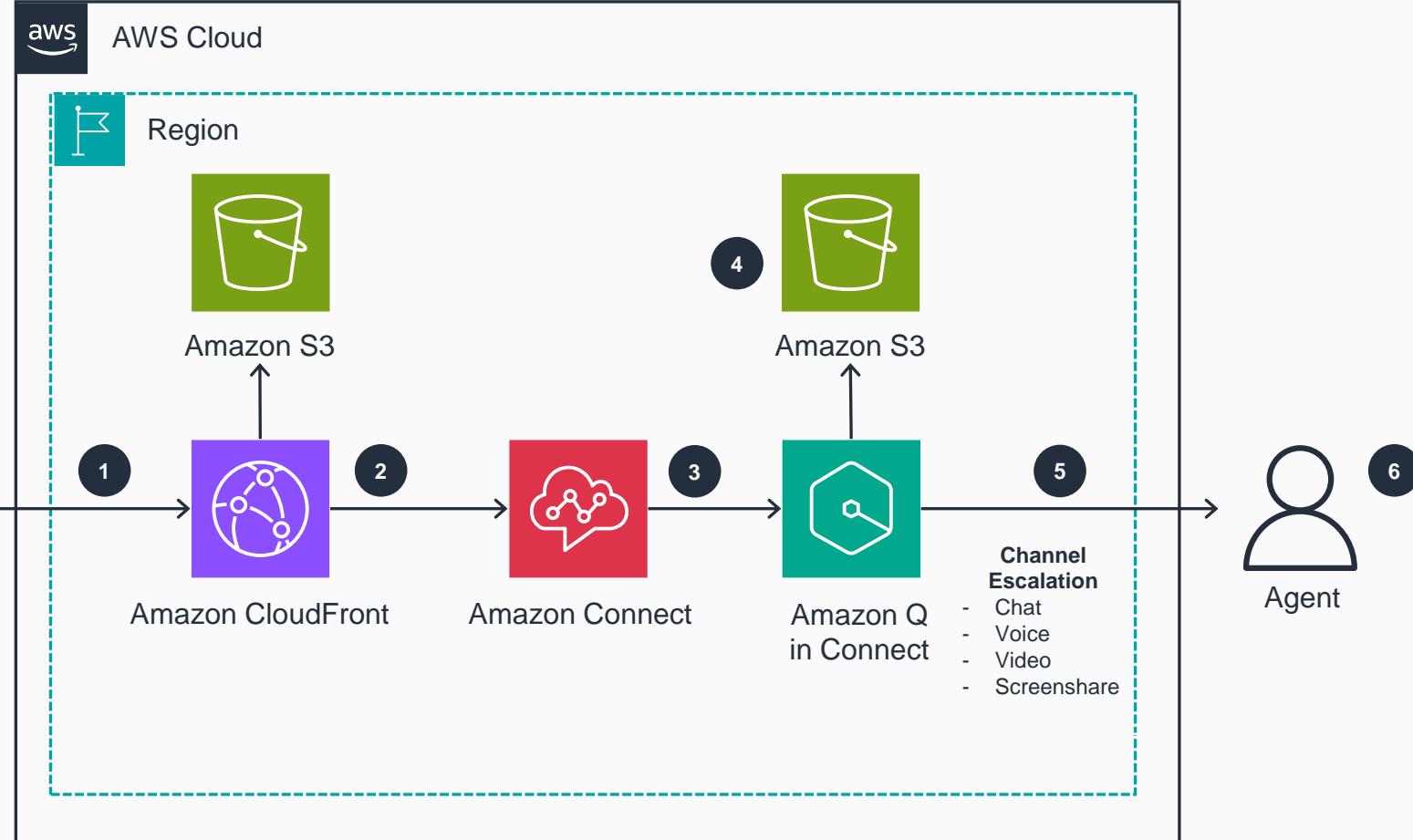


# Guidance for AI-Enhanced Amazon Connect Customer Experience

This architecture diagram illustrates an AI-enhanced Amazon Connect customer experience on AWS. It shows the key components and their interactions, providing an overview of the architecture's structure and functionality.



- 1 A customer navigates to a website hosted in **Amazon Simple Storage Service (Amazon S3)** and delivered globally through **Amazon CloudFront**.
- 2 The customer initiates a support request using the **Amazon Connect** communication widget embedded in the website.
- 3 The communication widget initiates a chat session with **Amazon Connect**. **Amazon Q in Connect** handles questions like FAQs, policies, and troubleshooting with natural language understanding to provide conversational, contextual responses rather than scripted answers.
- 4 **Amazon Q in Connect** responds to customer inquiries using a knowledge base stored in **Amazon S3**.
- 5 If the customer requires additional assistance, the conversation seamlessly escalates to a human agent via chat, voice call, video session, or screen share, ensuring complete issue resolution and customer satisfaction.
- 6 **Amazon Connect** helps resolve customer issues through either AI-powered self-service responses or human agent assistance, capturing the complete interaction history for continuous service improvement.