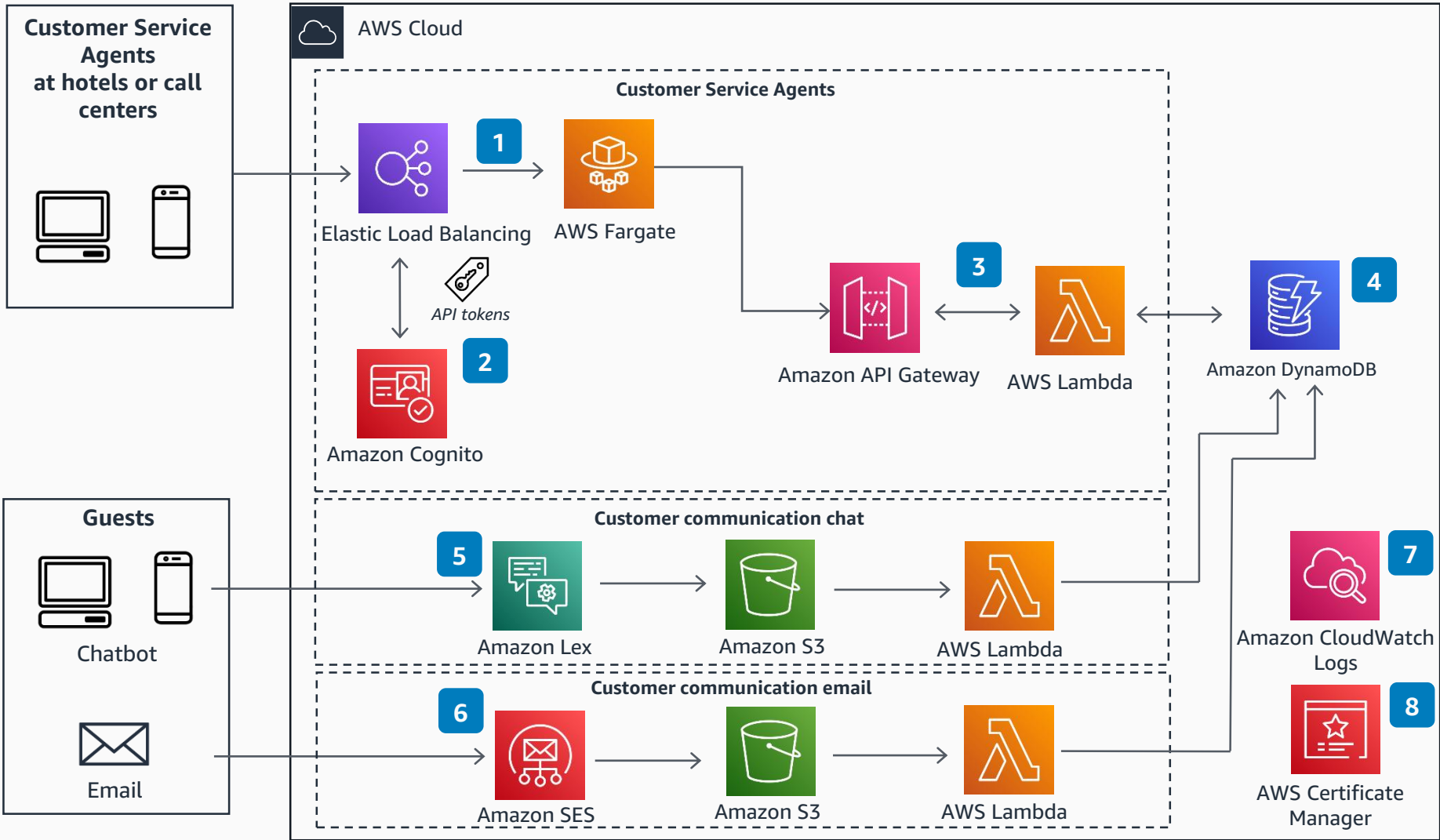


# Guidance for Driving Operational Excellence with Conversational AI on AWS

This diagram shows how to build a conversational interface between travel guests and customer service agents. Create a seamless and personalized experience for customers who interact with agents through voice, chat, and text channels.



- 1 Customer Service Agents will use a private web site to get customers interactions, history, and conversations from multiple channels. This web site runs in containers manage by **AWS Fargate** and Application Load Balancer.
- 2 Agent credentials are managed by **Amazon Cognito** with API tokens used for secure API data exchange.
- 3 **Amazon API Gateway** handles the request for customer engagement data through **AWS Lambda** functions which retrieve it from **Amazon DynamoDB**.
- 4 **DynamoDB** holds all customers data, reservations, and engagements (such as emails, chatbots, and contact center interactions).
- 5 **Amazon Lex** for chatbot communication is one of the channels that saves customer engagement data into **DynamoDB**.
- 6 **Amazon Simple Email Service** (Amazon SES) is another channel that saves email messages with the customer. The engagement is saved in **Amazon Simple Storage Service** (Amazon S3) as raw data. Safe, relevant data is saved into **DynamoDB**.
- 7 **Amazon CloudWatch** logs all interactions, and tracks application errors and exceptions.
- 8 **AWS Certificate Manager** is used to provide certifications to establish secure SSL connections.