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Omnichannel contact center approaches with Amazon Connect

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Agenda

What is omnichannel?

Considerations in omnichannel contact center

Amazon Connect

Omnichannel in Amazon Connect

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Omnichannel?

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“Seamless and effortless, high-quality customer experiences that occur within and between contact channels”

Frost & Sullivan

Research and consulting firm

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Channels?

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Channels

- Phone
- Chat
- Apple Business Chat
- Click-to-call
- Web form submissions
- SMS
- Video call
- Email
- Facebook Messenger
- Twitter
- WhatsApp
- Back office activities

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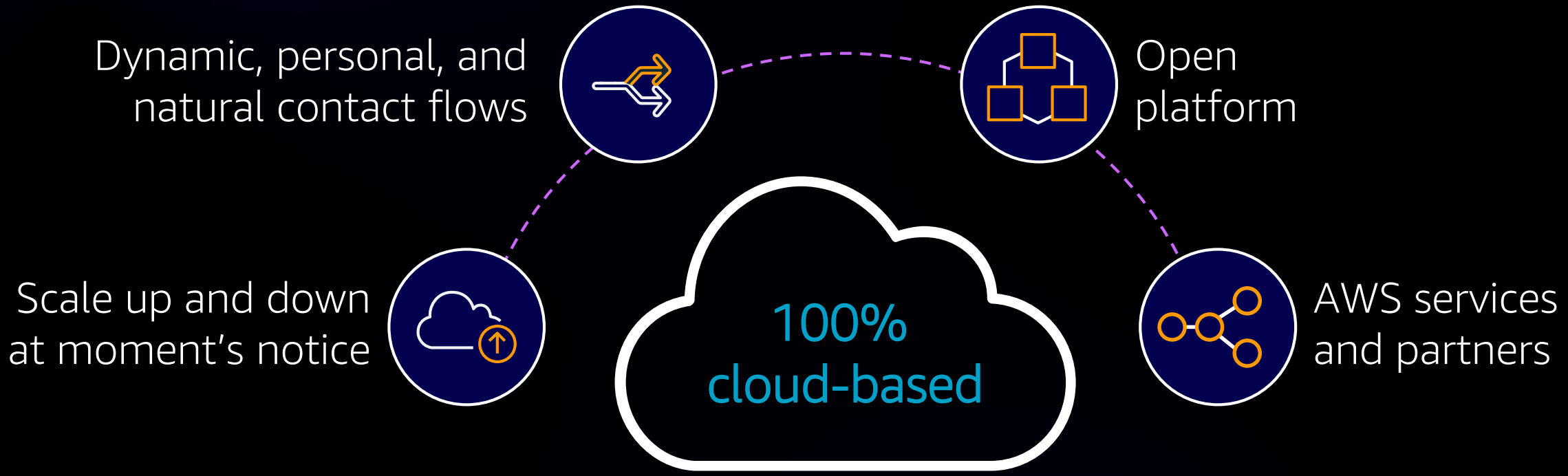
Channel strategy

- Customer demographics
- Cost
- Agents
- Channel blending
- Technology
- Reporting, routing, and workforce management
- Security

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Amazon Connect

EASY-TO-USE, OMNICHANNEL, CLOUD-BASED CONTACT CENTER



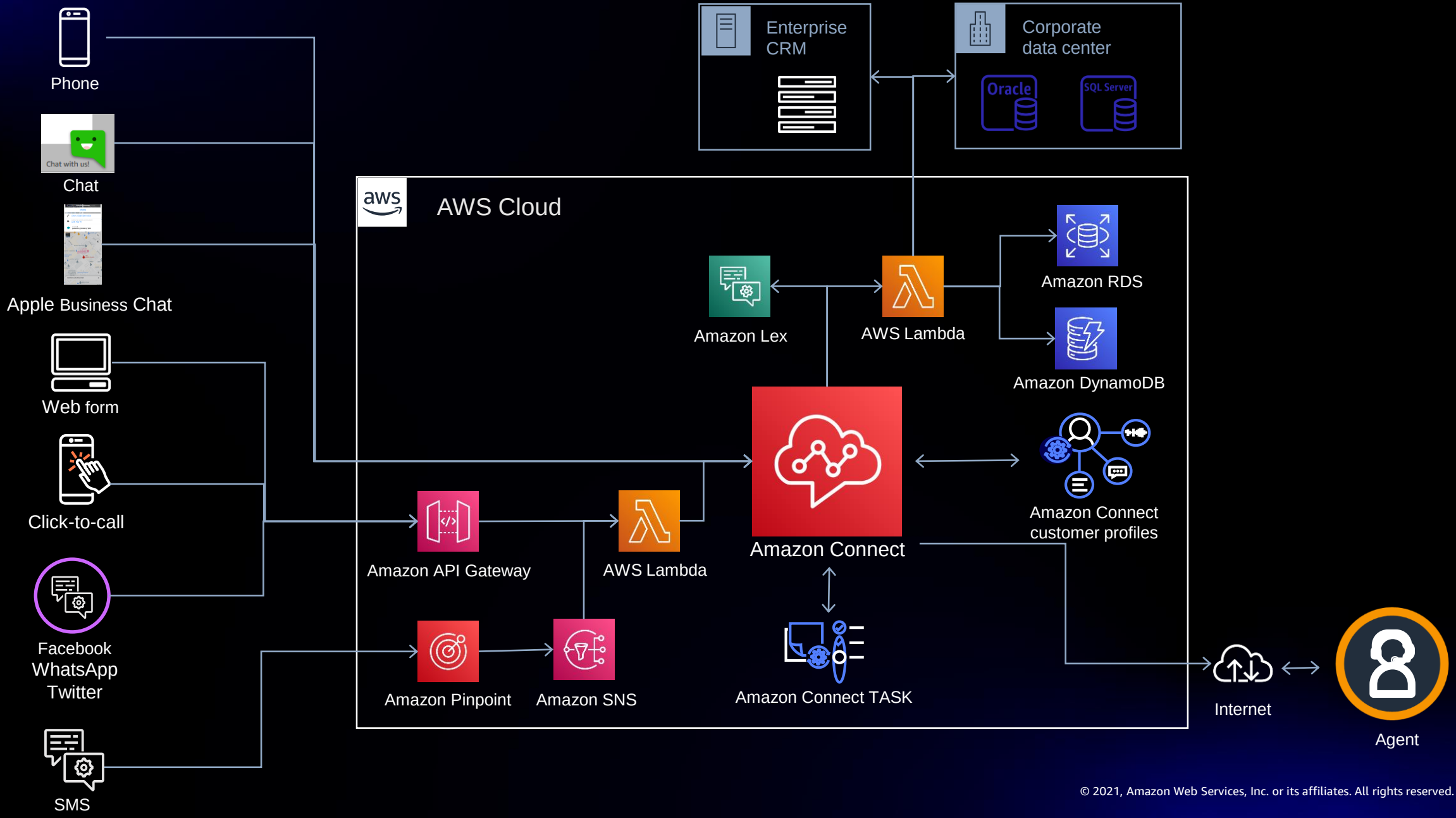
Pay-as-you-go pricing

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Omnichannel on Amazon Connect

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Thank you!

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