AWS re:Invent

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

BIZ204

Improving CX with omnichannel contact center interactions

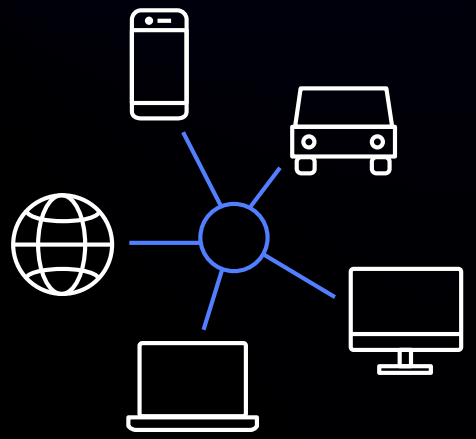
Jen Walsh Fisher
Director of Partners, Amazon Connect
AWS

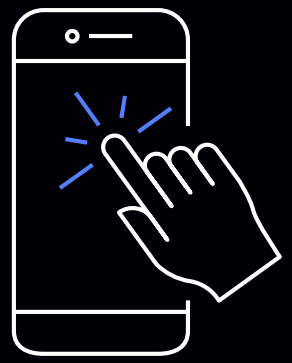
Mike Wallace
Sr. Manager, Solutions Architect
AWS

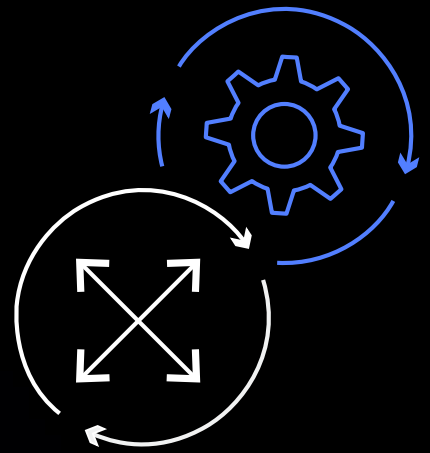
Penina Kessler
Sr. Software Engineer
The New York Times

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Today’s customers expect a few things







Convenient channels

Self-service options

Frictionless experiences

aws

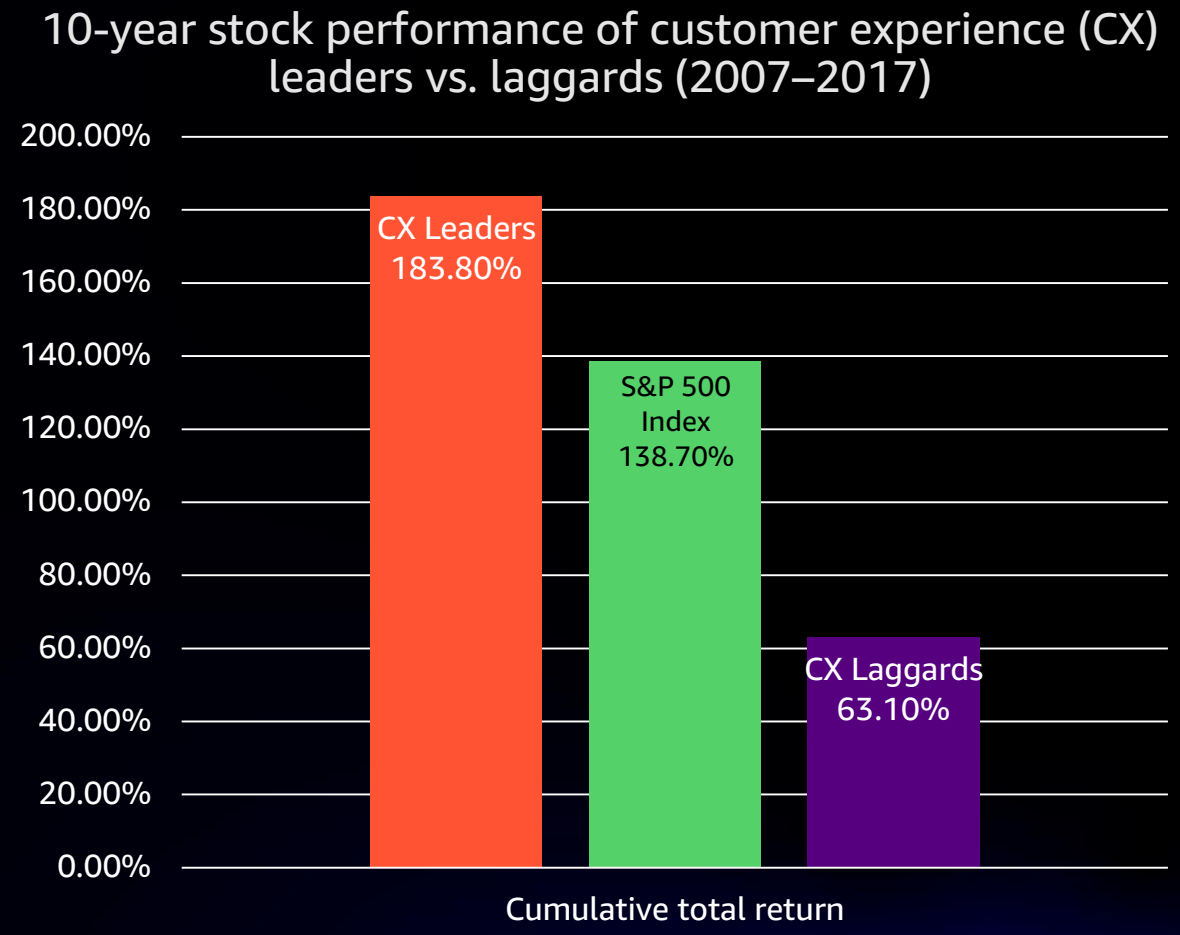
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CX leaders outperform the market

45 CX leaders outperformed the broader market, generating a return **45 points higher** than the S&P 500 Index

76 CX laggards posted a total return **76 points lower** than the broader market

3x CX leaders generated a return that was nearly **3x greater** than that of laggards



Source: Customer Experience ROI Study, Watermark Consulting (2019)

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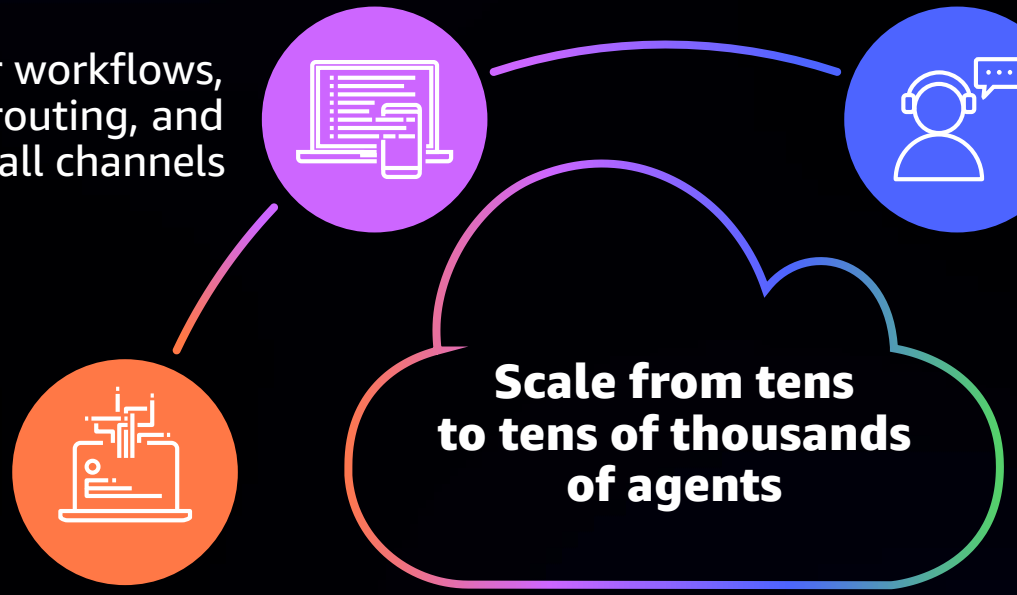
Amazon Connect

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 AI and ML at the heart of every interaction



Self-service configuration enables instant innovation

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

Pay only for what you use

aws

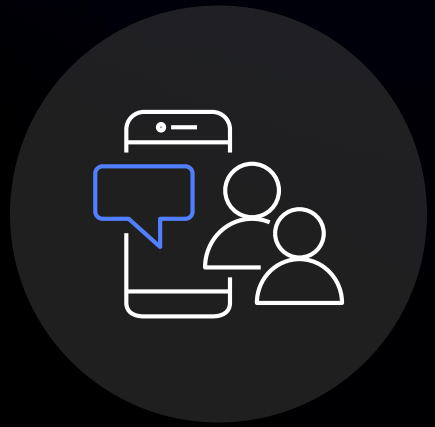
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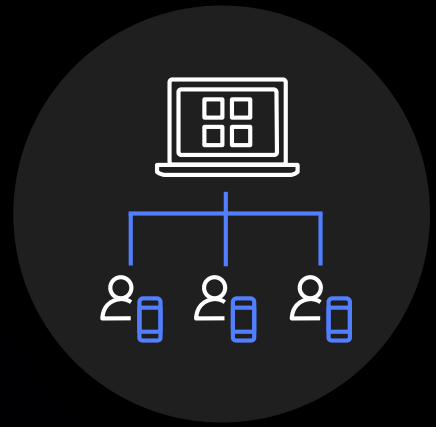
Reimagining the new customer experience



Chat, social media, and messaging



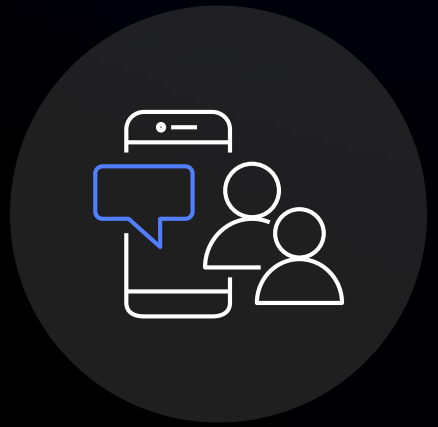
Intelligent self-service options



Outbound communications

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Reimagining the new customer experience



Chat, social media, and messaging



Intelligent self-service options



Outbound communications

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Amazon Connect Chat

EASILY DEPLOY WEB, MOBILE, AND APPLE BUSINESS CHAT FOR OMNICHANNEL EXPERIENCE



Build once: create consistent experiences leveraging existing voice assets and integrations

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

Asynchronous messaging: customers can text when it's convenient for them, without losing context

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

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

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Special guest

The New York Times

Penina Kessler
Sr. Software Engineer
The New York Times



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The New York Times

- The New York Times Customer Care is there at the toughest moments in a subscriber's journey

- It's our job to neutralize problems and get people back to enjoying The Times



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The New York Times

30 days:

The time from ideation to launch of our Amazon Connect Chat pilot into production

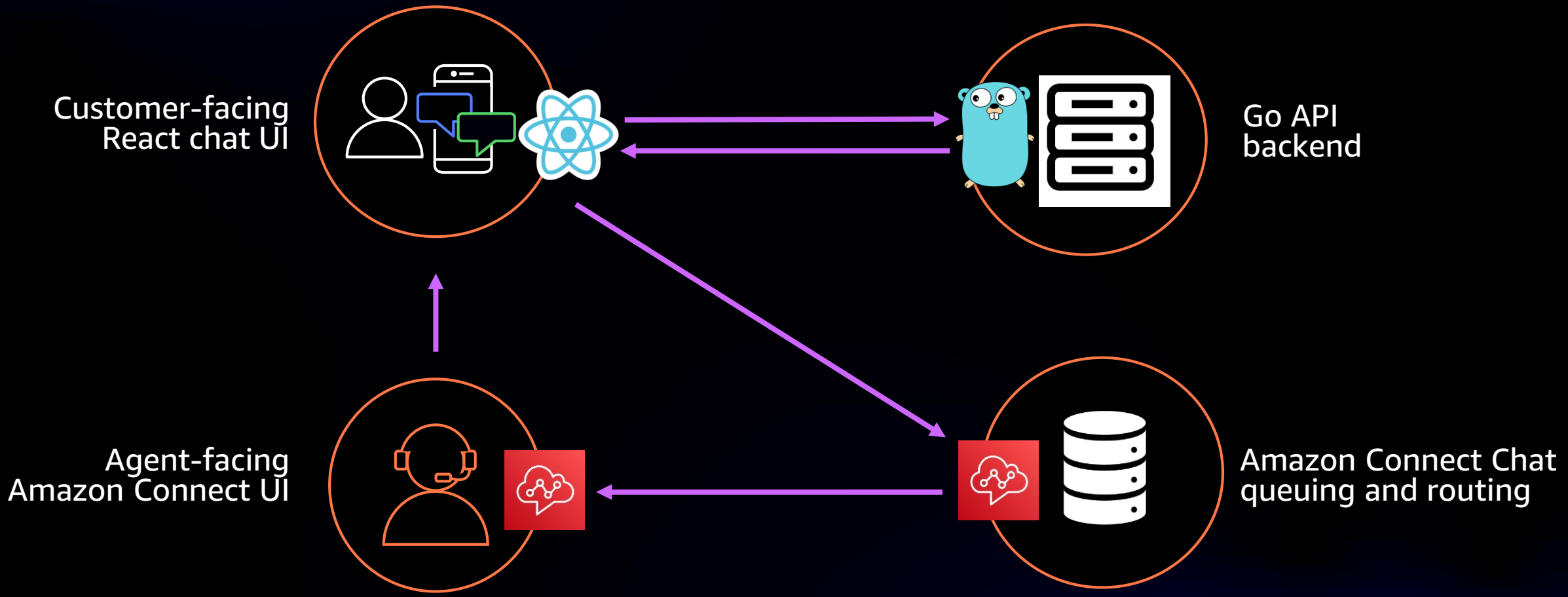


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Chat architecture

The New York Times

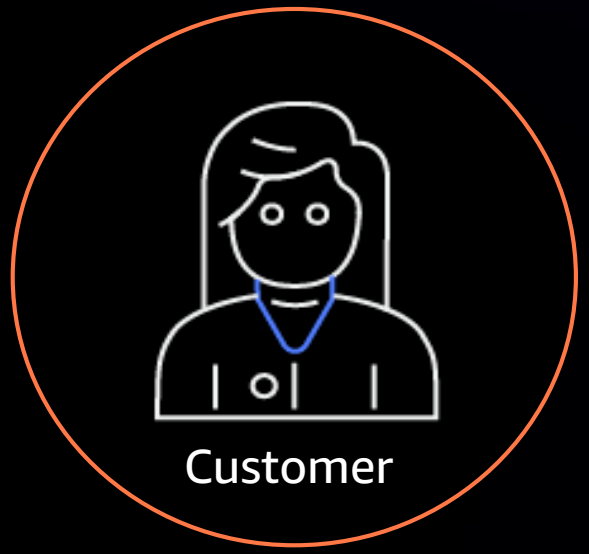


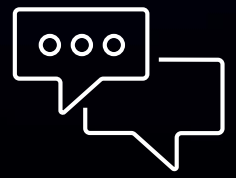
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Adoption measurably reduced customer effort

The New York Times





Chat: consistent 8% improvement in chat customer-rated effort score with Amazon Connect pilot



IVR: similar 8% improvement in customer effort score with Amazon Connect IVR

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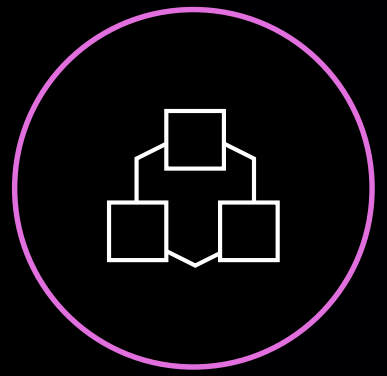
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What's next

The New York Times



Use insights from Chat and IVR experiences to build automation and self-service contact flows



Iterating our Amazon Connect contact flows by generating them programmatically

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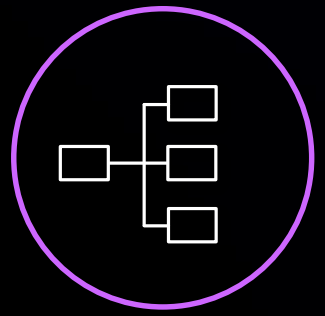


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Apple Business Chat for Amazon Connect

PROVIDE PERSONALIZED CUSTOMER SERVICE DIRECTLY THROUGH THE APPLE IOS MESSAGES APP

All the core capabilities of Chat plus:



Web, app, Safari, Maps, and Siri



Call deflection



Unified agent UI

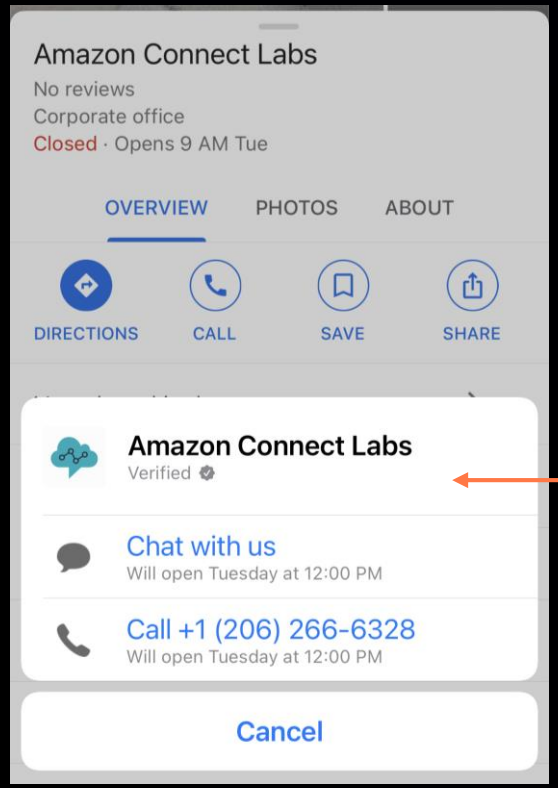


Native end-user UI

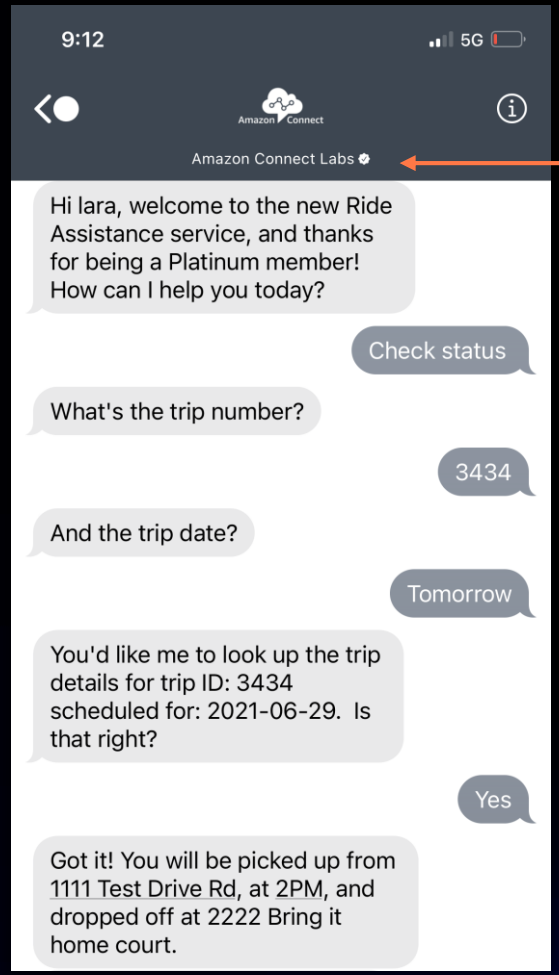
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Familiar and convenient experiences



Surface option to chat when click “Call” on Google Maps



Brand’s logo and colors across the top banner of the iOS texting interface

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Amazon Connect Chat messaging streaming APIs

TEXT CUSTOMERS ON THEIR PREFERRED DEVICES, SOCIAL MEDIA, AND MESSAGING PLATFORMS



CUSTOMER

Chat messaging streaming APIs

- Messenger
- Instagram
- SMS
- Twitter
- Viber
- Slack
- LINE
- Google Messages
- Microsoft Teams
- WeChat
- Apple Business Chat*
- Web chat*

Amazon Connect Chat

Amazon Connect with Amazon Lex

Amazon Connect high-volume outbound communications



AGENT

*Supported natively in Amazon Connect

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Reimagining the new customer experience



Chat, social media, and messaging



Intelligent self-service options

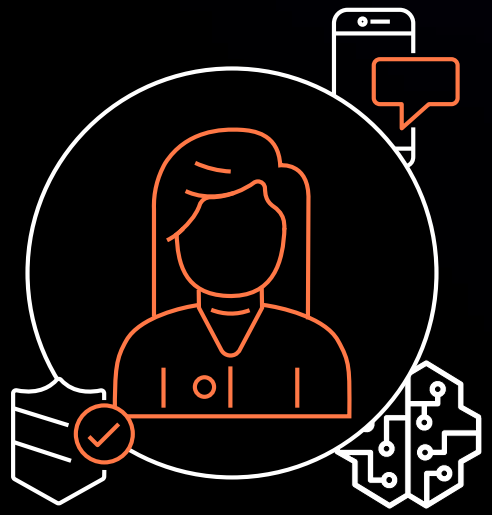


Outbound communications

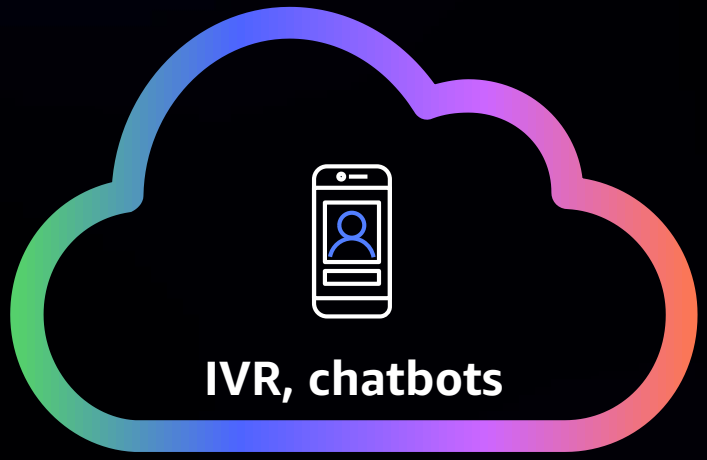
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More intelligent customer self-service options

ENHANCE SELF-SERVICE WITH INTELLIGENT CONVERSATIONAL CHATBOTS AND IVR



CUSTOMER



Natural language speech and text
AI to handle complex interactions
Multiple language support
“Build once, use everywhere”

Amazon
Connect Chat

Amazon Connect with Amazon Lex



AGENT

Amazon Connect high volume
outbound communications

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College of Liberal Arts at UT Austin

The University of Texas at Austin

"CoLA launched their new contact center on Amazon Connect at the same time most of the campus transitioned to working, learning, and teaching from home. Deploying the new contact center has had a major [positive] impact on overall student satisfaction, with the services delivered by [the liberal arts instructional technology services (LAITS)]."

Antonino Cummings, PMP
Principal Project Manager, LAITS, UT Austin

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Reimagining the new customer experience



Chat, social media, and messaging



Intelligent self-service options

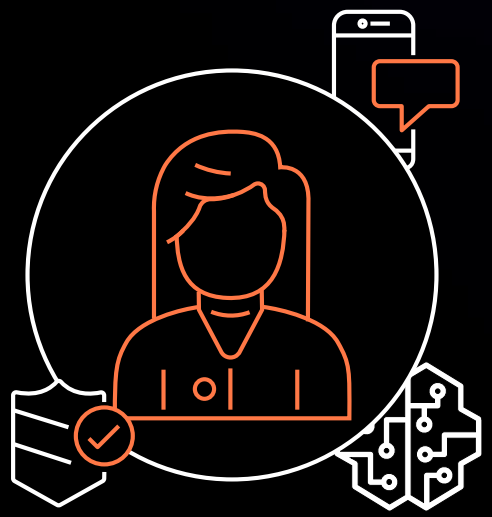


Outbound communications

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The new customer experience

SEND NOTIFICATIONS AND PROACTIVELY ENGAGE CUSTOMERS AT SCALE

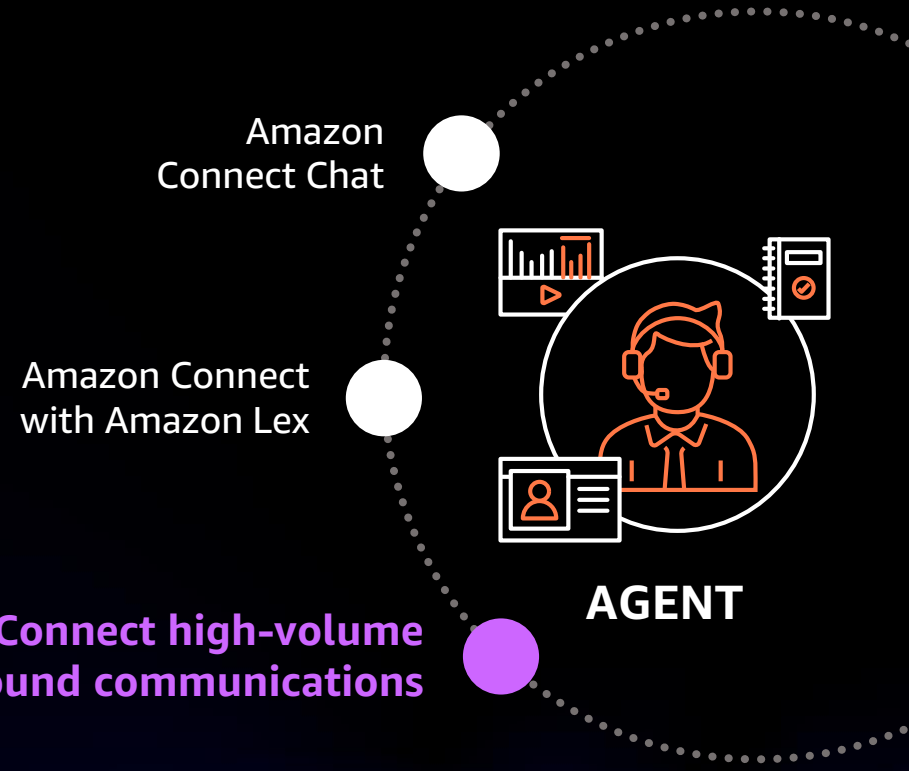


CUSTOMER

PROBLEM
Inefficient, fragmented outbound calls, texts, and email running on disparate systems

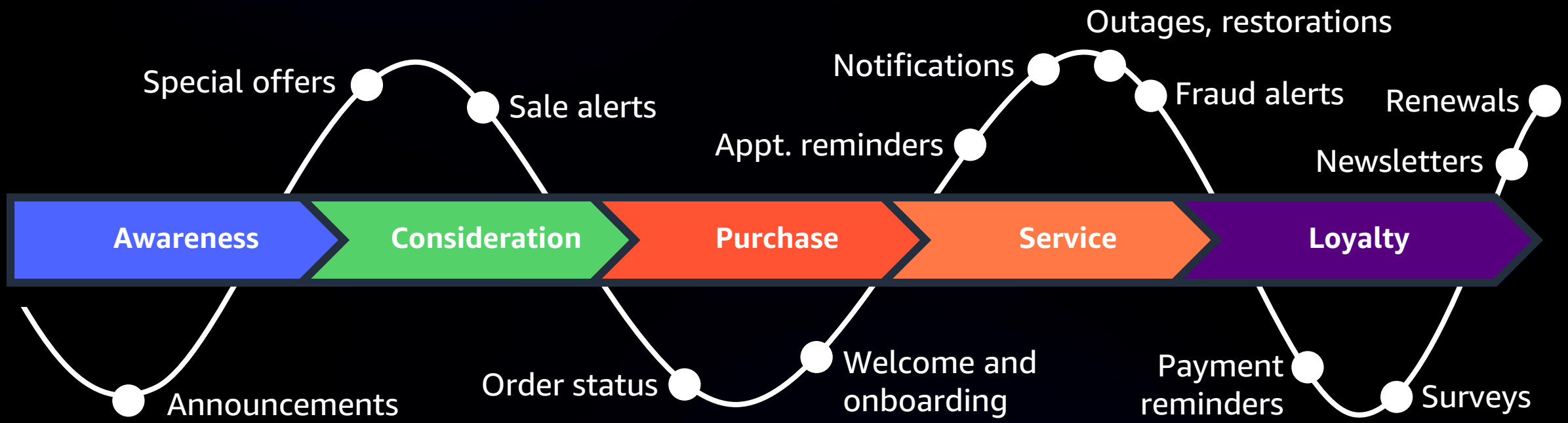
SOLUTION
Reach out to customers at scale with ML-powered communications all in one service

NOW IN PREVIEW
High-volume outbound communications



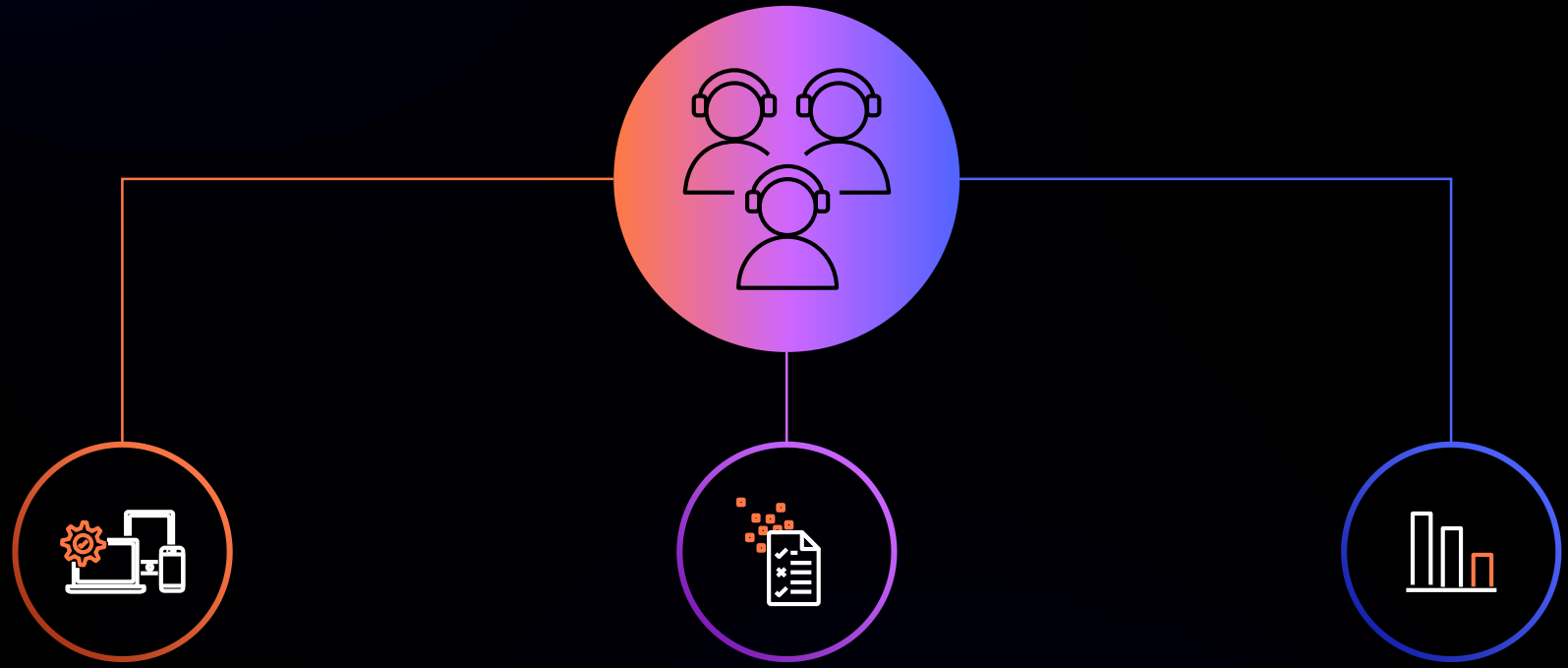
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Better serve customers throughout their journey with native omnichannel outbound



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Challenges with outbound communications



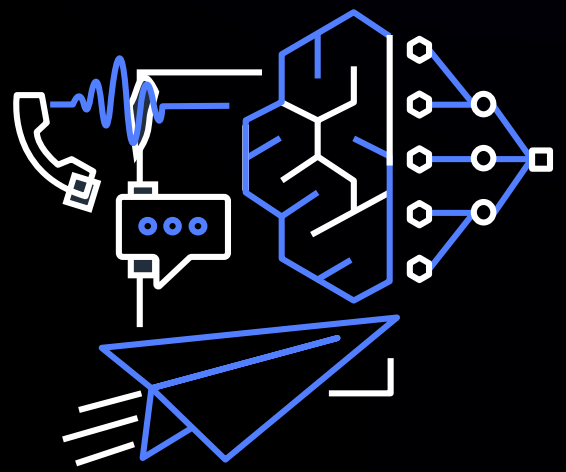
Fragmented systems for phone, text, and email outreach with limited scale

Risk of severe penalties for noncompliant outbound communications

Lost productivity from underutilization of text messaging or manual outbound dialing

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Amazon Connect high-volume outbound communications (now in preview)



REACH CUSTOMERS AT SCALE WITH ML-POWERED OMNICHANNEL COMMUNICATIONS

Omnichannel list management for voice, text, and email with Amazon Pinpoint

Predictive dialing that throttles outreach based on agent availability

ML-powered answering machine detection

Scale to over a million contact attempts per campaign per day

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RELATIENT

"We're particularly excited about Amazon Connect's new high-volume outbound communications for voice. The automated communications will make it easier for our customers to notify patients about upcoming appointments or gaps in care, which will improve efficiency and patient satisfaction."

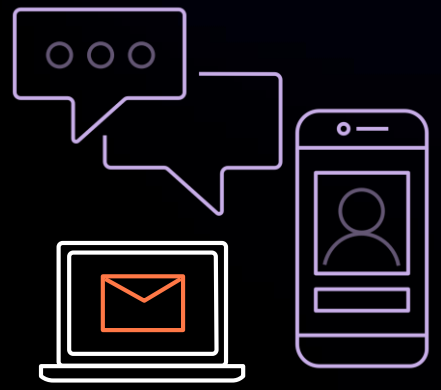
Kevin Montgomery
Chief Innovation Officer, Relatient Inc.

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High-volume outbound communications

KEY FEATURES PERSONALIZE THE CUSTOMER EXPERIENCE WHILE IMPROVING AGENT EFFICIENCY



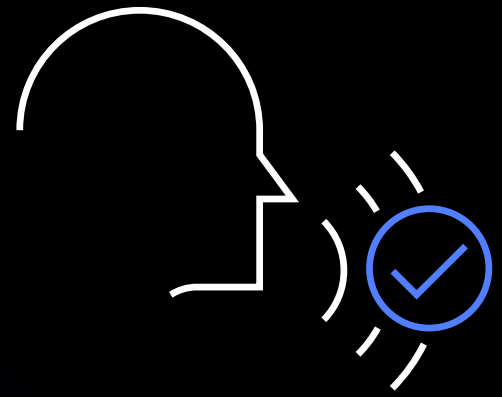
List management

List management for voice, text, and email using Amazon Pinpoint



Outbound dialer modes

Progressive and predictive outbound dialing modes



ML-powered answering machine detection

Detects live customer versus voicemail greeting or busy signal

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The new omnichannel customer experience

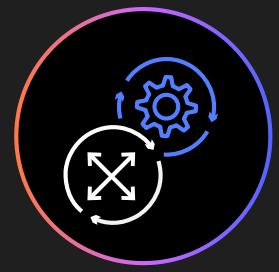
What customers want



Convenient channels

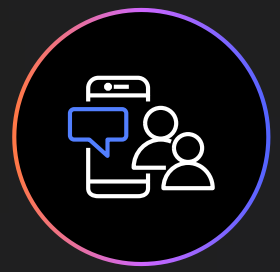


Self-service options



Frictionless experiences

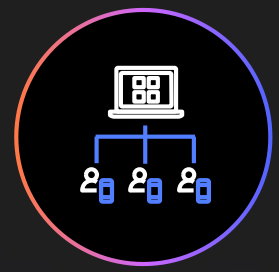
AWS and Amazon Connect



Chat, social media, and messaging



Intelligent self-service options

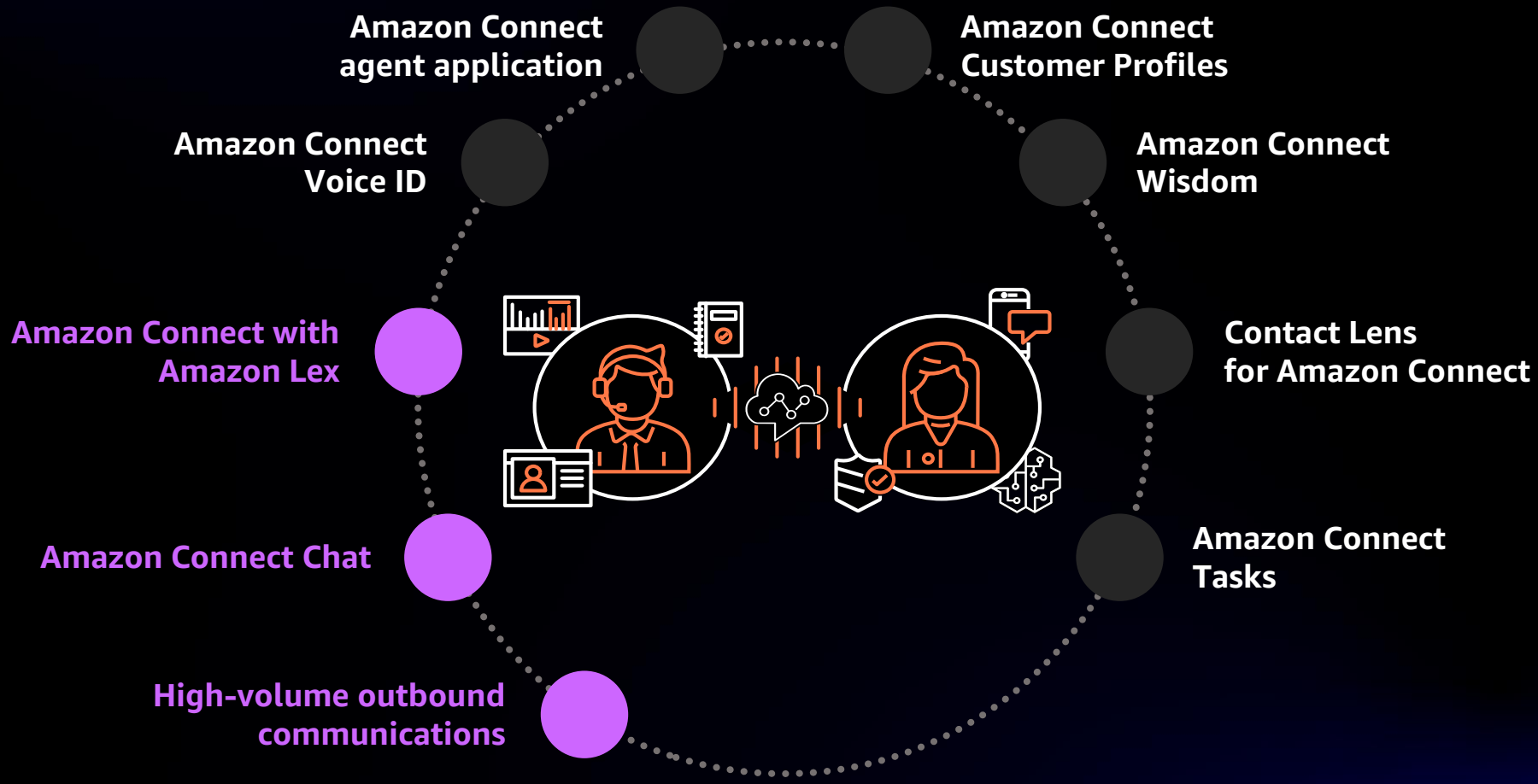


Outbound communications

aws

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Making it easier for customers and agents with Amazon Connect



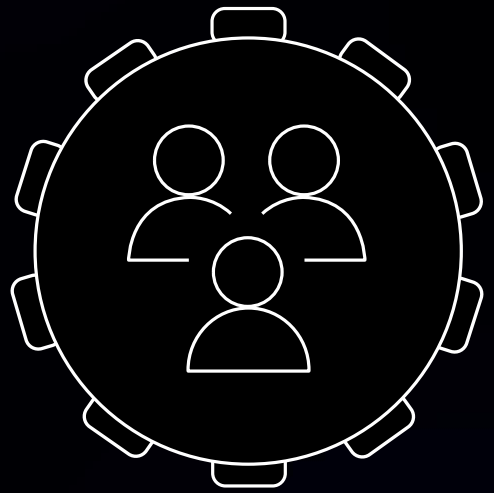
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We’re here to help you transform your CX

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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Get started today



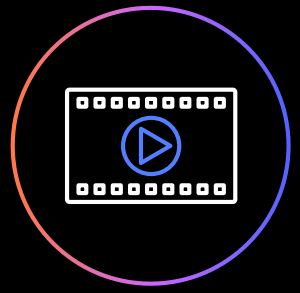
Set up today

https://aws.amazon.com/connect



Learn about new innovations

https://aws.amazon.com/blogs/contact-center/



Find more information

https://aws.amazon.com/connect/resources/

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Watch or attend Amazon Connect sessions

Breakout sessions

SESSION ID: **BIZ202** — VIRTUAL/IN-PERSON

Unlock continuous CX innovation with Amazon Connect

Pasquale DeMaio, GM Amazon Connect – AWS
Allyson Boudousquie, Director, Productivity Applications Specialists – AWS
Ken Meyer, EVP & CIO Consumer Technology – Truist

SESSION ID: **BIZ204** — VIRTUAL/IN-PERSON

Improving CX with omnichannel contact center interactions

Jen Walsh Fisher, Director of Partners – AWS
Mike Wallace, Sr. Manager Solutions Architects – AWS
Penina Kessler, Sr. Software Engineer – The New York Times

SESSION ID: **BIZ203** — VIRTUAL/IN-PERSON

Improve agent performance with ML-powered Amazon Connect

Ryan Braastad, Sr. Product Marketing Manager – AWS
Laurence Duggan, Sr. Product Manager – Affirm

Workshop, builder, and chalk talk sessions

Workshop	IN-PERSON SESSION ID: **BIZ302** **Cloud contact center migration best practices** Speakers: Naomi Hall, Mike Wallace
Builder	SESSION ID: **BIZ305** — IN-PERSON **Improve contact center insights and outcomes with ML** Speakers: Bamba Diouf, Clarence Choi, Anjali Khambete, Jeremy Puent, Naveen Narayan, Sayed Hassan
Chalk talks	SESSION ID: **BIZ304** — IN-PERSON **Unify inbound, outbound, & self-service with Amazon Connect** Speakers: Jeremy Puent, Anjali Khambete
	IN-PERSON SESSION ID: **BIZ206** **Omnichannel contact center approaches with Amazon Connect** Speakers: Sayed Hassan, Mike Wallace

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Thank you!

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