |
| Lex Analytics Dashboard |
| Amazon Connect Metrics Dashboard |
| WFM dashboard? |

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# Optimization & innovation

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# Common contact center goals

Reduce agent and customer effort

Improve operational efficiency

Increase responsiveness

Mitigate risk of churn

Increase loyalty

Cross-sell, upsell, renewals

Transform to a revenue center

Eliminate the need for support



**Customer obsession**

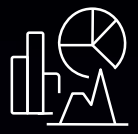
Know who I am

Meet me where I am

Solve my problem in the first contact

Route me to the right person

Don’t make me repeat myself



**Operational excellence**

Faster resolution and quality of service

Reduce effort, time-to-resolution

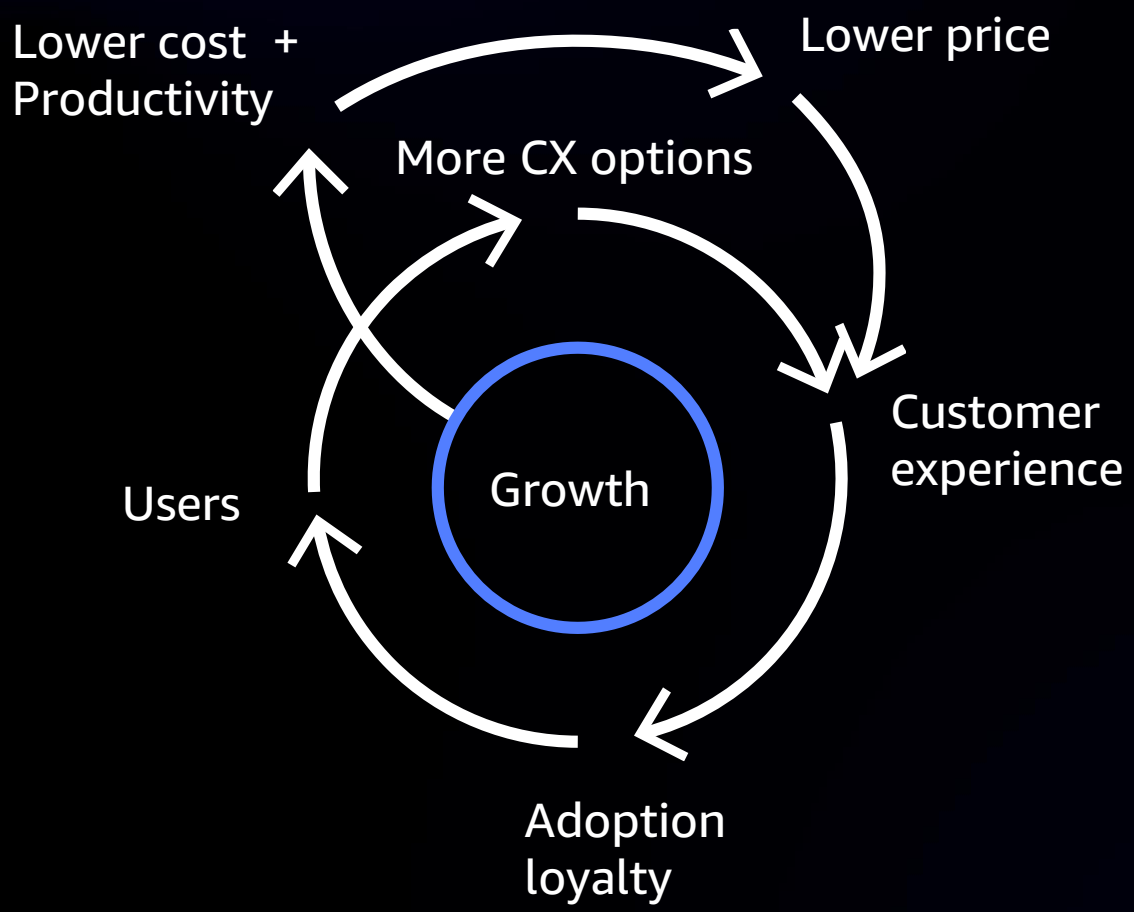
Reduce cost per incident

Drive self service

Proactive, predictive

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# Start your own CX flywheel




## Outcomes

**Adopt a customer-obsessed and experiment-driven approach to experience excellence and innovation**

**Drive business outcomes through CX innovation**

**Transform your products and culture**

**Achieve continued success through continuous innovation**

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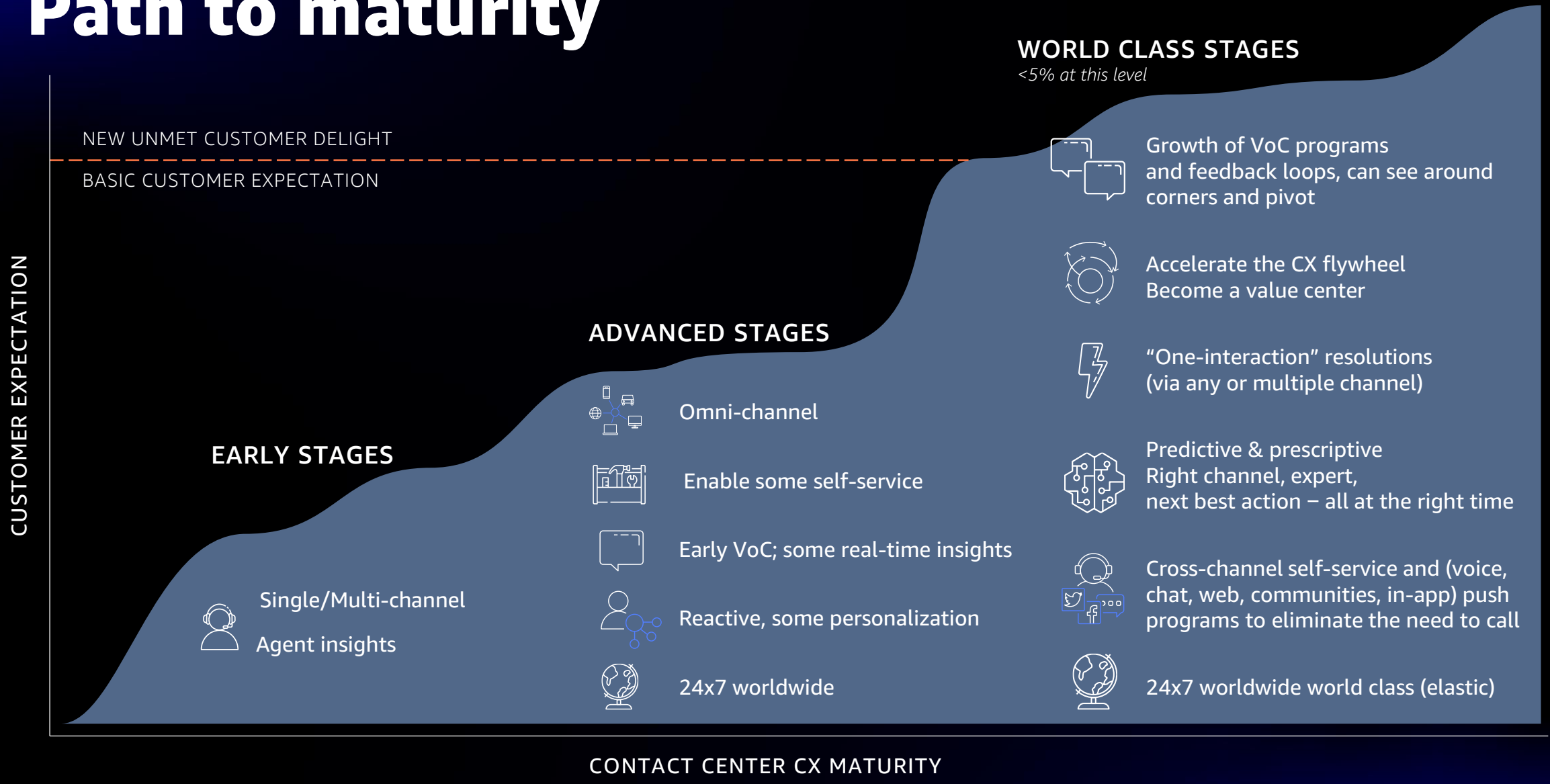
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# Build a CX Innovation Plan

1. Clarify the business goals, focus areas and ideate with key stakeholders to define and align on a key opportunity for innovation
2. Define and prioritize key initiatives or an MLP that drives business outcomes and/or impact
3. Think big and brainstorm on the “art of the possible”
4. Start with the customer and work backwards to understand the customers and their journey

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# Path to maturity




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# How we can help

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# We’re here to help you transform your CX

AMAZON CONNECT CUSTOMER RESOURCES

**AWS Professional Services**
Skills and experience from AWS experts to supplement your team

**AWS Migration Acceleration Program (MAP)**
Leverage AWS methodology and financial incentives* to accelerate contact center migrations to the cloud



**AWS Support**
Go beyond reactive break-fix with proactive Support programs

**AWS Training and Certification**
Advance your team’s skills and build cloud fluency by learning from AWS experts

**Learn from Amazon customer service**
Hear how Amazon’s culture of innovation drives our customer experience

**AWS partners**
A global network of partners with deep AWS expertise

*Subject to qualification criteria

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# Thank you!

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