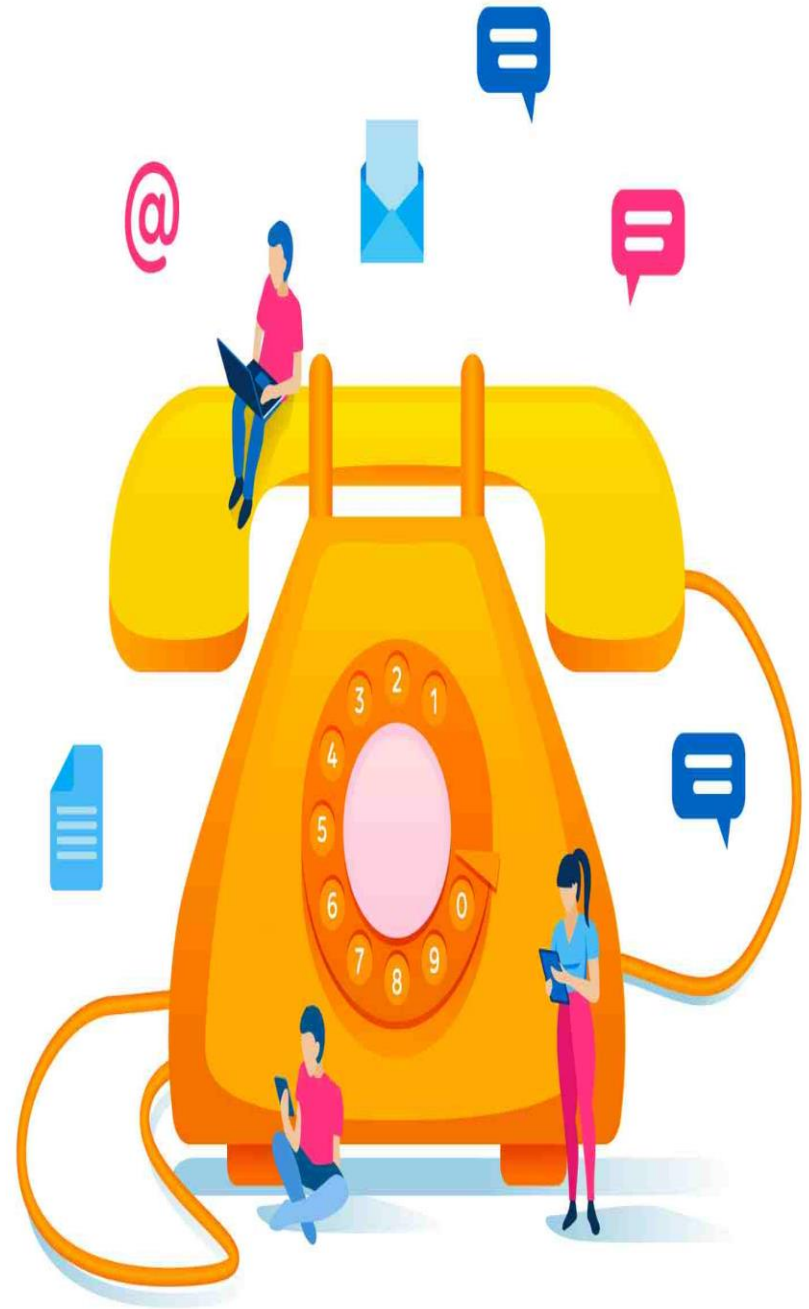


# Amazon Connect Enhanced Outbound Campaign Solution

*A reusable asset packed with outbound campaign*

February 2024



# Agenda

01

**Why** was Enhancement needed?

02

**What** is Amazon Connect Enhanced Outbound Campaign Solution?

03

**How** can this be implemented?

04

**Solution** Overview

05

**Solution** Components

06

**Contacts**

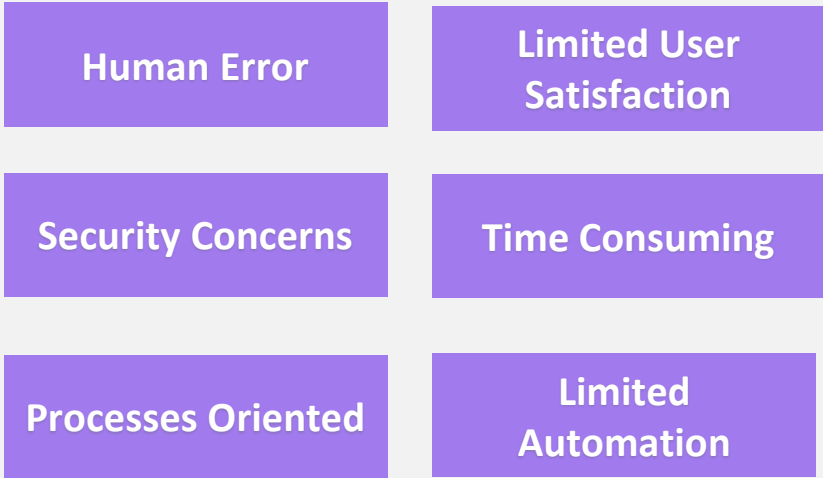
# Why was Enhancement needed?

Why was Enhancement needed?

# Common Challenges with existing campaign solution

**An Administrator** needs to login to multiple portals/tools to create, update, or monitor a campaign (Voice/SMS/EMAIL) by following a defined set of procedures.

**A customer** might miss the reminder which is part of a campaign, which might impact them as they might miss important appointments.



Common Challenges



Common Challenges

Time ↑  
Repetitive steps/Configurations/Review/Track

UX ↓  
Reduced customer engagement

Issues ↑  
Error Prone/Inconsistency/Less Traceability

Why was Enhancement needed?

# Existing Vs Enhanced Campaign Solution

The existing campaign and Enhanced campaign represent two distinct methodologies for overseeing and executing outbound campaigns across multiple communication channels (voice, SMS, and email)



## Existing

### Process and Methodology

- Manual upload and procedures

### Consistency and Reproducibility

- Reproducing the exact same setup

### Automation

- Limited automation
- Time-consuming and error-prone

### Monitoring

- Manual track and analyze the performance of outbound campaign

### Follow up

- No follow up notification scheduled



## Enhanced

### Process and Methodology

- Automated deployment of resources

### Consistency and Reproducibility

- Uses the same code to deploy the same setup

### Automation

- Emphasizes automation
- Reduces the likelihood of errors

### Monitoring

- Realtime monitoring of campaign executions and analyzing the performance of outbound campaigns

### Follow up

- Automated notifications can be sent to remind individuals for upcoming activities, overdue tasks, or missed opportunities

# What is an Amazon Connect Enhanced Outbound Campaign Solution?

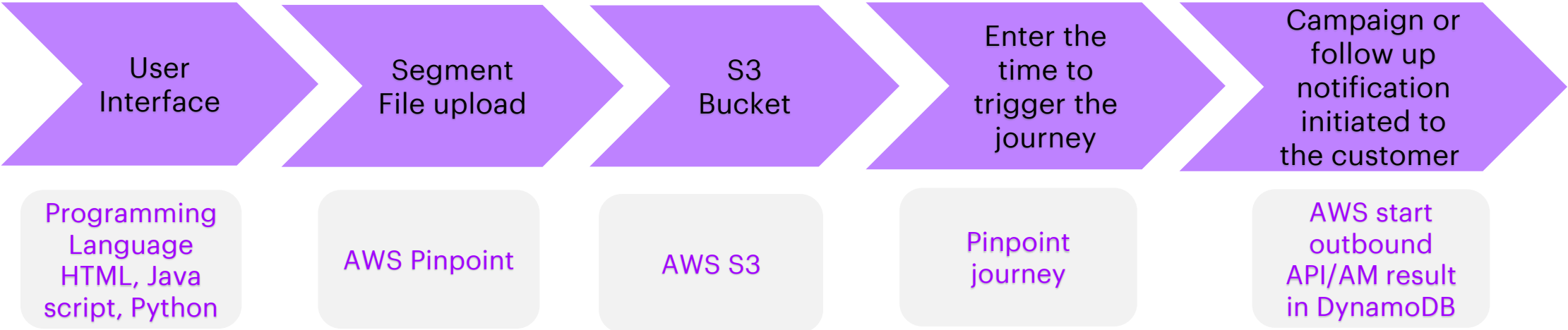
What is Amazon Connect Enhanced Outbound Campaign Solution?

# Enhanced Outbound Campaign

Automated, Unified portal for campaign management and Improved follow up actions

## Enhanced outbound campaign

The implementation of an enhanced outbound campaign aims to elevate the existing campaign asset architecture by streamlining personalized Voice, SMS, and Email Campaigns. This innovative asset simplifies traditional complexities, reducing time to market and ensuring easy management. Detailed metrics integration which enhances insights, facilitating efficient lead generation. The result is a refined and enriched outbound campaign management and marketing approach.



The primary goal of implementing an enhanced outbound campaign is to reduce the time and costs associated with campaign management and execution.



What is Amazon Connect Enhanced Outbound Campaign Solution?

# Advantages of Enhanced Outbound Campaign

Adopting an enhanced outbound campaign empowers organizations to attain heightened efficiency, consistency, and agility in the management of their outreach initiatives. Additionally, it facilitates proactive customer follow-up strategies in cases where there is no initial response, ensuring a more comprehensive and responsive engagement with the target audience.

Efficiency and Speed

Reduced Human Errors

Improved Customer Reach

Consistency

Resource Optimization

Enhanced Customer Satisfaction

Detailed Monitoring

Improved Automation

Security and Compliance

## Benefits of Enhanced Outbound Campaign

Time ↓

Automation/Reusability

UX ↑

Consistency/User Centric

Issues ↓

Extensive Auditability



What is Amazon Connect Enhanced Outbound Campaign Solution?

# Benefits of Amazon Connect Outbound Campaign

The enhanced outbound campaign offers a range of benefits, encompassing cost and time savings, improved user experience, efficient administration, and optimized lead generation



**Business Benefits**

Improved automation

Reduces manual efforts and optimizes workflow

Personalized and targeted campaigns

Unified Interface for campaign management

Less supervision and smoother operations

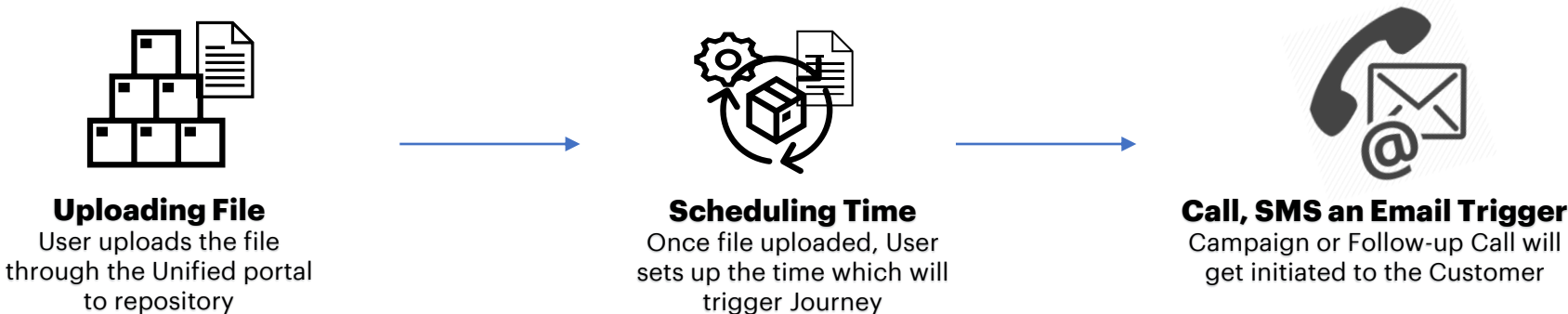
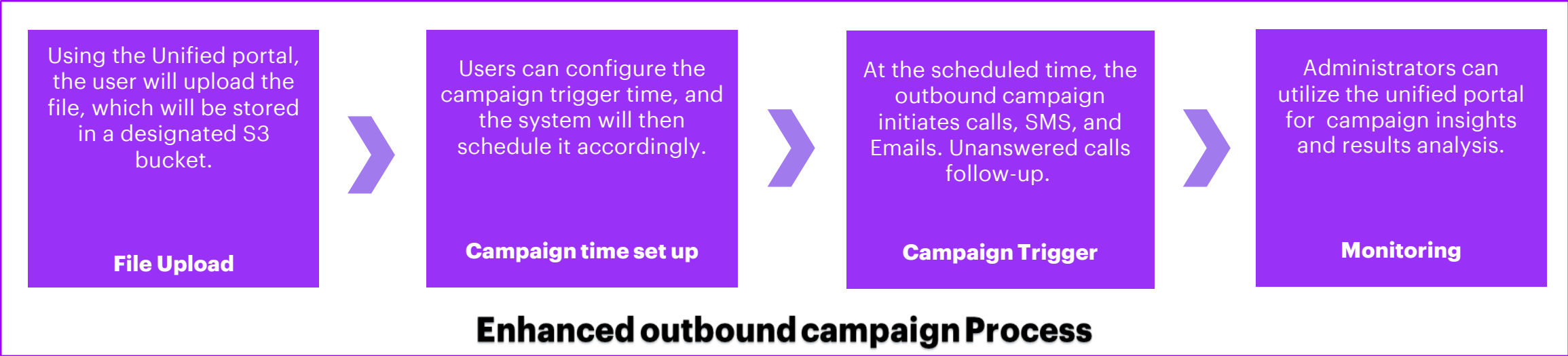
**Benefits of Enhanced Outbound Campaign Over Time**

# How can this be implemented?

How can this be implemented?

# Enhanced Campaign Process?

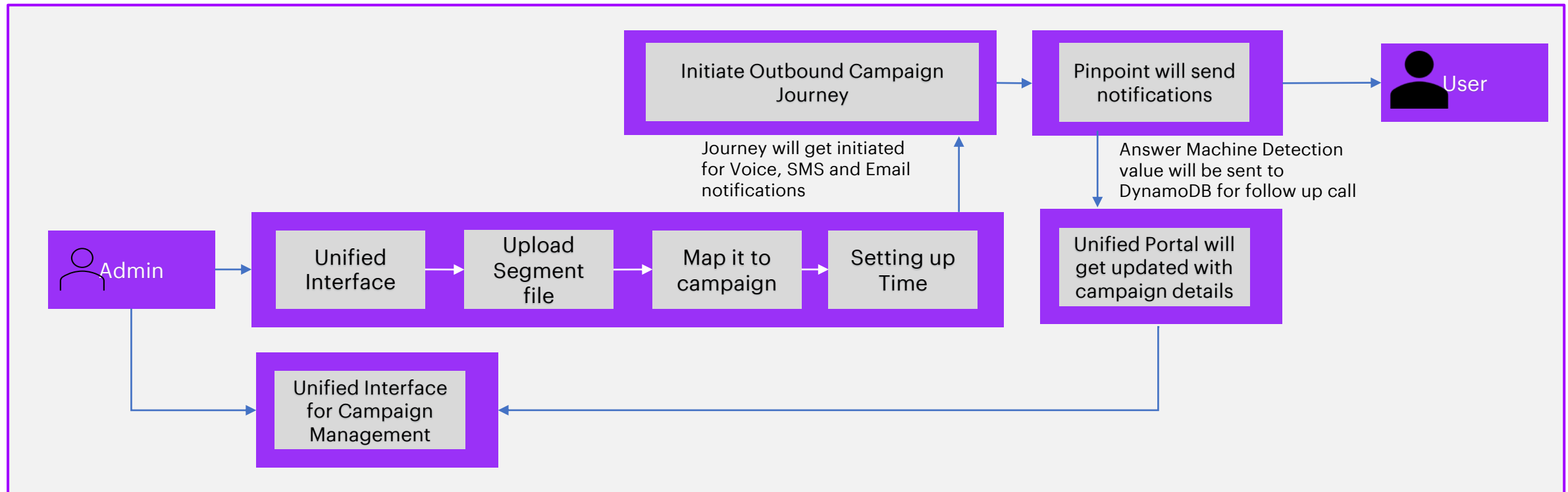
Admin securely uploads the segment file using the unified portal, to a repository which will be the source for the campaign segment file. The unified portal will also allow the admin to configure the campaign and initiate the campaign which will also be updated with the real time data of campaign execution results and history.



# Solution Overview

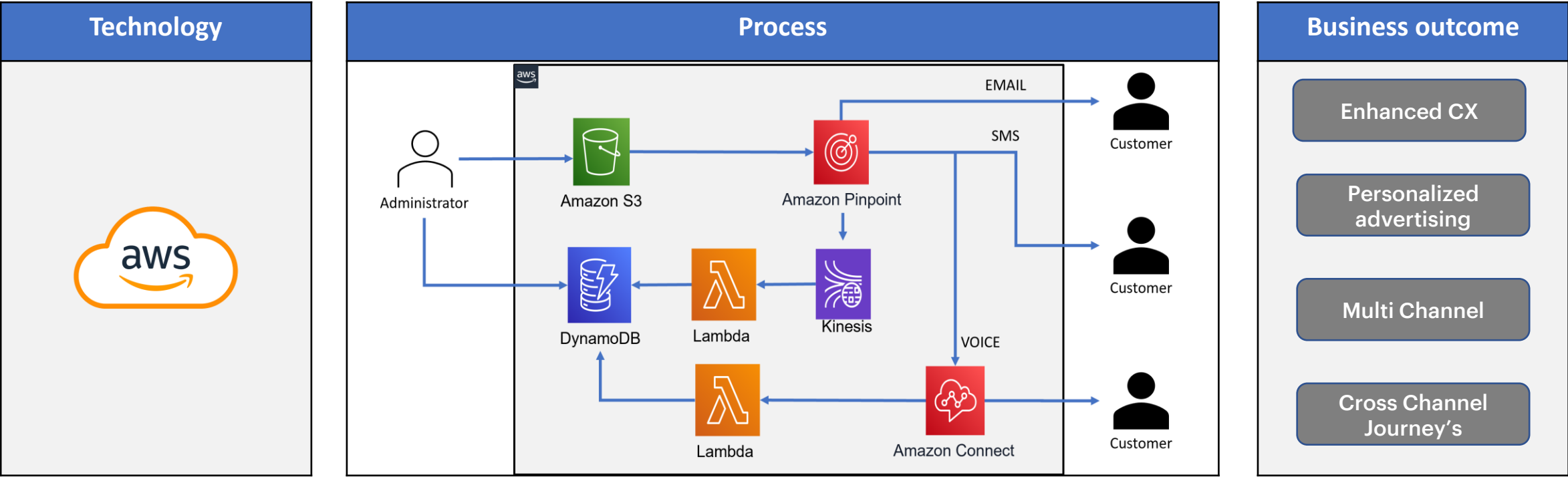
# Enhanced Outbound Campaign Approach

Admin securely uploads the segment file using UX, which ensures safe storage in the designated S3 bucket for data integrity. Additionally, the admin has the flexibility to set a specific initiation time for the journey, providing precise control over campaign scheduling. This configured timeline triggers the campaign and subsequent follow-up reminders, enabling strategic and well-timed engagement with the targeted customer. The unified portal serves as a centralized hub where campaign results can be easily accessed and analyzed.



# High Level Architecture

This architecture leverages AWS Pinpoint as the central hub for orchestrating Voice, SMS, and Email campaigns, seamlessly integrating with various AWS services. The Voice module utilizes Amazon Connect for voice interactions, integrating Lambda for dynamic functionality. The SMS Module employs Pinpoint's SMS features, integrating with Kinesis for real-time data processing. Email campaigns are managed through Pinpoint, with DynamoDB ensuring efficient data storage. S3 is integrated for scalable and secure storage for user's data required to set up the campaign and according to Answer Machine Detection, call follow-ups will be scheduled.



# 05

## Solution Components

# Key Solution Components of our Asset

As part of this asset, we have delivered code for commonly used contact center specific AWS resources along with example patterns. This code can be used for any contact centerspecific or independent application, projects, use cases or POC builds.



**PinPoint**



**Connect**



**DynamoDB**



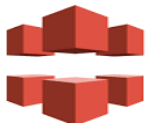
**Lambda**



**Kinesis**



**S3**



**CloudFront**



# 05

## Contacts

# Key Contacts



**Santhosh Natarajan**  
Accenture Leadership



**Arjun Balaraman**  
Management Consulting Senior Manager



**Dilip Kumar Singh**  
MC Delivery Manager



**Venkatasantosh V**  
Management Consultant



**Subrahmanya K.S**  
MC Delivery Specialist



**Laxmi Singh**  
Management Consultant Analyst

# Key References

## Getting Started:

1. <https://docs.aws.amazon.com/connect/latest/adminguide/how-to-create-campaigns.html>
2. <https://aws.amazon.com/blogs/aws/new-high-volume-outbound-communication-with-amazon-connect-outbound-campaigns/>



# Thank you

