

Amazon Connect: Boost Customer Engagement with Virtual Contact Centres in the Public Cloud

Traditional call centres are not set up for remote working. Yet, current circumstances have led to a surge in customer demand that businesses must find ways of coping with.

At Contino, we are helping customers to deploy [Cloud Hosted Contact Centres](#) like [Amazon Connect](#), to improve customer communication and boost customer engagement.

Amazon Connect drastically lowers the barriers to entry for businesses to run a fully operational, omnichannel contact centre that can be accessed from virtually anywhere.

1 Simplicity

Set up a contact centre in minutes that can scale to support millions of customers and avoid the up-front costs and start-up delays associated with on-premise contact centre technology.

2 Cost-Effectiveness

You only pay for the customer-connected minutes you use! There are no contracts to sign or per-user licensing so you can spin up a contact centre in Amazon Connect, test it, and it scales automatically for you.

3 Improved Customer Experience

Amazon Connect integrates with other existing AWS services allowing real-time integration with your data, held in services like DynamoDB, and leveraging advanced AI services such as ML, speech recognition and sentiment analysis. Integrations continue beyond Amazon to third-party CRM services such as Salesforce. This allows you to enhance customer experience by leveraging the knowledge you already have.

4 Efficiency

The integration capabilities with tools such as Amazon Lex (Chatbot) allows you to increase automation and lower your cost to serve

Enable your agents to work from home with little more than an internet connection, a supported browser and a USB headset.



Get in Touch!

CASE STUDY:

Contino Demonstrates Data-Driven Value of Amazon Connect at Major Utility Company

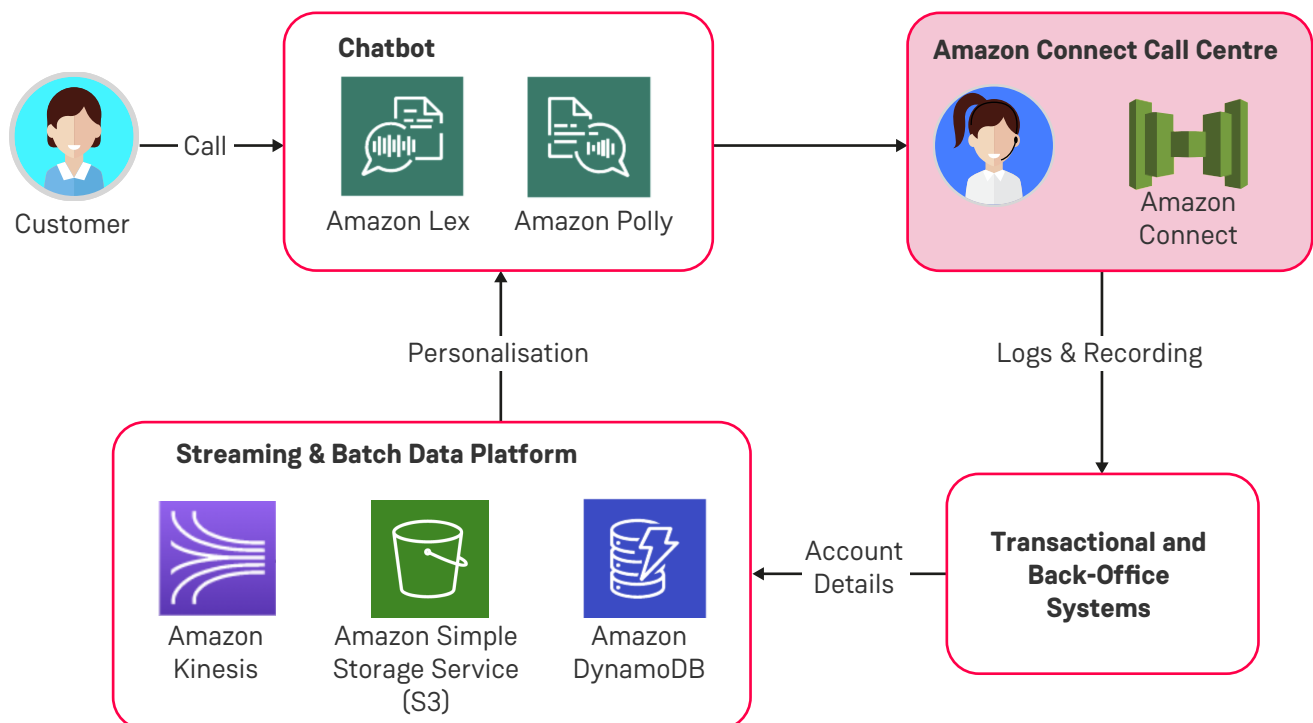
The Challenge:

Contino is supporting a leading utility company in establishing a cloud-native, data-first, customer-centric consumer offering. The customer's vision to utilise data to immediately inform and streamline customer service operations is hampered by their existing call centre platform.

To demonstrate how data could be integrated better and to improve their ability to tailor/automate the customer call centre journey, Contino set up Amazon Connect.

The Solution:

Amazon Connect was set up along with the main capabilities of IVR, contact flows, CSA hierarchy and routing profiles. Beyond this, integration to data resources, handling of requests via chatbots (Amazon Lex) and Natural Language Processing services and outbound calls were all quickly proven. All of which highlights the potential of Amazon Connect to respond smoothly to a surge in remote customer contact and to boost customer engagement.



Customer calls are directed to Amazon Connect. Intelligent chatbots and automated systems receive the query and where possible direct the customer towards a solution. If the customer needs to speak to a Customer Service Assistant (CSA) the live call stream is automatically routed to the CSA. Real-time dashboards give insight into the virtual call centre and call information and recordings are streamed into the data lake for audit and future analysis