AWS re:Invent

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

BIZ202

Unlock continuous CX innovation with Amazon Connect

Pasquale DeMaio
General Manager, Amazon Connect
AWS

Allyson Boudousquie
Director, Productivity Applications Specialists
AWS

Ken Meyer
EVP & CIO, Consumer Technology
Truist

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Amazon Connect

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

Dynamic, personal, and natural automated experiences

Great customer and agent outcomes with AI & ML at the heart of every interaction





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

One application for workflows, routing, agent management, & experiences across all channels



Scale from tens to tens of thousands of agents



Self-service configuration enables instant innovation

Pay only for what you use

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Amazon Connect is innovating quickly

NEW THIS WEEK
Contact Lens call summarization (GA)

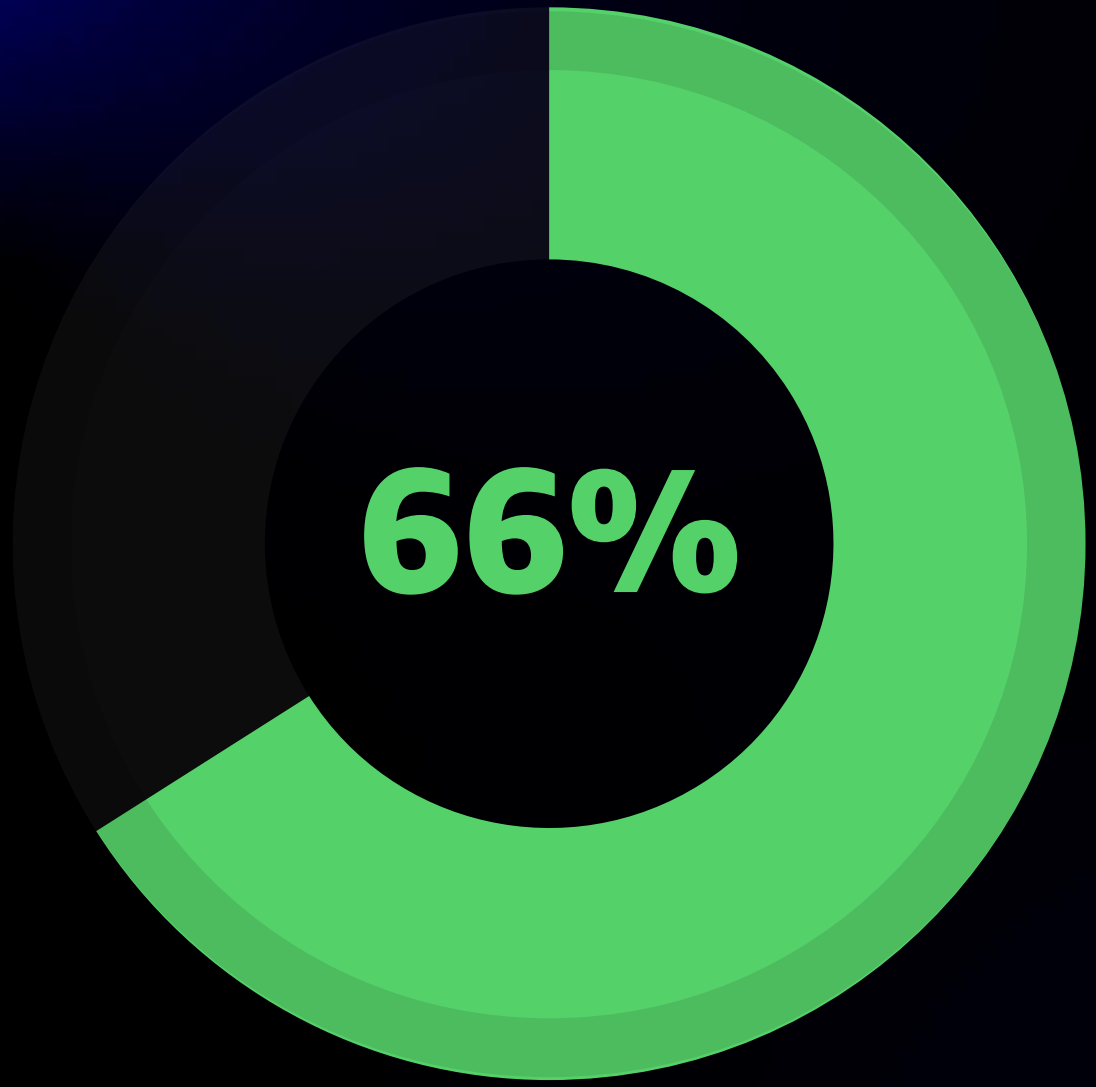
RECENT LAUNCHES

- High volume outbound communications (Preview)
- Amazon Connect Wisdom
- Amazon Connect Voice ID
- Amazon Chat messaging streaming APIs
- Programmable Contact Center APIs
- Customer Profiles connectors for Shopify and Segment
- Customer Profiles identity resolution, flow updates
- Improved agent application
- Apple Business Chat for Amazon Connect
- New regions: Korea

170+ major feature launches in four years

Automatic agent status change	Per-second billing	Real-time customer voice stream	Contact flow import/ export	Salesforce CTI adapter	ISO compliance	Contact Lens	Multi-block editing	User management API	Natural text-to-speech voices
Asia Pacific (Tokyo) Region	Real-time analytics dashboard	Contact flow block copy/ paste	Conversation logs	Chatbots	Amazon Lex languages: Spanish, French, and German	ML-based PII redaction	AWS CloudTrail support for Amazon Connect APIs	Agent event streams	Contact attributes API
User hierarchy API	SOC compliance	AWS CloudTrail integration	Output file storage	Conversational speaking style voices	Chat for web and mobile	Whisper flows	Europe (London) Region	Agent connection time metrics	Speech synthesis markup language support
Tagging support	Telephony metadata	Resource config APIs	Contact flow looping	Metrics and reporting	Auto queues call transfer	US West (Oregon) Region	Contact flow versioning	Customer voice stream	Automated queue callbacks
SSO SAML 2.0	Pause/ resume call recordings	Interactive chat messages	Dynamic range compression (DRC) tag	NA/EU/APAC telephony pricing decreases	Contact flow AWS Lambda functions	PCI-DSS compliance	Queue metrics API	HIPAA	One-click drill downs for real-time metrics

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of Amazon Connect customers cited

“Drive Innovation”

when asked

“Why did you purchase this product or service?”

Gartner®

https://www.gartner.com/reviews/market/contact-center-as-a-service/vendor/amazon-web-services/product/amazon-connect

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As world events separated us, the cloud kept us connected







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Most businesses don’t have the right tools to provide an exceptional customer experience

THE RESULT? WASTED TIME, EFFORT, AND INCREASED DISSATISFACTION



CUSTOMER

- Unable to engage on channels of choice
- Ineffective self service options
- Inconsistent, impersonal interactions
- Unnecessary complexity



AGENT

- Tedious caller authentication
- Lack of real-time customer insights
- Disconnected, disparate systems and tools
- Inability to manage follow up actions

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Amazon Connect innovations



Powered by artificial intelligence and machine learning

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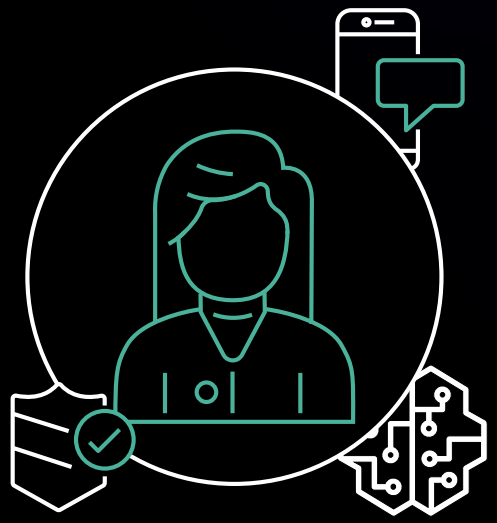


THE NEW CUSTOMER EXPERIENCE

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Engage customers on their channels of choice

THE NEW CUSTOMER EXPERIENCE



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



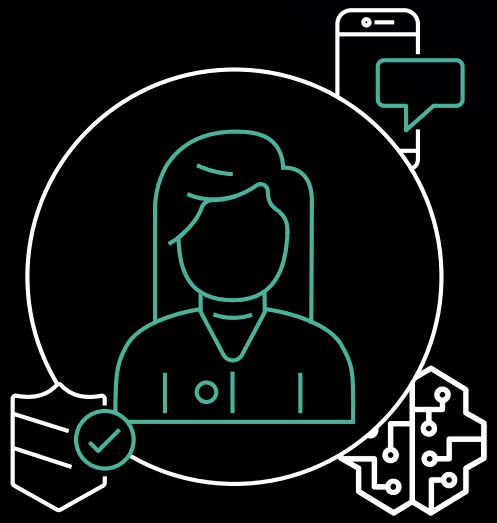
AGENT

*Supported natively in Amazon Connect

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Improve the self-service experience with AI

THE NEW CUSTOMER EXPERIENCE



CUSTOMER



IVR, Chatbots

Natural language speech & text
AI handles more 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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PREVIEW

Automated chatbot designer in Amazon Lex

USE EXISTING CONVERSATION TRANSCRIPTS TO DESIGN CHATBOTS



Analyze thousands of lines of conversation transcripts hours rather than weeks

Automatically discover the common intents and the information needed to fulfill them

Reduce developer effort and minimize human errors

Improve customer experience by designing better bots, faster

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Personalize outbound calls and notifications

THE NEW CUSTOMER EXPERIENCE

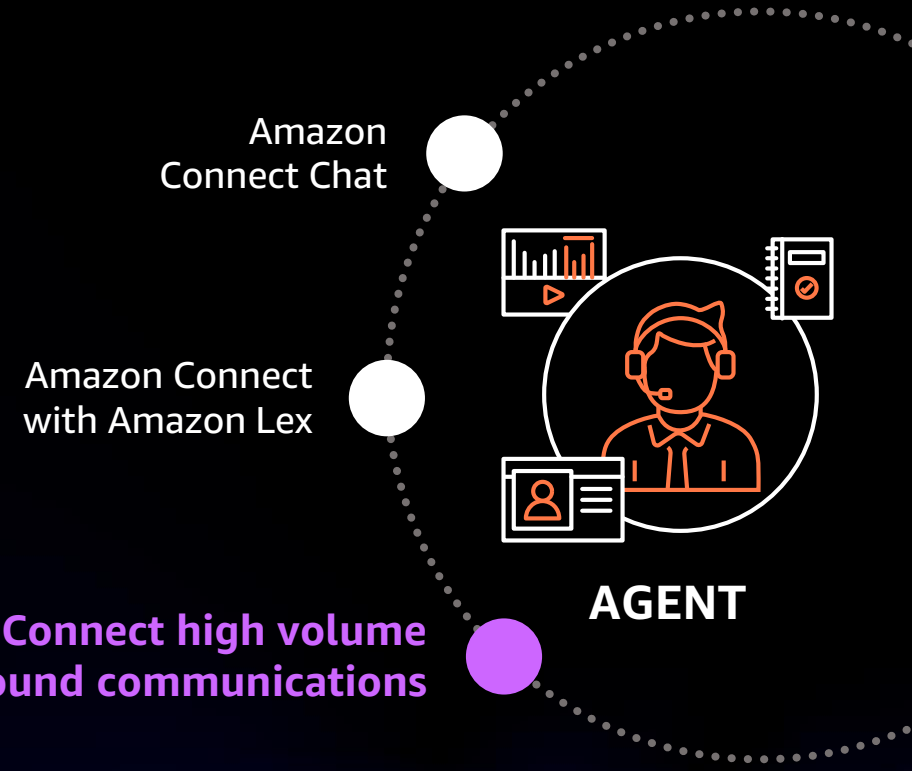


CUSTOMER

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

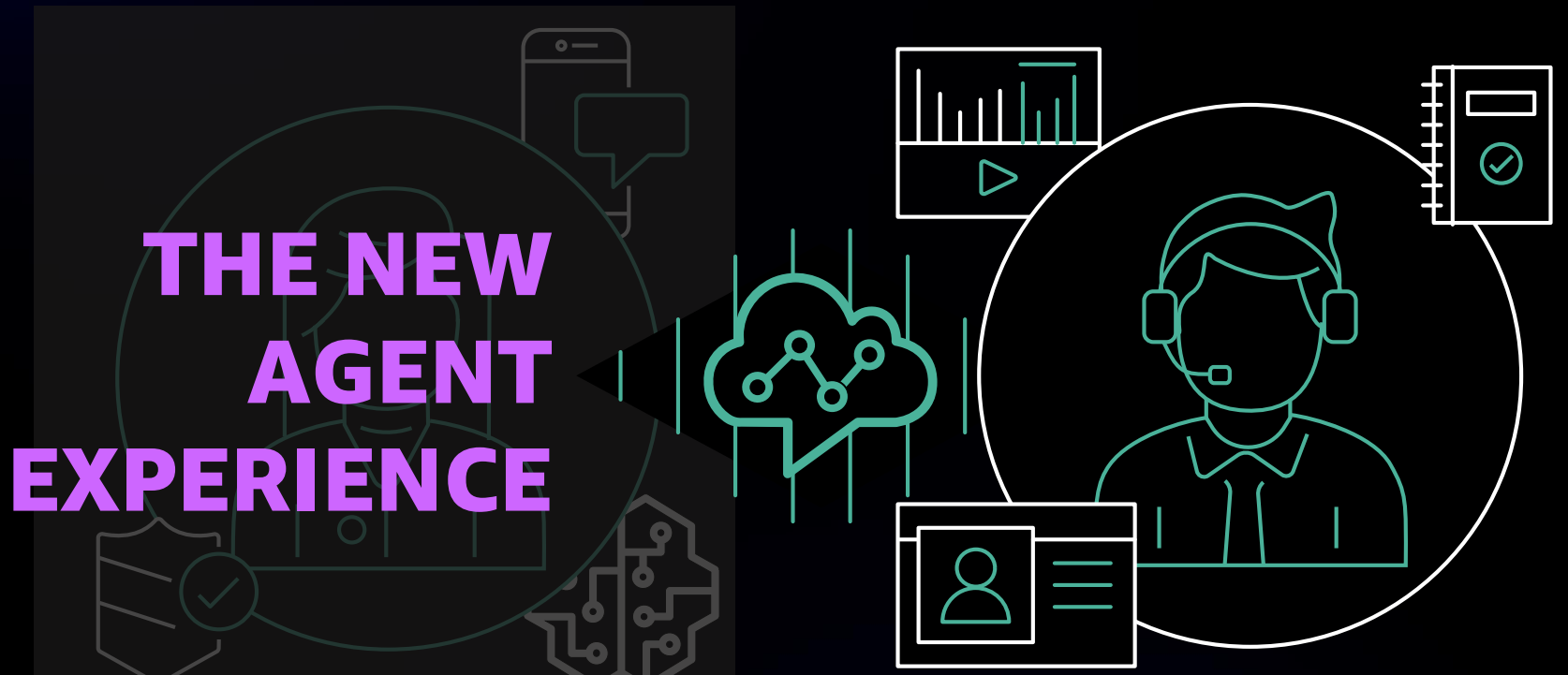
SOLUTION
Reach out to customers at scale with ML-powered communications all in one service

NOW IN PREVIEW
High volume outbound communications



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Empower agents to deliver great outcomes



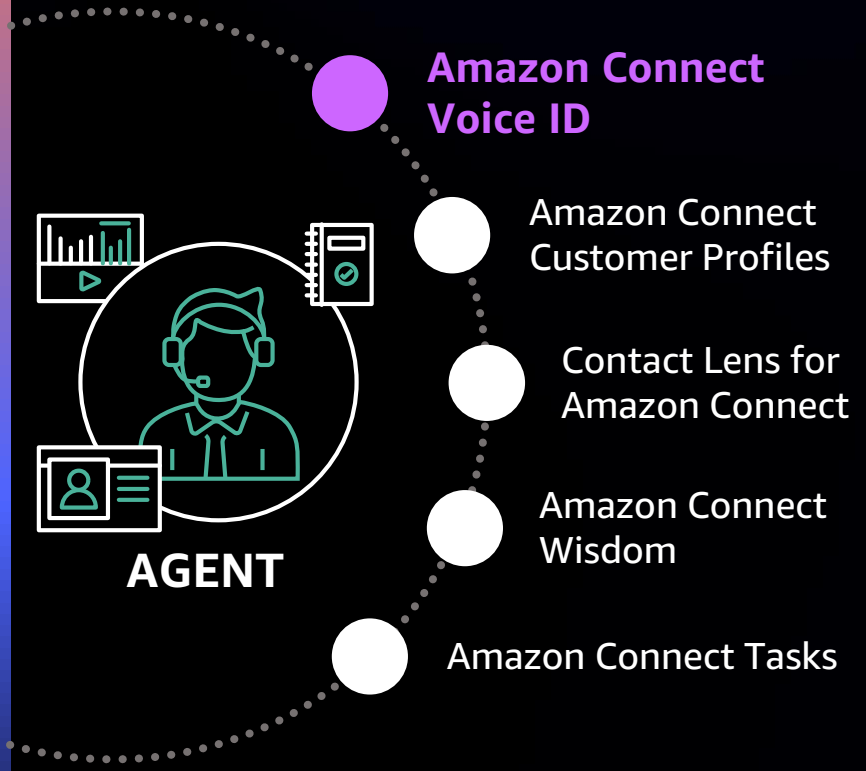
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Automate real-time caller authentication

THE NEW AGENT EXPERIENCE



PROBLEM

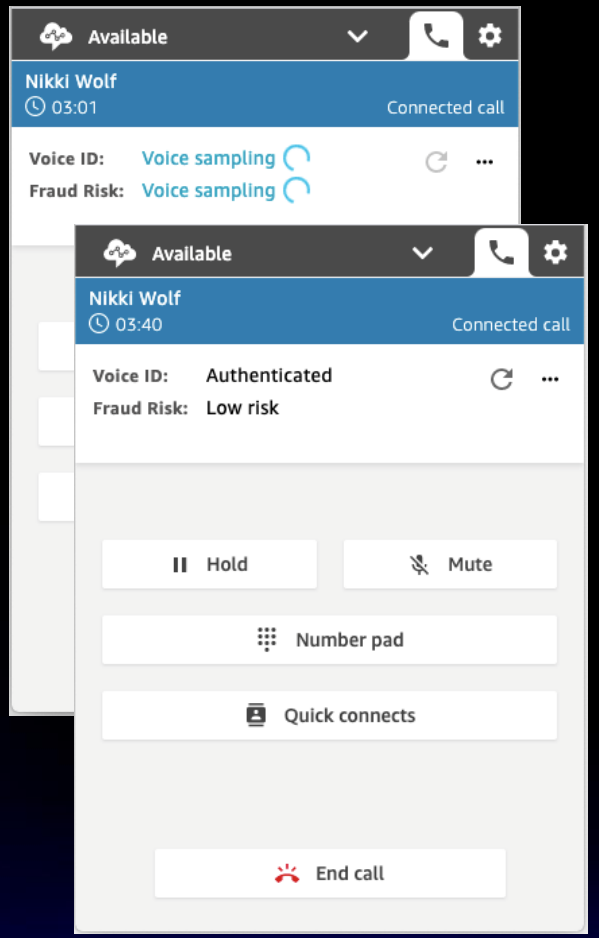
Manual and repetitive customer questioning used for identity authentication

SOLUTION

Automated real-time caller authentication that analyzes a caller's unique voice characteristics

LATEST ENHANCEMENT

- Improved fraud detection
- Salesforce CTI support



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Deliver agents a unified customer view

THE NEW AGENT EXPERIENCE



PROBLEM

Customers wait for help while agents search for customer information across multiple systems

SOLUTION

Single unified customer profile to help deliver more personalized customer service

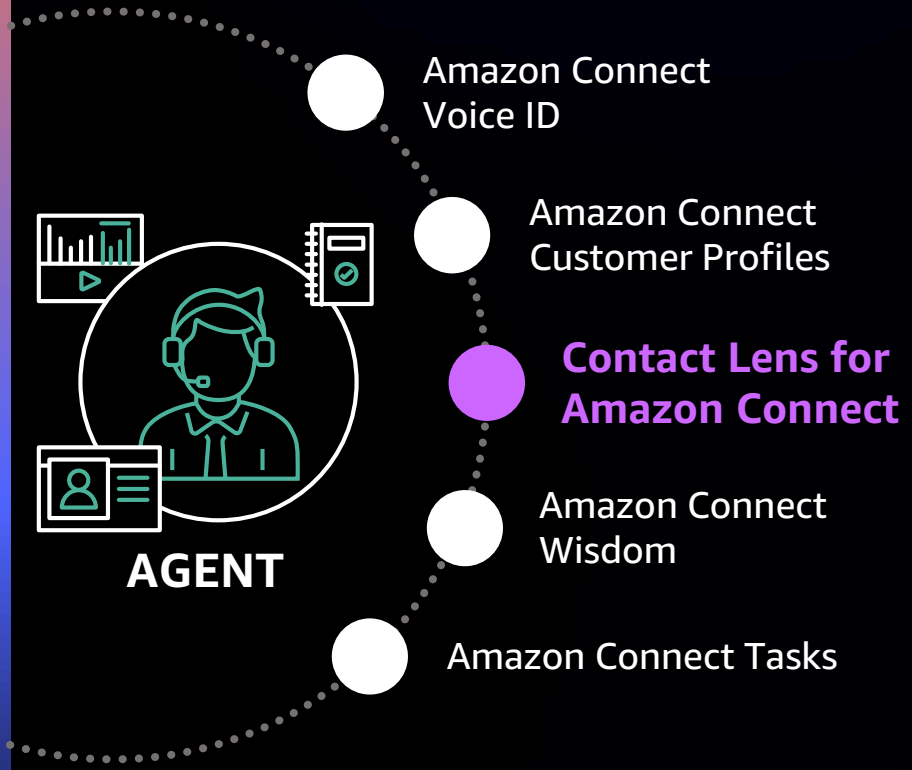
LATEST ENHANCEMENT

New: 1) identity resolution, 2) data connectors for Shopify and Segment, 3) free access to Amazon Connect data, and 4) Flow blocks

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Monitor real-time sentiment and get help fast

THE NEW AGENT EXPERIENCE



PROBLEM

Inability to get real-time help from supervisors during customer conversations

SOLUTION

Real-time analytics that monitors calls, detects customer sentiment and issues, and automatically alerts supervisors when agents need assistance

ANNOUNCING

Contact Lens call summarization for Amazon Connect

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GENERALLY AVAILABLE

Call summarization for Amazon Connect

AUTO-GENERATE A SUMMARY OF ESSENTIAL INFORMATION AFTER EVERY CONVERSATION



Automatically identifies and categorizes key parts of the customer service conversation

Displays a summary that can be expanded to the full transcript of the call

Managers can act more quickly on customer impacting items and coaching opportunities

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Enable agents with real-time recommendations

THE NEW AGENT EXPERIENCE



PROBLEM

Finding useful content and answers to questions across multiple knowledge bases and articles

SOLUTION

Real-time resolution and recommendations using natural language search across systems to find answers quickly

LATEST ENHANCEMENT

Salesforce CTI support

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Automate follow-up on key customer tasks

THE NEW AGENT EXPERIENCE



PROBLEM

Inability to manage and track agent tasks effectively

SOLUTION

Automatically assign, track, and follow-up on agent tasks for improved customer experience

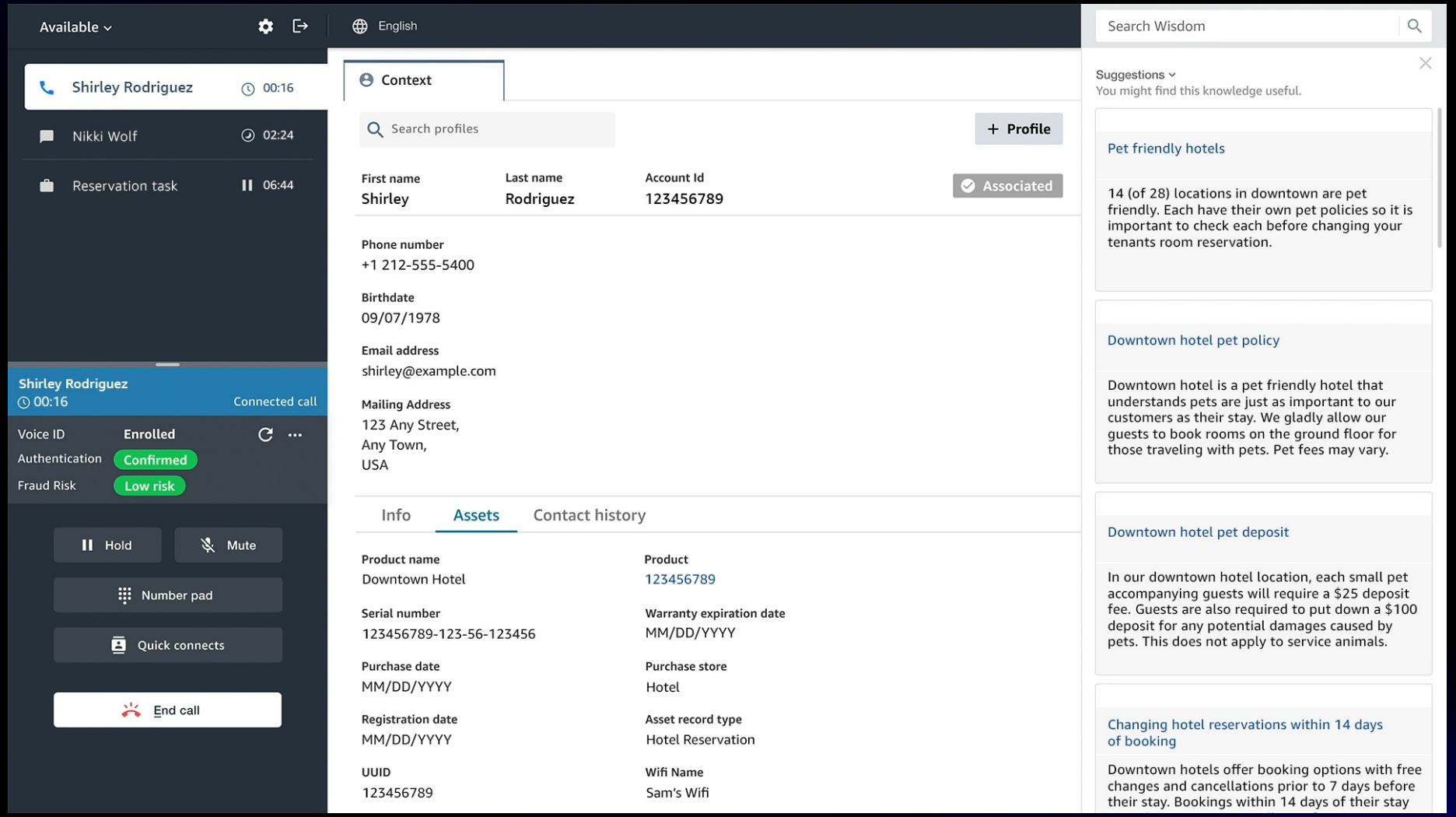
LATEST ENHANCEMENTS

- Orchestrate tasks directly from contact flows
- Task scheduling

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Simplify the agent desktop experience

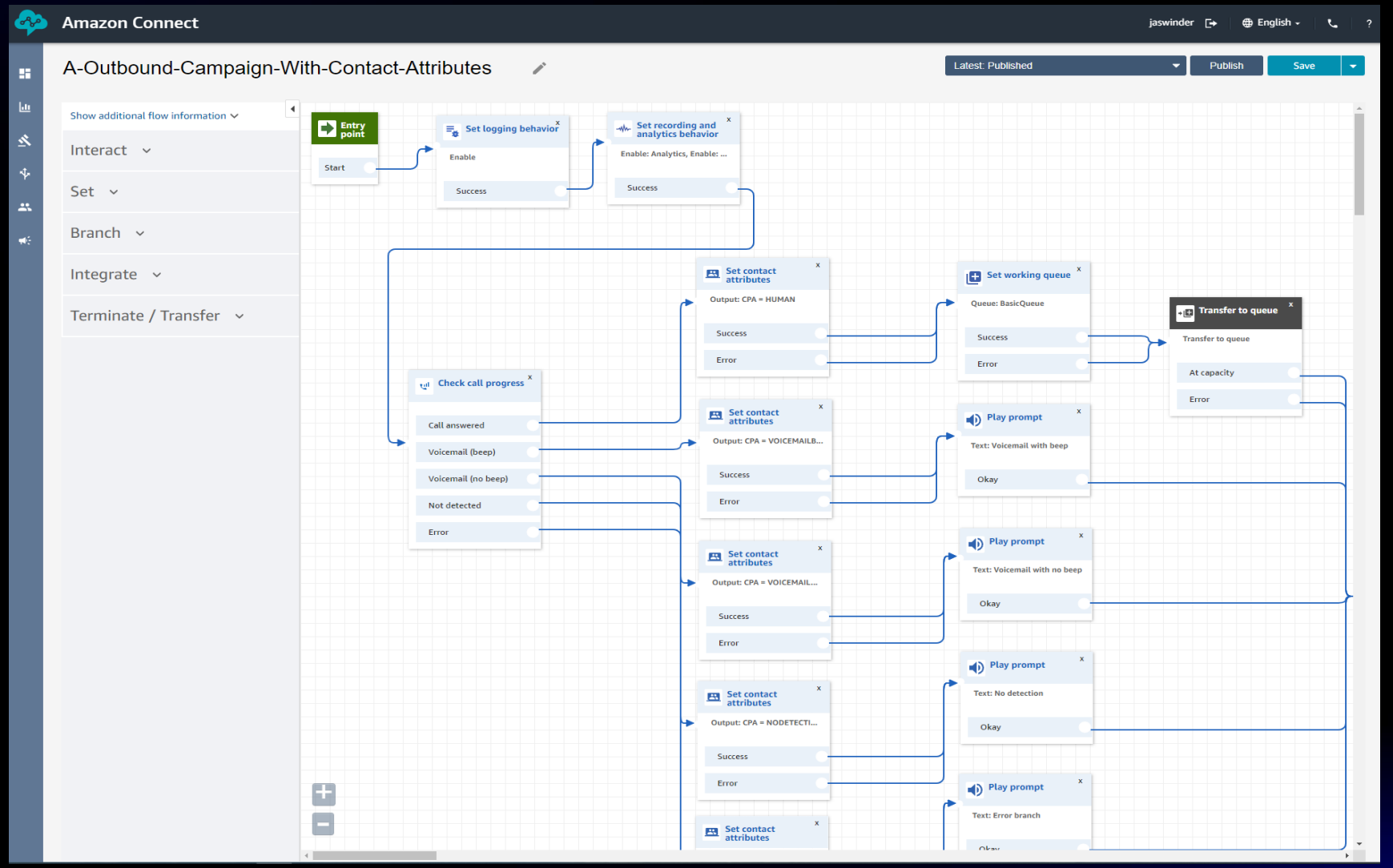
IMPROVED AGENT EXPERIENCE FOR AMAZON CONNECT



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Get started quickly with no-code/low-code options

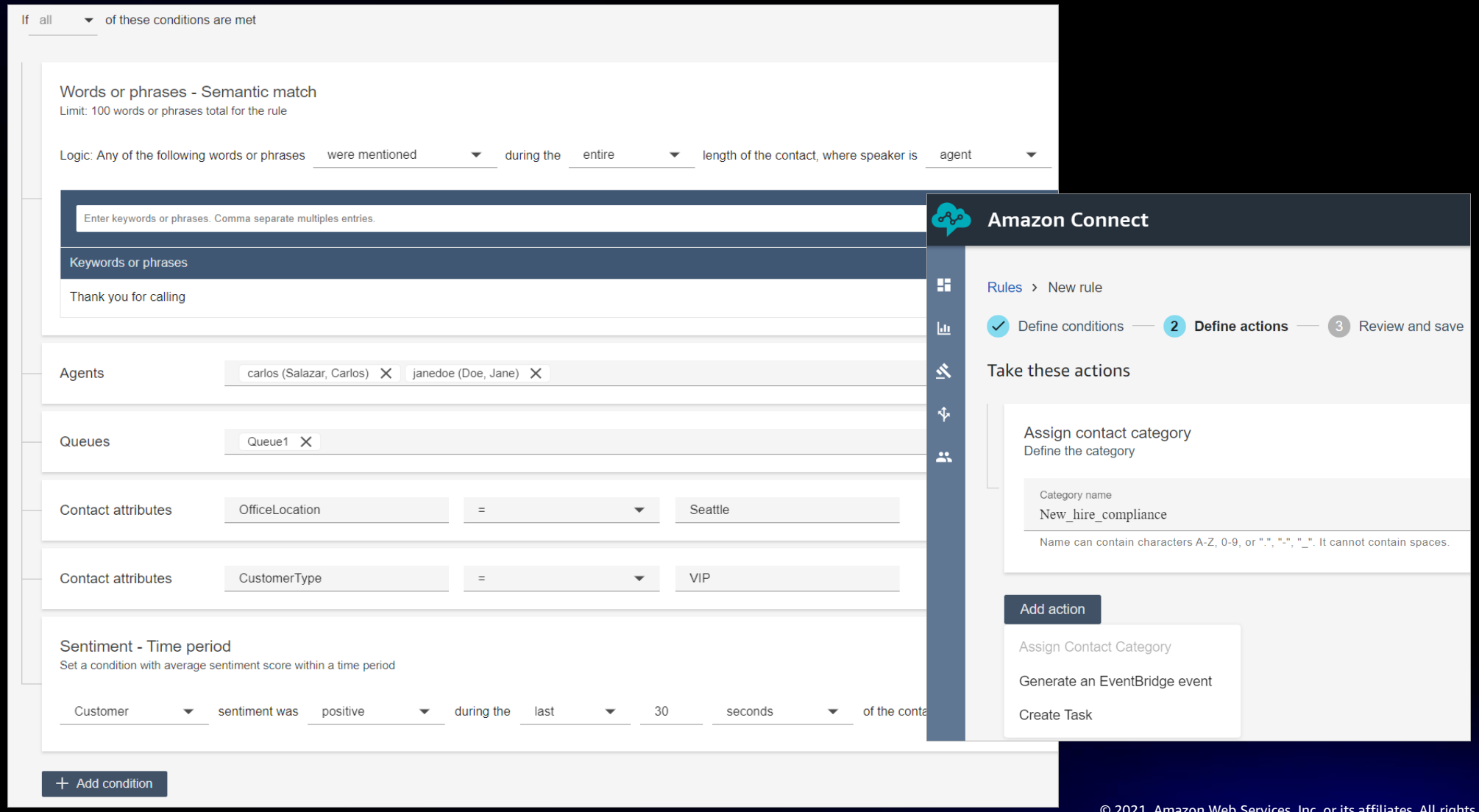
AMAZON CONNECT CONTACT FLOWS



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Personalize interactions with easy to create rules

AMAZON CONNECT RULES



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The programmable contact center

MAKING IT EASIER FOR DEVELOPERS TO BUILD UNIQUE AND DIFFERENTIATED EXPERIENCES



Amazon Connect APIs

User Management

Routing Profile Management

Queue Management

Flows

Instance Management

Quick Connects

User Hierarchies

Hours of Operation

Security Profiles

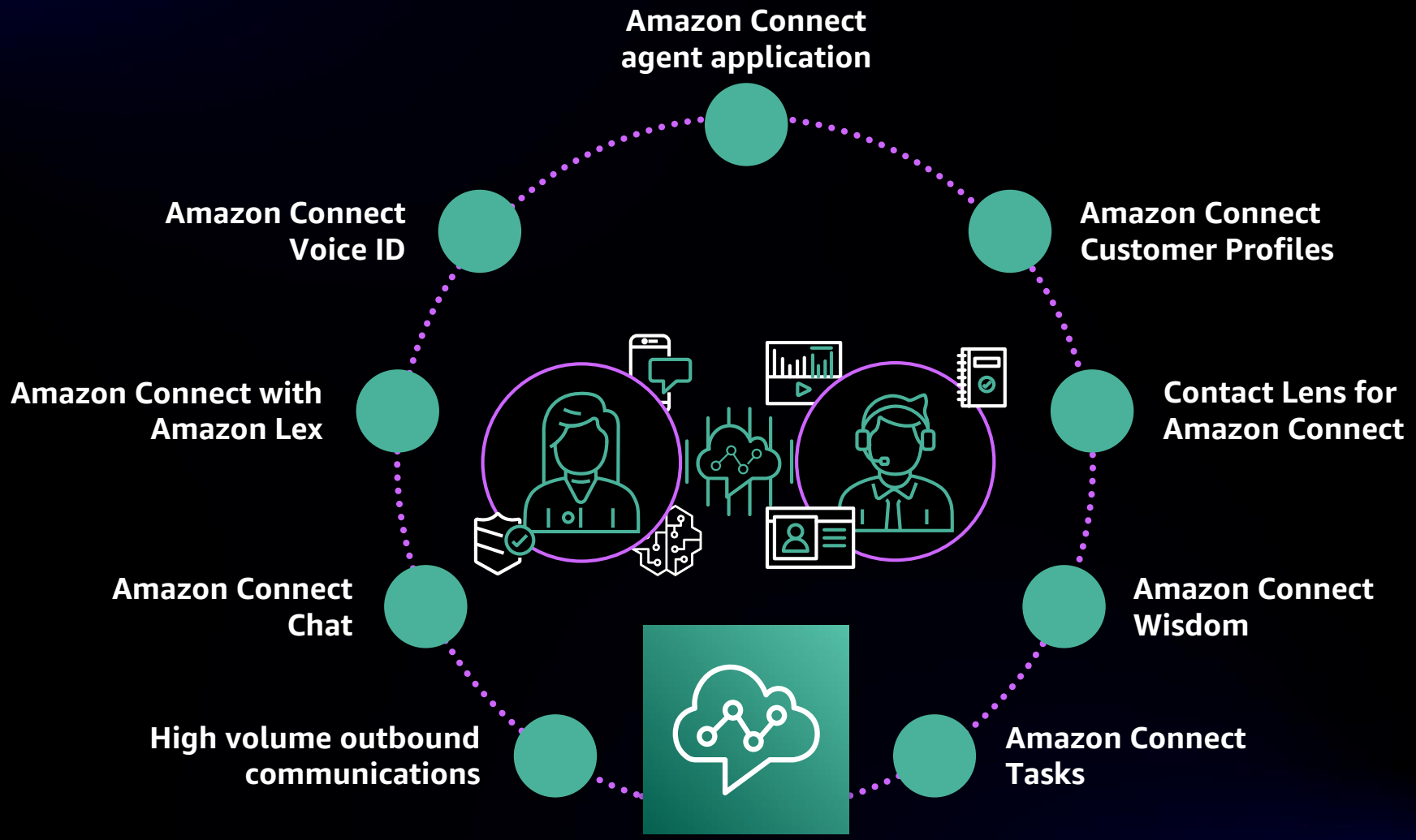
Agent Status



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Making it easier for customers and agents



Low-code/no-code with Contact Flows and Rules
Programmable contact center with APIs

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"Simply put, we've truly transformed our service operations to put customer experience at the heart of everything we do. We now have well over 1500 staff and partners using our new Amazon Connect platform across both voice and chat channels, answering approximately one million customer requests each month. This means we have put in place a remarkably simplified customer experience on one sophisticated, intuitive technology platform."

- Mark Fitzgerald, Head of Digital Services and Tools
Vodafone NZ

https://news.vodafone.co.nz/amazonconnectcomplete

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"Apple Business Chat has quickly become our highest First Contact Resolution (FCR) contact channel, which improved CSAT and reduced costly repeat contacts."

Bryan Teggart
Head of CX Operations -Traeger Grills



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Special guest:
Truist

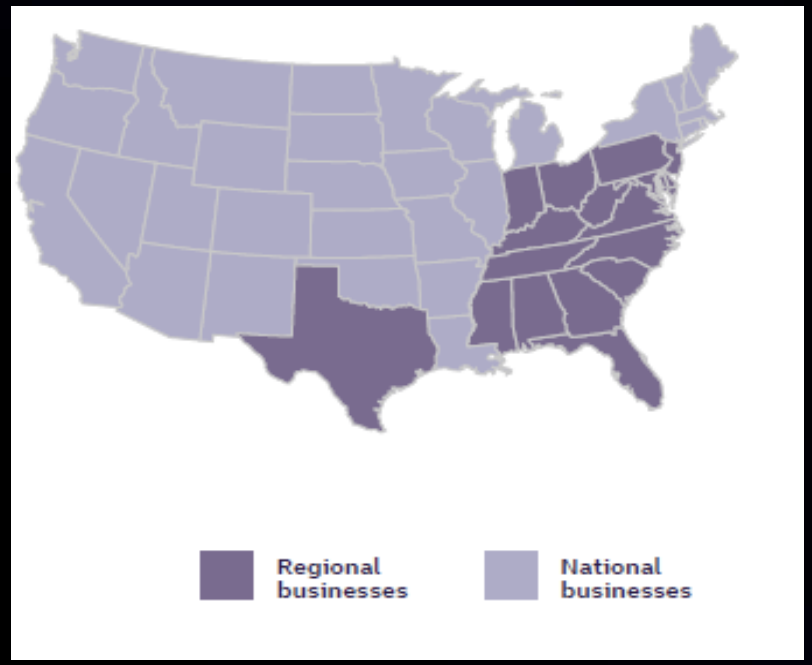
Ken Meyer
EVP & CIO
Truist



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TRUIST

A purpose-driven financial services company committed to inspiring and building better lives and communities. Formed by merger of BB&T and SunTrust.



Regional

- Commercial banking
- Premier banking
- Retail banking
- Small Business

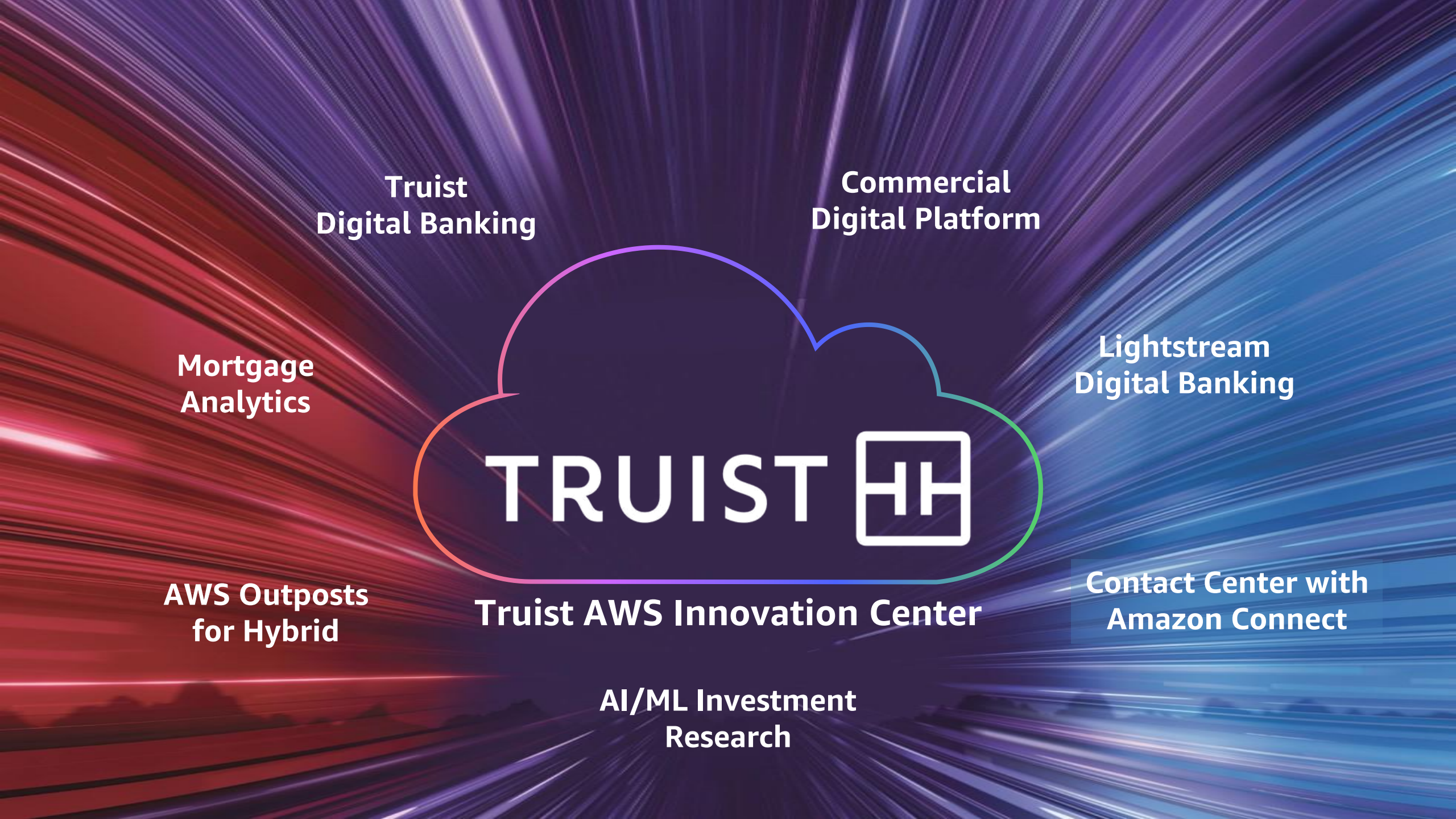
National

- Commercial real estate
- Corporate and investment banking
- Dealer Finance
- Mortgage
- National consumer finance & payments
- Retail and wholesale insurance

- Headquartered in Charlotte, N.C.
- 7th largest U.S. commercial bank
- Insurance Holdings: 7th largest in world, 6th largest in U.S. with a nationwide presence
- Approx. 15MM clients across U.S.
- Banking footprint in 17 states + D.C.
- 22 community banking regions
- 2,500+ branches, 3,500+ ATMs
- $530B total assets, $291B loans, $406B deposits

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Truist
Digital Banking
Commercial
Digital Platform
Mortgage
Analytics
Lightstream
Digital Banking
TRUIST
AWS Outposts
for Hybrid
Truist AWS Innovation Center
Contact Center with
Amazon Connect
AI/ML Investment
Research

Truist Contact Center Evolution

TRUIST

Where we are headed

- Complete migration of contact centers to Amazon Connect
- Open ecosystem for easier integration of best of breed capabilities
- Modernized Truist customer experience using behavioral matching, sentiment analysis, voice, self-service, callbacks
- Modernized Truist teammate experience with AI-powered assistance for next-best action, real-time transcription, ease of use
- Innovation in all areas will be critical as we transform Truist

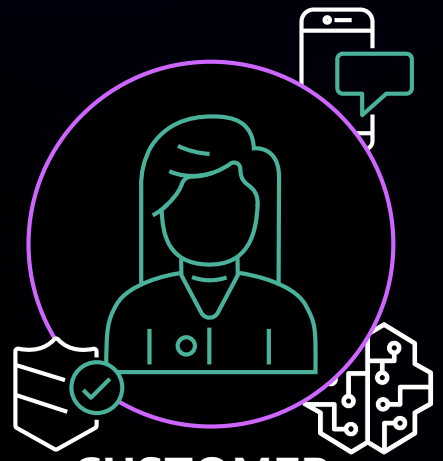
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Making it easier to deliver an exceptional customer and agent experience







- Channels of choice
- Intelligent self service
- Fast, frictionless interactions
- Consistent, personalized service

- Fast, more secure authentication
- Real-time customer insights
- Connected systems and tools
- Easier to follow-up on critical tasks

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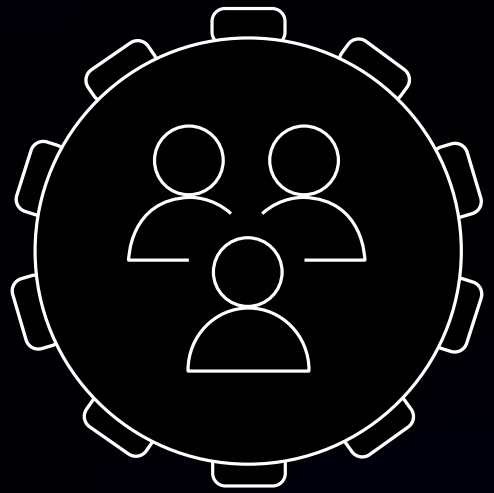
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We’re here to help you transform your CX

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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Amazon Connect accredited consulting partners























































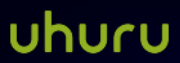


















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Get started today



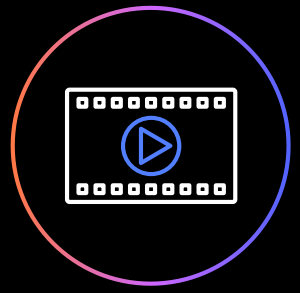
Set up today:

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

Improve omnichannel customer experience with Amazon Connect

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

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

Improve contact center efficiency with ML-powered Amazon Connect

Ryan Braastad, Senior Product Marketing Manager - AWS
Laurence Duggan, Senior 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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AWS

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Truist

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