AWS re:Invent

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TLC306

How global telecom operators modernize their virtual contact centers

Ayesha Borker
Sr. Solution Architect, Amazon Connect
AWS

Nayef Khan
Solution Architect, Telecom
AWS

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Agenda

Telecom business objectives

Modernization with Amazon Connect

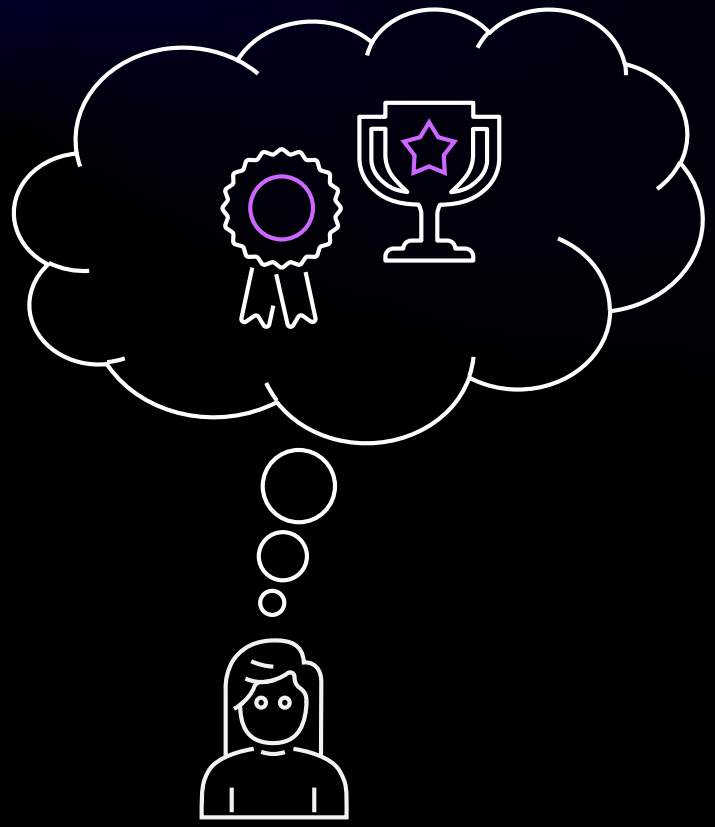
How do I get started?

Demonstration

Q&A

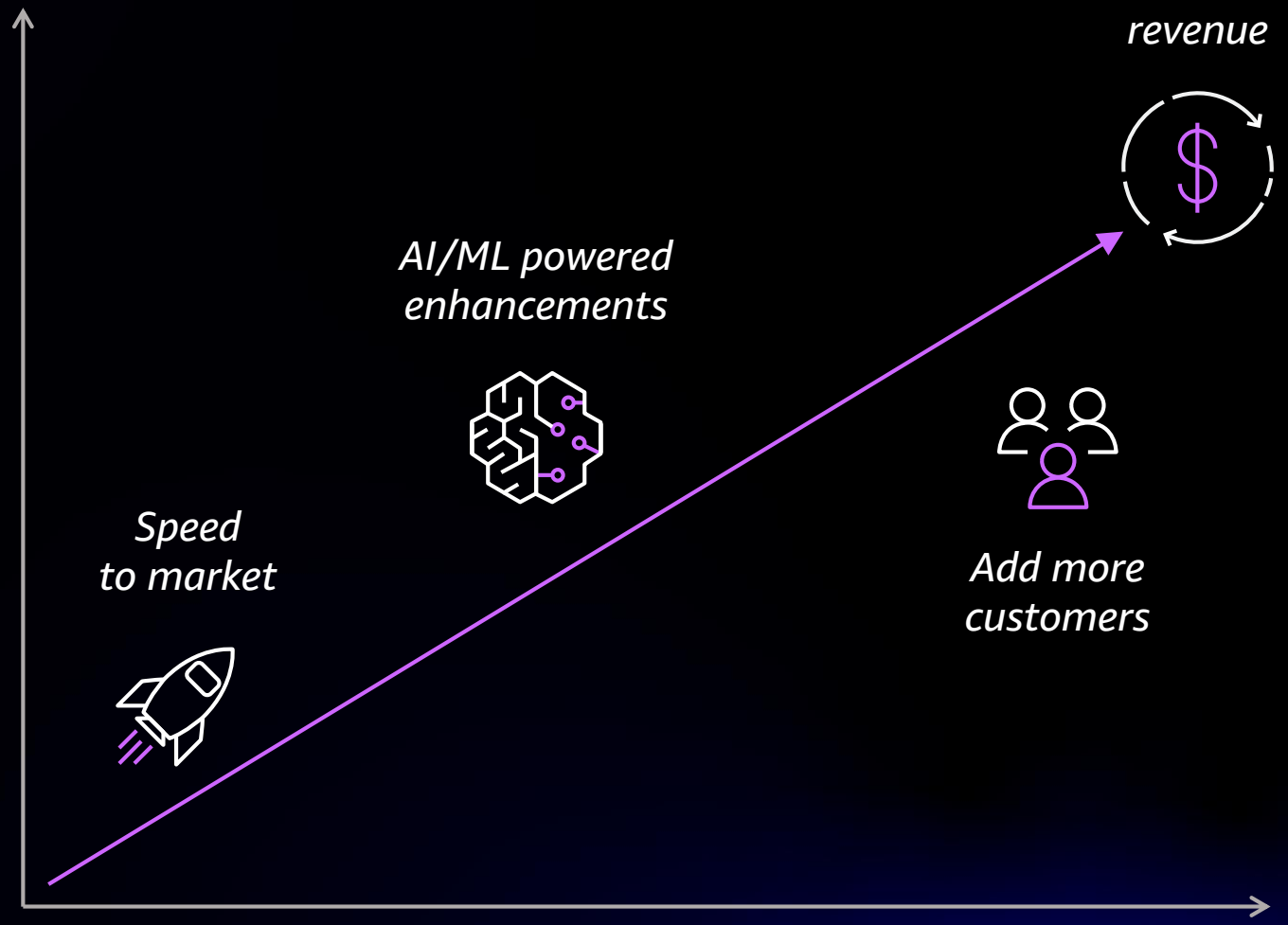
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Business objectives



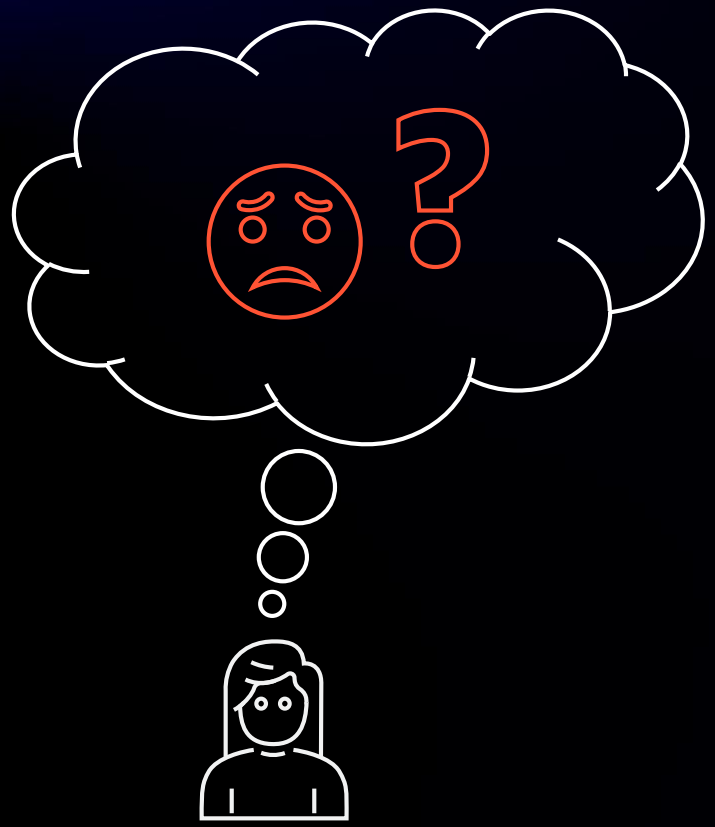
Telecom virtual enterprise contact center offering leader

Expectation:



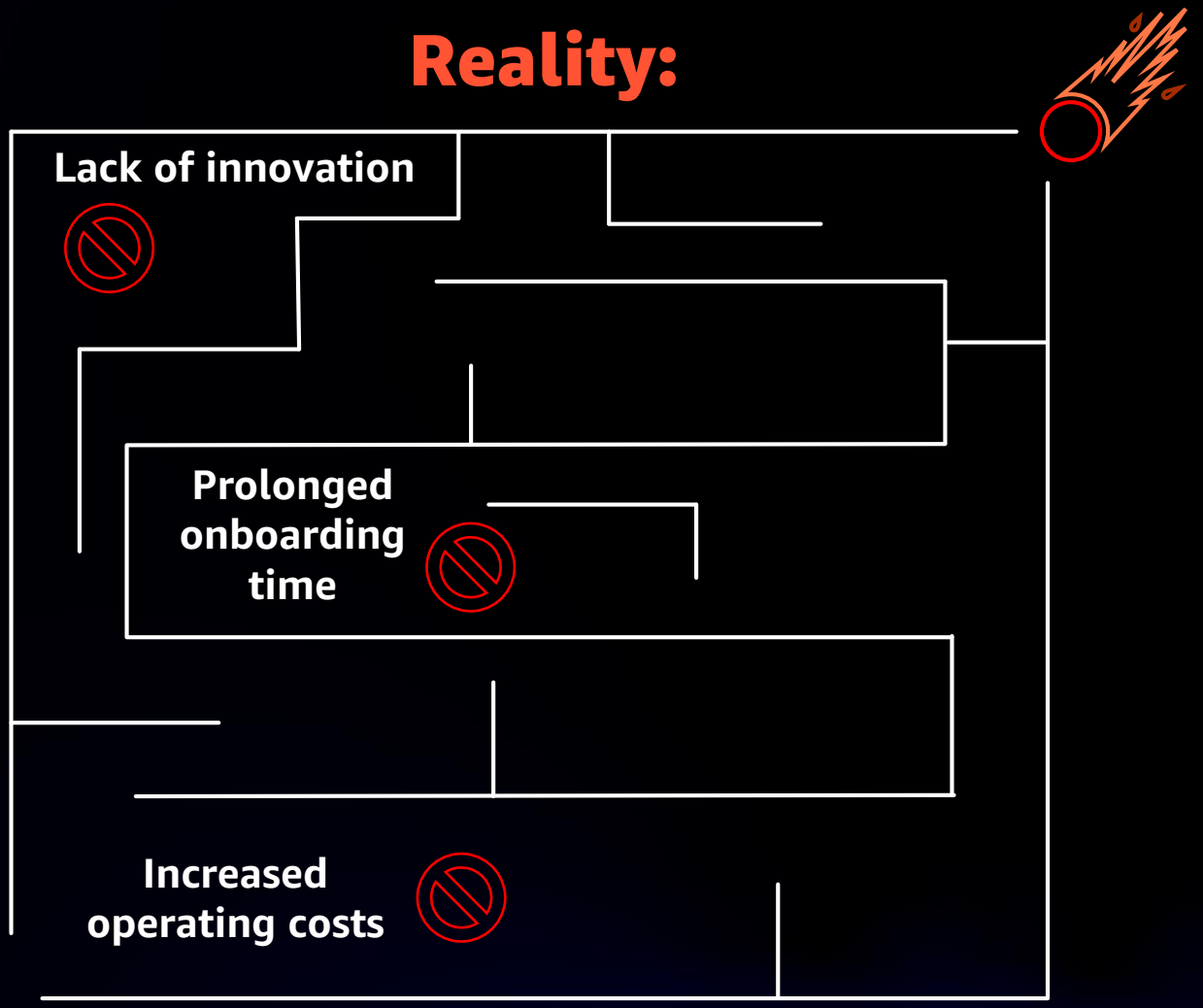
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Business objectives



Telecom virtual enterprise contact center offering leader

Reality:



Maze of complexity

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Common challenges with contact center solutions



Expensive legacy solutions with complex pricing and large upfront costs



Challenging vendor relationships

(lack of trust, misleading fees, slow development cycles, etc.)



Inability/difficulty to scale up or down easily



Painful, frequent outages

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



Unable to access powerful AI technologies

(expensive, bolt-on integrations)



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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What if . . . ?



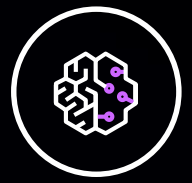
No contracts,
pay-as-you-go model



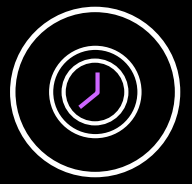
Reliability and resilience



Self-service and
single-pane-of-glass
integrations



Seamlessly turn on
AI integrations



Onboard new customers
in minutes



Open and scalable

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Modernize your contact center with Amazon Connect

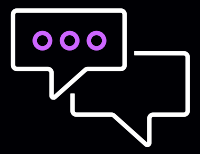
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We built scalable cloud technology to improve our contact center experience

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 and ML at the heart of every interaction

Self-service configuration enables instant innovation

Scale from tens to tens of thousands of agents

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

Pay only for what you use

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Real customer results

- Reduced call volume by up to 24%
- Reduced system administrator effort by up to 60%
- Shortened AHT by up to 15%
- Reduced supervisor effort by up to 20%
- Reduced training time by one week
- Reduced license and usage costs by 31%

241% ROI compared to other CCaaS providers

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

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Customers using Amazon Connect



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Sounds great!
How do I design for this?

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AWS Control Tower: The starting point



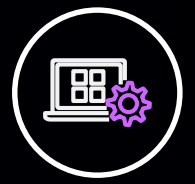
Automated landing zone



Built-in identity and access



Account factory



Preconfigured log archive and audit access to accounts



Guardrails



Built-in monitoring and notifications



Dashboard for visibility

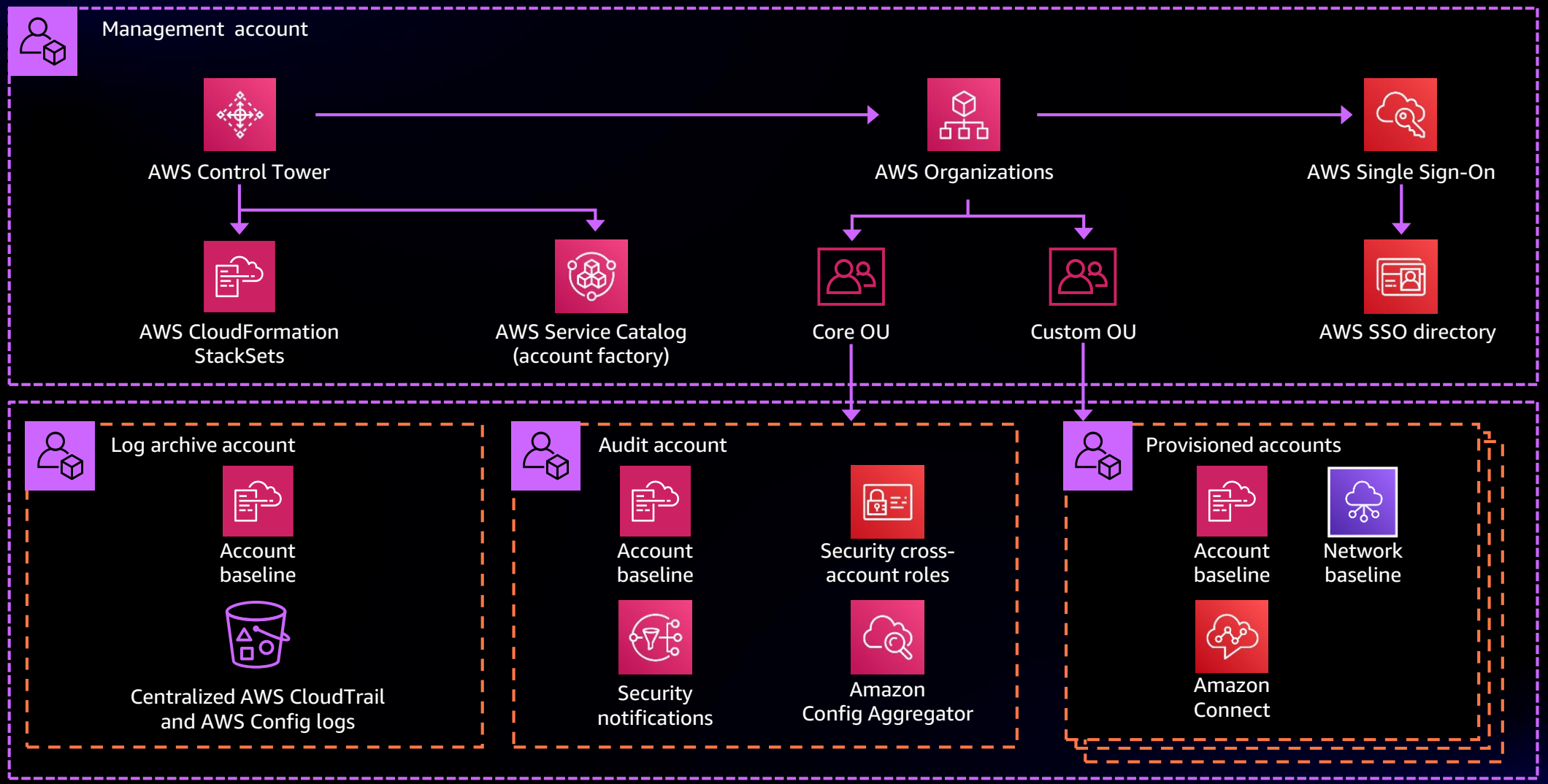


Automatic updates

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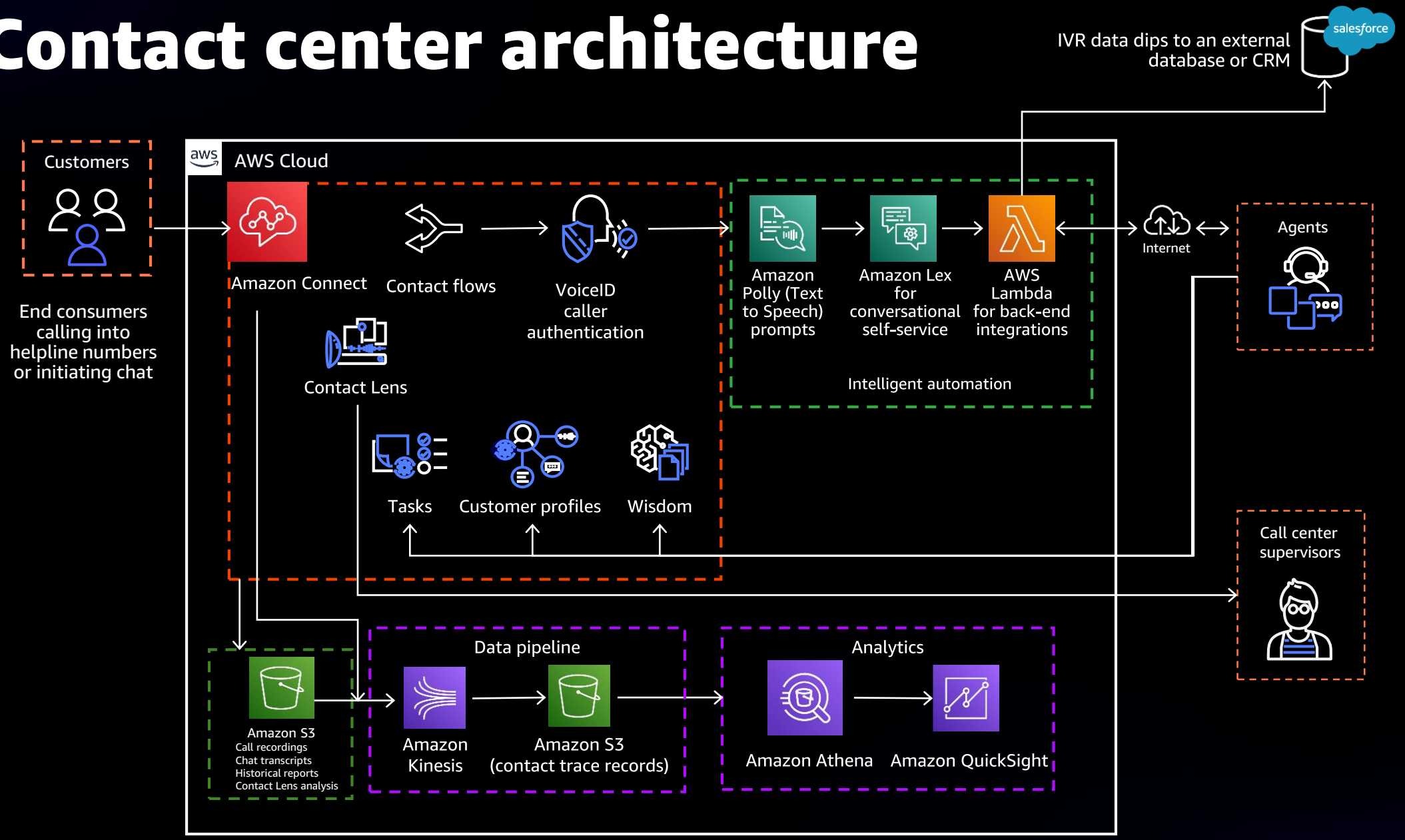
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Multi-account structure



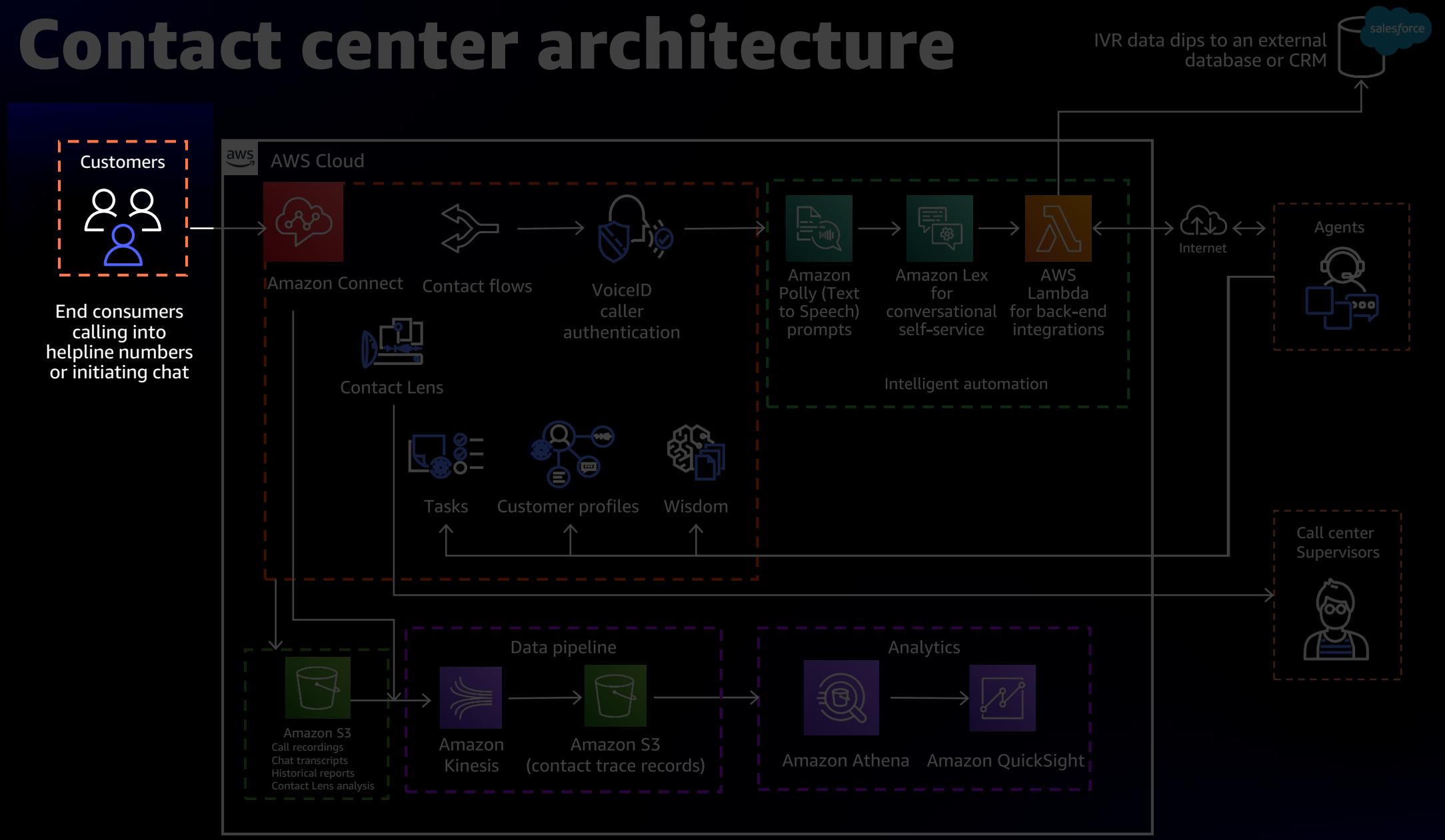
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Contact center architecture



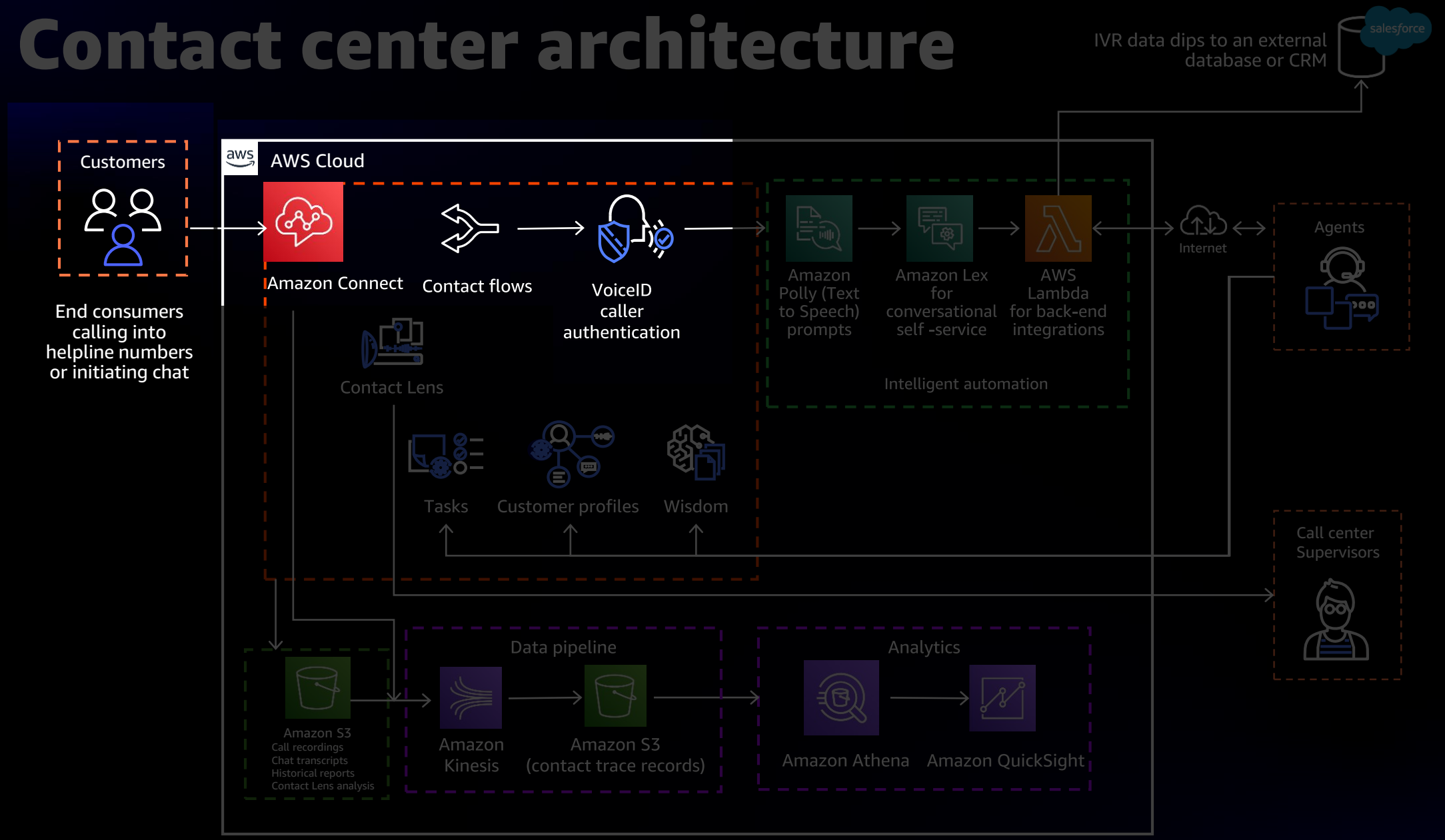
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Contact center architecture



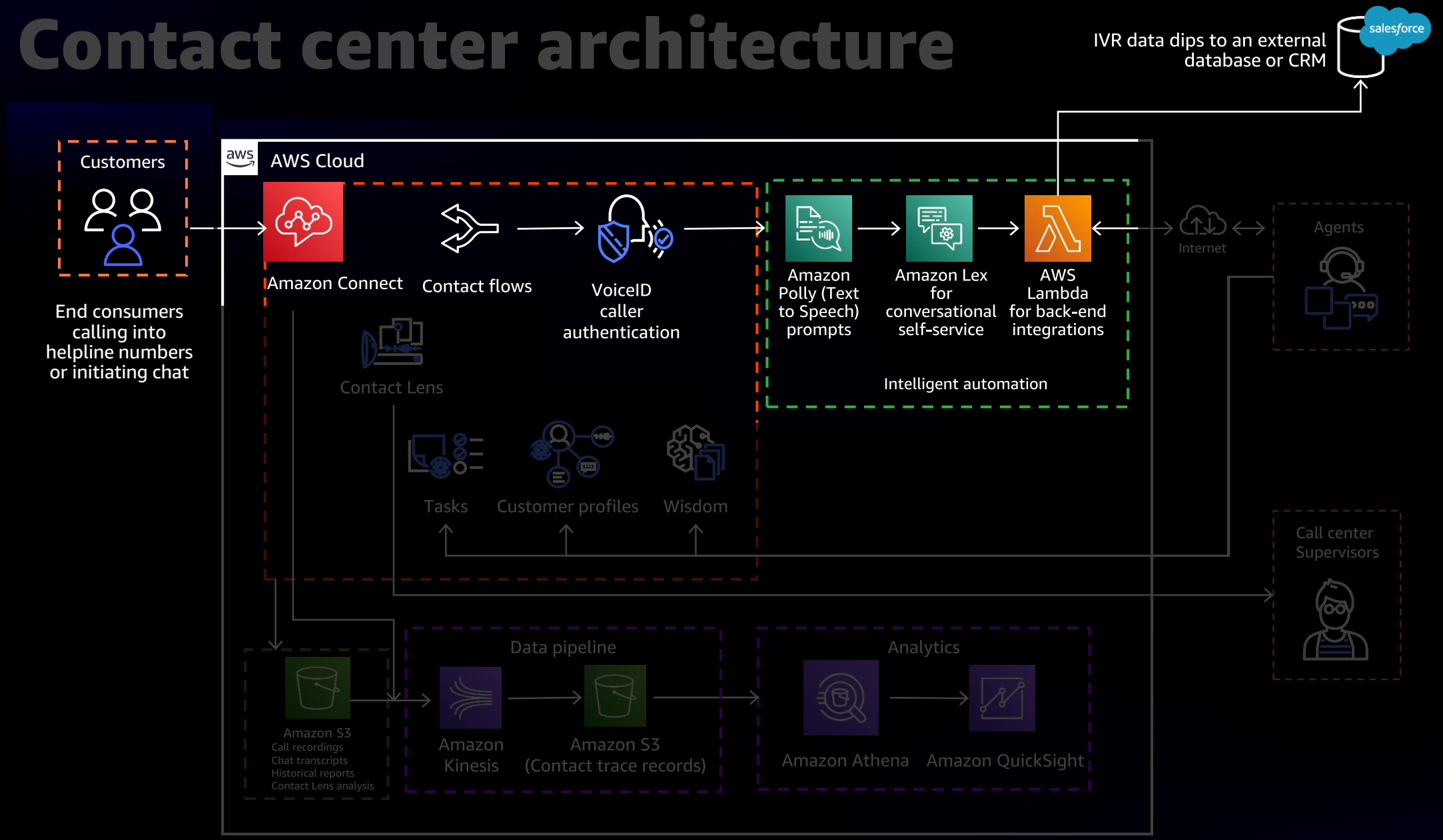
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Contact center architecture



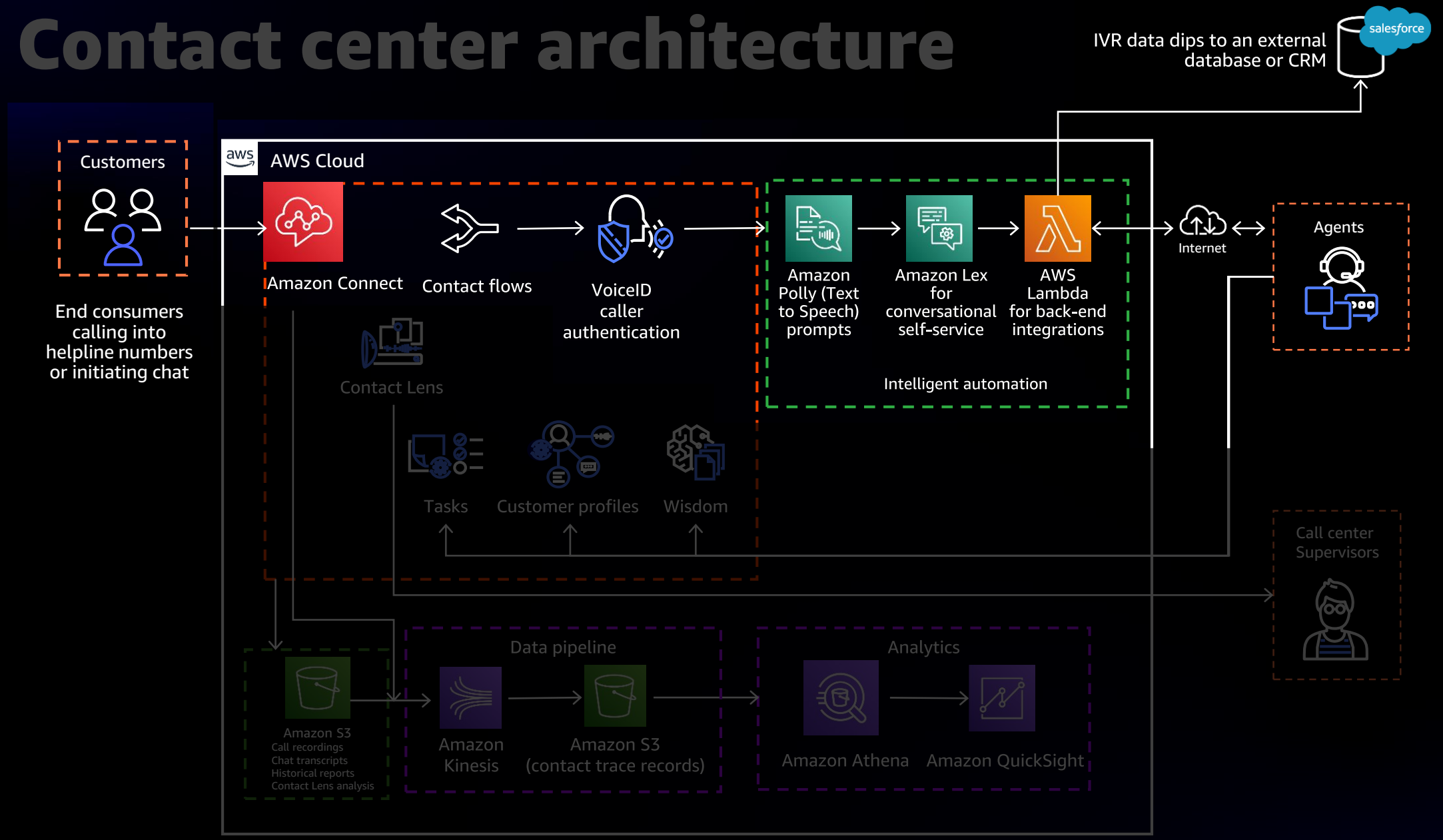
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Contact center architecture



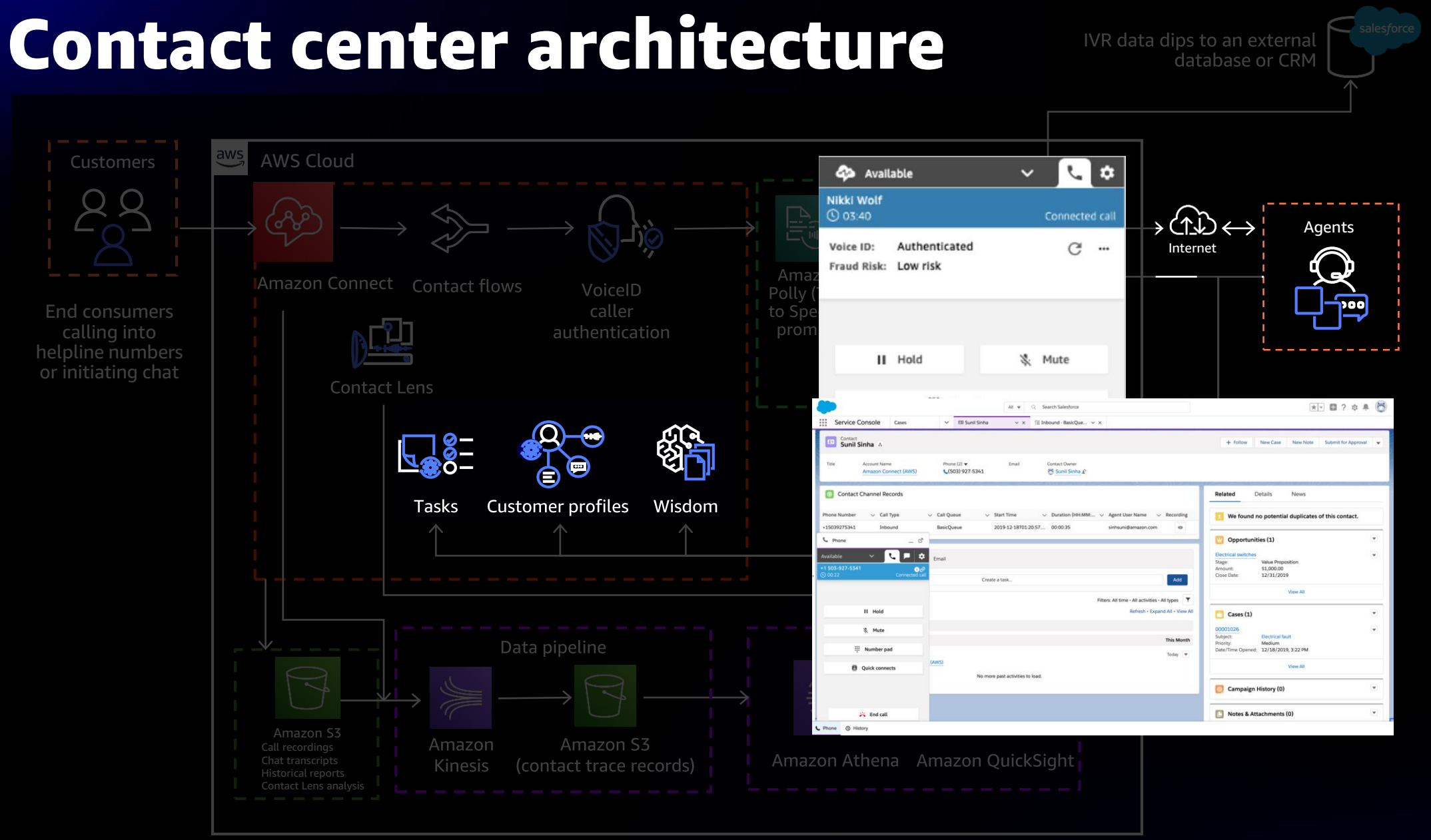
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Contact center architecture



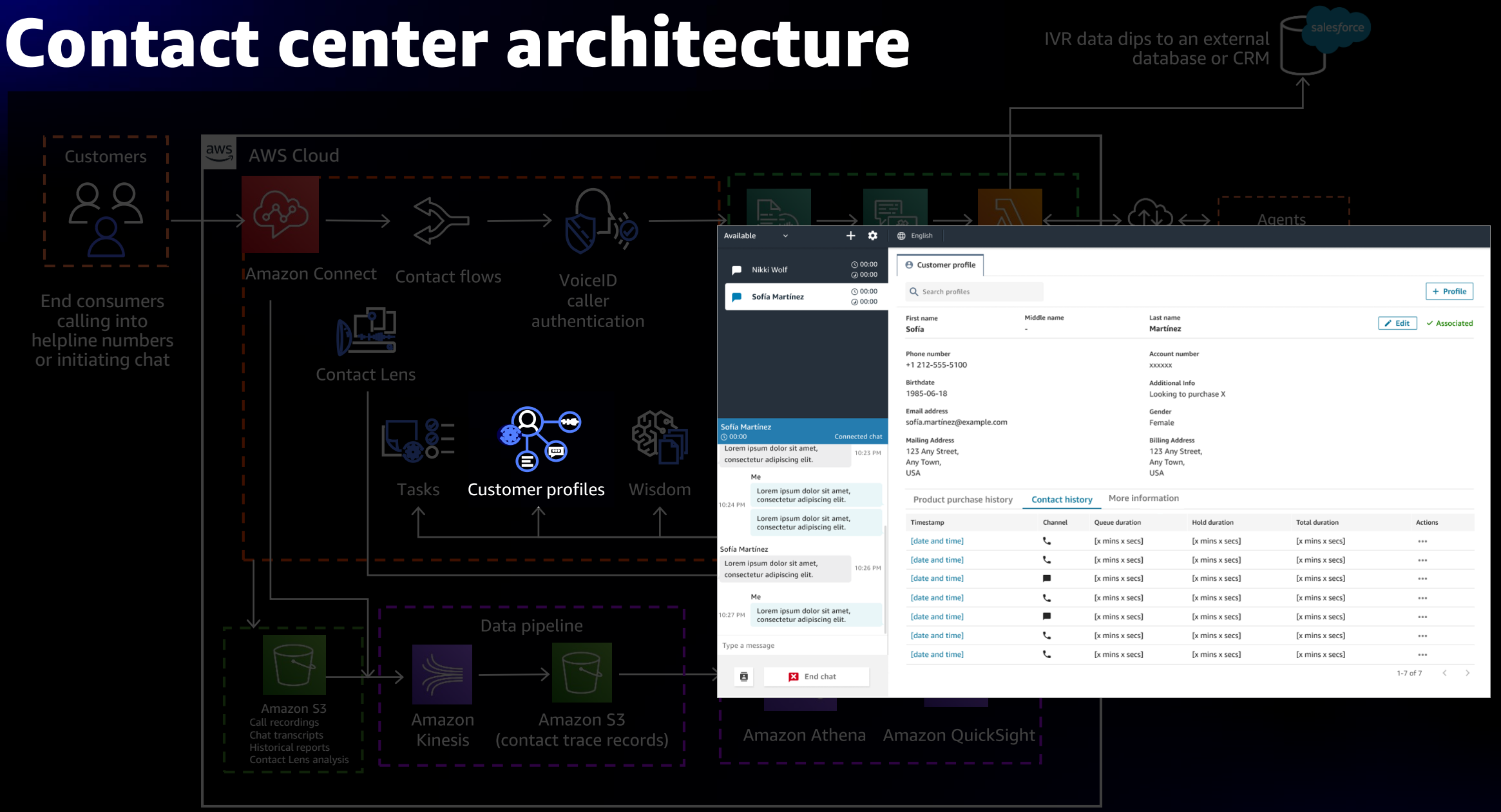
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Contact center architecture



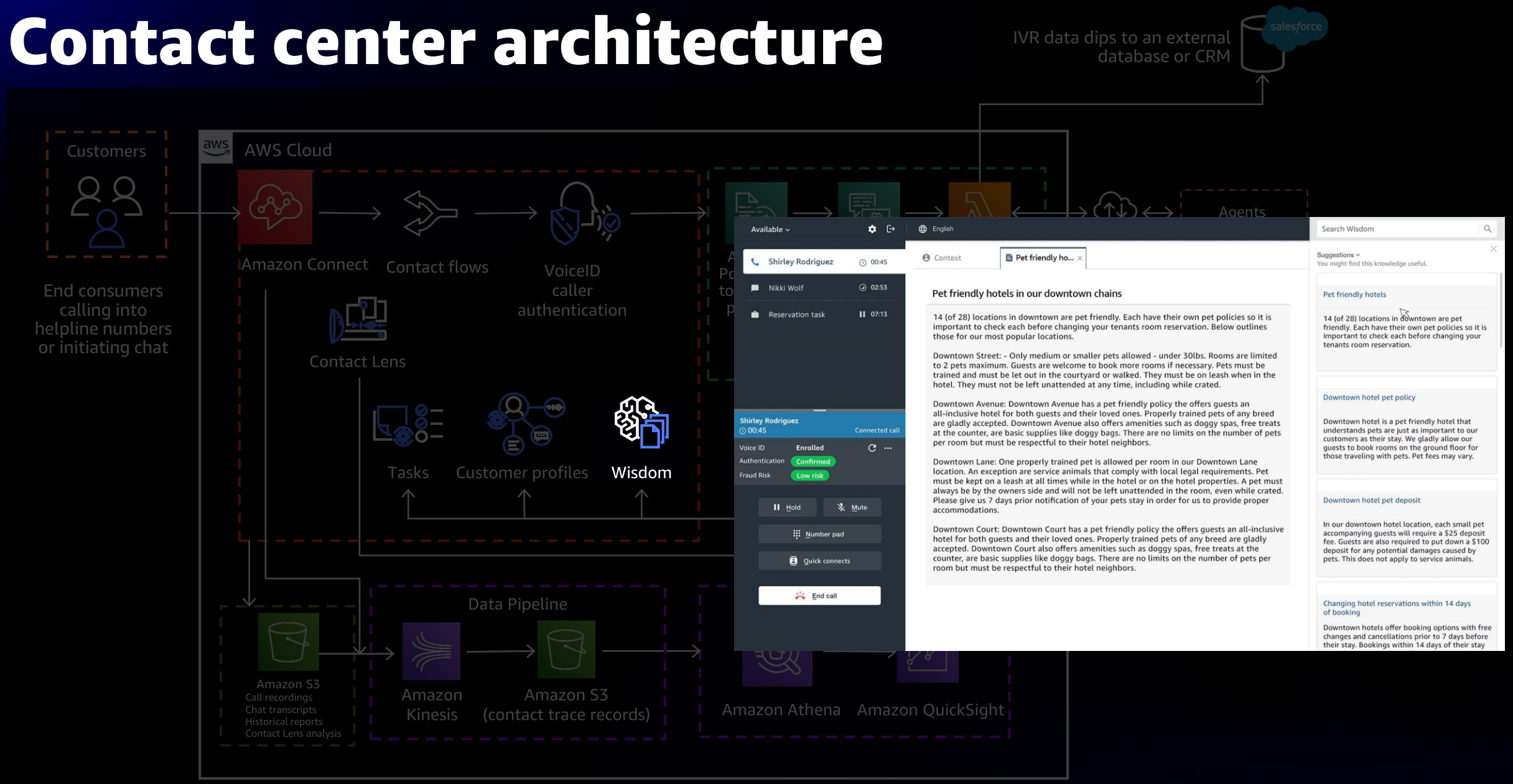
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Contact center architecture



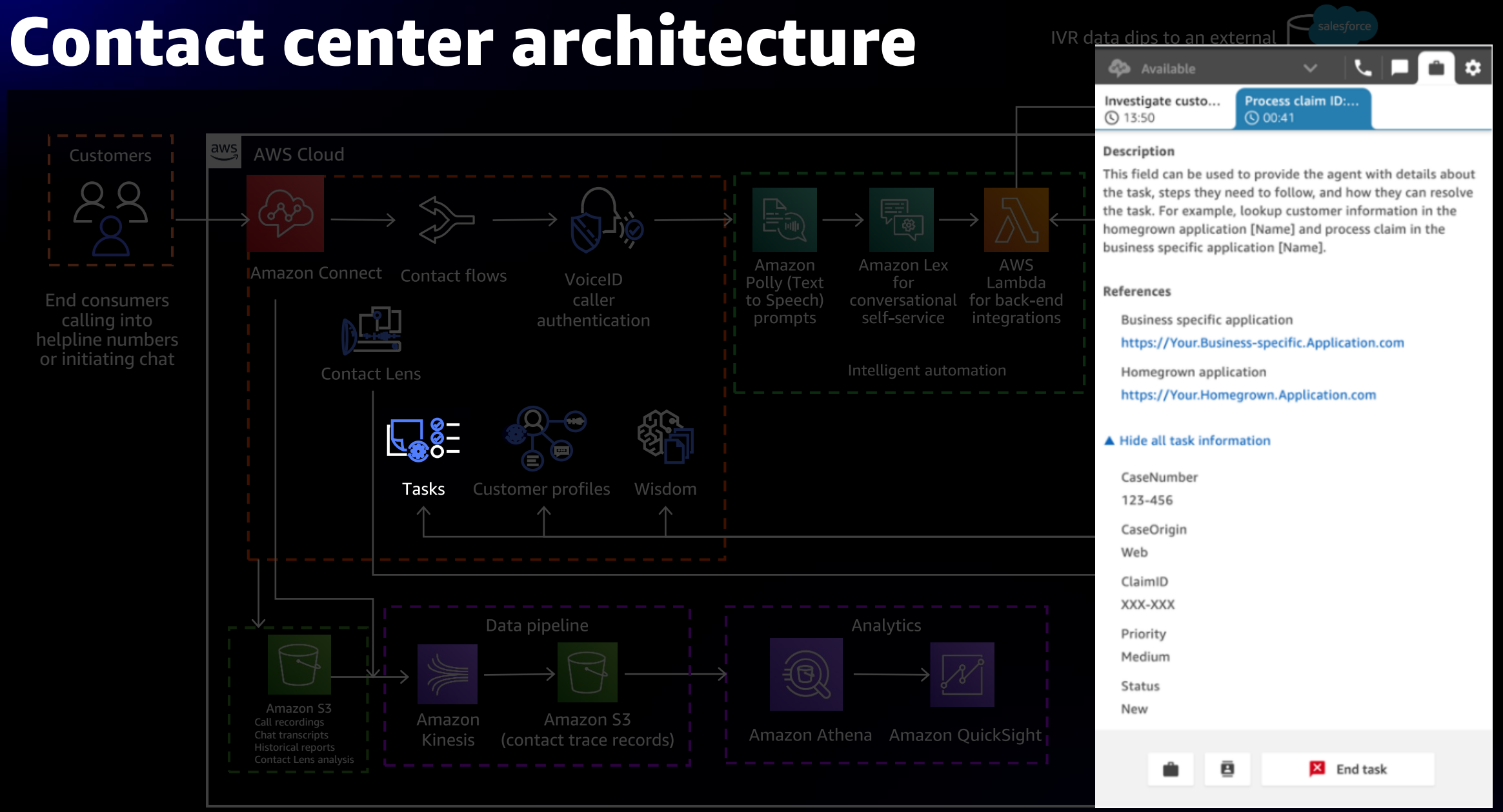
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Contact center architecture



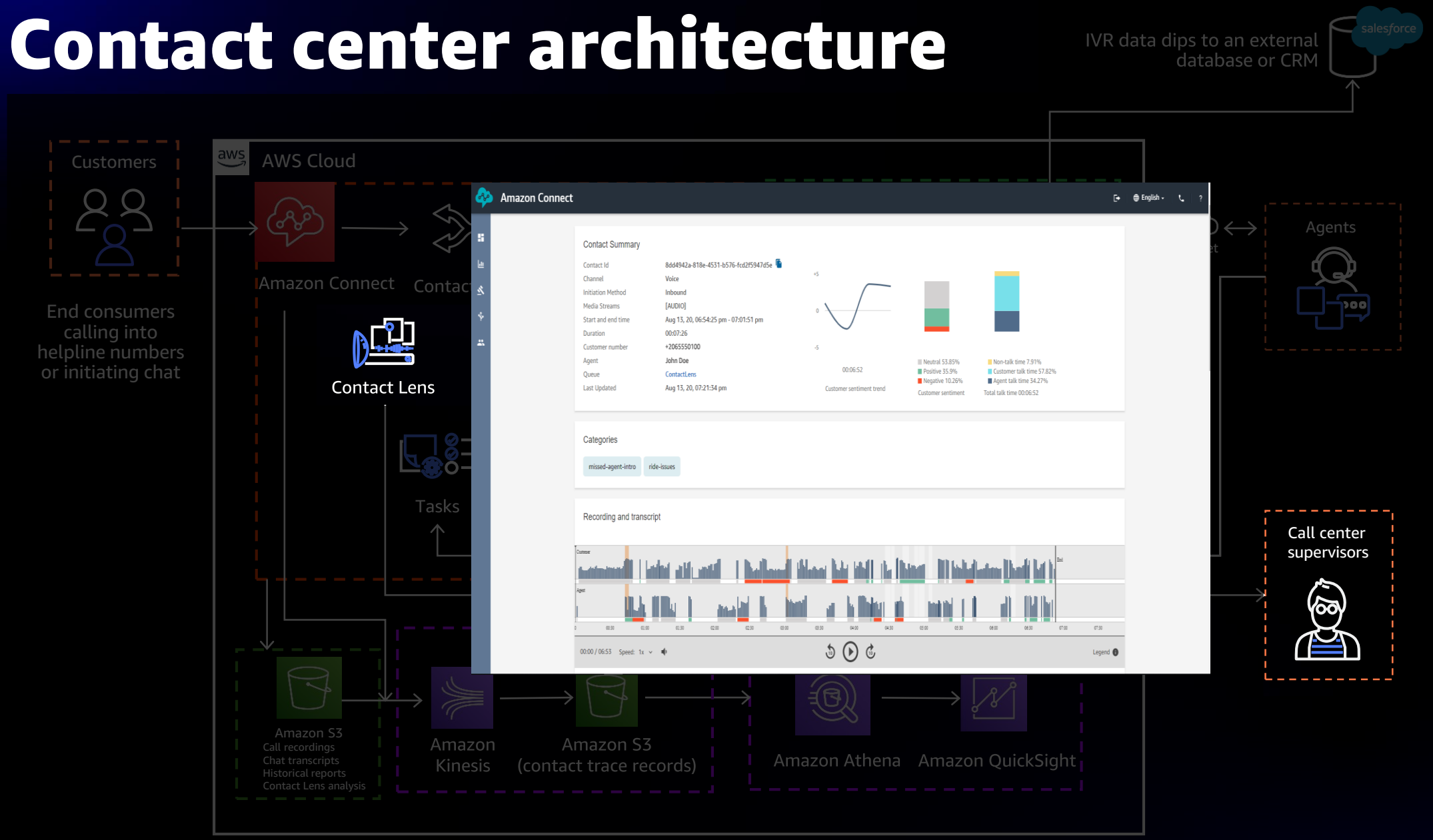
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Contact center architecture



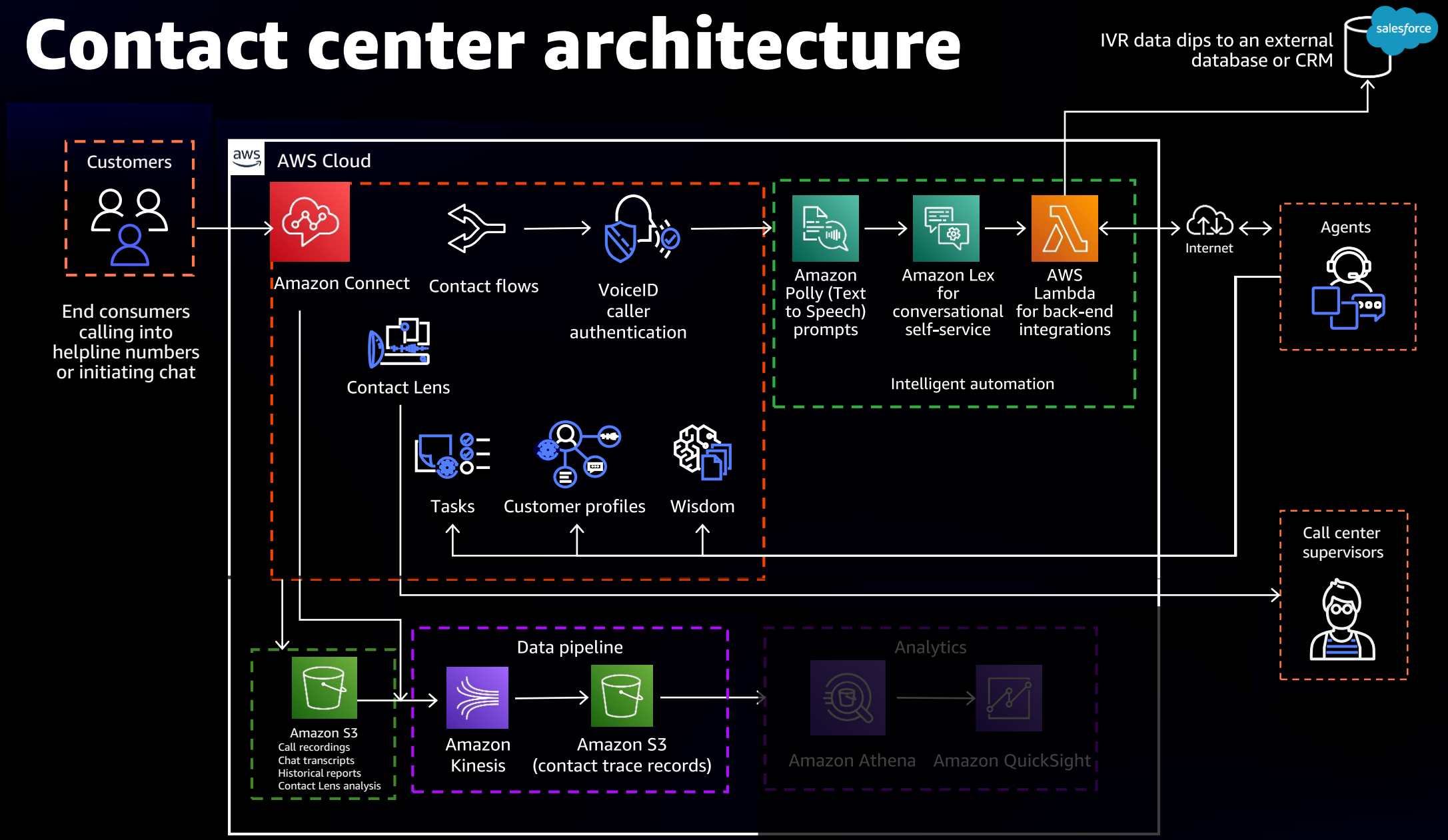
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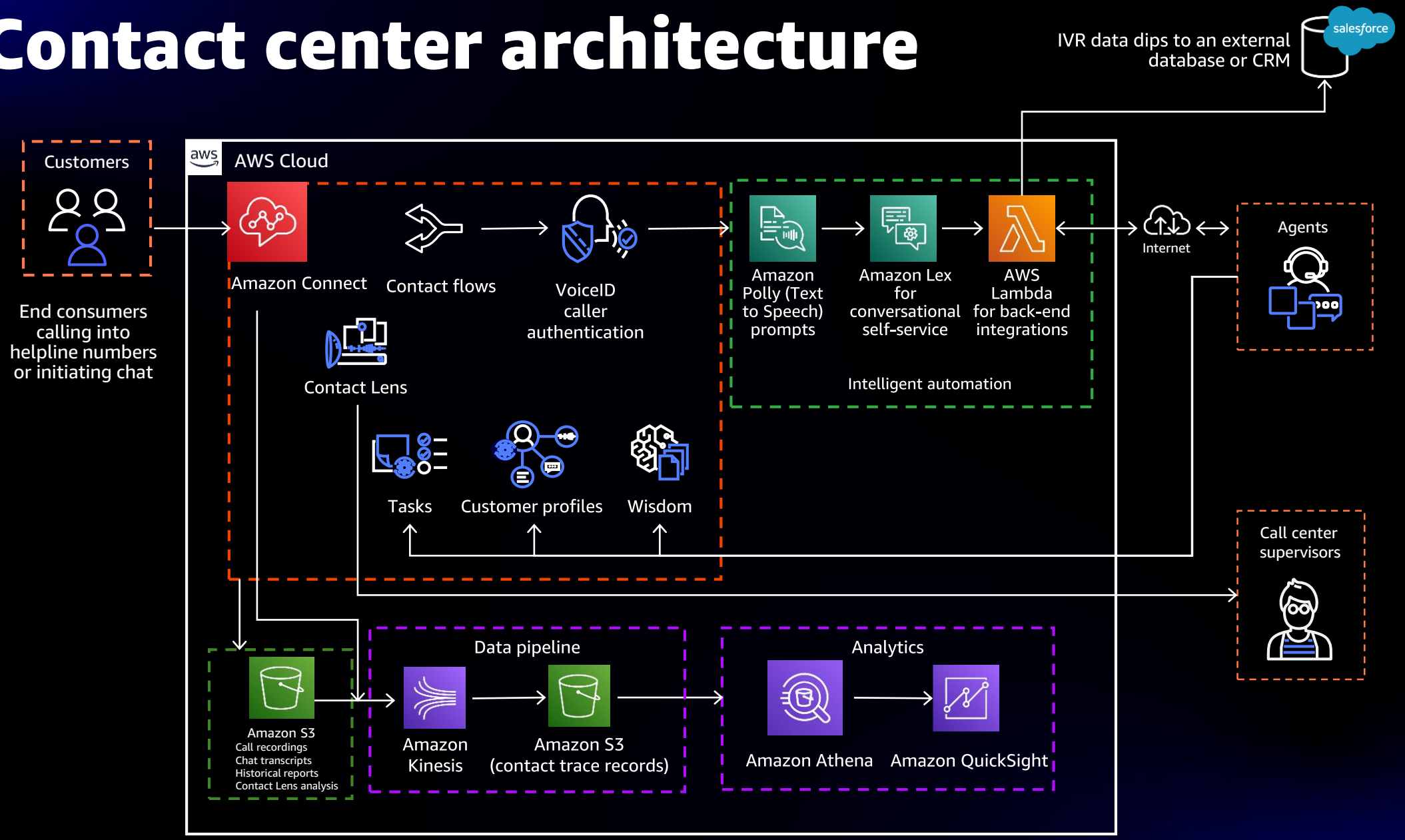
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Sample product integration providers

Customer Relationship Management (CRM), help desk/case management, agent desktop

salesforce, SAP, zendesk, Dextr, VERINT, servicenow, eGain, Pega, freshworks, ZOHO, Symbee, helpshift, Microsoft Dynamics CRM, KUSTOMER, spicecsm, SUGARCRM, SingleComm, CORAL ACTIVE

Outbound, Visual IVR, Voice of Customer

USAN, ACQUEON, VERINT, callvu, vht, rodish, Enghouse Interactive

Robotic process automation

VERINT, UiPath

Workforce management/optimization, speech analytics, and quality management

VERINT, NICE, cogito, MONET SOFTWARE, TELEOPTI, yactraq, amplifAI, AGYLE TIME, CALABRIO, ZOOM, ASPECT, VoiceFoundry, OPENTEXT, Eureka, CRESTA

Security & Voice Biometrics

NUANCE, NICE, AURAYA, VERINT, pindrop, Voicekey, NomiDio

AI-driven analytics/speech

clinc, NLX, successKPIs, bitext

Analytics, media channels and communications, location services, and payment solutions

afiniti, VERINT, Jabra GN, eGain, Payshield, poly, RingCentral, recursivelabs, SmartAgent, here, webtext, dialogtech, EPOS, VoiceBase, 24SESSIONS, Vidyo

Reporting/CX Assurance

tableau, CODE., CYARA, callstats.io, splunk>, nectar, Operata, aceyus, successKPIs, eMite

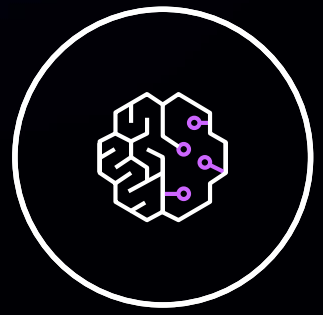
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6 months from now . . .



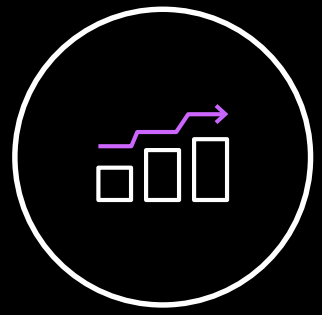
Provision new customer accounts in under 15 minutes



Machine learning to screen incoming calls and redirect



Customizations are only an API call away



Understand contact center performance

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Resources



AWS Control Tower homepage



AWS Control Tower workshop



Amazon Connect homepage



Amazon Connect workshop

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Please join us to meet the speakers

Telecom Lounge

Venetian, Level 3

East Alcove



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Thank you!

Ayesha Borker
LinkedIn: ayeshaborker

Nayef Khan
LinkedIn: nayefkhan

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