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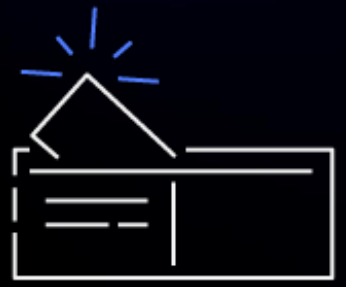
Improve agent performance with ML-powered Amazon Connect

Ryan Braastad
Product Marketing – Amazon Connect
AWS

Laurence Duggan
Senior Product Manager
Affirm

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The state of machine learning (ML)



Increased spending

By 2023, spending on AI systems will reach $97.9B, up 2.5x from $37.5B in 2019

IDC



From piloting to operationalizing

By the end of 2024, 75% of enterprises will shift from piloting to operationalizing AI

Gartner



ML handling real-world tasks

Through 2022, manual data management tasks will be reduced by 45% through the addition of machine learning

Gartner

Source: IDC, Sept 2019: https://www.idc.com/getdoc.jsp?containerId=prUS45481219
Source: Gartner, June 2020: Gartner Identifies Top 10 Data and Analytics Technology Trends for 2020
Source: Gartner, https://www.gartner.com/document/4006842?ref=solrAll&refval=305605743

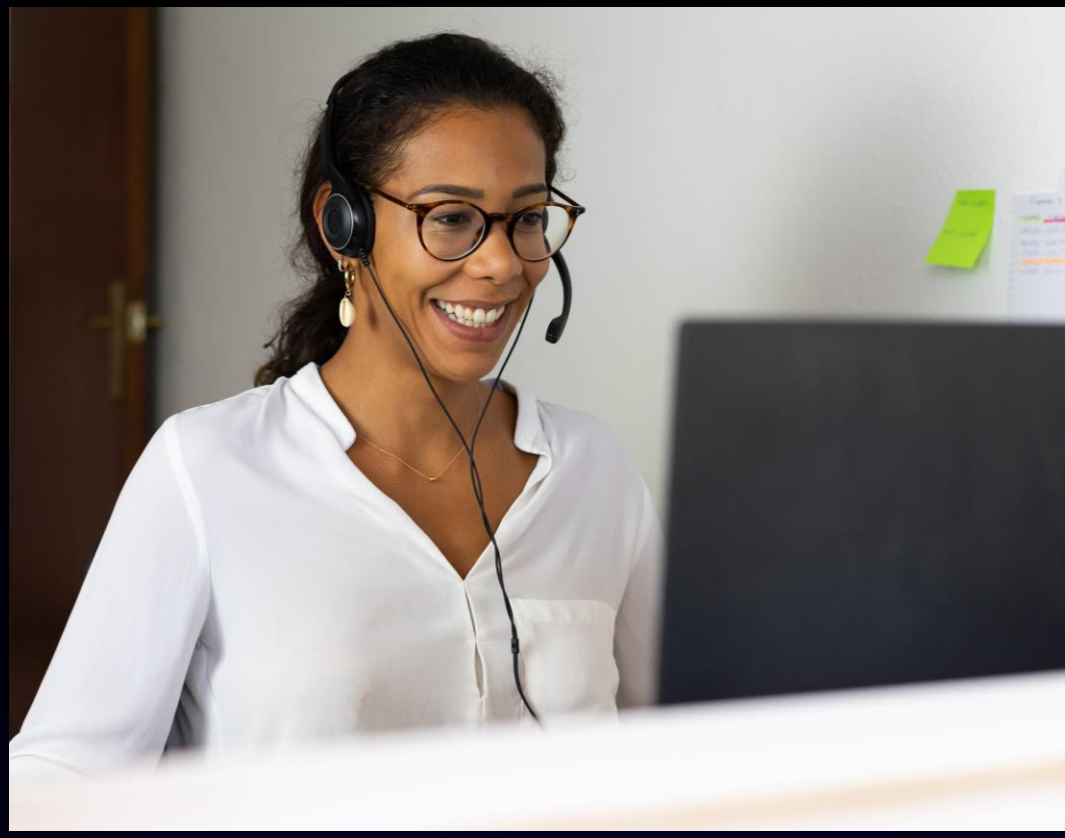
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Opportunities in the contact center to optimize customer experience

73%[1] of individuals surveyed globally point to customer experience as an important factor in their purchasing decisions, behind price and product quality

32%[1] of customers would stop doing business with a brand they loved after one bad experience

More than **1/4** of companies manage their customer service operations solely as a **cost center**



[1] https://www.pwc.com/us/en/services/consulting/library/consumer-intelligence-series/future-of-customer-experience.html

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Key drivers for ML in the contact center



Reduce costs

Constant pressure to reduce costs and increase agent productivity



Improve the customer experience

Increased importance of customer service on customer satisfaction



Drive revenue

Identify how to retain and win new customers while reducing churn

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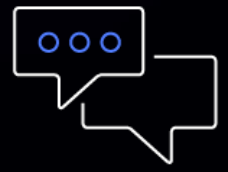
Understanding customers throughout their journey



Automation

Who are they?
What do they need?

Better identifying customer intent and needs at the initiation of the request



Engagement

How can we effectively complete their request?

Make it easier to fulfill customer demands in real time



Optimization

How we are doing?
Where can we improve?

Measuring how well the problem was handled and its impact on loyalty and retention

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Amazon Connect

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Amazon Connect

EASY-TO-USE, OMNICHANNEL, CLOUD-BASED 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 ML at the heart of every interaction

Self service configuration enables instant innovation



Scale from dozens 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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Built-in ML to improve every aspect of the customer experience



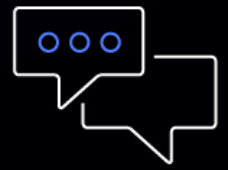
Automation

Who are they?
What do they need?

Conversational machine learning (ML) within IVR and chatbots *

Caller authentication and fraud risk detection *

Unified customer profiles *



Engagement

How can we effectively complete their request?

Agent assist *

Unified customer profiles *

Caller authentication and fraud risk detection *

Omnichannel routing

Task management



Optimization

How we are doing?
Where can we improve?

Real-time sentiment analysis *

Historical contact center analytics

Enterprise data integrations (e.g., product, service)

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* Powered by machine learning

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Amazon Connect conversational ML

BUILD OMNICHANNEL EXPERIENCES ACROSS WEB, MOBILE, APPLE BUSINESS CHAT AND OTHER MESSAGING APPLICATIONS



Build once: Create consistent customer experiences using existing voice assets and integrations

Self-service: No-code integrations with Amazon Lex chatbots and warm transfers to agents

Agent efficiency: Cross-train agents and seamlessly move between channels

Open platform: Amazon Connect chat provides open APIs for integration and data access

Customer experience: Customers can chat when it's convenient for them, without losing context

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New ML-powered contact center innovations



GA

Amazon Connect Voice ID



GA

Amazon Connect Wisdom



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Contact Lens for Amazon Connect

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Use case

Affirm

Laurence Duggan
Senior Product Manager
Affirm

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Agenda

- Who we are
- Why we needed to evolve
- Our journey to enhanced voice support
- The fruits of our labor
- What's next?

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Who we are

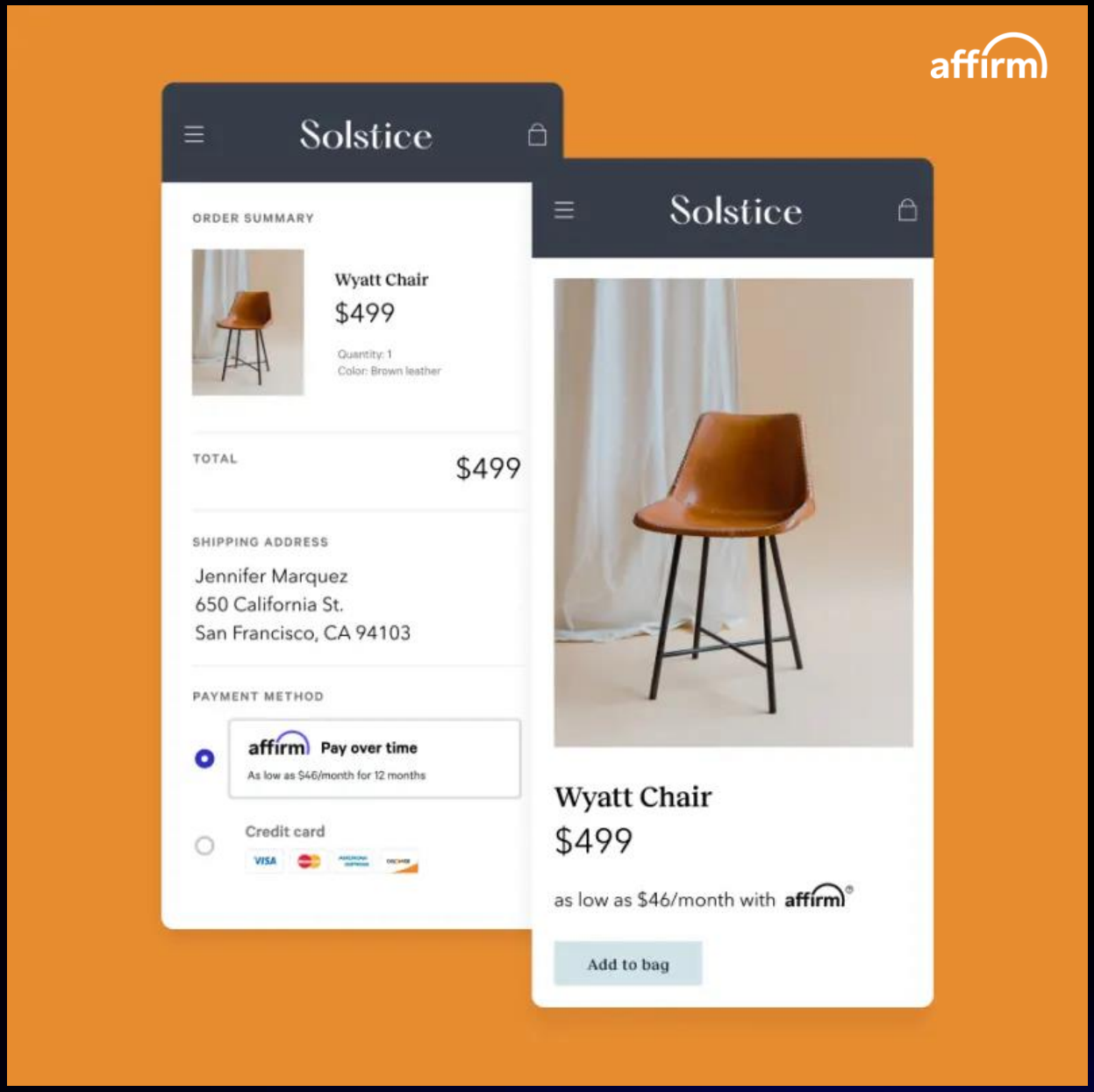
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So long, fees. Hello, Affirm.

Pay at your own pace

When you buy with Affirm, you always know exactly what you'll owe and when you'll be done paying. There are no late or hidden fees, ever.



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Hello!

I'm Laurence Duggan

Product Scope → Servicing

Specific Focus → Consumer

Consumer-facing channels

Consumer-facing self-service & account experience



Sr. Product Manager,
Consumer Foundations

Fun Fact
I have two bengal cats!

About Me

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Why we needed to evolve

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Affirm's growth has broadened and deepened our customers' support needs

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Affirm is a hyper growth company

- 17.5B in GMV since 2016
- 29,000 active merchants
- 7+ million active customers

When money is involved, customers have questions

- Nearly 1000 customer care agents
- 100+ types of case classifications
- 40K phone calls every week

The customer support experience is ever changing

- International expansion
- New products like Debit+ Card
- New partners like Amazon and Shopify

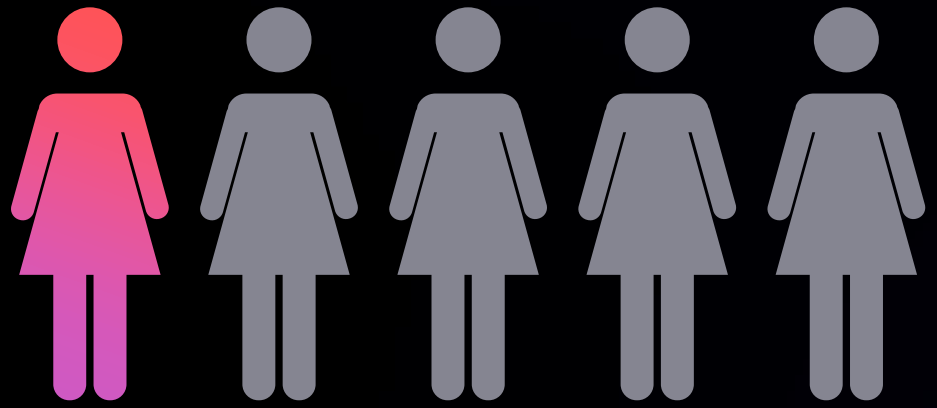
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Maintaining quality customer service is key to healthy growth

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1 in 5 active users will have a support interaction



- **Scaling servicing can’t mean adding N-agents for every customer acquired**
- **Customer support experience drives retention**
- **Self-service/automation are the pillars of scale**

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What's the channel strategy? Nail the fundamentals

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Optimize

- Invest in the channels our customers need
- Consolidate and structure disjointed case entry points
- Match and recommend channels based on optimal resolutions



Self-service

- Empower self-service resolutions within channels
- Improve discoverability of FAQs and support content
- Provide clarity and visibility about open tickets and interactions with support



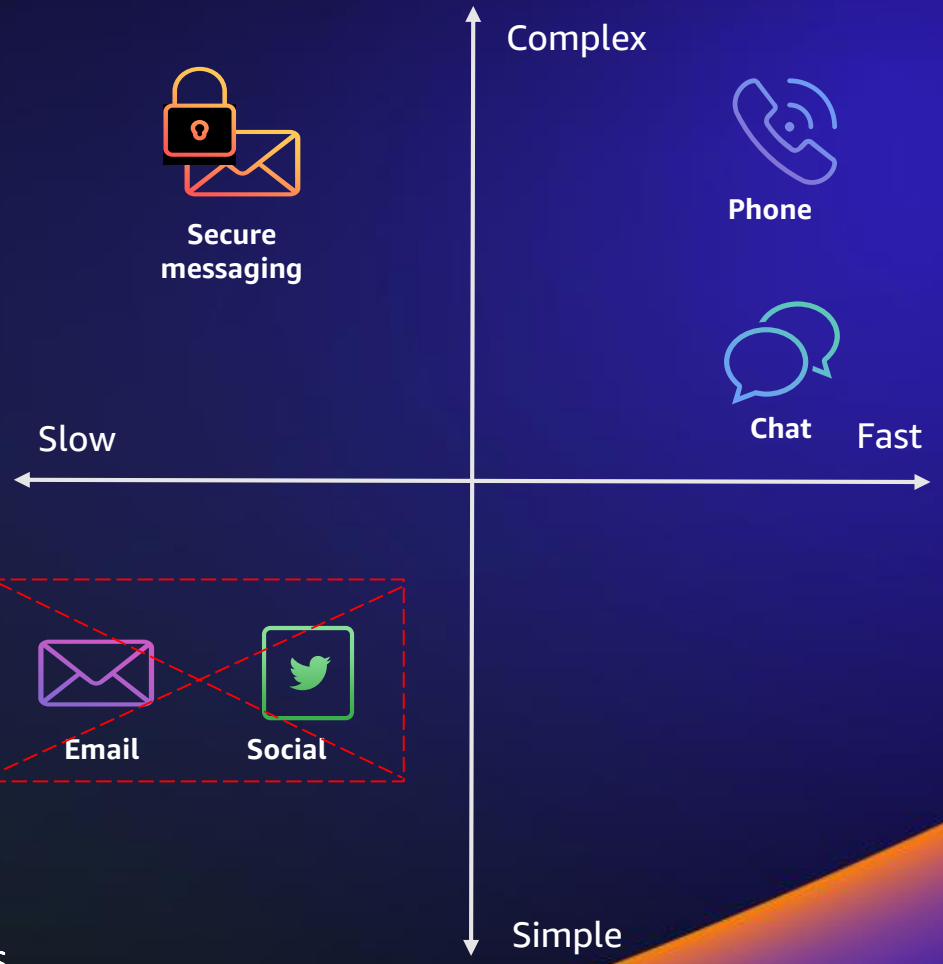
Anticipate

- Predict customer issues
- Proactively prevent negative outcomes and support positive ones
- Personalize support experiences and resolutions

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When it comes to channels, less is more for the customer



1

Match channels to work types

Different problems require different channels based on complexity

2

Fast & effective

Prioritize channels that facilitate the best resolutions for consumer. Minimize consumer friction and optimize for speed

3

Efficiency is a win-win

Enable agents to work asynchronously vs. synchronously based on case urgency and sensitivity; creating efficiencies leads to improved outcomes and resolutions for customers

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Leverage ML and data to empower self-service across channels

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Help center

Webforms







Secure messaging

Phone IVR







Phone

Chatbot







Live chat

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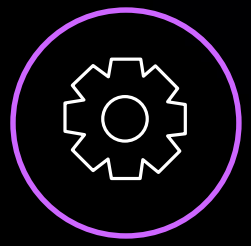
Our journey to enhanced voice support

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Other platforms could not meet our expectations

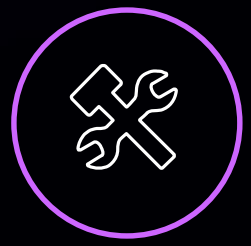
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Cumbersome tools



Difficult integrations



Heavy professional services



Hardware, telephony infrastructure, space



Security, scalability, reliability



Complex pricing

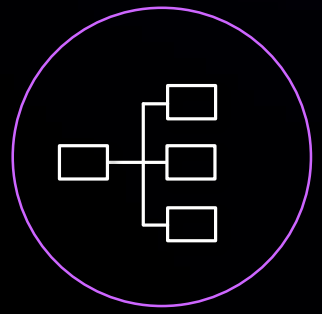
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Amazon Connect and Lex were the fastest path to voice innovation and scale

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Easy to use, omnichannel cloud-based contact center service that scales to support businesses of any size



Skills-based contact routing



Voice self-service/ automation



Real-time and historical analytics



High-quality voice capability

Service architecture

Multi-tenant across multiple Availability Zones connected through low-latency links

Telephony architecture

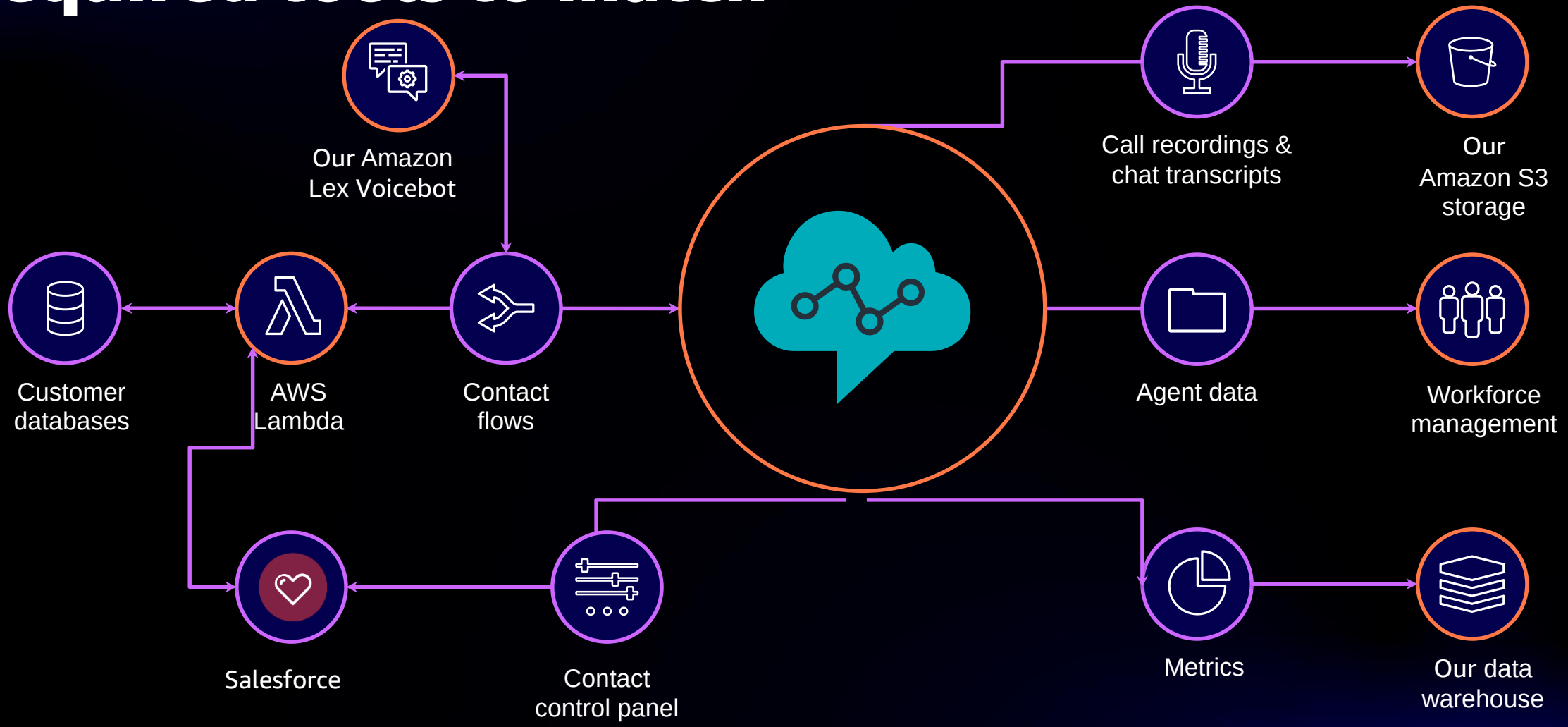
Host toll-free and direct dial numbers (DID) on our managed network of carriers

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A sophisticated support landscape required tools to match

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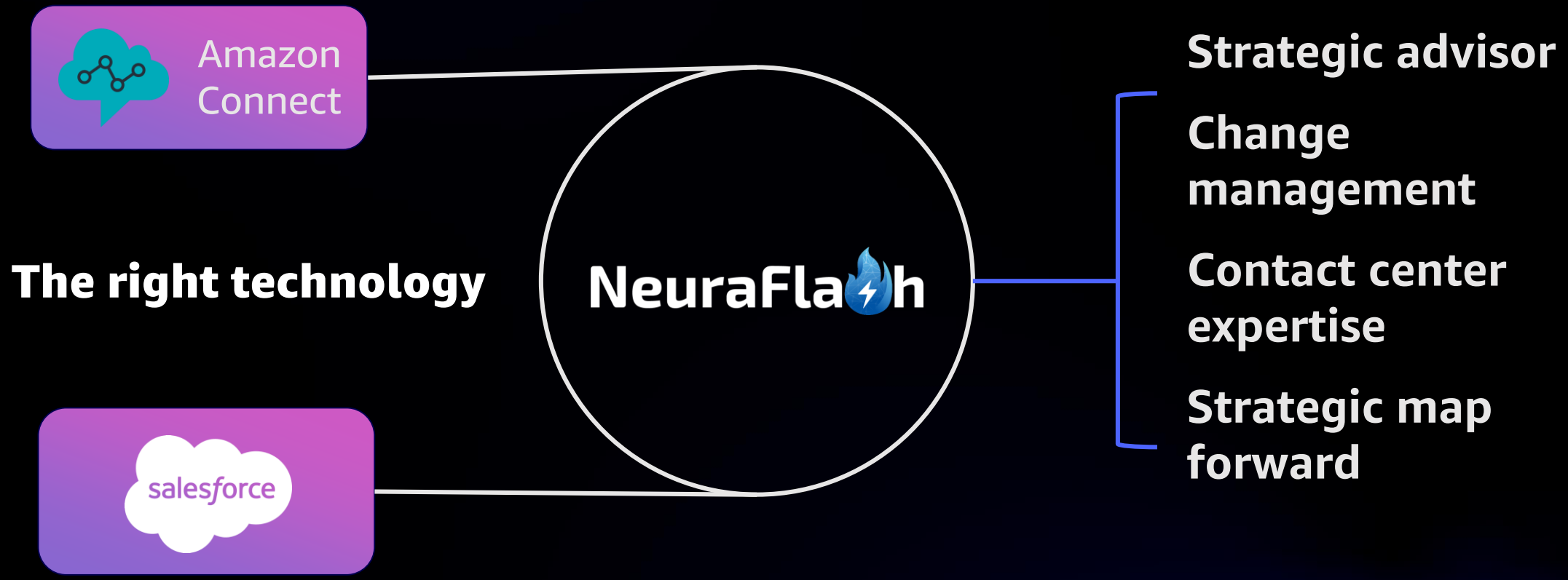


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Integrating Amazon Connect called for deep subject matter expertise

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The fruits of our labor

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We used key features to advance the channel strategy pillars

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Optimize

Amazon Connect • Amazon Comprehend • Amazon Transcribe

- Enhanced routing to get customers to the right agent
- 50+ skills/queues
- Customer context summarization to improve agent and customer experience



Self-service

Amazon Lex • Amazon Comprehend • Amazon Polly

- Caller authentication
- Check payment details
- Add payment instruments
- Make current or future payments
- Enroll in AutoPay



Anticipate

Amazon Lex • Amazon Comprehend • Amazon Polly

- Proactive customer identification via phone number
- Personalized routing based on customer attributes

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The customer journey

She wants to check when her payment is due, so she calls Affirm

Jenni authenticates to verify her identity

She proactively hears her next payment amount and due date

Answers her question, walks her through the details of her loan

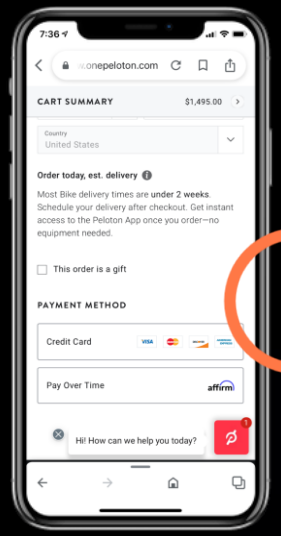
Agent knows her right away and her question with context when the call arrives

Gets routed to the right agent right away

Jenni also has a question about another order she placed

She makes a payment and sets up AutoPay via voicebot self-service

Jenni bought an exercise bike





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With the enhanced IVR, we have moved the needle for our customers

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Optimize

Amazon Connect • Amazon Comprehend • Amazon Transcribe

- 63% of escalated calls end up in the correct queue, saving 9 minutes resolution time on avg



Self-Service

Amazon Lex • Amazon Comprehend • Amazon Polly

- 72% of customers authenticate, reducing resolution time by 30-60s per interaction
- 45% monthly **make payment** voice volume is now via self-service



Anticipate

Amazon Lex • Amazon Comprehend • Amazon Polly

- Personalized routing has led to 4% incremental increase in CSAT for prioritized user segments

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What's next?

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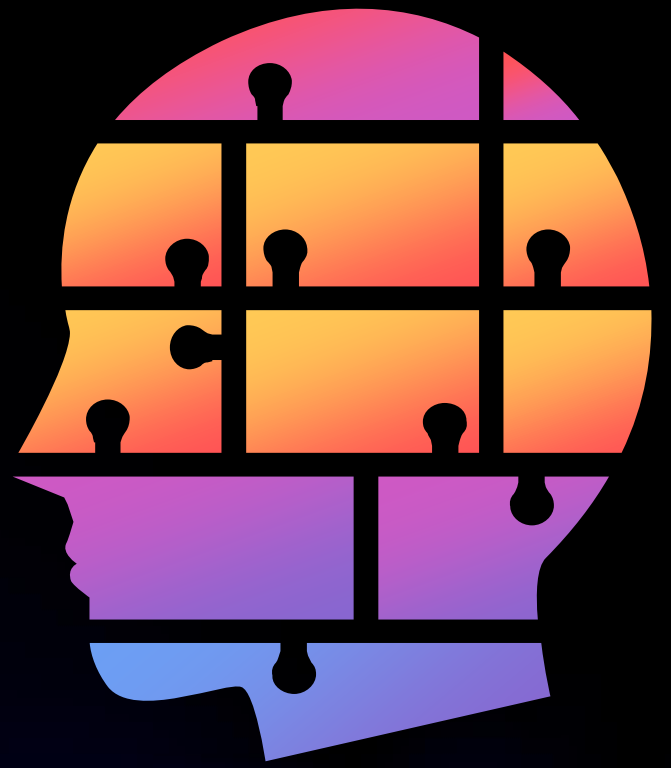
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We're honing in on the biggest pain points for our customers

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01 Refunds is one of our biggest contact reasons, and a source of frustration for customers

02 Patience is in limited supply, so less is more on the voicebot



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For Black Friday, we'll be releasing self-service refunds via IVR

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Optimize

Amazon Connect • Amazon Comprehend • Amazon Transcribe

- Updated NLP model based on historical utterances to more accurately route customers to refund menu/flow



Self-Service

Amazon Lex • Amazon Comprehend • Amazon Polly

- Enable batch or individual loan refund self-service



Anticipate

Amazon Lex • Amazon Comprehend • Amazon Polly

- Proactively identity if the customer has any eligible refunds
- Prompt/guide customer to refund flow

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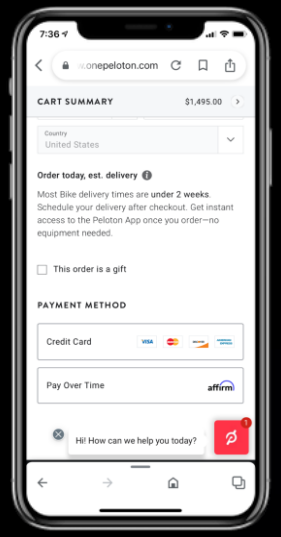
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The refund journey

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He returned one of the items; the merchant refunded the original payment method (Affirm)

John used Affirm to buy a few items



John calls Affirm to locate his refund

IVR identifies an eligible balance on John's account

John is prompted about his refund and elects to continue

John authenticates his account

John issues himself a self-service refund

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AWS contact center resources



Immersion days/ workshops



Architecture reviews/guidance

aws professional services

Professional services

aws partner network

Partner engagement

aws training and certification

Training & certification

Get started with Amazon Connect today:
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