

How to Elevate Your Contact Center Performance with Generative AI on Amazon Connect

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Agenda

Amazon Connect – Built-in AI features

Generative AI for immediate CX business value

Generative AI to drive key CX outcomes

Reinvent Launch Gen AI Features & Demo

Best Practices

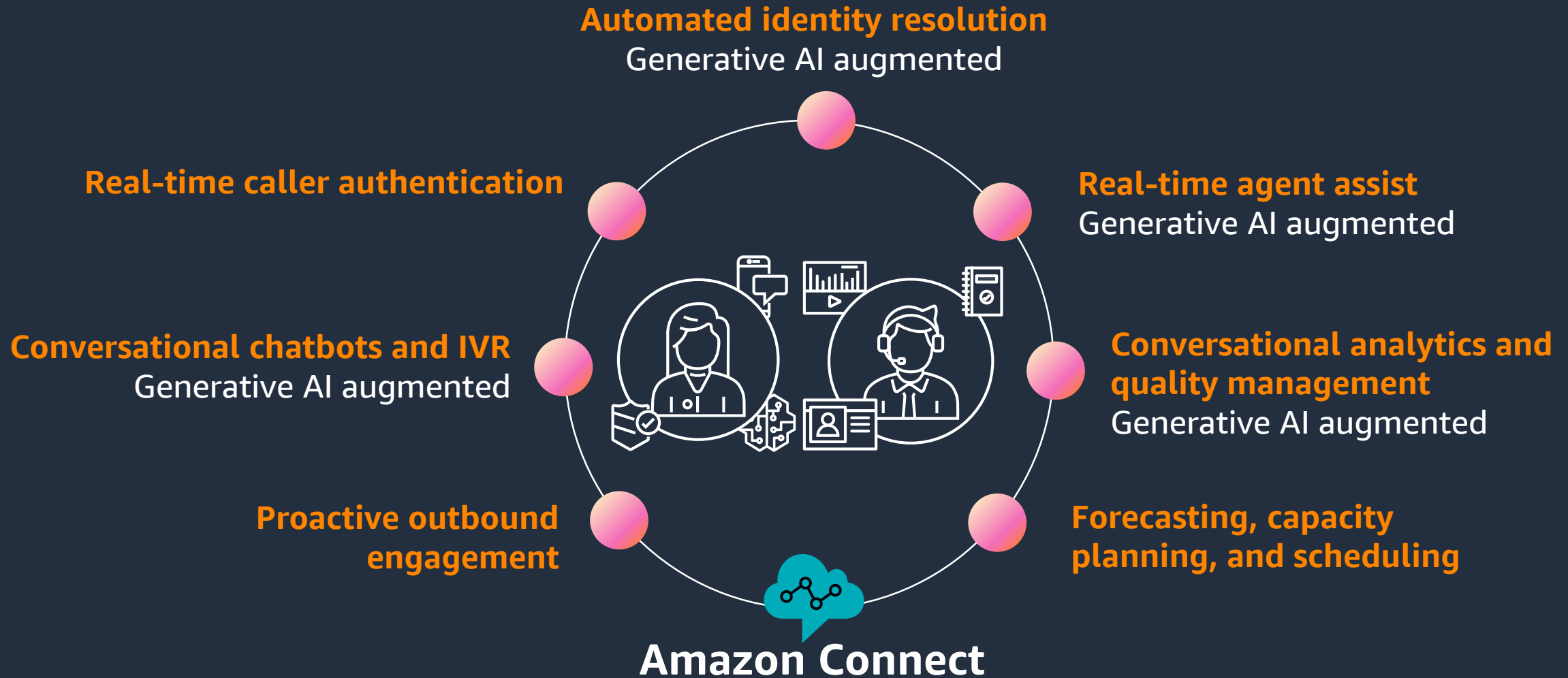
Demo : Empower contact center agents with Amazon Connect & Generative AI

Demo : Automate agent evaluations with Amazon Connect , AI/ML and Generative AI

Call to action



Built-in AI to improve and accelerate CX outcomes



Generative AI for immediate CX business value



CUSTOMER

Human-like conversations
Generate comprehensive FAQs



AGENT

Generate real-time answers
Personalize every interaction



SUPERVISOR

Accurate, concise summaries
Auto-fill agent evaluations



ADMINISTRATOR

Auto-generated data mapping



Generative AI to drive key CX outcomes



Improve agent efficiency and accuracy of responses for **reduced average handle time** and **increased first call resolution**



Enhance manager quality assurance efforts for **improved agent adherence to policies** and **streamlined manager engagement**

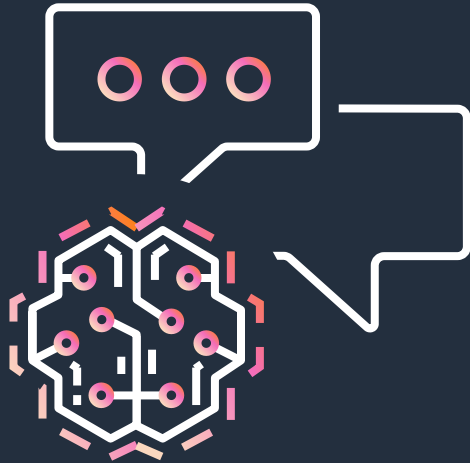


Optimize self-service capabilities for **improved call deflection rates** and **reduced development costs** for automated experiences



Generative AI-powered customer self-service experiences

MAKING SELF-SERVICE EXPERIENCES EASIER TO BUILD WITH GENERATIVE AI



- Enhance self-service experiences with conversational question and answer abilities that build on knowledge stores
- Build more effective bots using natural language prompts to describe the use case and automatically generate utterances to improve intent classification accuracy
- Understand more complex customer response to enable more natural and human-like conversations

Preview

GA

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Generative AI-augmented data mapping

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NEW FEATURE IN AMAZON CONNECT CUSTOMER PROFILES



- Accelerate customer data onboarding by automatically mapping data from third-party applications such as Salesforce, ServiceNow, Zendesk, and homegrown apps
- Increase data mapping accuracy for common data types such as 'accounts', 'contacts', and 'profiles'
- Improve team efficiency with no engineering experience needed using the no-code data mapping UI

New feature in Amazon Connect Customer Profiles

Generative AI-augmented data mapping

Step 1
[Set up connection](#)

Step 2
[Map data](#)

Step 3
Review and customize mapping

Step 4
Review and integrate

Review and customize mapping

✔ Mapping successfully generated
You can customize the mapping or choose **Next** to continue.

✦ How we mapped your data

We reviewed 8 attributes in your data and created Order object, Profile object. We set **Orderid** as a unique key that uniquely identifies your source object. We set **CustomerId** as a profile key that uniquely identifies your profiles. We set **Orderid** as the unique key that links your orders to a customer.

Mapping summary

Data objects	Profile attributes	Attribute properties
2	9	2

▼ Profile object (1)

Attributes mapped to the [standard profile object](#)

Source	Attribute	Properties	Info	Actions
CustomerId	Attributes.CustomerId	Profile key		⋮

Agent experience

Available

Maria Garcia 00:39

Sofia Martinez 00:53 00:07

Mary Major 00:42 00:06

Adjust Richard Smith's prod... 06:45

Nikki Wolf 01:33 00:09

Maria Garcia 00:01 Connected call

Voice ID: Authenticated

Fraud Risk: Low risk

Hold Mute

Show video

Number pad

Quick connects

Create task

End call

Customer profiles

Cases

Fraud activity - transactio...

Search profiles

+ Profile

Full name Maria Garcia Edit Associated

Profile ID 1234abc... Edit

Phone number +1 212-555-5400

Account number 233455

Birthdate September 7, 1987

Additional Info 10+ years as a customer

Email address maria.garcia@example.com

Gender Female

Mailing Address 123 Any Street, Any Town, USA

Billing Address 123 Any Street, Any Town, USA

Cases Orders Contact history More information

Recent cases Refresh

Status	Reference Id	Title	Source	Updated date	More
Open	79529...	Fraud activity - transaction declined	Connect Cases	8/22/2023	»
Closed	B234567	Add authorized user	Connect Cases	5/15/2023	»
Closed	C345678	Card lost	Connect Cases	10/12/2022	»
Closed	XXXXY1...	Change of address	Connect Cases	08/08/2022	»
Closed	EDD5890	New card request	Connect Cases	01/04/2022	»

Rows per table: 5 1-5 of 5+ < >

Search Amazon Q

Maria said 00:07

"Yes, I think it's fraud"

Response

"I apologize for any trouble this may have caused. I see you are traveling internationally. I will help by locking your Platinum card right away."

Solution

This is how you can Lock and Unlock a customer credit card.

1. Go to the servicing system

2. Choose "Manage Debit Card Settings"

3. Lock the card

Learn more

How to View, Modify, or Cancel a card

How to prevent fraud

Cancellation Policy

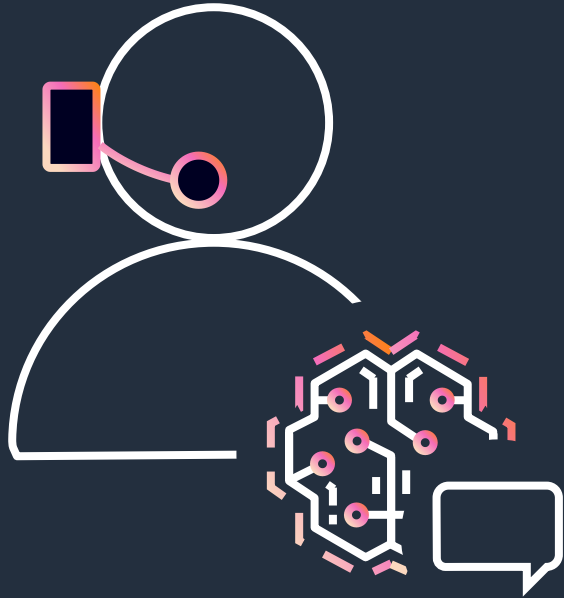
Show less

Amazon Q 00:00

I am Amazon Q, your AI assistant! As I listen to the conversation I will provide suggestions.

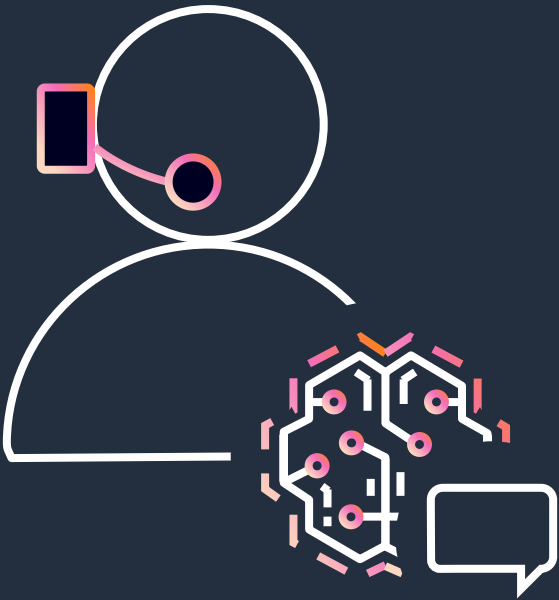
Amazon Q in Connect uses generative AI to assist agents with recommended responses and actions

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- Generate real-time responses that agents can deliver directly to customers, along with actions to take, based on context from the live conversation and relevant information from your company content (e.g., knowledge articles, FAQs, documents)
- Agents can also search across company content to receive specific recommendations, like actions to take
- Source knowledge articles and documents are displayed so agents can access more detail if needed

Amazon Q in Connect's Business Value



Onboarding time



Average handle time (AHT)



Escalations

What our customers are saying

The logo for Orbit, featuring the word "Orbit" in a bold, italicized, white sans-serif font with a registered trademark symbol (®) to the upper right.The logo for Traeger, featuring a stylized white mountain range and two evergreen trees above the word "TRAEGER" in a white serif font, with "WOOD FIRED GRILLS" in a smaller white sans-serif font below it.

"Amazon Q in Connect will create **10-15% time savings** on every contact..."

"We envision these features will enable our agents and supervisors to **focus on delivering premiere customer experiences...**"

"We expect that Amazon Q in Connect will **ensure both our new and experienced agents are prompted in real-time** with accurate information..."

Questions to show value



Onboarding

- How many agents will you onboard in the next 12 months?
- How long does it take for an agent to become proficient?
- What hinders an agent from becoming proficient faster?

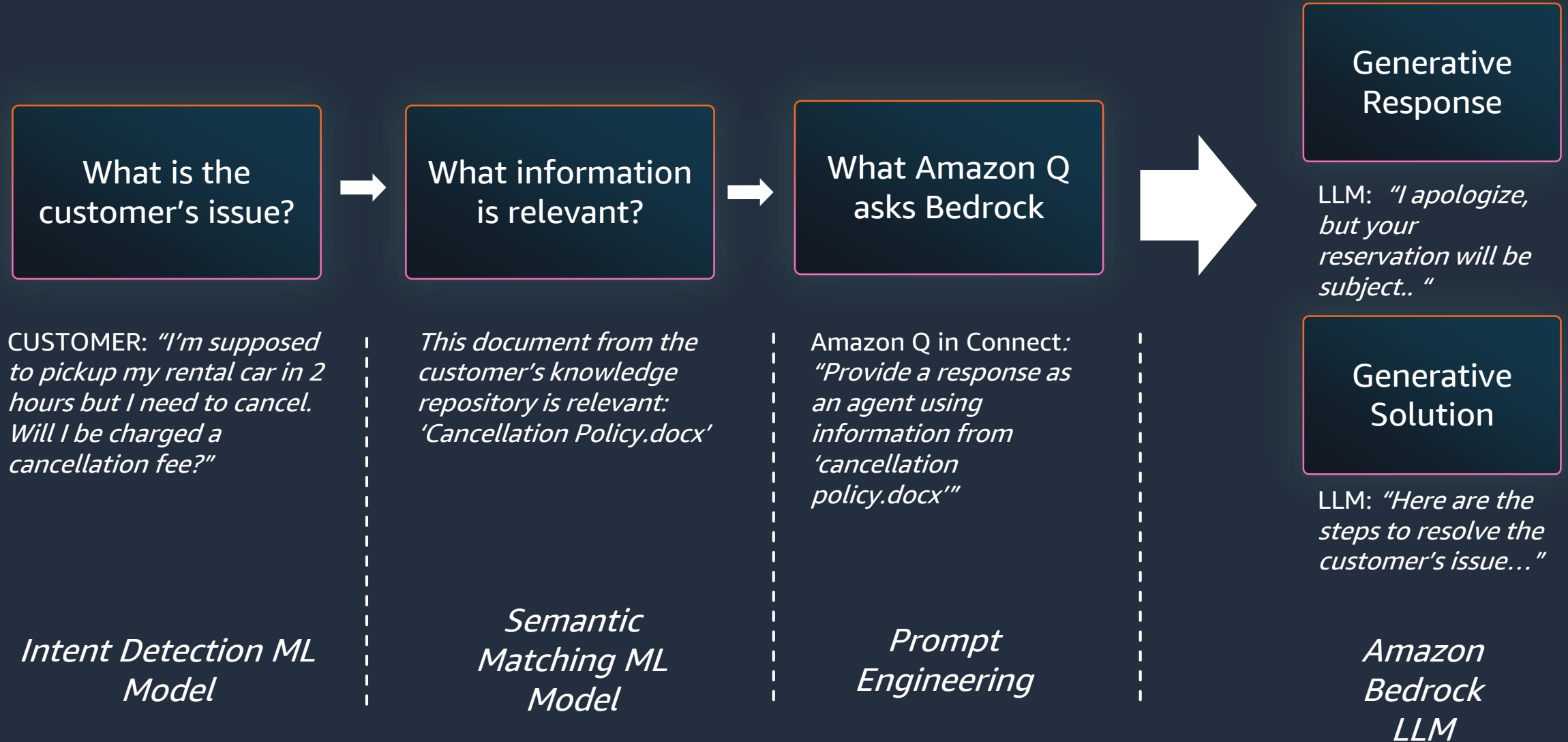
AHT

- What is your average handle time?
- What are the drivers of your highest AHT contacts?

Escalations

- How often are contacts escalated?
- What are the drivers of escalations?
- How many agents staff the escalation queue(s)?

How Amazon Q in Connect works



Generative AI-powered agent assist delivers suggested responses and actions

GA

AMAZON Q IN CONNECT

The screenshot displays the Amazon Connect agent interface. On the left, a sidebar shows a list of agents, with Maria Garcia selected. The main workspace is divided into sections: 'Customer profiles' showing Maria Garcia's details, 'Cases' with a table of transactions, and a 'Call back via Mobile App' notification. Below these are several suggested actions, such as 'Review transaction history', 'Make payment', 'Temporary block debit card', 'Apply for a new credit card', 'Start SMS session', and 'Add notes for transfer'. On the right, the Amazon Q chat interface is visible, showing a conversation with Maria Garcia. The chat includes a detected issue, a generated response, a generated solution, and a list of articles and documents used to generate the response and solution.

Detected issue

Generated response

Generated solution

Articles and documents used to generate the response & solution



Amazon Q in Connect API and JS library changes

- These 2 APIs will be discontinued starting June 1, 2024..
 - QueryAssistant
 - GetRecommendations
- To receive generative responses after March 1, 2024, you will need to create a new Assistant in the Amazon Connect console and integrate the Amazon Q in Connect JavaScript library (amazon-q-connectjs) into your applications
- amazon-q-connectjs library uses an Amazon Connect authentication token to make API calls to Amazon Q Connect

Generative AI-powered post-contact summarization

Preview

NEW FEATURE IN AMAZON CONNECT CONTACT LENS



- Concisely summarize important information from customer conversations in a structured, easy-to-read format
- Quickly review customer interactions, understand context, address follow-up tasks, and provide precise feedback to agents without having to read through transcripts or listen to calls

Generative AI-powered post-contact

Preview

Contact details

Completed | Last updated: Oct 28, 2019, 10:36:32 pm | ae4349a2-958c-4f3b-b92a-852c7feba4a3

Overview

Voice | Duration: 7 mins 14 s (Nov 17, 2023, 10:24–10:32 AM)

Queue	Agent	Initiation method	Disconnect reason	Customer phone number
BasicQueue	doriwil (Wilson, Dorianna)	Inbound	Customer disconnect	+17069988721

Summary Generated by AI

The customer expresses frustration about a delayed gift delivery, providing the order number. The call center agent apologizes, explains the delay, and suggests sending the gift via expedited delivery at no extra cost to appease the customer. The customer reluctantly agrees, emphasizing the importance of timely delivery, and the agent assures the customer that the shipment will be closely monitored to ensure prompt arrival.

Concisely summarize conversations in rich context

Conversational analytics

Summary Generated by AI

The customer wanted to book two suites at a hotel in Fresno, California for two nights from May 26th to May 28th. However, the agent did not have any suites available on those dates. The agent offered two king bedrooms instead at \$199 per night plus taxes and fees. But the customer thought the price was too high and decided to search for a better deal on their own.

Highlight key points from the conversation to help drive actions and follow-ups

Best Practices



- Amazon Lex Gen AI Bot builder – Developer review
- Customer Profiles: Be selective with data inputs
 - Review and segment knowledge base
 - Supplement images with text descriptions.
 - Minimize internal acronyms and terms
 - Break up extremely long content into shorter docs
 - Target high value use case
- Define a pilot strategy for Amazon Q in Connect
- Review AI generated content with human in the loop

Demo : Empower contact center agents with Amazon Connect & Generative AI



Let's meet our demo characters



Ayesha Borker (Customer)

- ❑ Private Client of Any Company Bank
 - ❑ Meticulous budget planner
- ❑ Shocked to notice a fraudulent transaction



Rahul Kulkarni (Any Company Agent)

- ❑ New to Any Company Bank
- ❑ Improved productivity with new contact center tools
 - ❑ Elated – highest CSAT last month

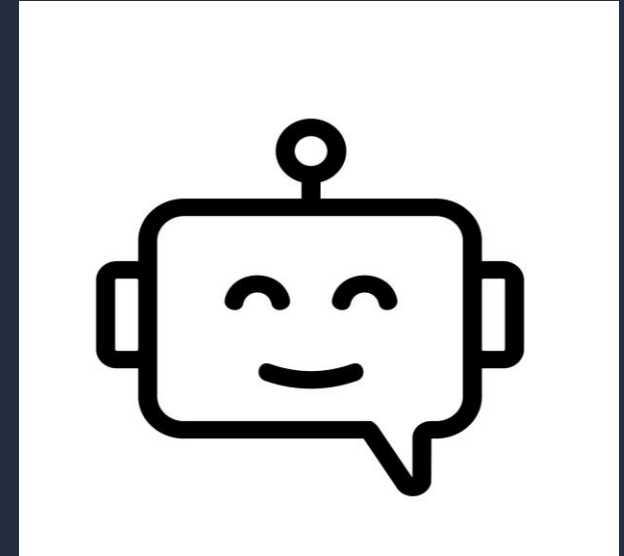
Self-service experience



Amazon Connect



Ayesha Borker (Customer)



Mathew, Any Company Bank (Bot)

Agent experience

Available

+1

New

00:07

+1 716-491-6872

Incoming call

✓ Accept call

✗ Reject call

Customer Profile

Cases

Dispute Transaction

[Back](#)

Ayesha Borker is reporting a fraudulent transaction on the card ending with 8766. Specified transaction date is 2023-11-25. Specified transaction amount is \$1500. The transaction id is not shared



Fraudulent transaction request
Process customer's request to reverse fraudulent ...



Upgrade to a premium credit card
Block customer's credit card and request for a n...



Next payment due on Dec 5, 2023
Make a payment
3 open accounts



Upcoming Dec 5, 2022
Start an SMS session
Start a text communication with the customer

It's something else



After call work



Available

+1 00:18

+1 00:17 After call work

Transcript

Issue

Agent 00:02

I see that you have a fraudulent transaction. Um Debaters. On Thursday. Specify transaction amount of \$1500 I need to go ahead and lock your card.

Agent 00:13

Close contact

Customer Profile

Cases

Dispute Transaction

After Call Work

Full Name

Ayesha Borker

Queue

Fraud and Risk

Case

Case:78101942

Date of Birth

1995-12-01

The customer's card has been blocked. The transaction reversal should reflect in the customer's account in the next 2-3 days.

Suggested agent action - Create a case with the Fraud and Risk team to investigate. Details : Potential fraud on the Private Credit card ending in 8766 . Custome reported a Fraud Risk. The transaction(s) in dispute are Txn Number : LM1010254 | Txn Amount : \$ 1500 | Txn Date : November 25, 2023 | Merchant information : TIFFANY's DIAMONDS



Demo : Automate agent evaluations with Amazon Connect , AI/ML and Generative AI



Automated evaluations with generative AI



- Consistency and objectivity
- Personalized feedback to agents
- Interpretation with full context

Let's meet our demo characters



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Rahul Kulkarni (Any Company Agent)

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- ❑ Improved productivity with new contact center tools

Contact Lens Rules

Amazon Connect

Agent Workspace

Contact Control Panel

IAM@d-92670982bf

Rules > Edit Unhappy-Customer

1 Define conditions

2 Define actions

3 Review and save

When

A Contact Lens post-call analysis is available

If all of these conditions are met

Words or phrases - Semantic match

Limit: 100 words or phrases total for the rule

Logic: Any of the following words or phrases were mentioned during the entire length of the contact, where participant was agent speaking English

Enter keywords or phrases

Please use semantically similar examples to get the best results.

Add

Keywords or phrases

I'm unhappy with the service

I want to disconnect

Queues

Match any of the following queues

Include

Select queues

Search based on queue names

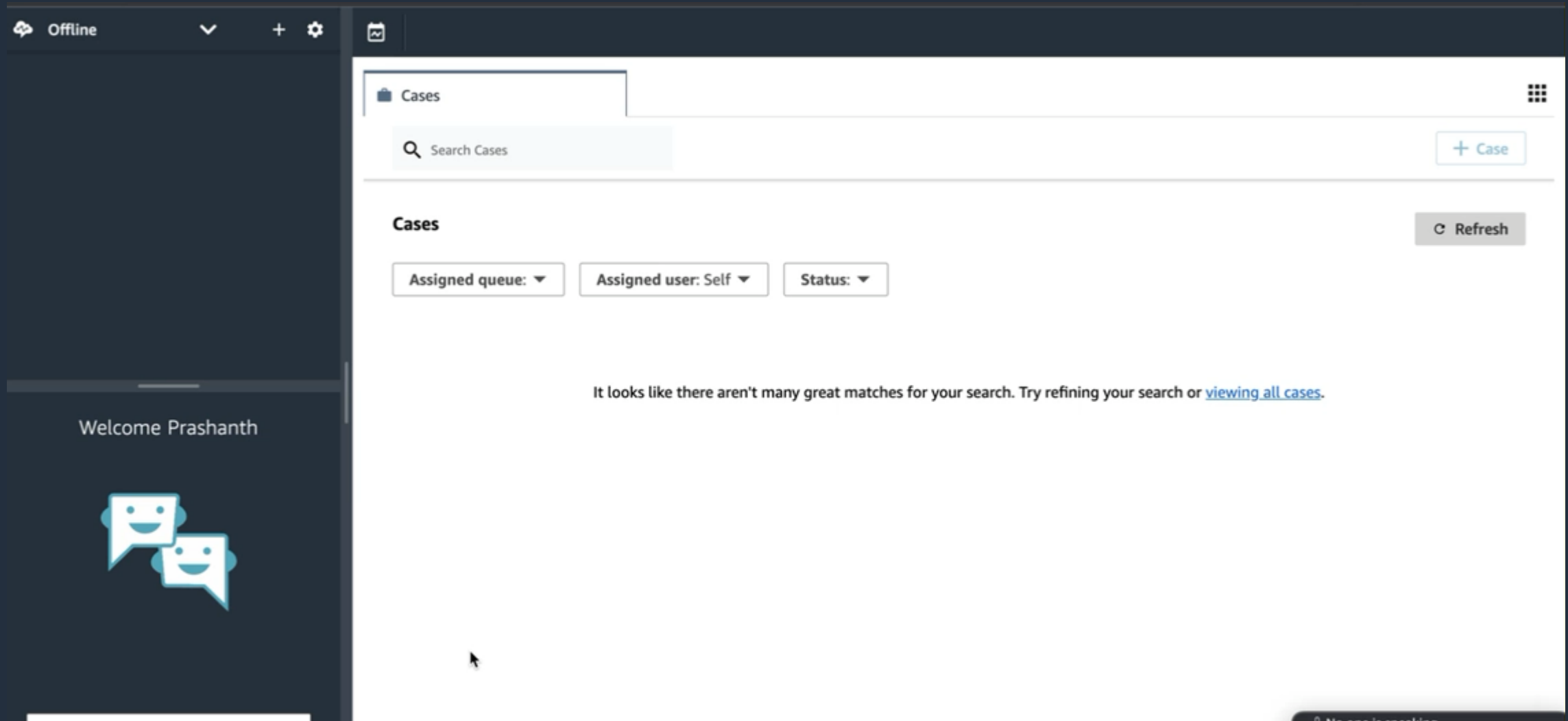
Fraud and Risk

Enrollment

DisputeTransaction



QA Analyst Experience



Architecture pattern



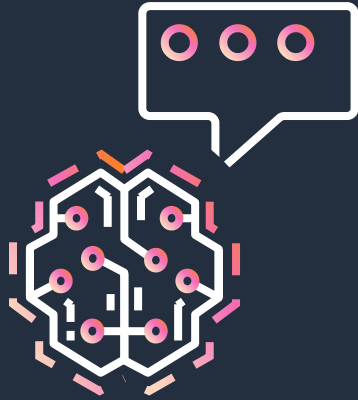
Common pattern (architecture diagram)



Use Cases for Partners



Use cases



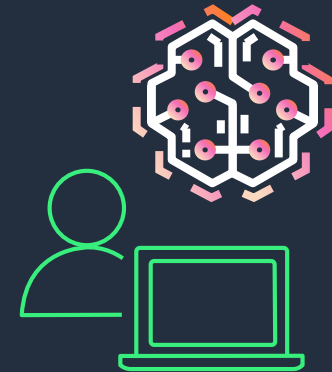
Augment self-service

Generate FAQs approved by a human in the loop



Agent productivity

- Summarize IVR interaction
- In call assistance (Form AutoFill)
- ACW enhancements



Administrator productivity

- GenAI powered migration assistants
- GenAI powered optimization assistants

Call-to-Action: Learn more and sell!

Have a customer interested in Amazon Connect Generative AI capabilities

Email us: aconnect-partners@amazon.com



Agent productivity and
Empowerment



Learn more about
**AI/ML-powered Amazon
Connect**



Learn more about
Generative AI on AWS



Join our next Partner enablement session

Connect Deployment Automation - Session II (DevOps)



<https://amazon.webex.com/weblink/register/rf238d46caabfaba99be962481036691d>



Join upcoming Partner cast session!

Scan QR code to register now:

**How to Unlock Gen-AI Insights
using Amazon Connect Contact
Lens**



<https://aws-events.webex.com/weblink/register/r71c46bec65db671533491cb80206198d>

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