AWS re:Invent

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AIM304-R2

No contact center left behind: AWS Contact Center Intelligence (CCI)

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Contact Centers are important for Customer Experience



Multi-industry

Financial Services, Healthcare, Hospitality and Travel, Utilities and energy, Retail and Consumer, Education, Insurance, B2B, Ecommerce, Telecom, Media and entertainment, Gaming, Real estate, Automotive



Different Functions

Customer Service, Telemarketing, Help desks, Support Centers, Employee Services, Patient-provider communications



Disparate deployments

On-premise, Cloud, Hybrid
Centralized, Distributed

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Let's Talk – Introductions

What industry is your company in?

What is the primary role of the contact center in your company?

- Customers
- Employees
- Sales

What is your role within the contact center environment?

- Centralized
- Distributed
- Overseas
- In-house
- Outsourced
- SaaS

How is it deployed?

What's your current contact center platform(s)?

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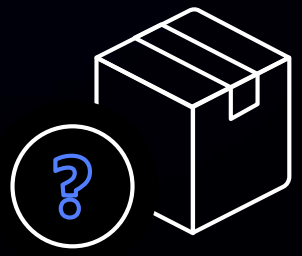
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Adding intelligence to contact centers



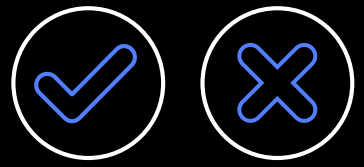
Who are you?

Accessing relevant customer data is crucial to problem resolution



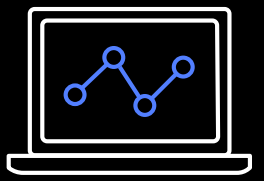
What do you need?

Identifying problems correctly and efficiently impacts customer experience



How did we do?

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



Where to improve?

Analyzing the data to improve the customer experience and the bottom line

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Adding intelligence to contact centers

What mechanisms do you have in place to understand your customer?

How do you identify what your customers actually need?

How do you track your customers journey?

How do you detect and visualize potential areas of improvement?

How do you score agent performance and lower resolution times?

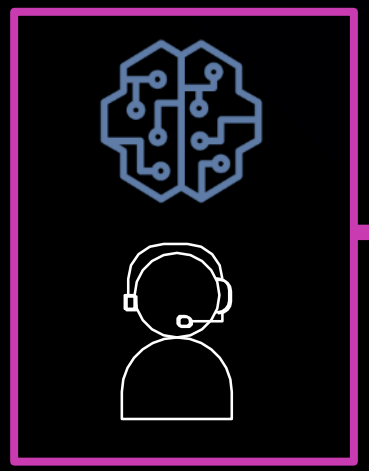
Agent Performance
Blindspots
Metrics

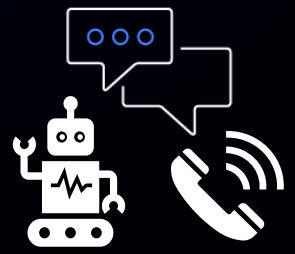
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Adding intelligence with AI and ML

Applying AI and ML to contact centers





Self Service
Conversational IVRs, virtual agents, and smart routing



Real-time call analytics and agent assist
Voice transcription with sentiment analysis and next best actions



Post call analytics
Agent scoring
Issue detection

Find answers without the need for a live agent; Quickly identify the right agent

Alert supervisors immediately to important issues; Improve agent efficiency

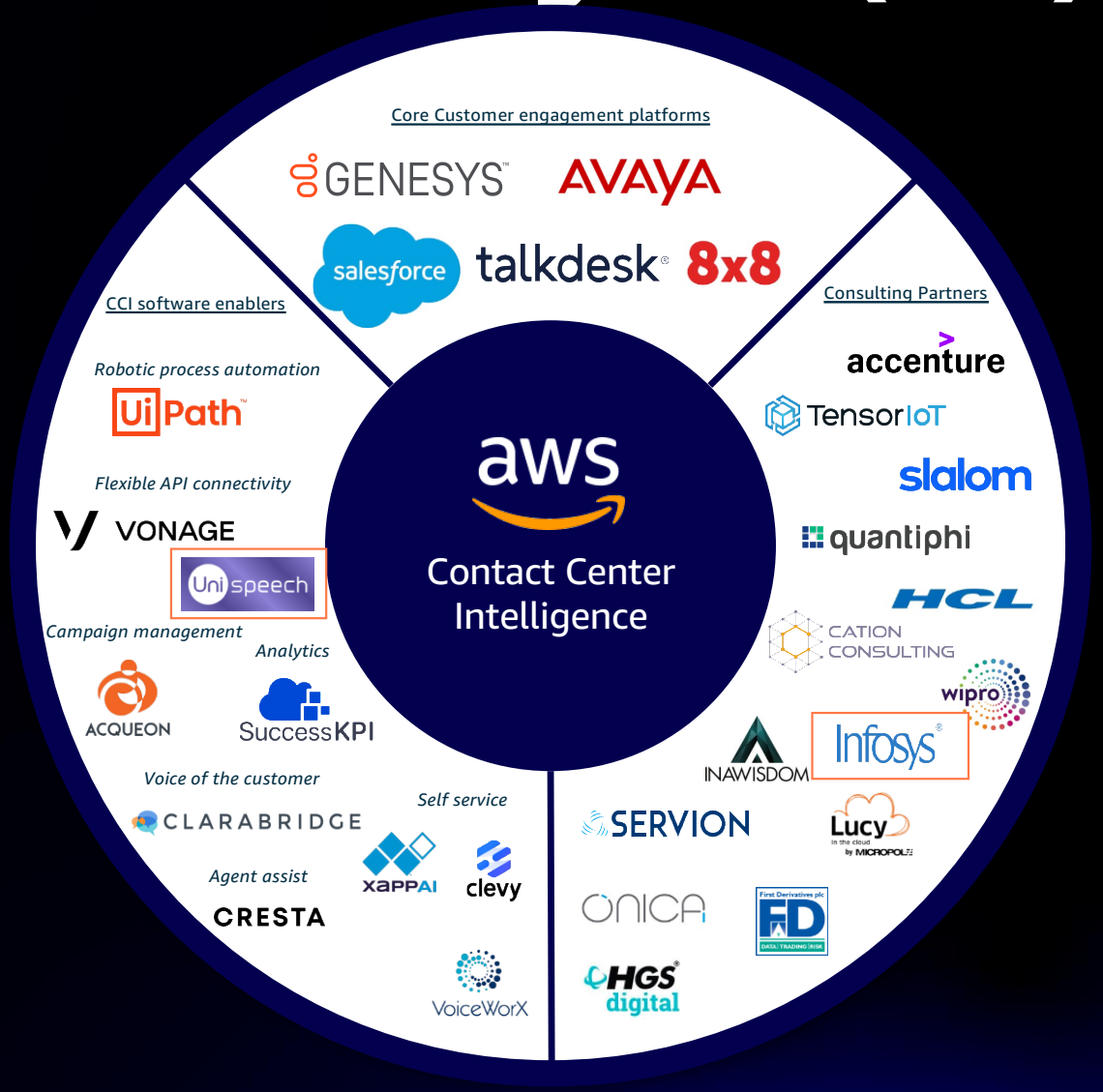
Identify agent training and business improvement opportunities

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What is AWS Contact Center Intelligence (CCI)?



AWS Contact Center Intelligence (CCI) solutions empower you to easily integrate AI into the contact center of your choice. Find one provided by an AWS Partner or build it yourself using the underlying services that power AWS CCI.



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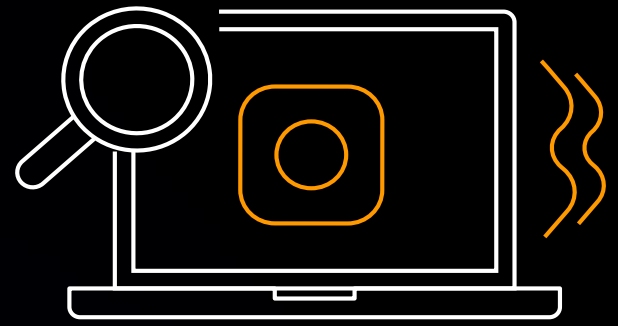
AWS Machine Learning for Contact Centers

Amazon Connect



Easy to use, omnichannel cloud contact center

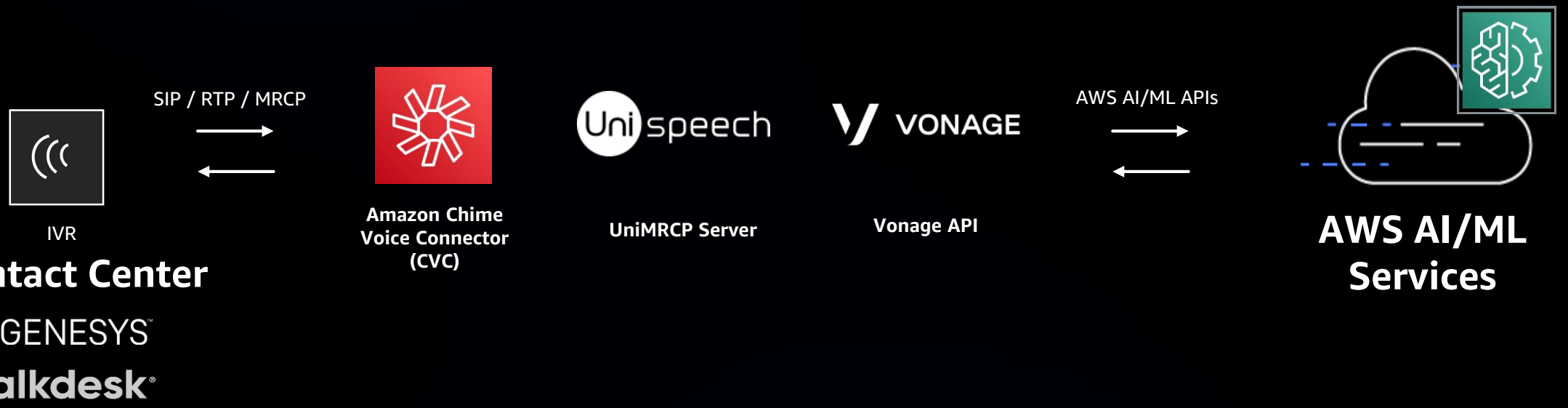
AWS Contact Center Intelligence (CCI)



Set of solutions to add intelligence to your existing contact center

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The first step: integration



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Let’s talk - Integration

Are you using any AWS AI/ML services connected to your current CC?

If no, what are the barriers to entry?

If yes, did your platform support it out of the box?

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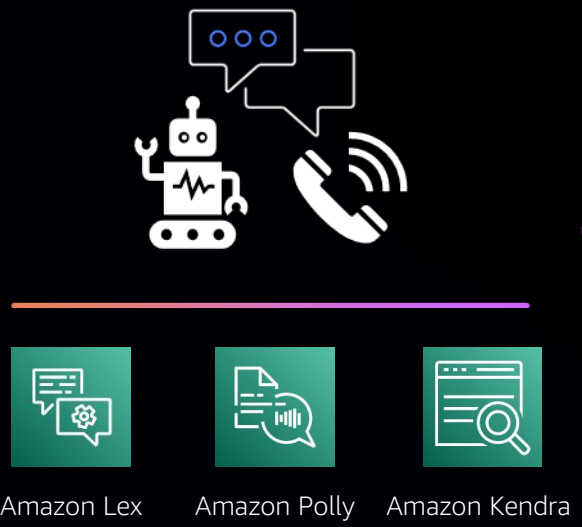
Why self-service?

8x5 Presence

Long wait times

Restricted options

High call volume, live agent burnout



24x7x365 Presence

Lower waiting time

Natural phrases and options instead of commands

Live agents focused on more substantial activities

CATION CONSULTING · XAPPAI · VONAGE · GENESYS · UiPath · quantiphi · HGS digital · TensorIoT · accenture · slalom · HCL · Unispeech

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Let’s talk - Self-service

Do you have chatbots deployed in your CC? Are they integrated in your IVR?

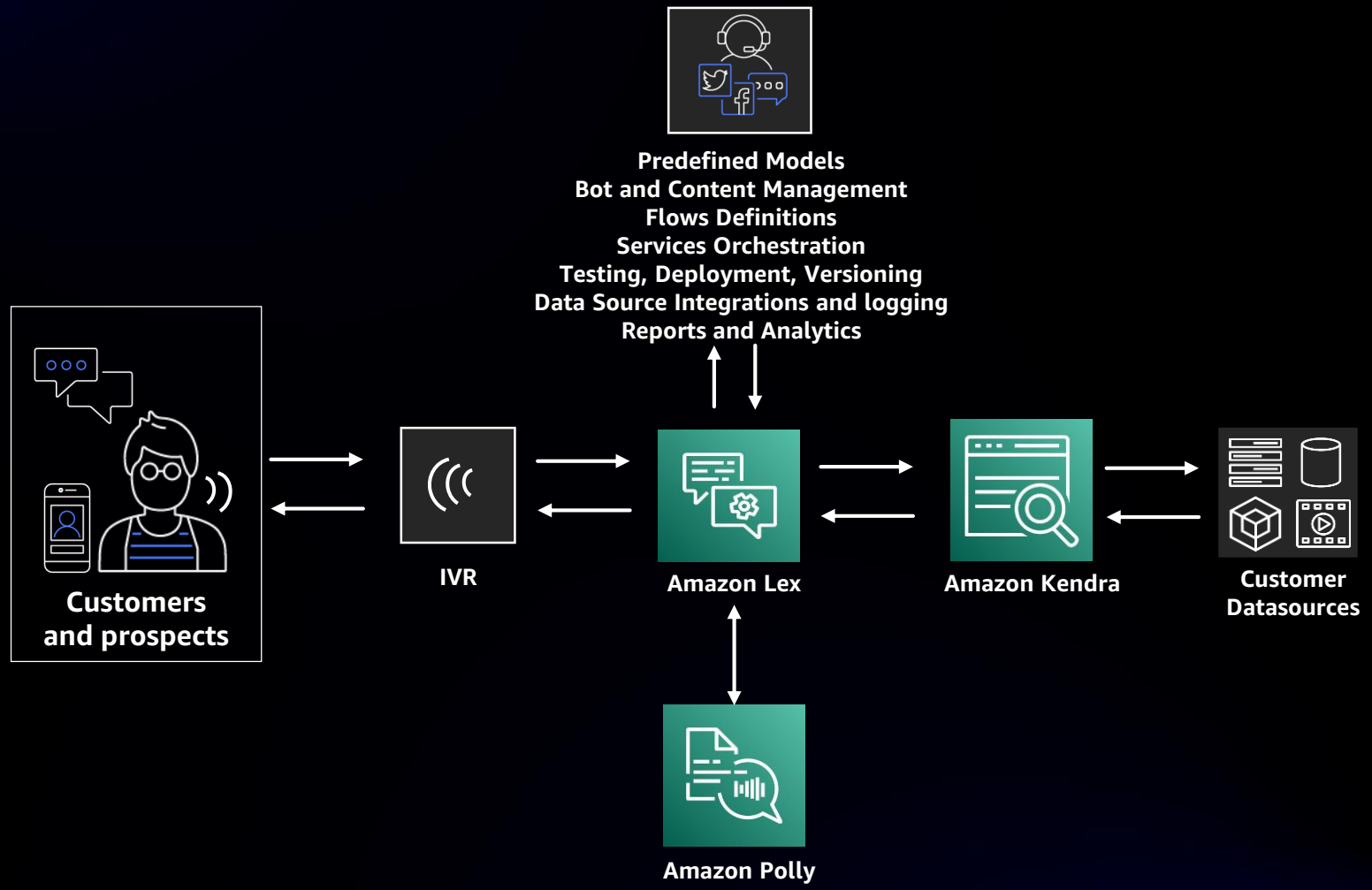
What services are attended in your conv IVR? How did you select them?

What are the common data sources your chatbots use to provide answers to customers?

Who owns the chatbots development, content management and maintenance?

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Sample architecture - self-service



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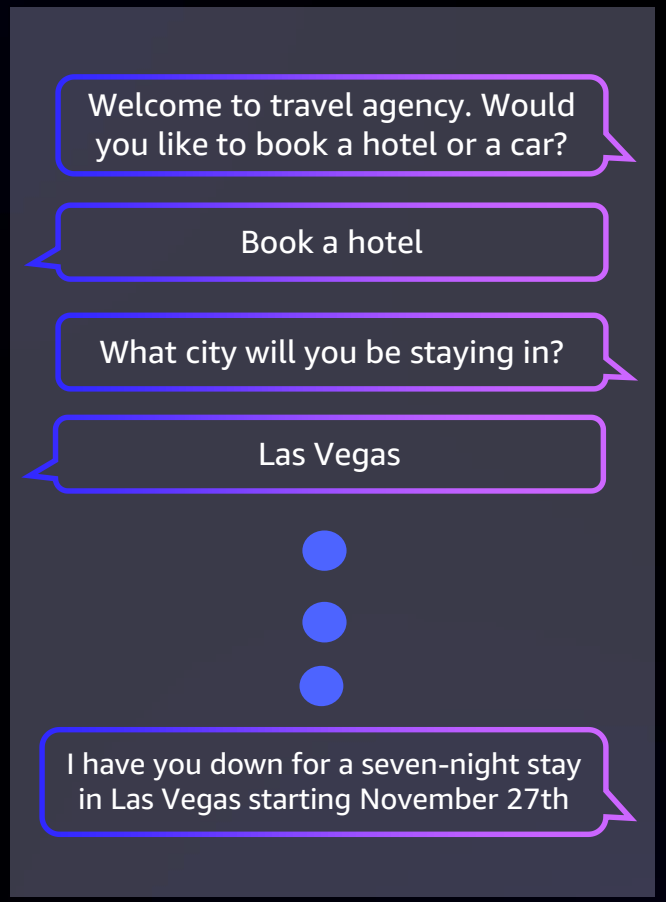
Self-service demo - IVR



Customer



IVR





Amazon Lex



Amazon Polly



Unispeech

UniMRCP



APN Blog Post

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Why real-time call analytics and agent assist?

Who is the customer?

What needs the customer?

Unsolved problems

Long resolution times



Amazon Comprehend

Amazon Kendra

Amazon Transcribe

Amazon Translate

Identify customer sentiment

Identify customer preferences, existing issues, or requirements based on previous interactions

Get relevant content to solve customer issues faster

Reduced first call time resolutions

salesforce talkdesk CRESTA SuccessKPI VONAGE Unispeech HCL accenture HGS digital SERVION slalom TensorIoT wipro

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Let’s talk - real-time call analytics and agent assist

How do you identify what your customers actually need?

Do you get any customer insights from your existing data sources?

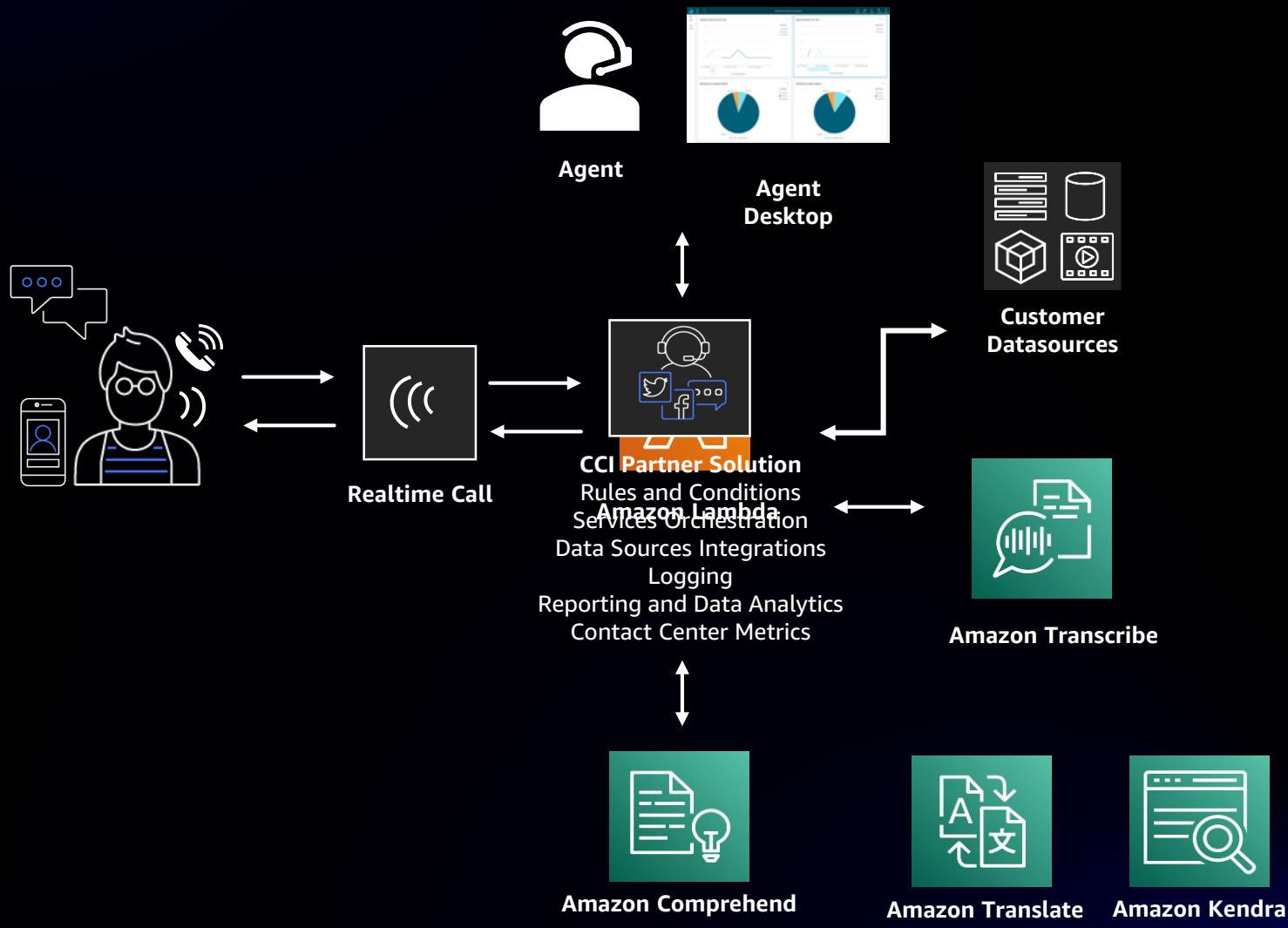
Supervisor alerts

Do agents get coached during a call with recommended responses?

What are your First Call Resolution FCR target metrics? Would agent assist help?

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Sample Architecture – real-time call analytics and agent assist



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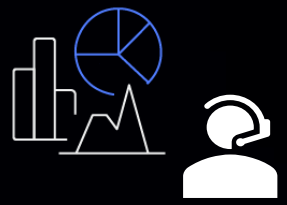
Why post-call analytics?

What is working?

How are we doing?

What needs to improve?

What are our blind spots?



Amazon Transcribe

Amazon Translate

Amazon Comprehend

Improved quality management with contact center call resolution insights

Call review process more efficient

Develop better scorecards to assess agent performance

Agent training and reinforcement

SuccessKPI CLARABRIDGE ACQUEON HCL VONAGE accenture FD HGS digital

Infosys Navigate your next Lucy quantiphi ONICA SERVION TensorIoT wipro INAWISDOM

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Let’s talk - Post-call analytics

Why do you measure your agents’ performance?

Compliance
Coaching oppts.

What are the CC metrics you track?

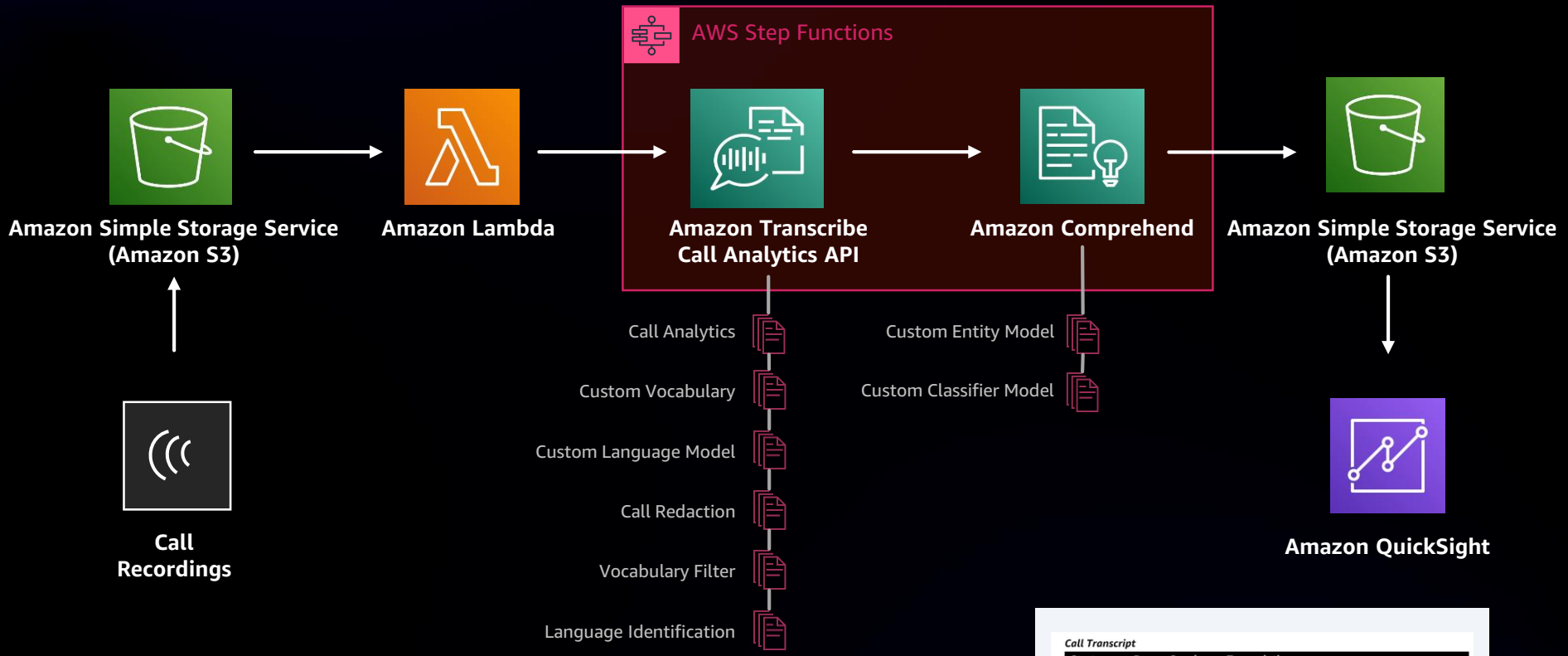
How do you identify emerging trends?

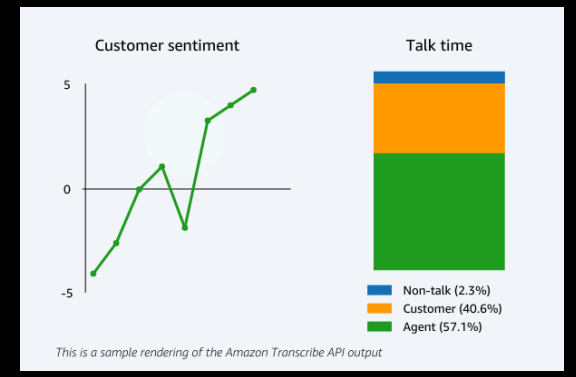
Do you track voice-only interactions?

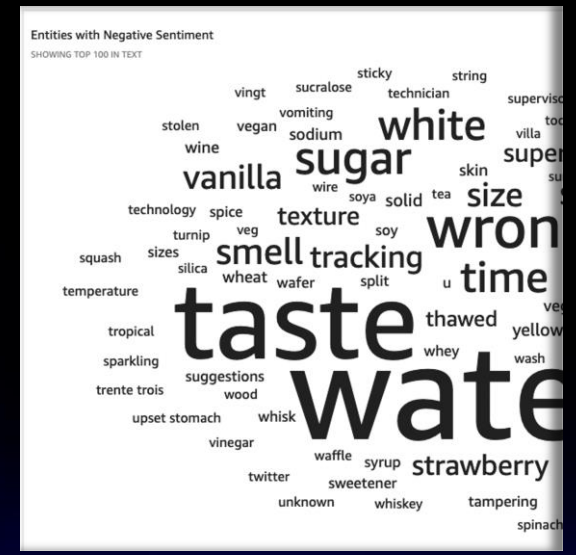
Who owns the reports, dashboards, visualizations, and analytics?

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Post-call analytics – how is it implemented?







Call Transcript

Start	Dur.	Speaker	Transcription
0:00:10.34	10.3s	Agent	Hello. Thank you for calling Enterprise 123. I'm [PII]. Hi [PII]. How can I help you today?
0:00:40.79	30.5s	Customer	Hi [PII], I am calling because I ordered 5 beach towels last week and my order still hasn't arrived. In my account, it shows that it's been delivered. Can you help me get my towels?
0:01:30.84	9.1s	Agent	I'm so sorry for the inconvenience. Can you verify your account number for me?
0:01:33.85	3.6s	Customer	Sure, it's [PII].
0:01:12.34	7.9s	Agent	Thank you, [PII]. Can I also confirm the address where you wanted the towels to be delivered?
0:01:15.74	14.5s	Customer	Yeah. I'm on [PII]. Do you need the house number?
0:01:30.84	2.1s	Agent	That would be great if I could get that.
0:01:33.85	3.6s	Customer	Sure, it's [PII].

This is a sample rendering of the Amazon Transcribe API output

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Amazon Transcribe Call Analytics API

Easy to use, call analytics API that can enable you to extract and add actionable insights from your customer interactions into your applications.



High-quality ASR and NLP models **specifically trained for call analytics**

Easy to use—fully managed AI service

Automated call **categorization**

Detailed **analytics** and sentiment analysis

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Post-Call analytics demo



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AWS CCI – Additional resources

Demos and Code Repositories

Self-service

- ❑ Amazon Lex chatbot with Amazon Kendra
- ❑ AWS QnABot

Agent-assist

- ❑ Real time voice transcription
- ❑ Agent assist with Voice Connector
- ❑ Quantiphi real-time analytics quick start

Post-call analytics

- ❑ Amazon Transcribe Call Analytics service demo
- ❑ CCI post-call analytics application

• AWS Contact Center Intelligence

- ❑ AWS Website
- ❑ Partner Solutions
- ❑ Webinars

• AWS OnlineTech Talks

- ❑ Add Intelligence to your Contact Center by using AWS Contact Center Intelligence Solutions
- ❑ Improve customer experience and agent productivity with Amazon Transcribe Call Analytics
- ❑ Create a QnABot with Amazon Lex & Amazon Kendra

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CCI Partners in the Expo Hall

	Booth
Accenture	2065
HCL Technologies	1485
Infosys	361
Onica	706
Quantiphi	1871

	Booth
Salesforce.com	845
Slalom	1357
Talkdesk	1627
UIPath	2059
Wipro Technologies	503

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Related sessions

Thursday, December 2

Uncover insights from customer conversations with no ML expertise required
AIM317 | Workshop | 11.30am-1.45pm
Level 1, Alliance 307, Caesars Forum

Thursday, December 2

How Zillow and Genesys are transforming customer conversations
AIM205 | Breakout | 1.00pm-2.00pm
Level 1, Forum 113, Caesars Forum

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Thank you!

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