AWS re:Invent

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Delivering citizen insights in real time with Amazon Connect

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Agenda

Common drivers for public sector agencies

Challenges with existing contact center solutions

Easy-to-use omnichannel cloud contact center – Amazon Connect

Phased adoption of Amazon Connect

Demonstration

Q&A

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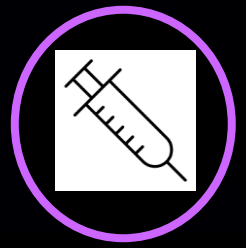
Common drivers for public sector agencies

The delta variant is propelling our public health customers into new and recurring challenges in combatting the COVID-19 pandemic



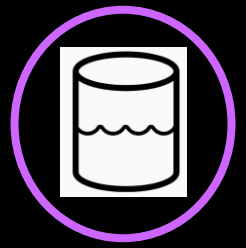
Constituent engagement

- Call center/information
- Contact tracing
- Citizen access to immunizations



Immunization management

- Return to work – agency/government staff
- Booster shots (Sept. 20)
- Immunization education/outreach



Data-driven decisions

- Combined data sources for vaccine efficacy
- Data points for risk rates
- Delta variant hot spots and trending

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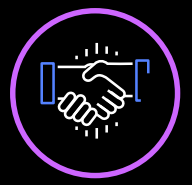
Challenges with existing contact center solutions



Legacy solutions were too expensive and had complex pricing models



Painful, frequent outages



Poor vendor relationships



Unable to access strong AI technologies



Inability/difficulty to scale up or down



Difficult, complex, bespoke, and expensive integration capabilities

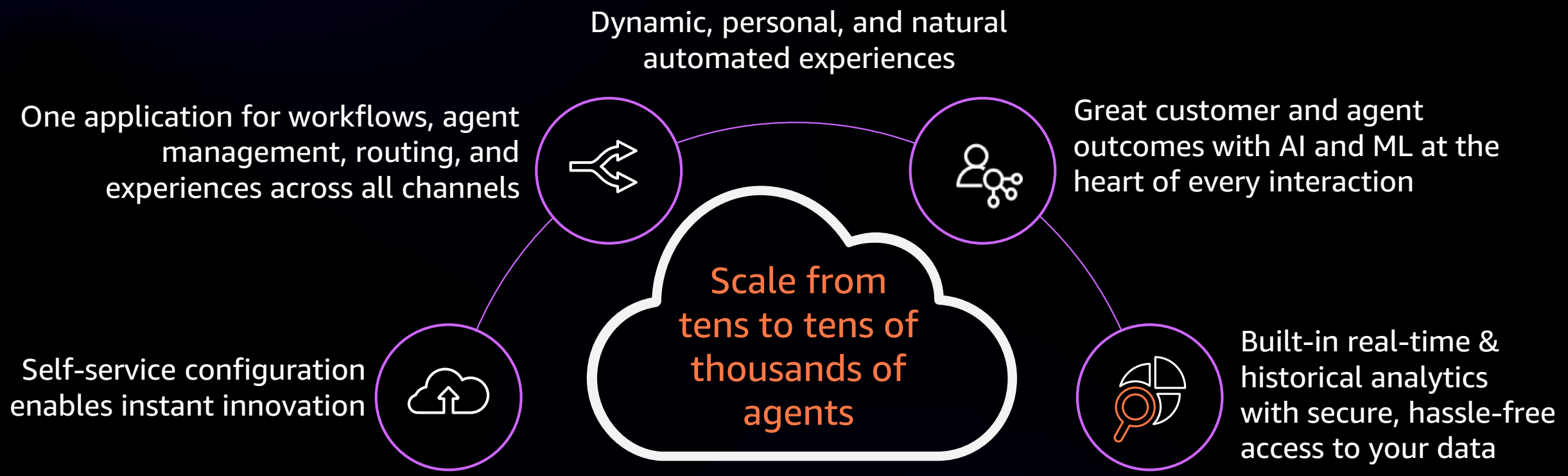
The Total Economic Impact of Amazon Connect – Forrester Research, June 2020

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Amazon Connect

EASY-TO-USE OMNICHANNEL CLOUD CONTACT CENTER

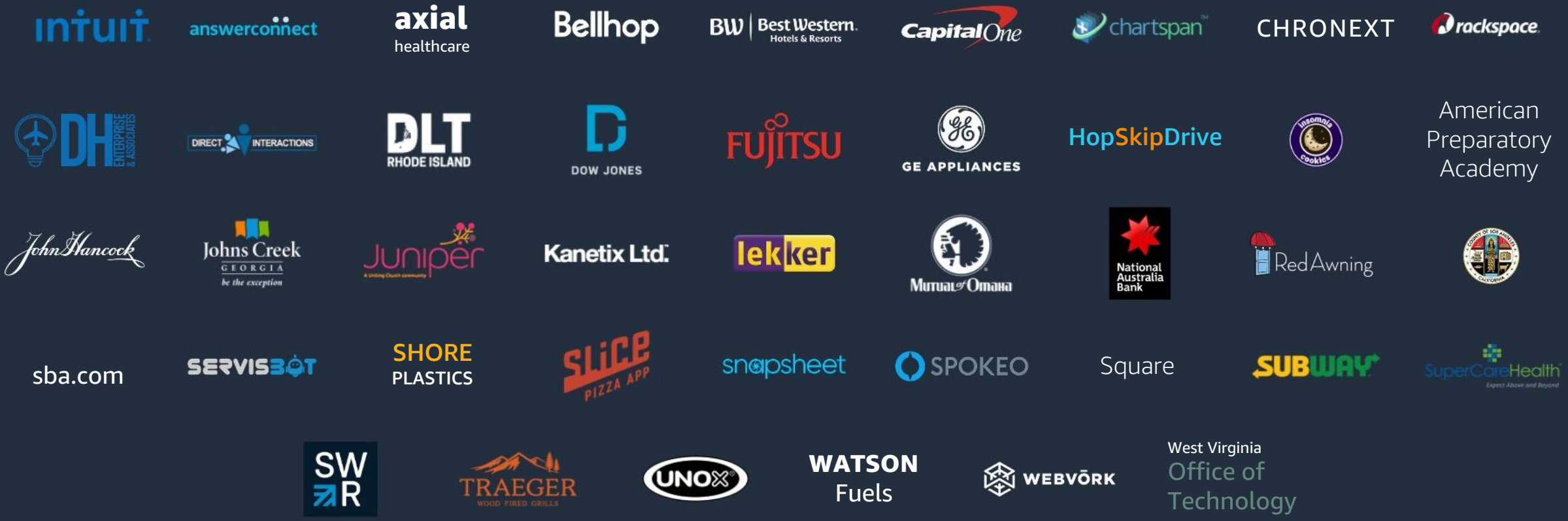


Pay only for what you use

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Today, thousands of customers trust Amazon Connect



Tens of thousands of customers are running an average of more than 10 million interactions per day on Amazon Connect

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How do I get started?



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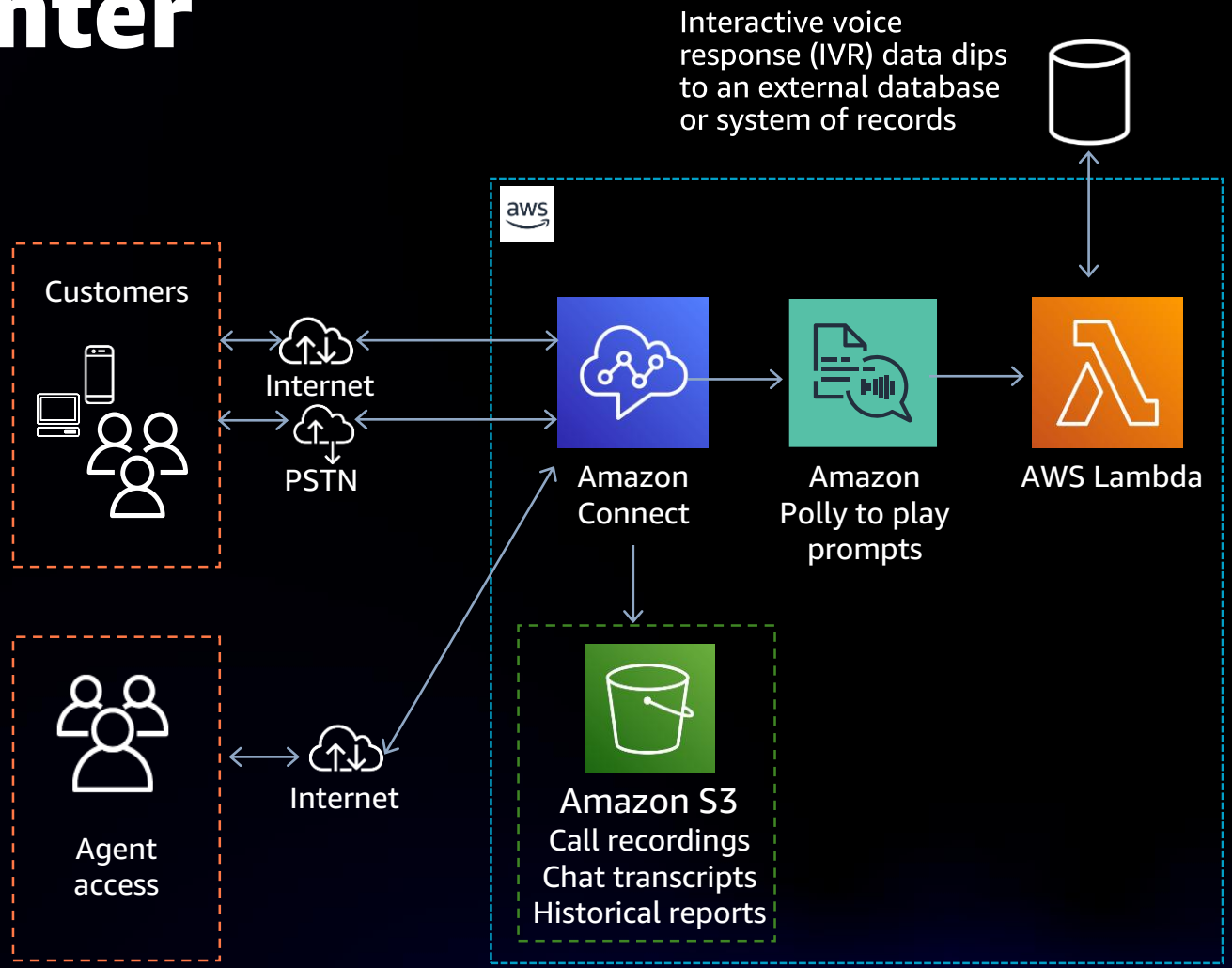
Phase 1 – Roll out vaccine scheduling contact center

Business needs

1. Stand up emerging workload quickly
2. Minimal costs
3. Unexpected volumes of transactions
4. Scale platform without infrastructure management
5. Make quick changes to respond to citizen needs

Solution

1. Deploy a virtual contact center in minutes
2. Quickly provision phone numbers
3. Use built-in text-to-speech to automate one-time announcements and messages
4. Personalize customer experience
5. Scale easily from day one
6. Pay-as-you-go



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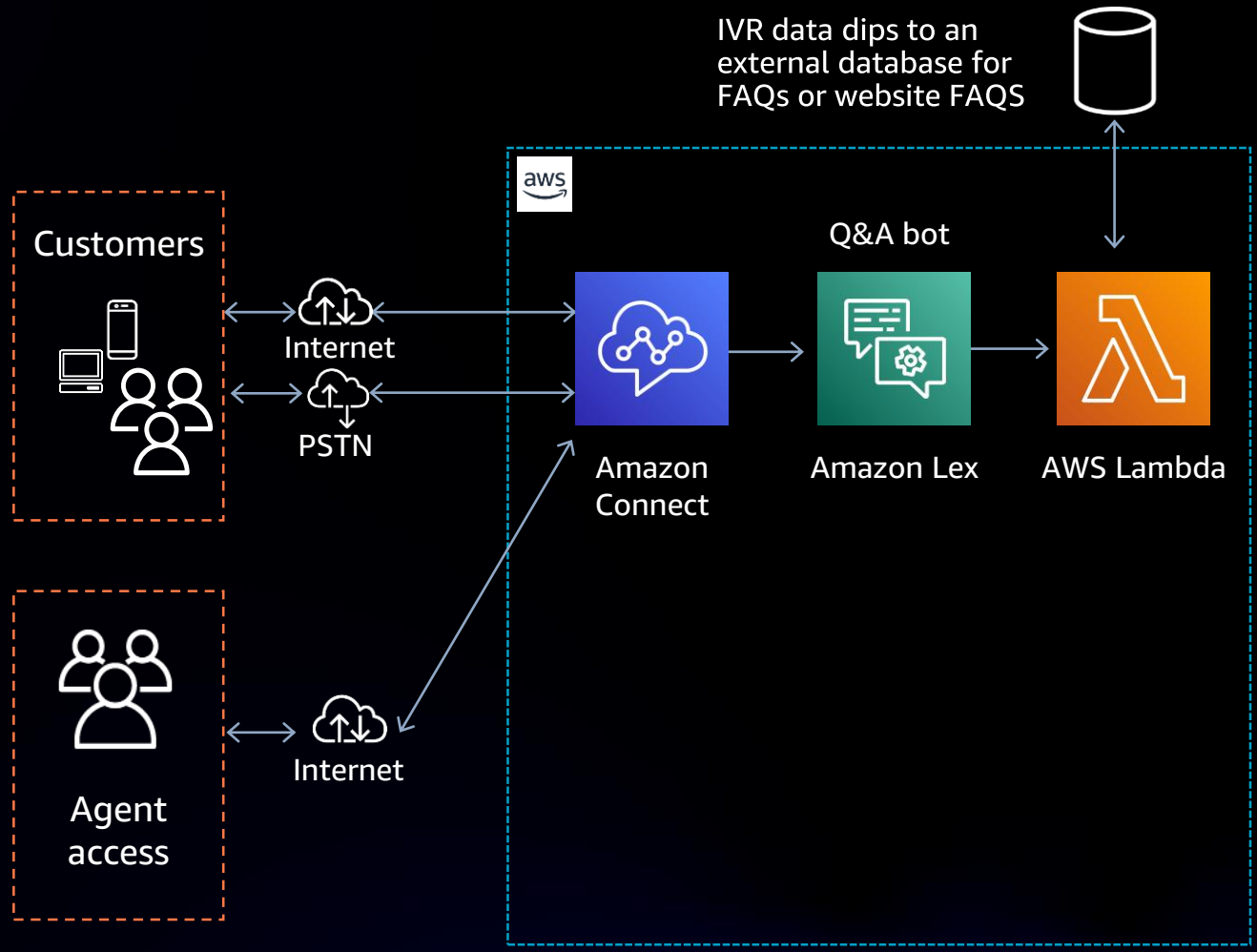
Phase 2 – Handle frequently asked questions

Business needs

1. Handle unexpected contact spikes
2. Reduce abandoned calls
3. Avoid misunderstanding when dealing with multiple languages

Solution

1. Automate using self-service capabilities like bots on voice and web
2. Add callback options
3. Personalize customer experience
4. Easily replicate same experiences across languages



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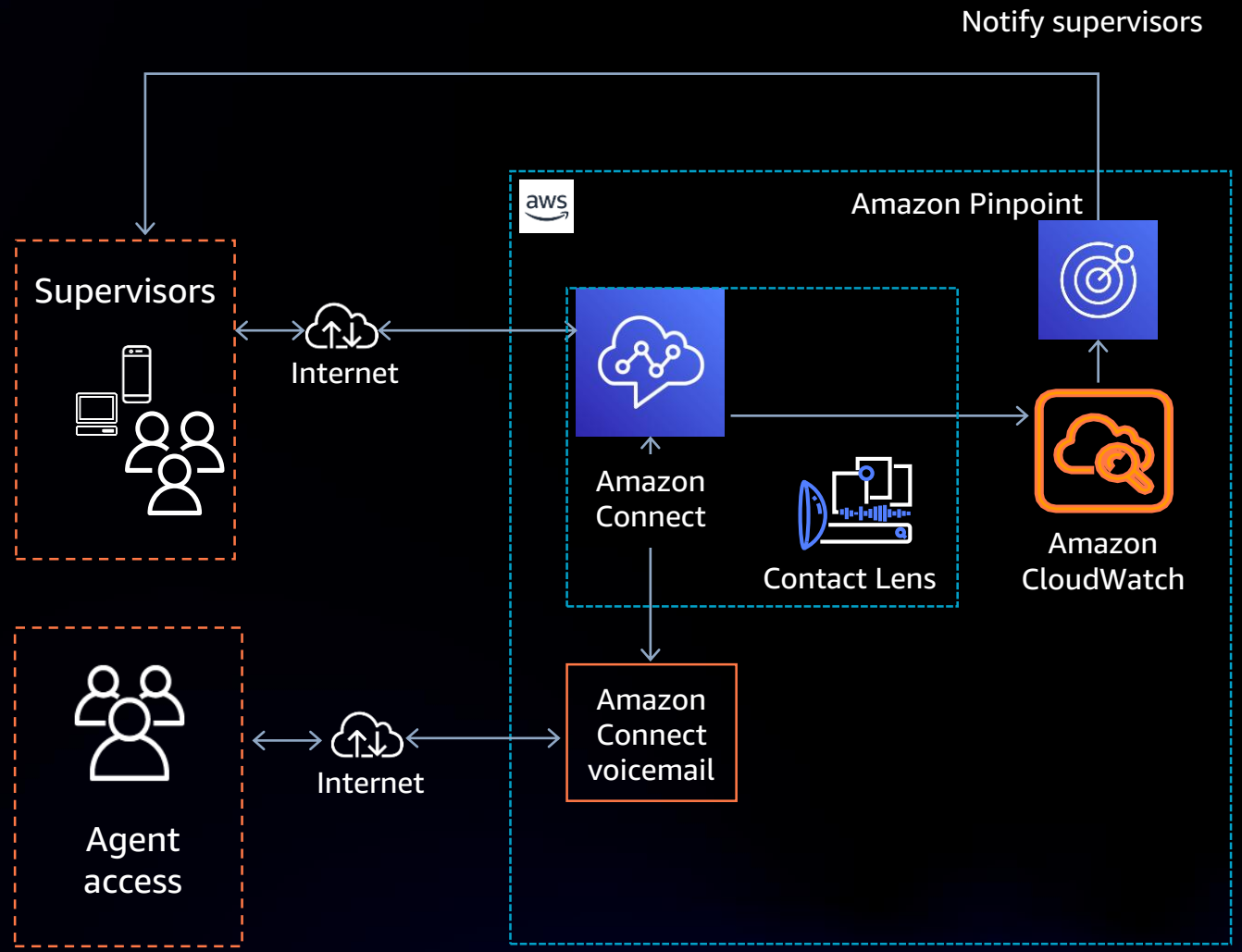
Phase 3 – Elevate operational excellence

Business needs

1. Monitor live conversations
2. Notify supervisors in real time
3. Monitor operational metrics
4. Add after-hours support

Solution

1. Amazon Connect Contact Lens for sentiment analytics and PII redaction
2. Add voicemail support
3. Configure Amazon CloudWatch metrics



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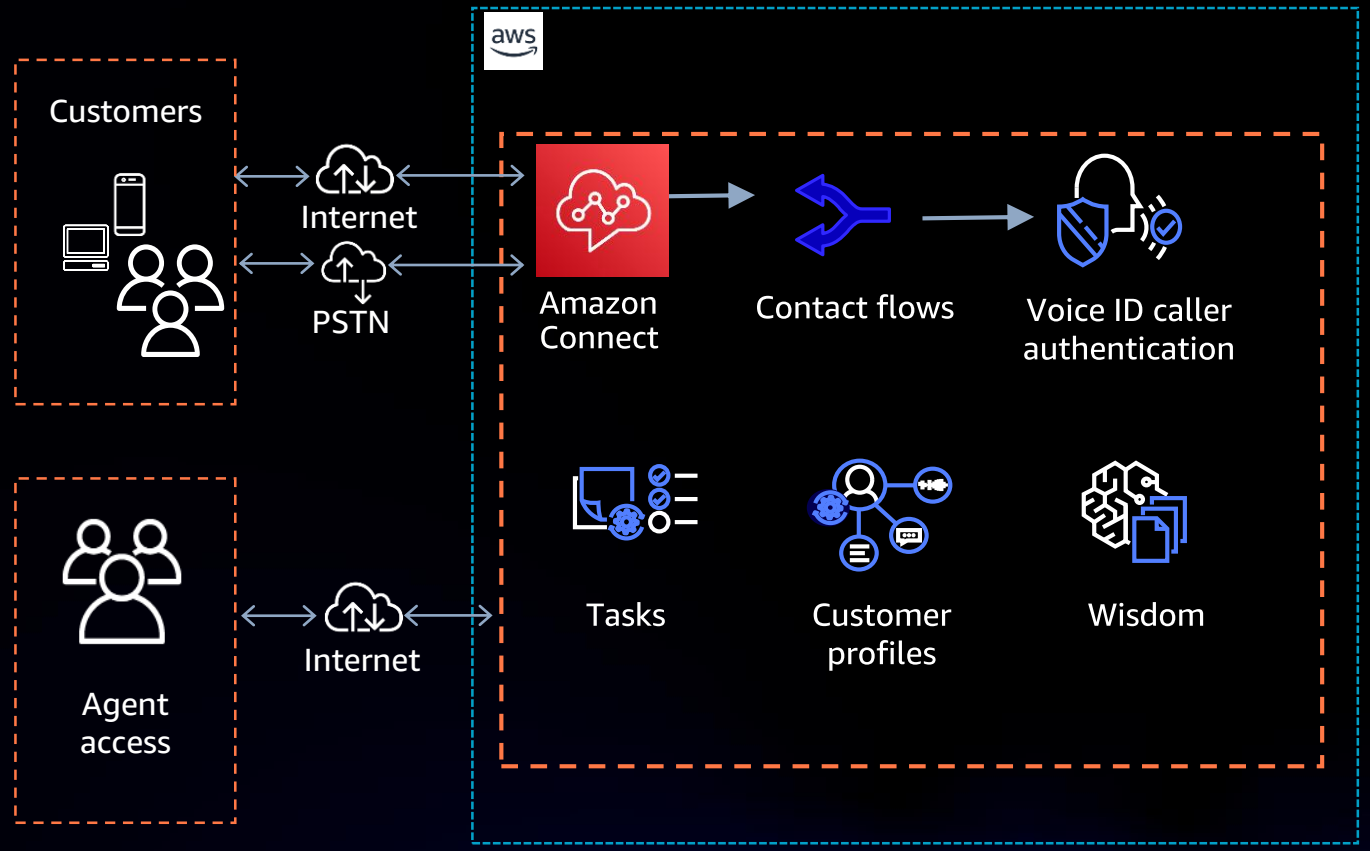
Phase 4 – Improve agent productivity

Business needs

1. Improve first call resolution
2. Reduce the friction of callers
3. Collaborate data from diverse sources
4. Track the customer's issues and address quickly

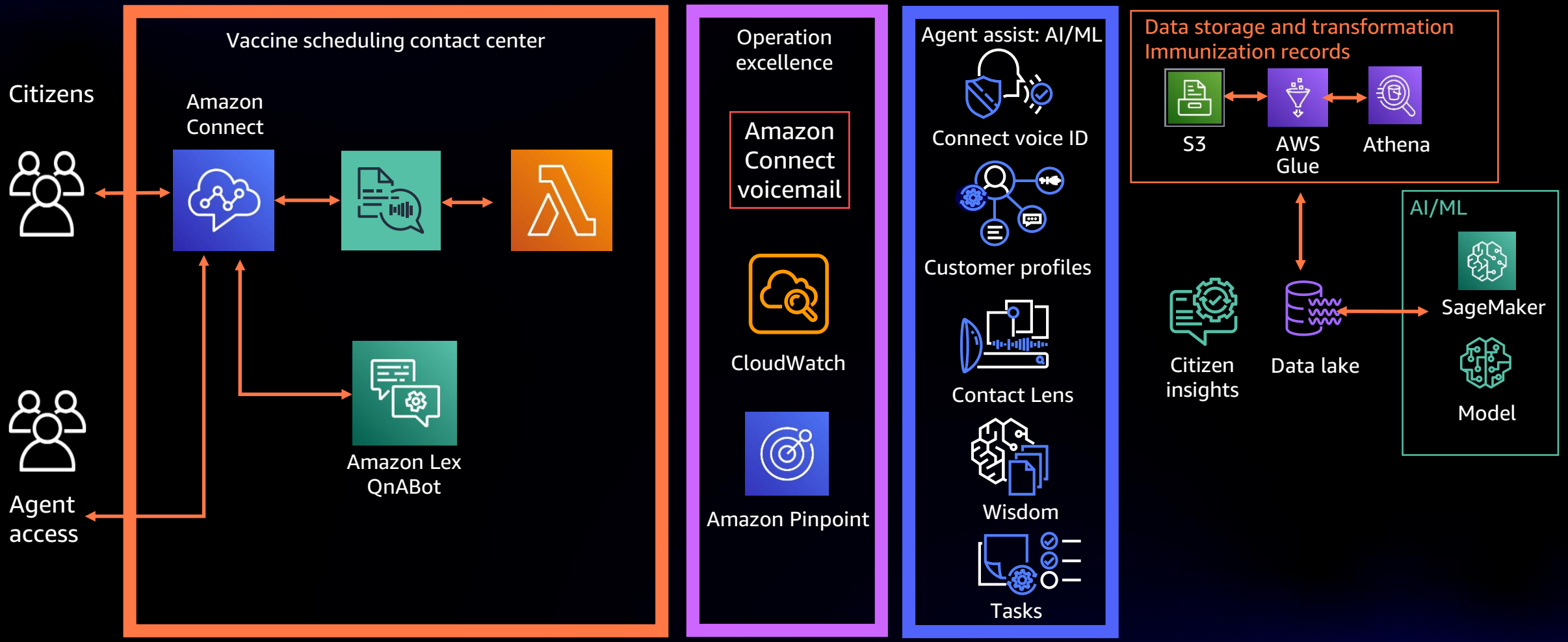
Solution

1. Automated real-time caller authentication
2. Single, unified customer profile
3. Real-time analytics that monitor calls
4. Real-time resolution recommendations
5. Automatically assign, track, and follow up



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Delivering citizen insights in real time



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Thank you!

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