Amazon Connect - Agent Workspace Recommendations

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AGENDA

- Agent Desktop Introduction
- Contact Center Landscape without Agent Desktop
- Key Features
- Significance of Agent Desktop
- Amazon Connect Agent Workspace
- Comparison among Leading Players
- Our Point of view on Agent desktop
- Meet the Team

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AGENT DESKTOP INTRODUCTION

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What is Agent Desktop?

360° VIEW

The Agent Desktop is a consolidated tool that provides agents easy access to tasks from omnichannel communication and gives 360° view of the Customer.

Allows agents to access the customer's profile and past interactions, keeps a record of all the activities, the status and outcome of each activity, and leads to a personalized and improved customer experience.

MULTI CHANNEL

It supports Multichannel toolbar, Application dispatcher, Channel-specific workspaces, Task management and Presence and Status codes.

Funnels all customer interactions – Voice, E-mail, Chat, Social Media, SMS, Mobile App/Web Video Call – Through a Single, Comprehensive Interface. This allows agents to handle Customer Exchanges across Multiple Channels, simultaneously.

SINGLE PANE OF GLASS

Integrate information under a "Single Pane of Glass" so agents can see who the customers are and how they are interacting with business.

Acts as an interface to back-end applications, content and databases, presenting only relevant resources in a Single Desktop.

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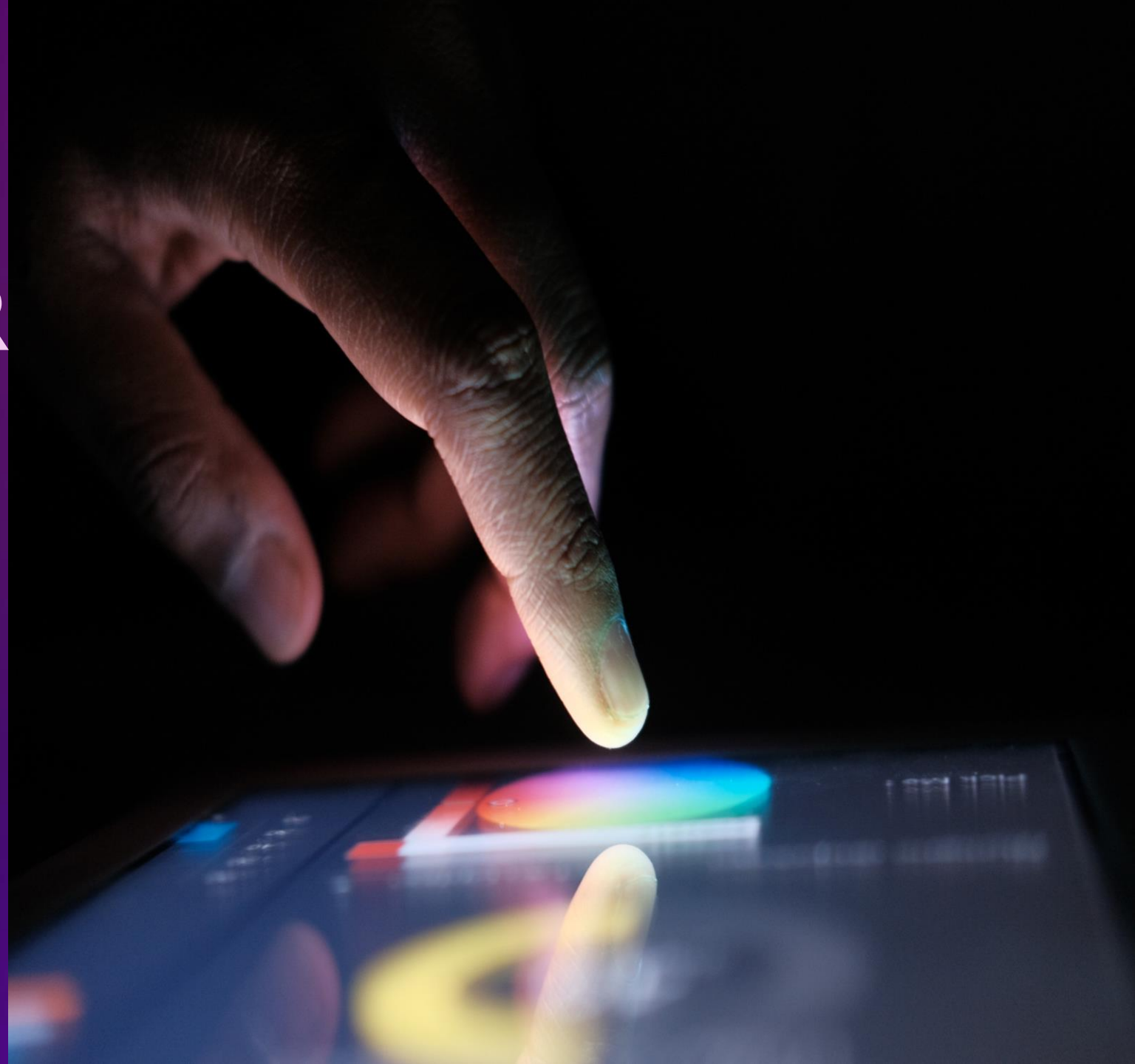
CONTACT CENTER LANDSCAPE WITHOUT AGENT DESKTOP



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Contact Center Landscape without Agent Desktop

"A growing area of concern for large contact centers is the amount of time agents waste switching between desktop applications, repeatedly entering the same data into separate systems – both during the call and in the post-call wrap-up phase."

– DataMonitor

51%*
Agents use the Customer Relationship Management (CRM) system

45%*
Agents uses Knowledge Management system

36%*
Agents uses Legacy Business application

46%*
Agents uses Reporting and Analysis system

- Unnecessary Operation Time
- Disjoined channel & experience
- Wasted time and efforts
- Lower resolution rate
- Manual process

Agent spends 15%* of their time searching for customer information

96%* of agents must manage multiple screens and applications within a call

On average £4.33* billion lost productivity across the industry

66%* customers want first-call resolutions

Contactable highlights that manual identity verification by agents adds 34 seconds to call times

** As per Ventana Research, California*

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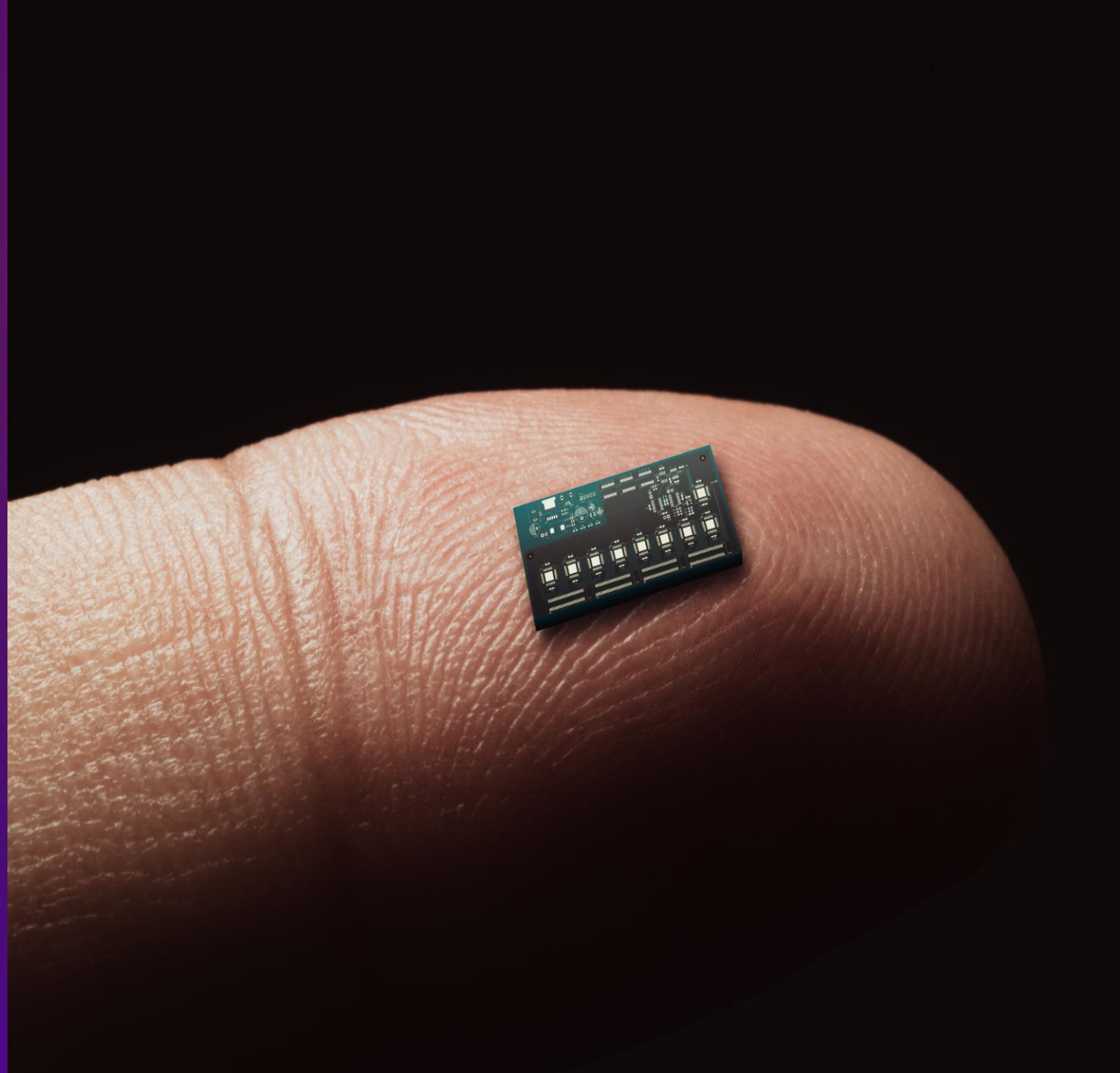
KEY FEATURES



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Key features

- Know who's contacting you
- Shows efficiency and professionalism.

- Multiple Channels to interact
- The customer connects to an expert using multiple channels, such as phone, email, chat, social media, and more, all from a single interface

- Understand the customer's Status.
- The agent knows the customer, his previous experiences and his current status. The customer appreciates the personalization and speed of service.

- Track, manage and improve
- Nurturing happy customers takes continuous evaluation of the contact center. What happens at the desktop is at the root of building the business intelligence required to manage and improve your business

- Non-intrusive application Integration.
- Fast, accurate service – what every customer desires. Even the angriest customer may be appeased because the agent is knowledgeable and responsive.

- Escalate issues without interruption; eliminate repetition by customer
- The customer is connected with an expert to fully resolve the issue or take it to the next level. Plus, the customer isn't exasperated from a complete disconnect within the organization.

- Agents may easily prioritize and organize their workload by managing their tasks
- Work queues from a unified desktop.

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SIGNIFICANCE OF AGENT DESKTOP

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Significance of Agent Desktop

1. Reduces Average Handling Time

Agent Desktop presents the information according to the flow of the call and prevents the agent from spending time navigating for information and guidance

2. Improves First Call Resolution

Agents must manage multiple interaction channels, business applications while guiding the conversation with the customer. With Agent Desktop all the information is just a click away

3. Real Time Reporting and Monitoring

The Agent Desktop gathers all the information of the customer in a single application and allows agents to access the information in real time. The Agent Desktop application provides real time and historical data for reporting and monitoring purposes

4. Increased Customer Satisfaction

The Agent Desktop is a critical tool to make the agent-customer interaction more seamless and personalized. Customers can expect faster, more consistent and accurate responses thereby impacting overall customer experience

5. Information Accuracy

The Agent Desktop eliminates redundant data entry while improving data accuracy. It streamlines all the error-prone tasks and optimizes application navigation on the desktop

6. Improved Agent Performance

Agents have access to all the systems they need through a single dashboard; it allows them to focus on the customer and their needs rather than fighting with technology

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AMAZON CONNECT AGENT WORKSPACE

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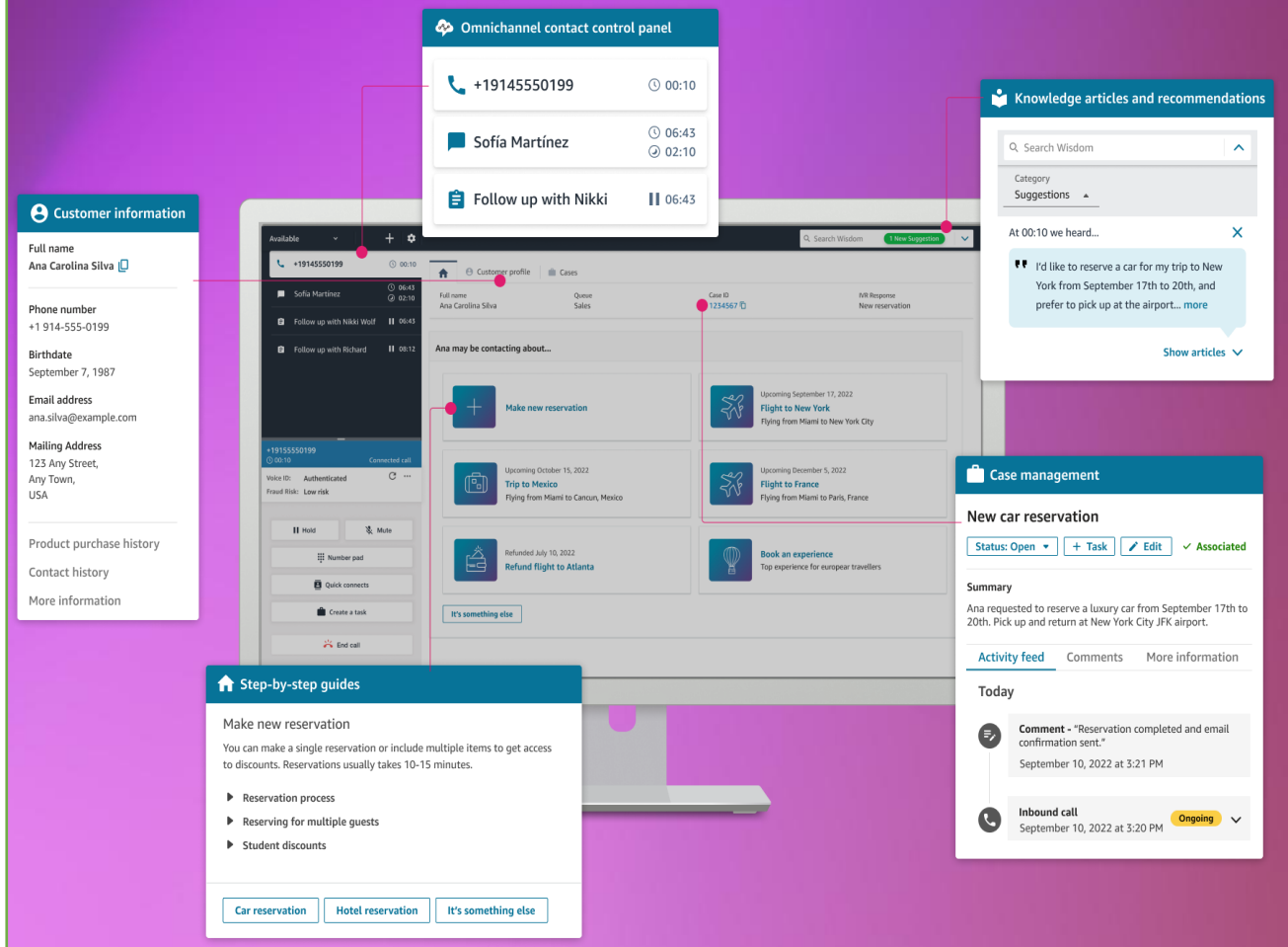
Amazon Connect Agent Workspace

Amazon connect provides Out-Of-the-Box Agent workspace solution which helps agent to get necessary information like customer details, case history, and also provides access to real-time recommendations.

The below are the components of Agent workspace:

- **Contact Control Panel** : Agents use it to accept Calls, Chats, and Tasks
- **Wisdom** : Real-time recommendations and Knowledge management
- **Cases Management**: The Case ID, and other related information powered by Amazon Connect Cases.
- **Step-by-Step guides** : Guided Information provided to Agent
- **Customer Profile :** Customer Information and Contact History



COMPARISON AMONG LEADING PLAYERS

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Agent Desktop Vendor Comparison

* Feasible with customization

Vendor	Solution Type	Summary	Agent Desktop	Supervisor /Admin Dashboard	CRM Integration	Digital Channel	Social Media	Co-Browse	Screen Share	Reporting and analytics	Omnichannel Transfers	Ticket Management	WFM Integration	Voice Chat
Amazon Connect	Cloud Contact center solution by AWS	• Started in 2017 • Headquartered in Washington, USA • More than 1000 customers are using amazon cloud contact centers • Major clients includes National Australia Bank, Truist and Intuit	✓	✓	✓	✓	✓	✗	✗	✓	✓	✓	✓	✓
NovelVox	Agent Desktop	• Founded in 2013 • Headquartered in NY • FinTech breakthrough award 2018 • Notable clients include: Klarna, Provident Financial Group and Co-op	✓	✓	✓	✓	✓ *	✓	✓	✓	✓	✓	✓	✓
Comstice	Agent Desktop	• Founded in 2002 • Headquartered in DE, USA • Provide support for migration to amazon Connect, Wallboard with webphone and softphone, reporting solution, mobile app	✓	✓	✓	✓	✓ *	✗	✗	✓	✓	✓	✓	✗
Surfly	Co-browsing, video/voice chat and screenshare	• Founded 2012 • headquarters in Amsterdam, Netherlands • Co-browsing, video/voice chat and screensharing	✓ *	✗	✓	✓	✓ *	✓	✓	✓	✓	✗	✗	✓
opentext Qfiniti	Agent Desktop and workforce management	• Founded 1991 • Headquartered in Waterloo, Canada • Notable clients include: Asurion, HSN and Transcom	✓ *	✓ *	✓	✓	✓	✗	✗	✓ *	✓	✗	✓	✓
AMEYO	Agent Desktop and Ticket management service	• Founded 2007 • Headquartered Gurgaon, Haryana • Enterprise Asia Customer Self-Service – High Performer. • Notable clients: OLA, ZOHO, BYJU, Standard chartered, Swiggy	✓	✓	✓	✓	✓	✗	✗	✓	✓	✓ *	✓ *	✗
uniphore	Conversational AI and Automation software provider	• Established 2008 • Headquartered in CA, USA • Software for conversational analytics, assistance and security. • Notable clients: Accenture, NTT, DHL	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗

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Our Point of View on Agent Desktop

Our Point of view is that Agent desktop will empower Contact Center Agents by providing access to Knowledge base, Support Forums, Customer view and Interaction history via Contact management tools across various channels.

Enabling them to resolve customer issues quickly and efficiently leading to an increase in First Call Resolution Rates, Average Handle Time, Agent Productivity and Better Customer Experience.

Our goal is to have Agent Desktop as an integrated component of every Contact center solution

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MEET THE TEAM

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