



INNOVATE

ONLINE CONFERENCE

Enhancing customer engagement with Amazon Connect and machine learning

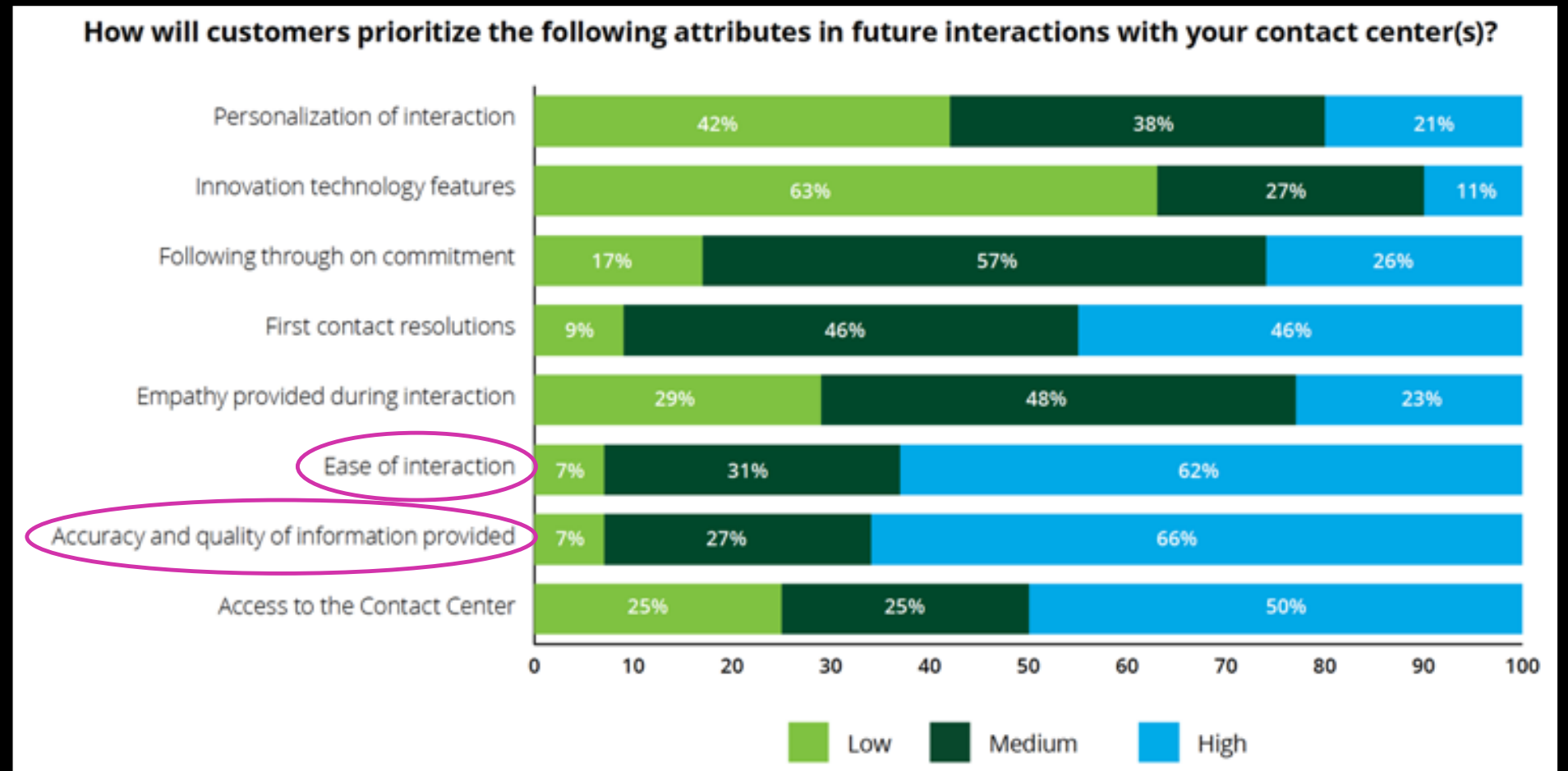
Sumit Patel
Enterprise Solutions Architect, AWS

Agenda

- Customer service challenges and expectations
- Overview of machine learning services on AWS
- Overview of Amazon Connect
- Demo

Customer expectations are rising

“Our research shows the genuine cost of leaving customers hanging on the telephone, with 25% switching provider because they’ve been kept on hold and 32% switching because they’re tired of talking to multiple agents.”
-- TTi Global 2018 Customer Satisfaction Benchmark Report



Deloitte 2017 global contact center survey

Amazon Lex



Text and speech language understanding: powered by the same technology as Alexa



Build once and integrate with multiple platforms



Designed for builders: efficient and intuitive tools to build conversations; scales automatically



Enterprise ready: scalable, versioning, and alias support



Continuous learning: monitor and improve your bot

Demo



1. Schedule a new pickup
2. Change my pickup
3. Check status
4. Leave feedback

Amazon Lex chatbot



Amazon
Lex



Amazon
Polly

Demo – Amazon Lex chatbot



Amazon
Lex



Amazon
Polly

Demo – Amazon Lex chatbot



Amazon
Lex



Amazon
Polly

Demo – Amazon Lex chatbot



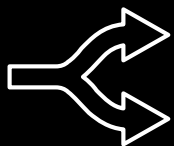
Amazon
Lex



Amazon
Polly

Amazon Connect

Easy to use, cloud-based contact center solution
that scales to support businesses of any size,
with tools that grow with your needs



Skills-based routing
[Automatic Call Distribution (ACD)]



Call
recording



Real time and
historical analytics



High-quality
voice capability

Amazon Connect

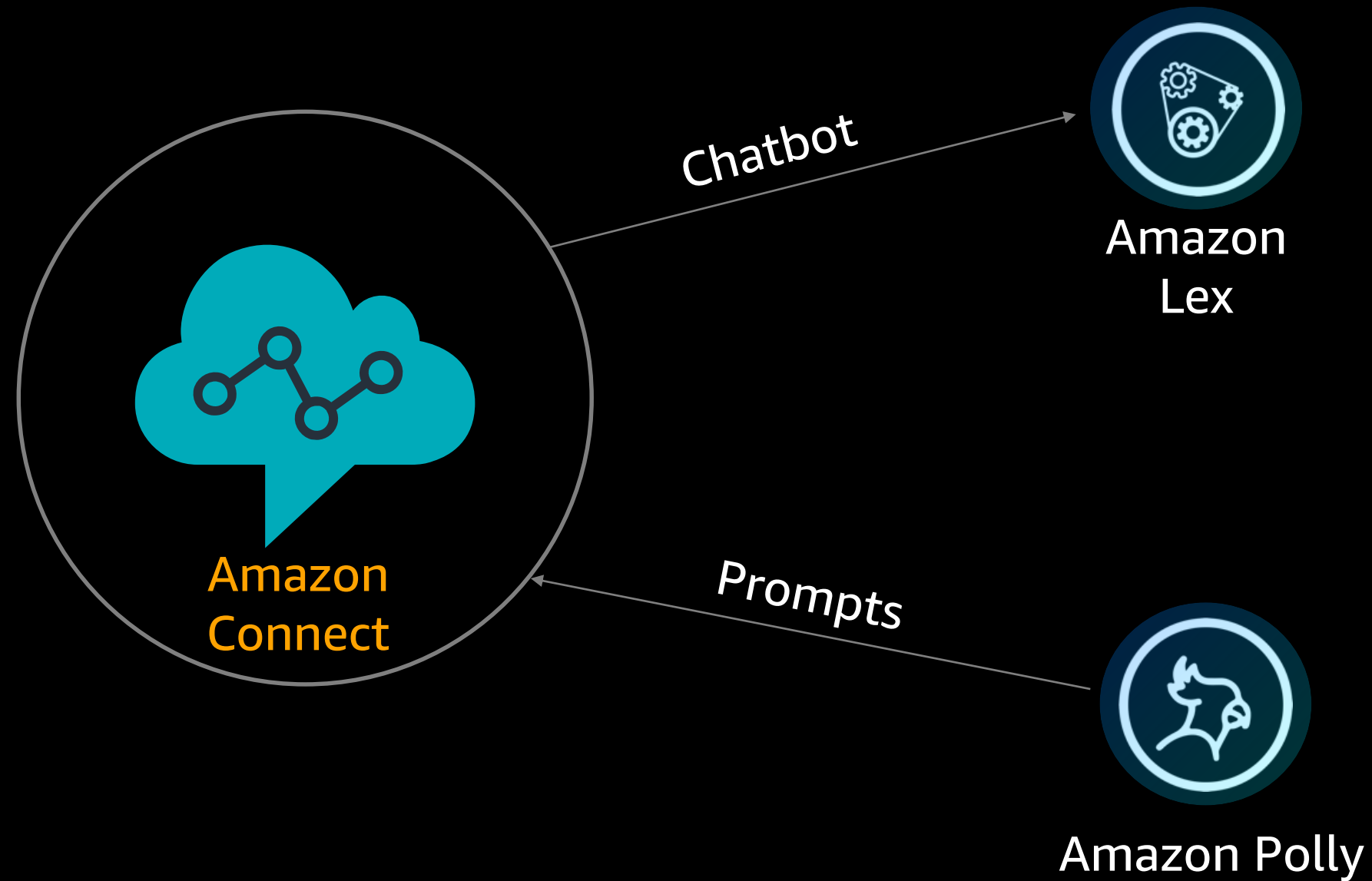
Self-service
configuration



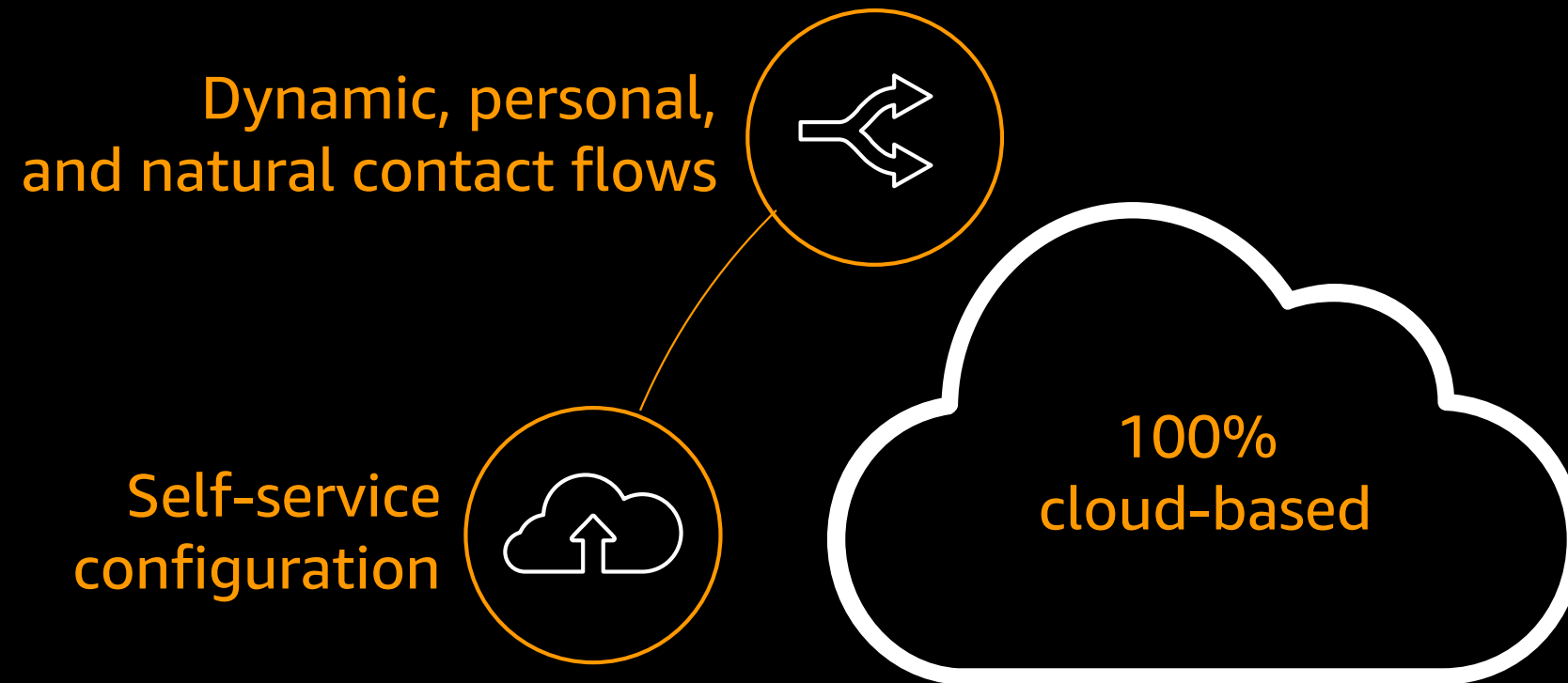
100%
cloud-based



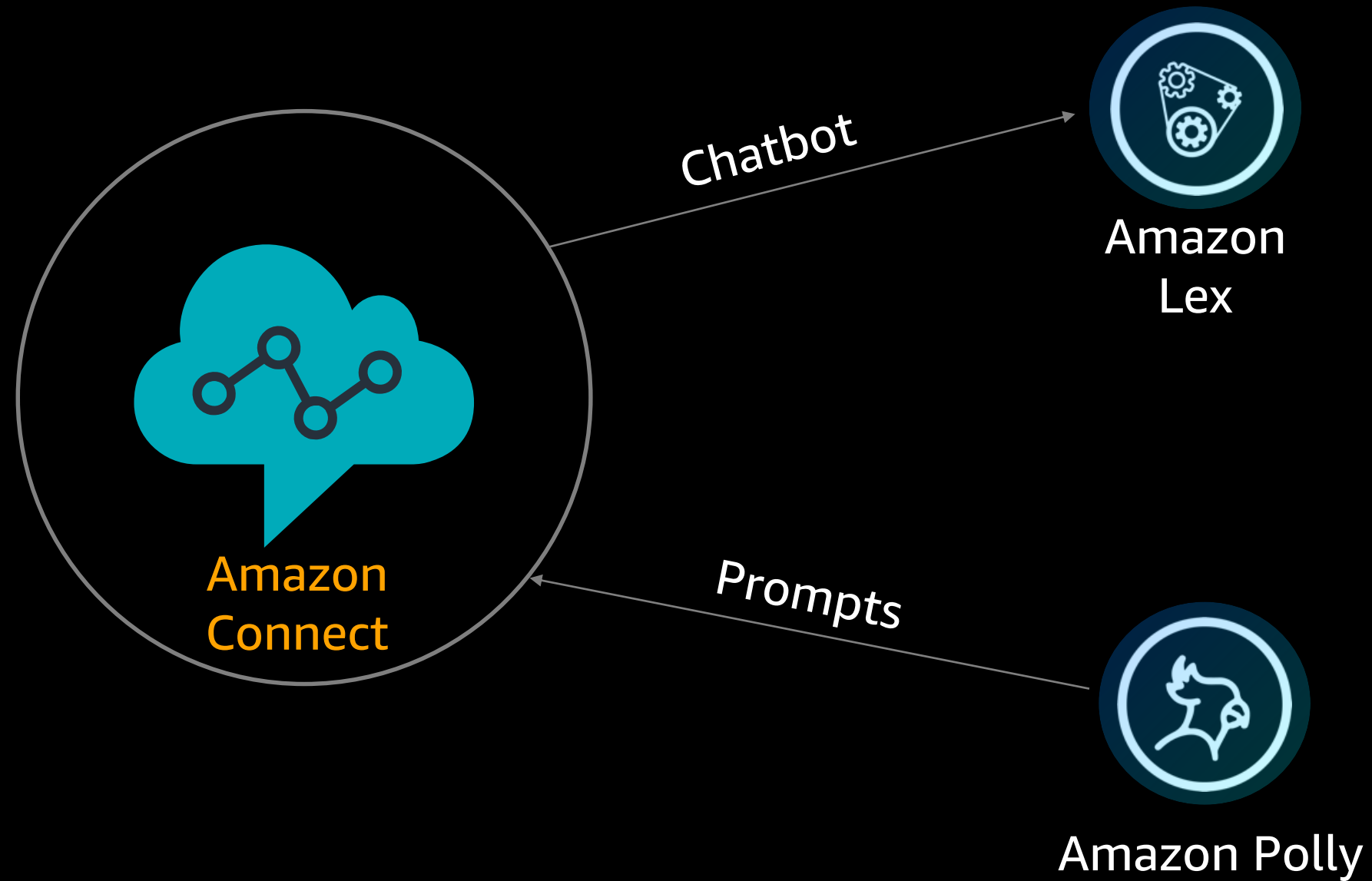
Demo – Amazon Connect



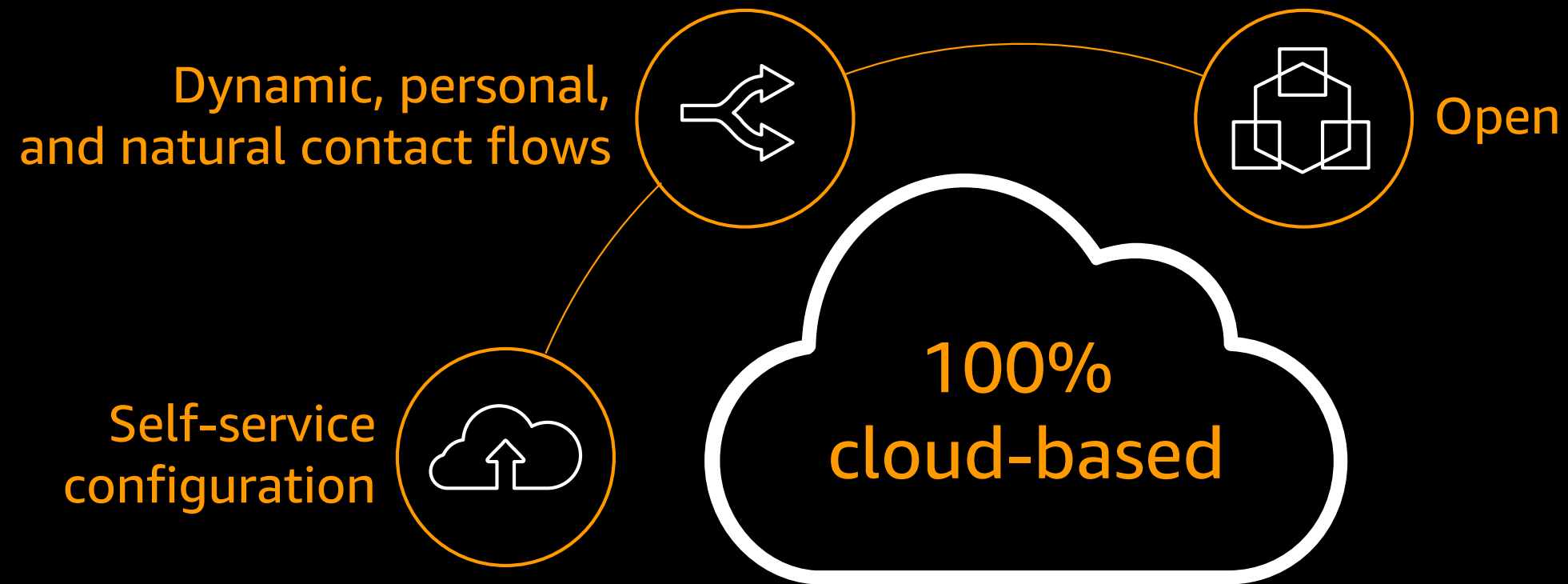
Amazon Connect



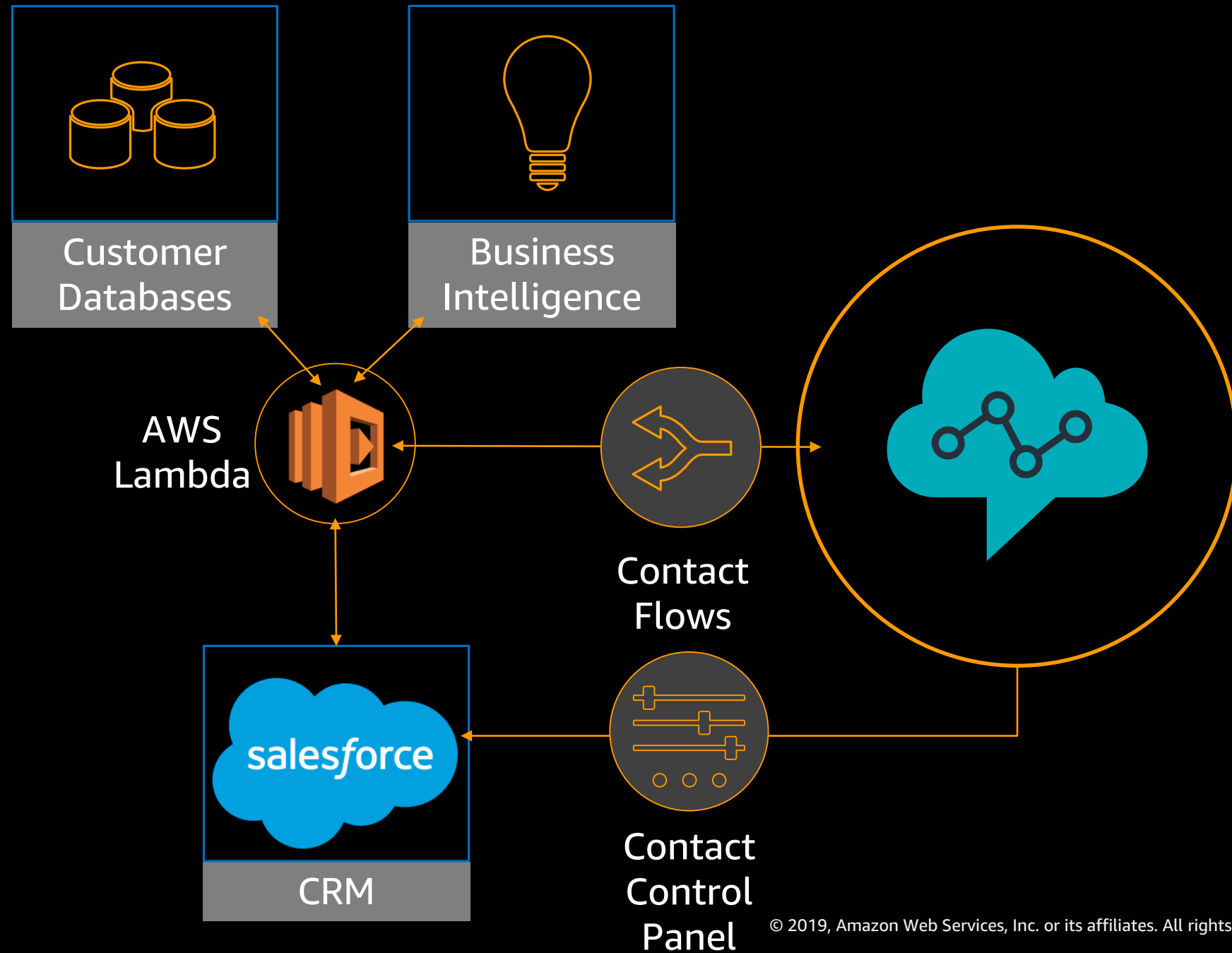
Demo – Amazon Connect



Amazon Connect

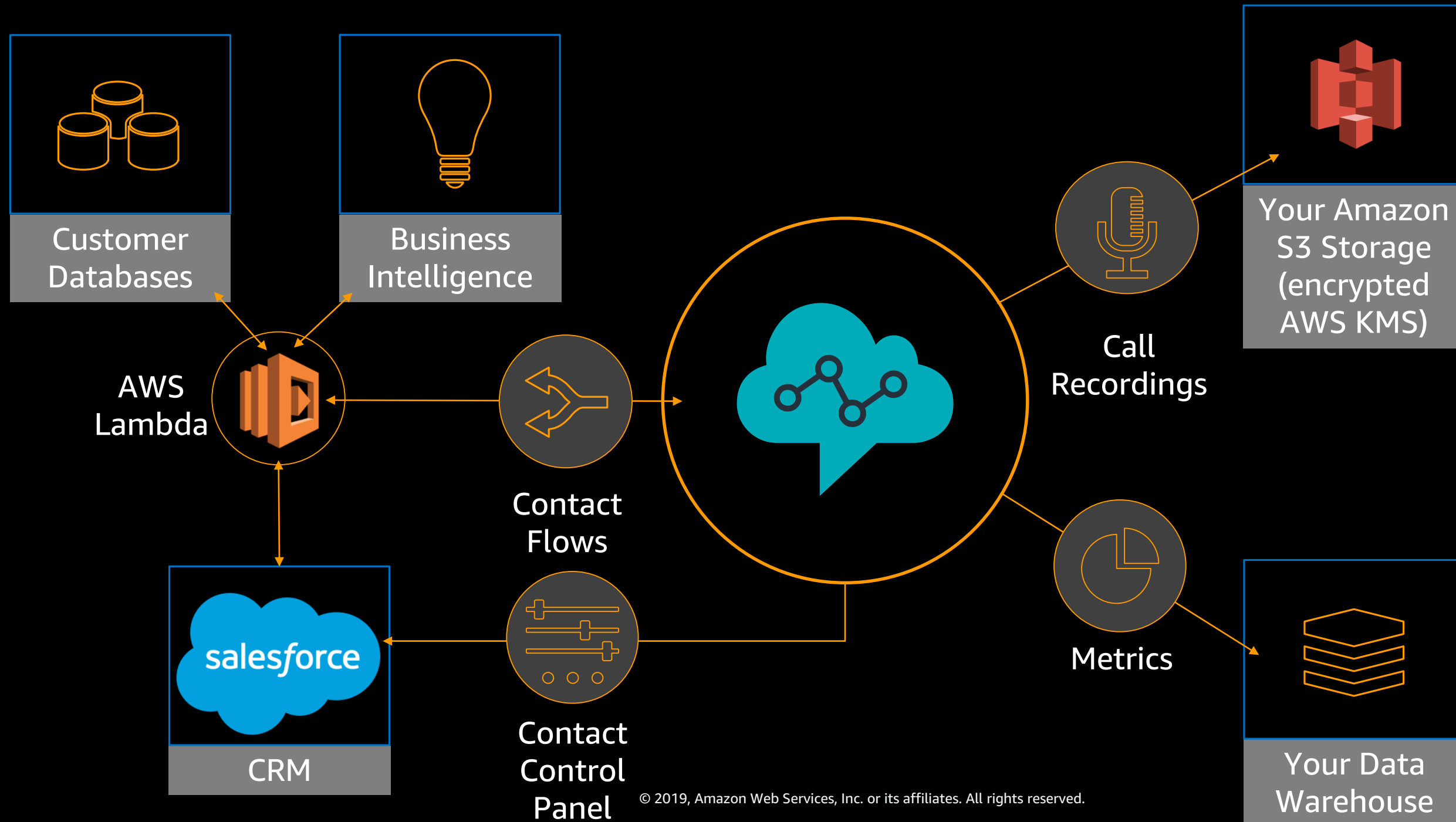


Amazon Connect



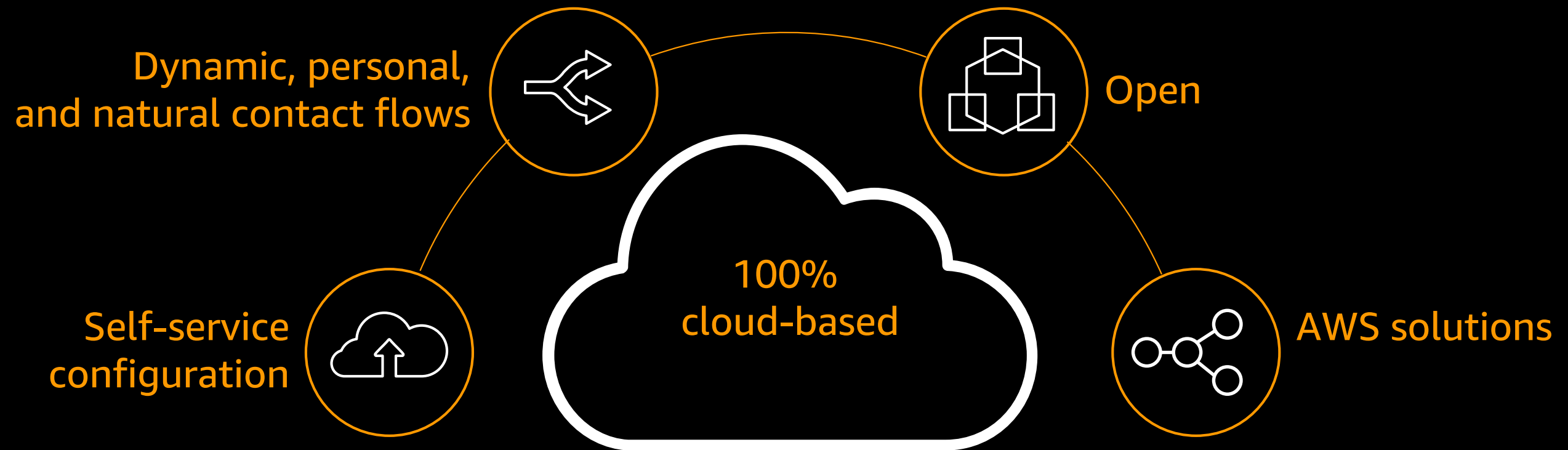
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Amazon Connect

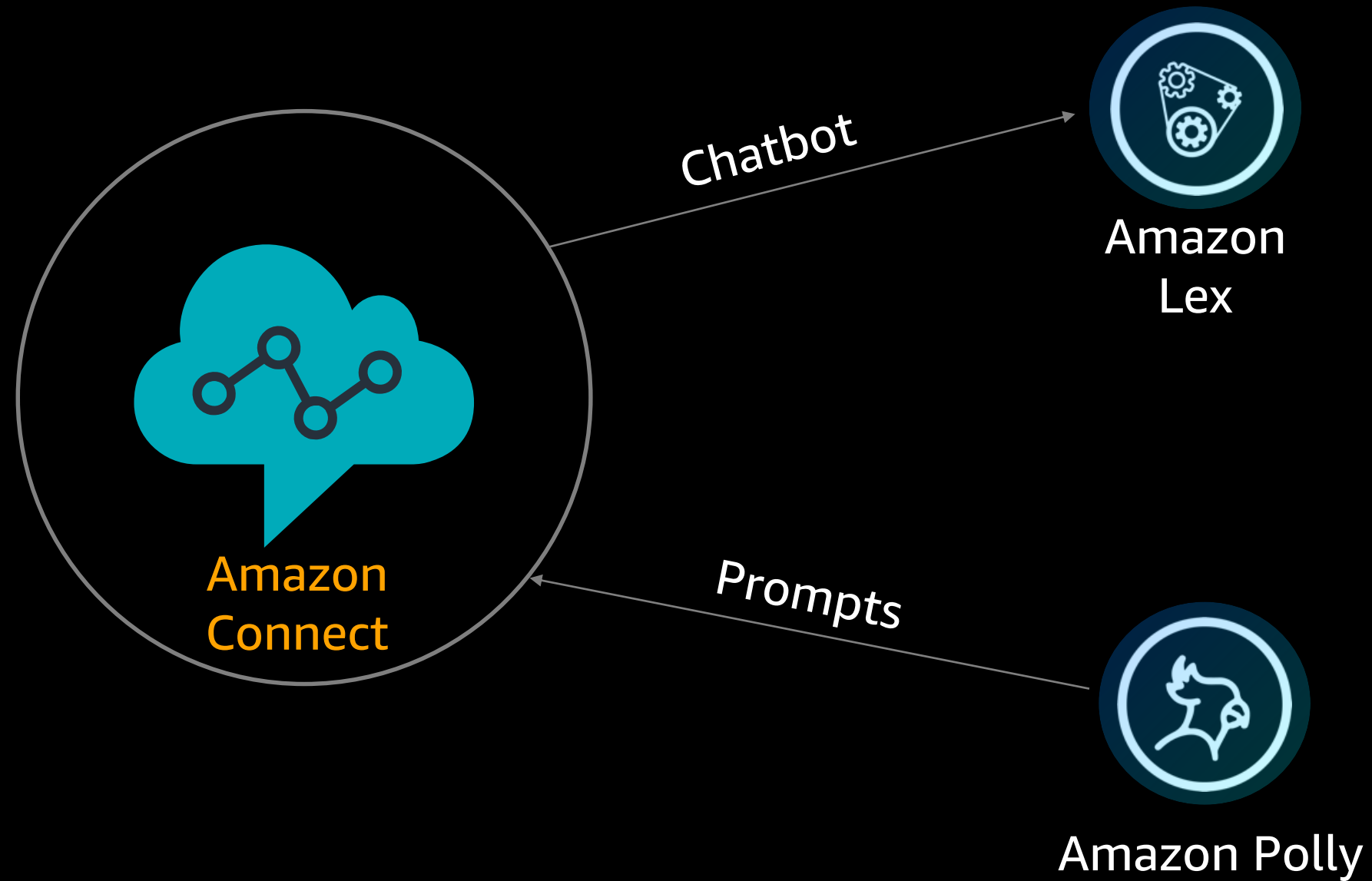


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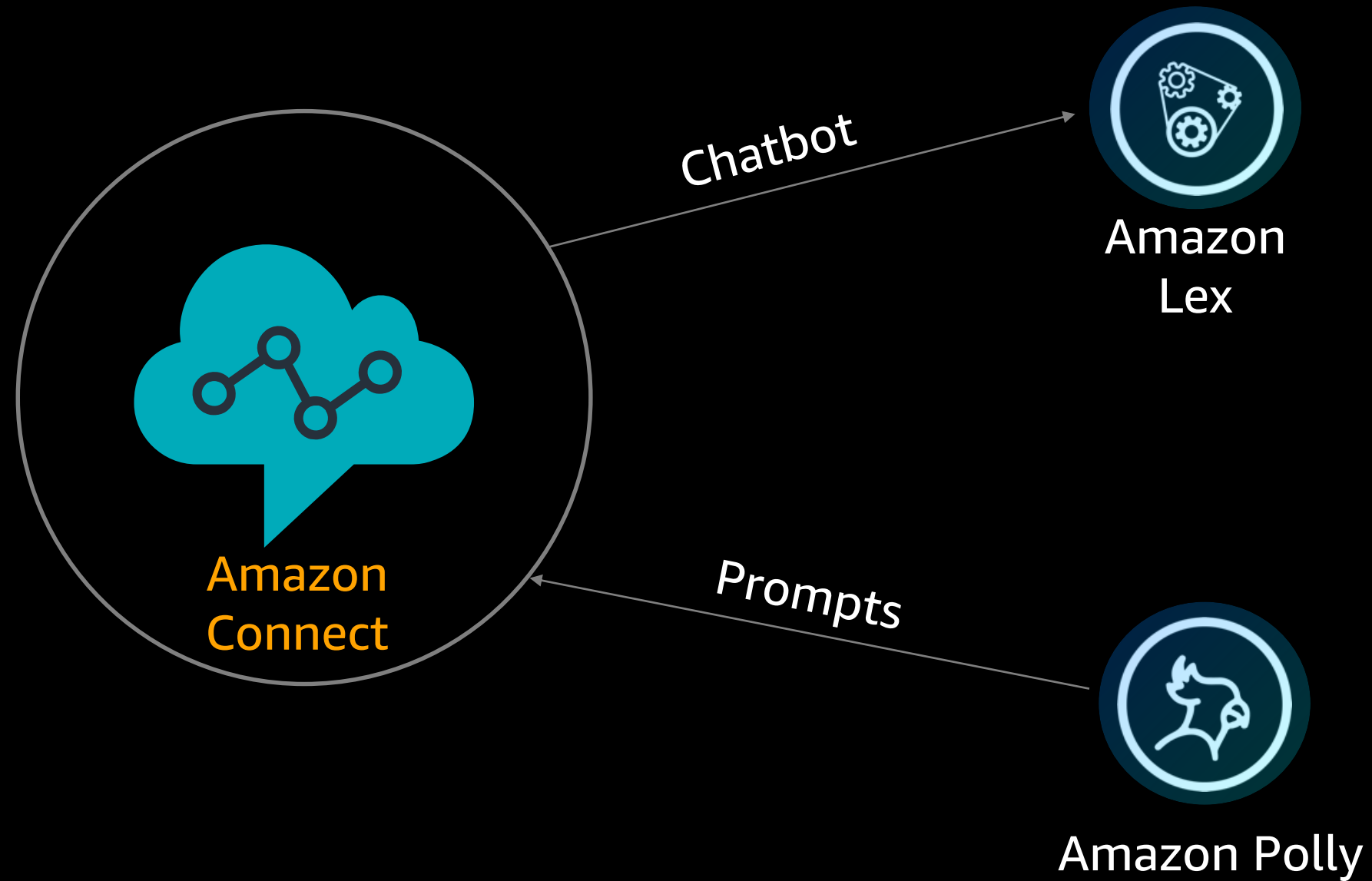
Amazon Connect



Amazon Connect



Demo – Amazon Connect

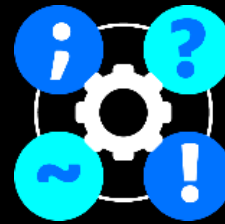


Amazon Transcribe

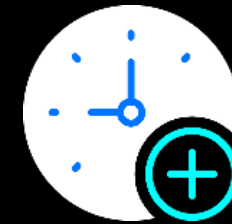
Automatic conversion of speech into accurate, grammatically correct text



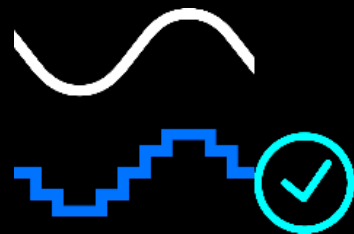
Multiple
languages



Intelligent punctuation
and formatting



Timestamp
generation



Support for
telephony audio

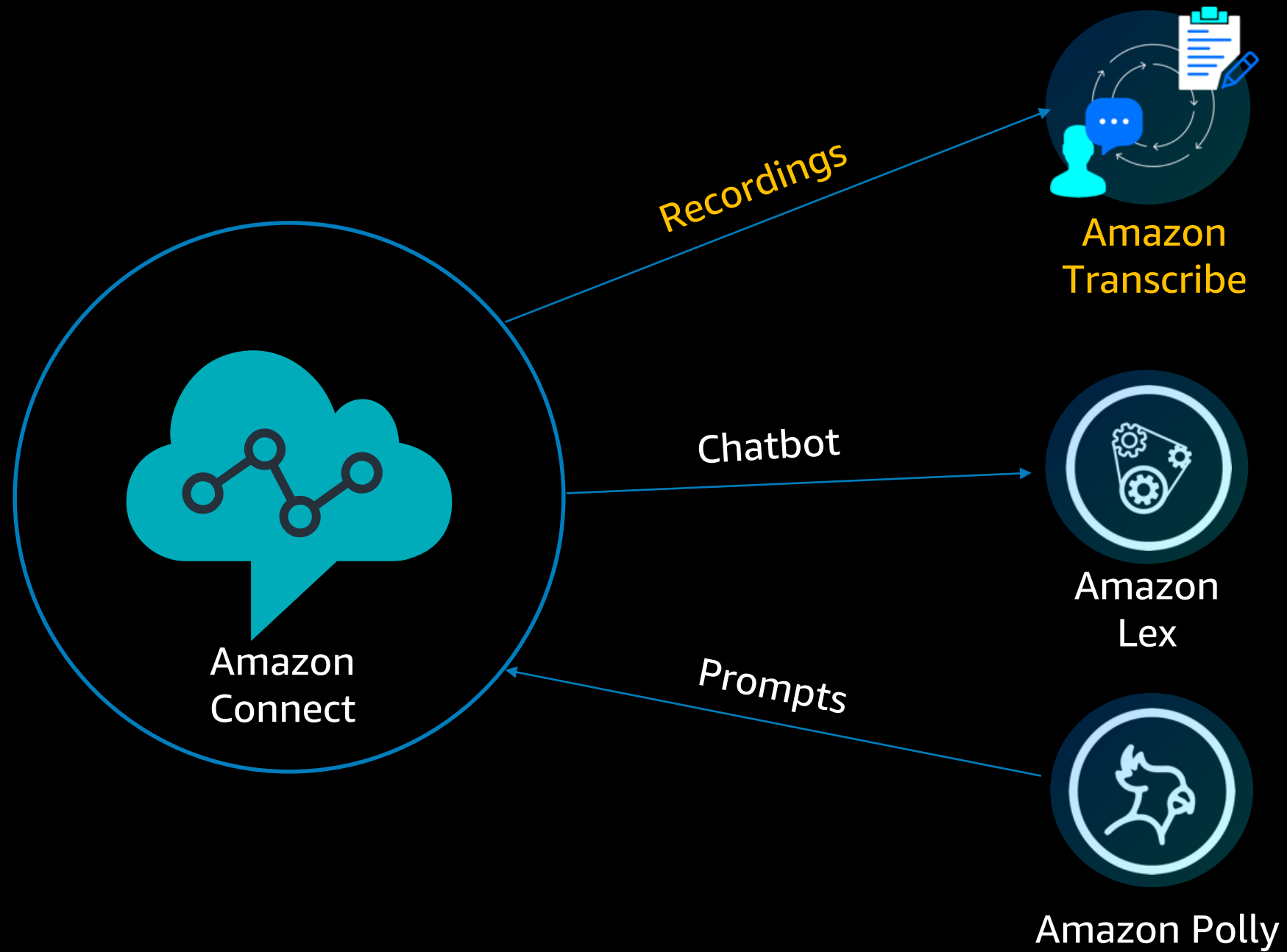


Recognize multiple
speakers

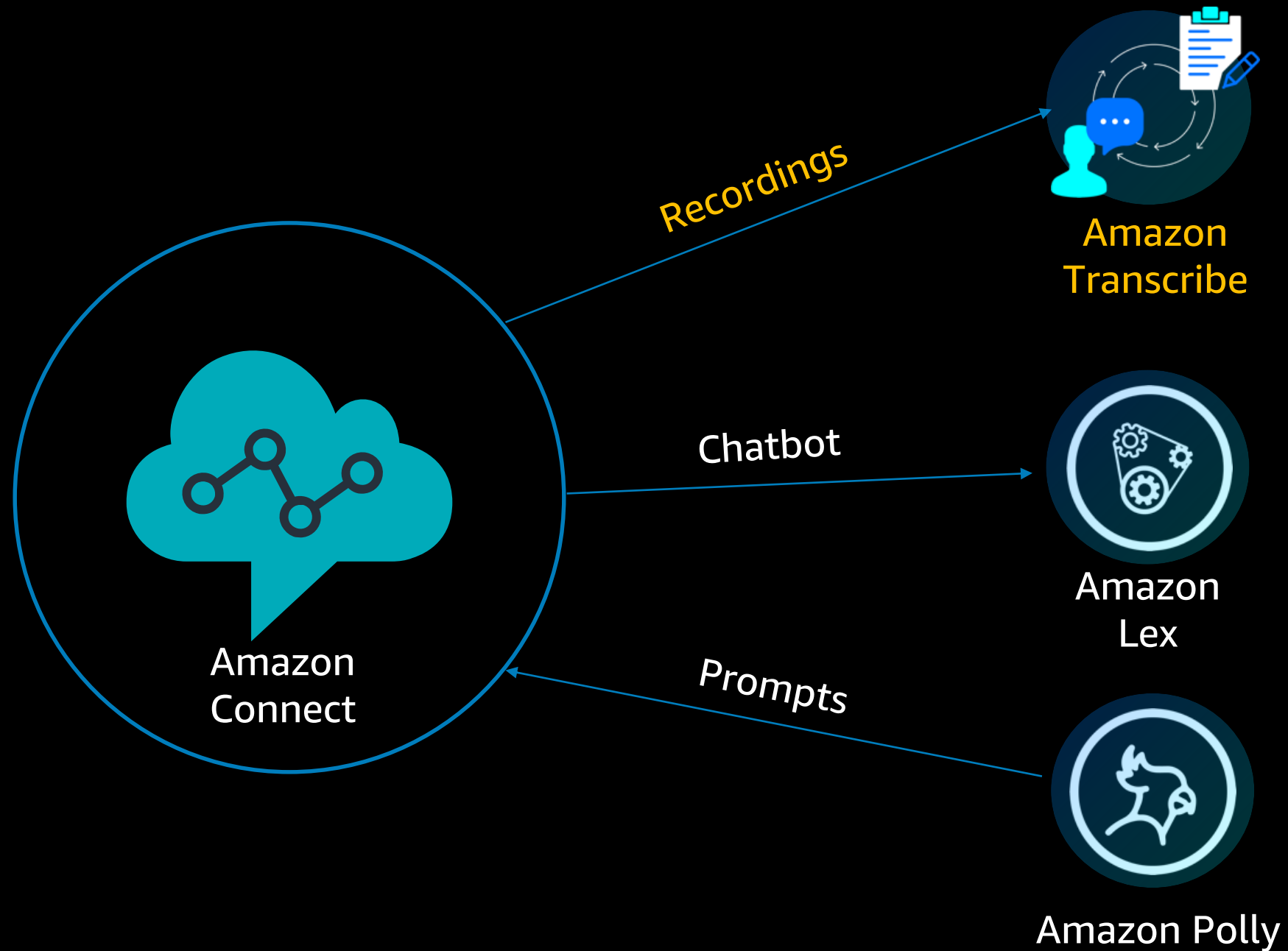


Custom
vocabulary

Amazon Transcribe

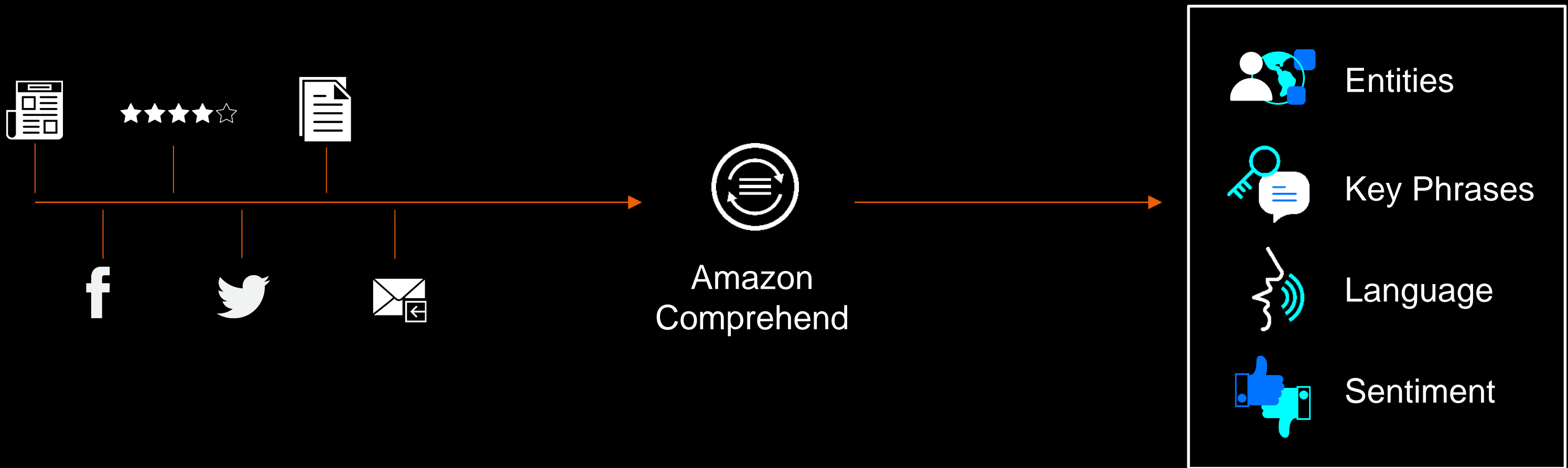


Demo – Amazon Transcribe

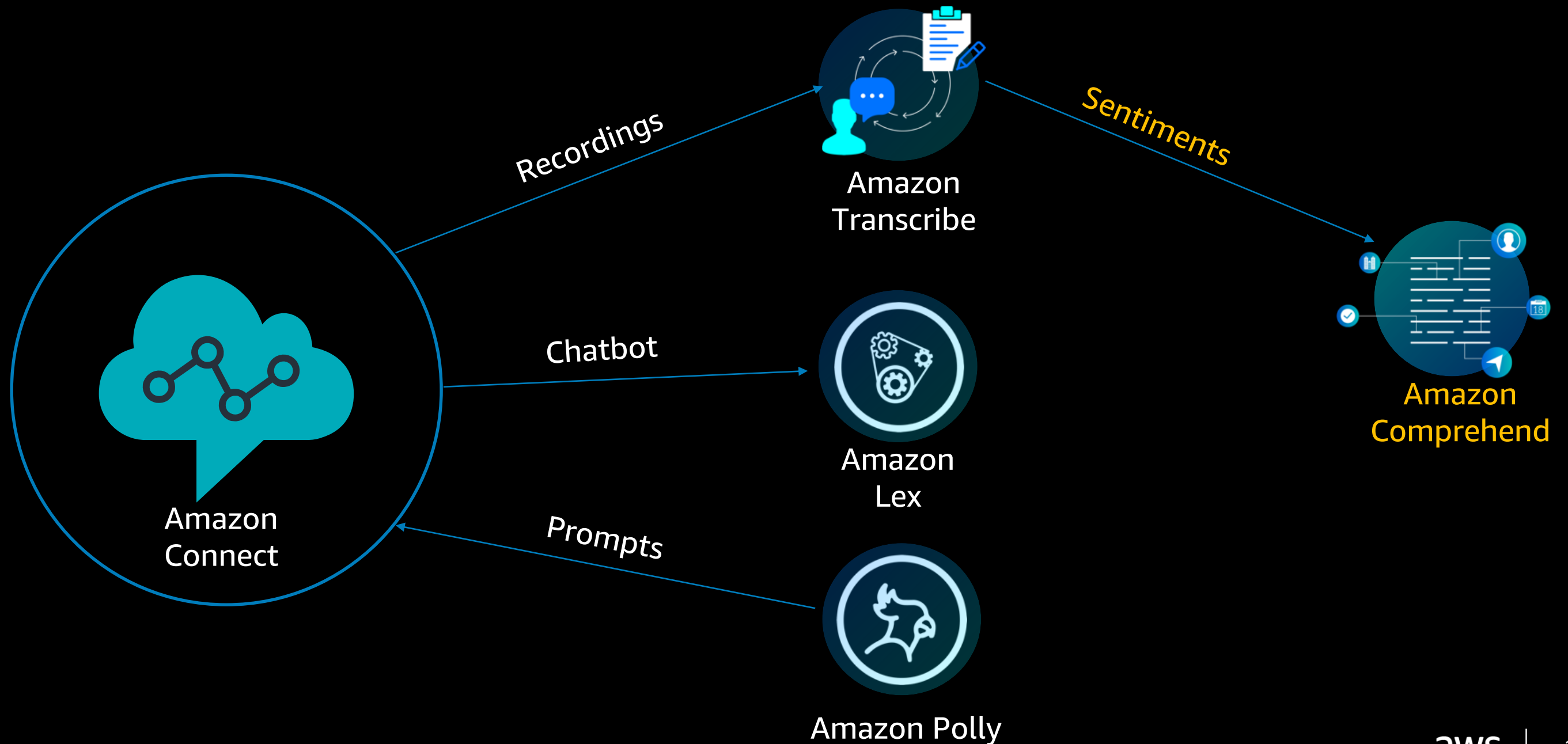


Amazon Comprehend

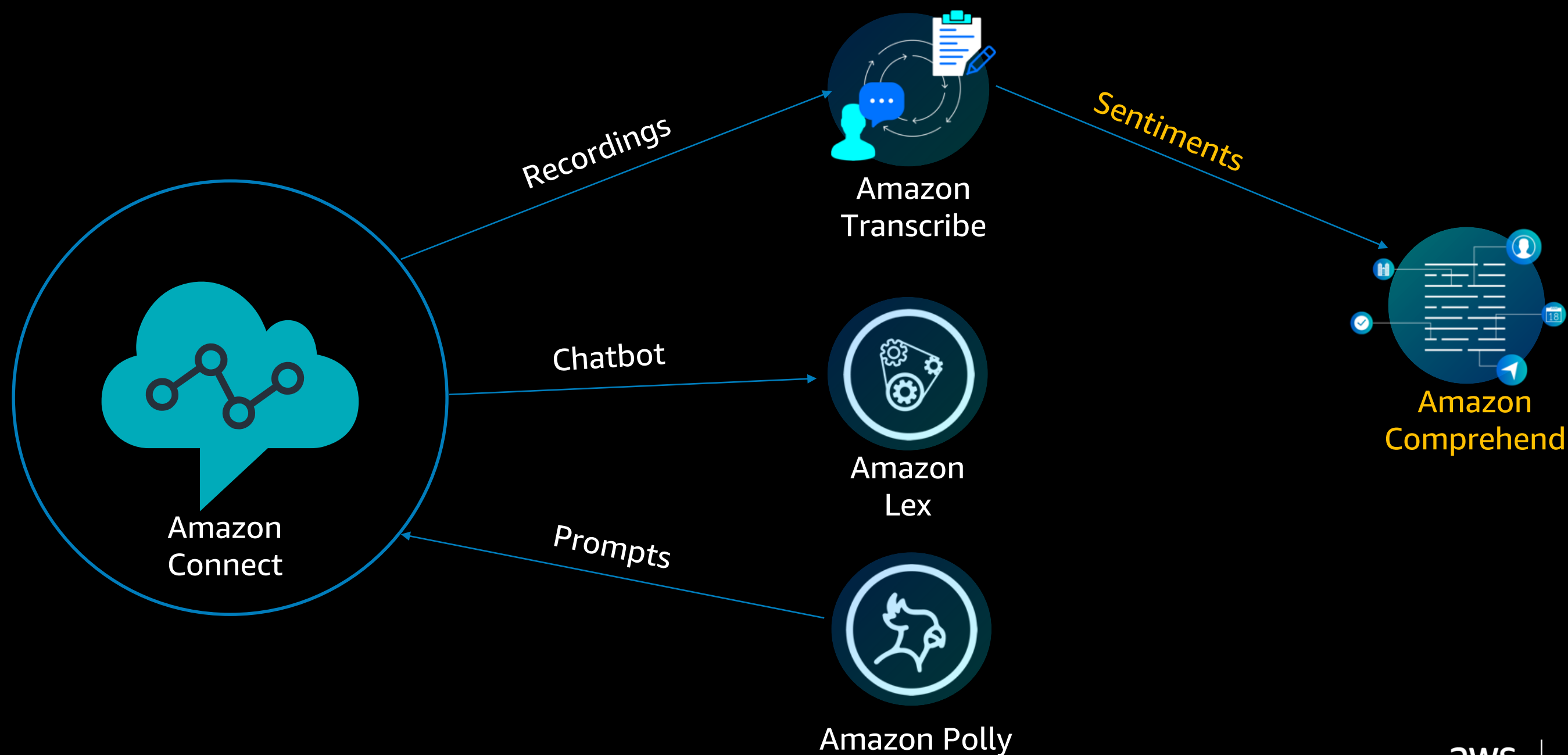
Discover insights and relationships in text



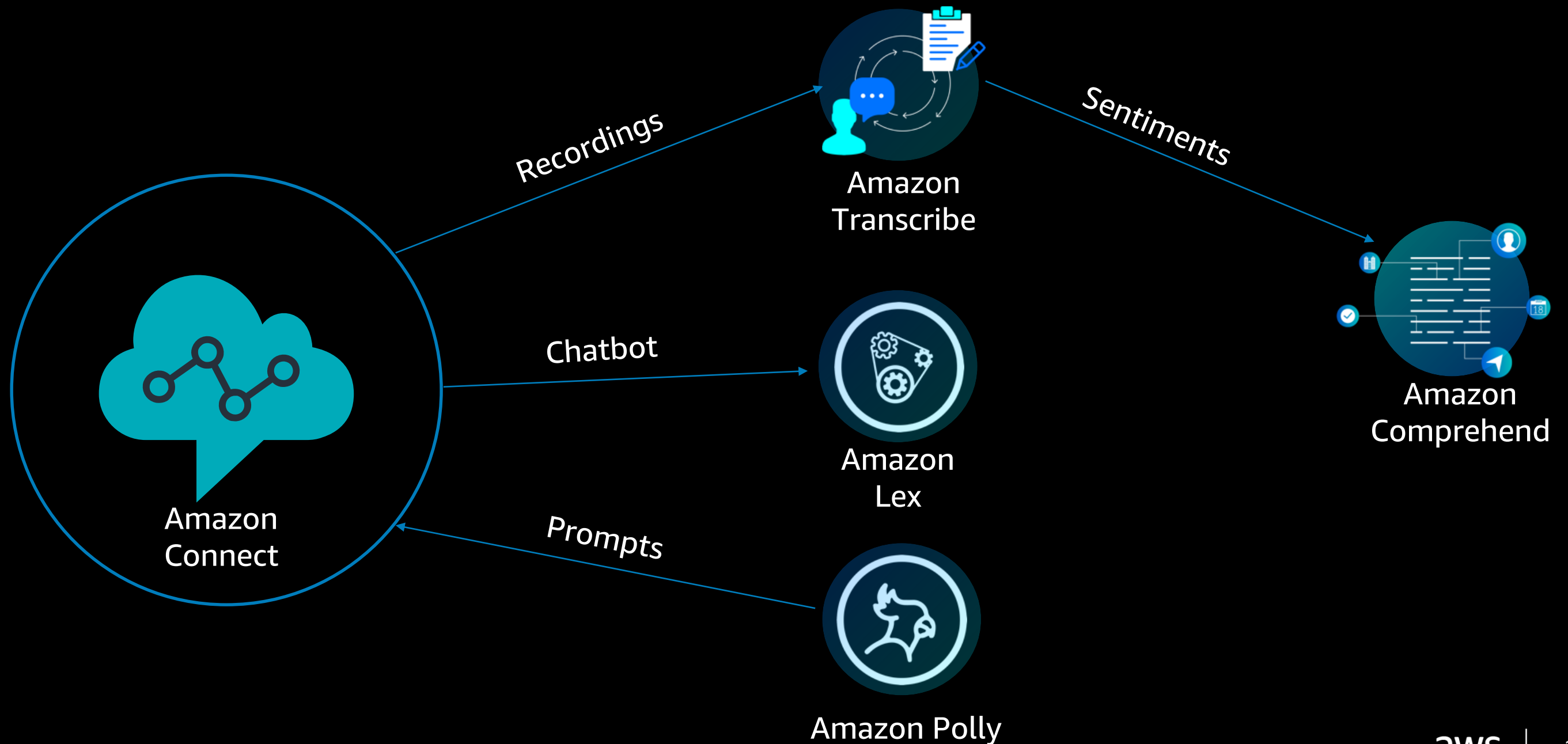
Amazon Comprehend



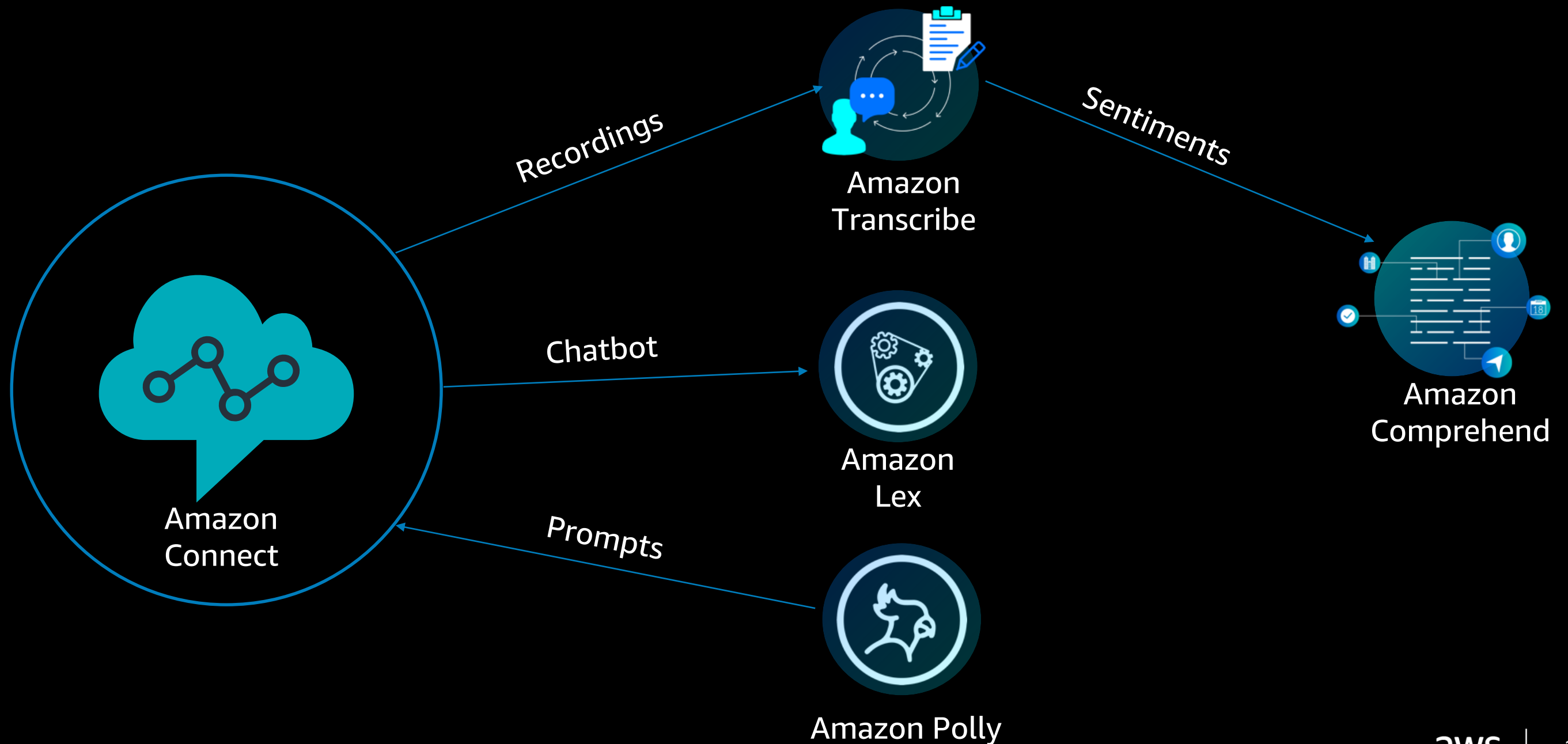
Demo – Amazon Comprehend



Amazon Connect Powered with ML



Demo - Amazon Connect Powered with ML



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