

GN Song

Amazon Connect Agent Workspace Capabilities Playbook

Enhancing Customer Experience



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Introduction To Agent Workspace

Amazon Connect Workspace will empower agents with a unified generative AI-powered experience in just a few clicks.

Display everything in a single agent experience

Amazon Connect agent workspace is a single, intuitive application that provides agents with all the customer information and step-by-step guidance they need to onboard faster, resolve issues more efficiently, and improve customer experiences.

Guide agents to faster resolutions

Resolve customer issues quickly and accurately by automatically identifying customer issues and recommending appropriate actions to take and providing all interaction details in one place.

Design agent workflows easily

With no coding, the right information can be presented to agents, at the right time. Contact center managers can use the no-code drag-and-drop interface to easily design and modify agent UI and workflows.

How?



AMAZON CONNECT AGENT WORKSPACE

Amazon Connect agent workspace integrates all your agent tools on one screen. You can customize the workspace to present agents with step-by-step guidance to resolve customer issues faster.



AMAZON CONNECT CUSTOMER PROFILES

With Customer Profiles, agents have all the customer information they need in a single place so they can provide more personalized customer service quickly and efficiently.



AMAZON CONNECT CASES

Agents can document customer issues with all the relevant case details facilitating tracking, collaborating and faster service all within a single-unified view.

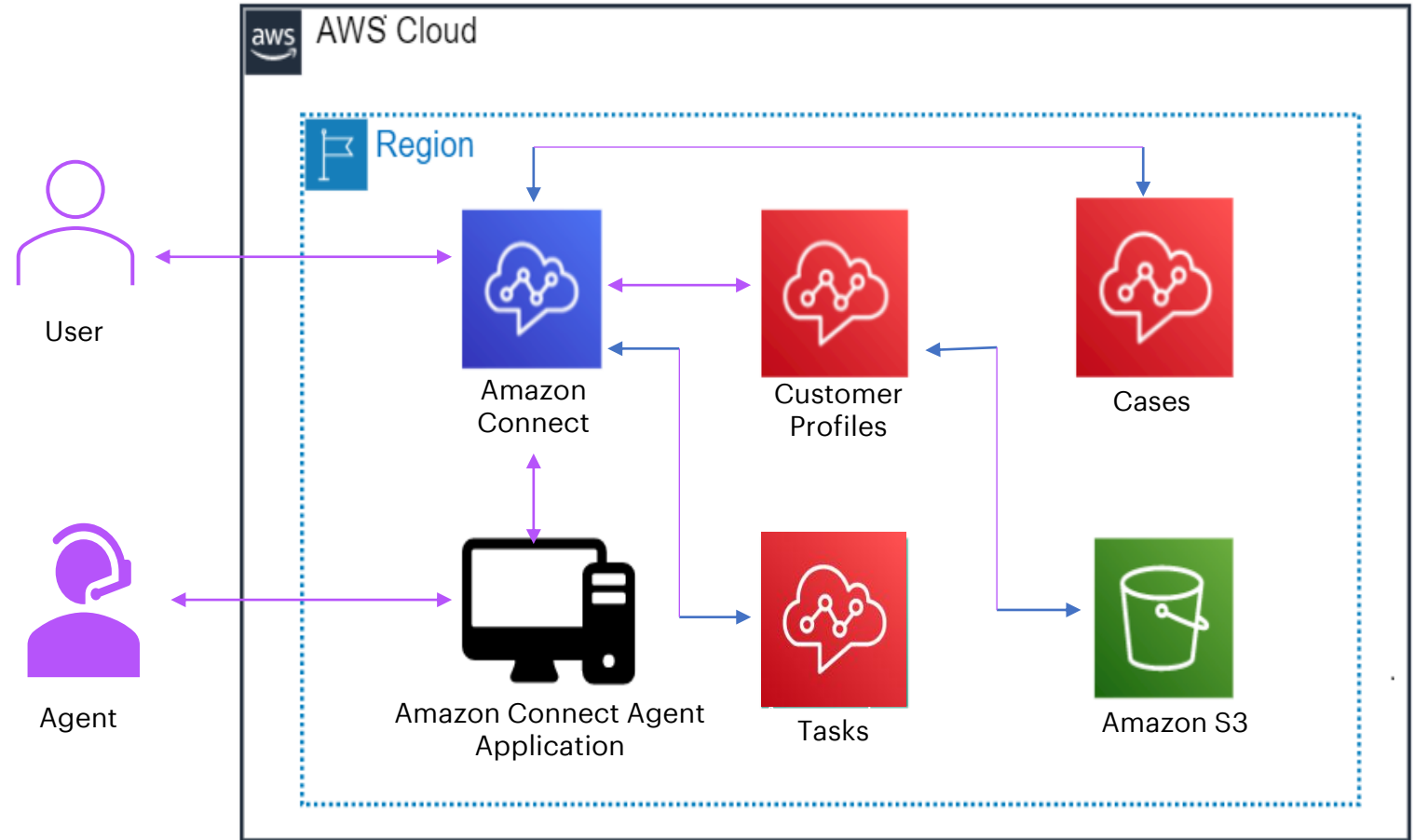
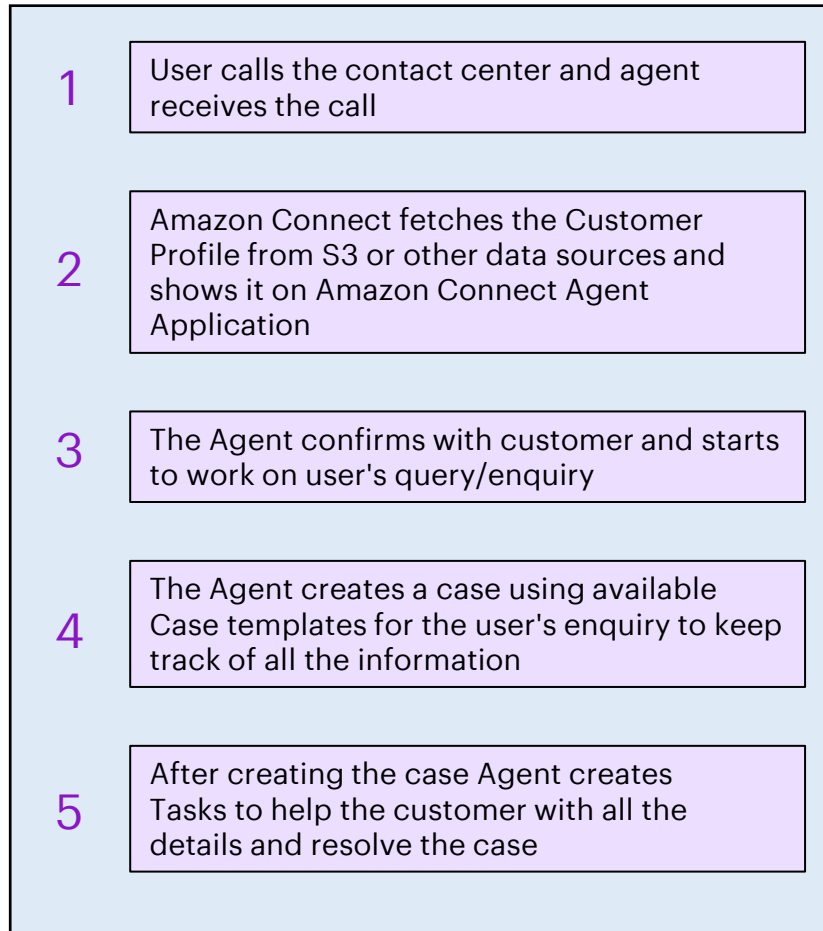


AMAZON CONNECT TASKS

Prioritize, track, manage and automate tasks for contact center agents. Amazon Connect Tasks allows agents to create and complete tasks in the same user interface where they take calls and chats.



Agent Workspace involves real-time communication between its different capabilities for efficient customer service and management.





In-app, web and video calling capabilities : Now natively backed by Amazon Connect

Using the fully managed communication widget or SDK, you can implement Amazon Connect's in-app, web, and video calling capabilities with as little as a single line of code.

You can use these capabilities to pass contextual information to Amazon Connect in order to personalize the customer experience based on attributes such as the customer's profile.

With these capabilities, you can use the same configuration, routing, analytics, and agent application as with voice calls and chats, saving costly integration time, license fees, and maintenance expense.

Available regions for app ,web and video calling capabilities – N. Virginia, Oregon, Singapore, Sydney, Tokyo, Seoul, Canada, Frankfurt, London

Tasks

Amazon Connect Tasks guide agents to a faster resolution



Prioritize and distribute work across disparate applications

Amazon Connect Tasks enables contact centers to intelligently route work to the agents with required skills and expertise based on priorities such as completion time or critical operating needs in real-time.



Automate agent tasks and repetitive workflows

Amazon Connect Tasks allows managers to streamline workflows by automating repetitive processes and connecting data across different applications to handle common customer service tasks.



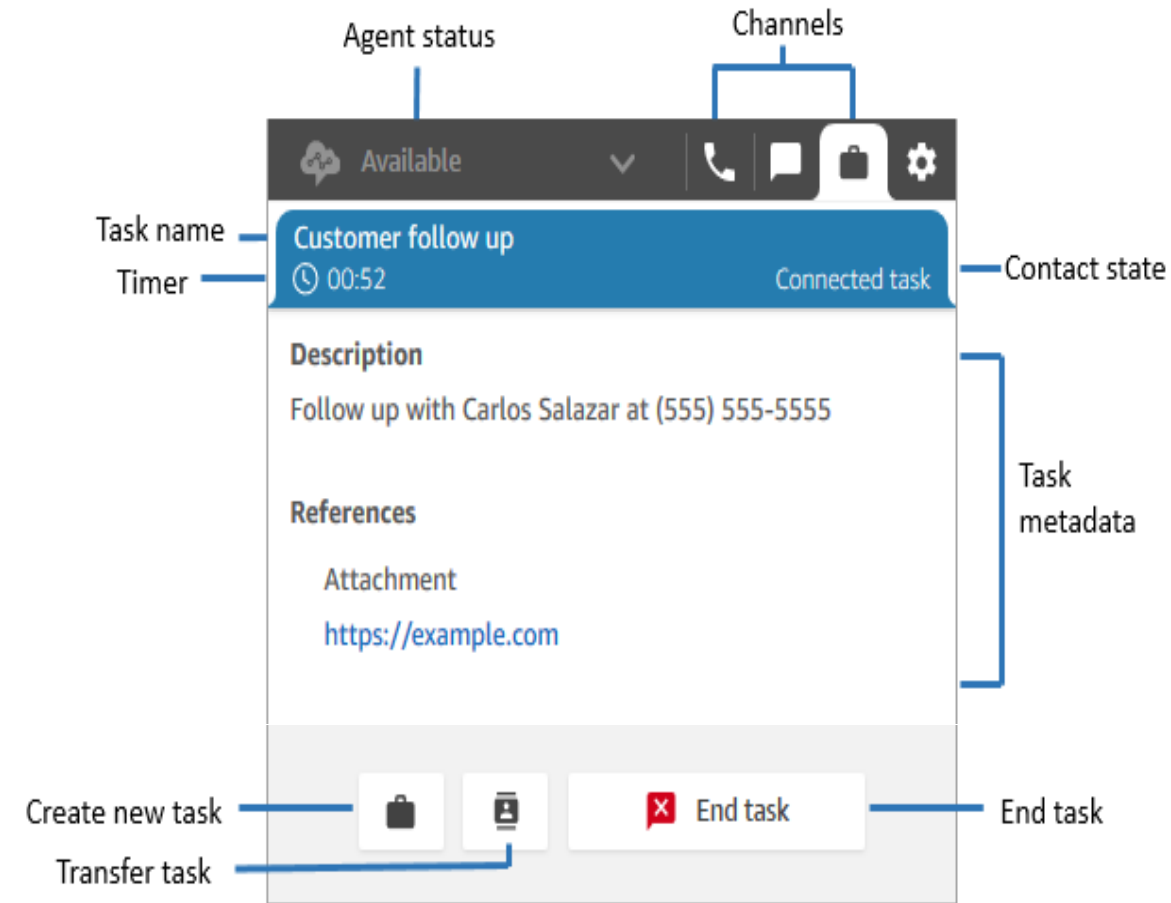
Consolidate all agent work in one interface

Empower your managers with visibility into agent work to drive efficiency. Real-time and historical dashboards track key metrics like task assignment and handling time highlighting agent workload and performance.



Leverage built-in connectors and flexible APIs

Easily create and assign tasks to agents using built-in connectors for business applications like Salesforce and Zendesk by configuring Amazon Connect to automatically generate tasks based on activity in these applications.



Agents handle tasks in their (CCP), and receive a notification with all the details that they might need to complete the task.

Customer Profiles

In an evolving technological landscape, the edge for businesses lies in overcoming challenges for providing a hyper-personalized customer experience.



In a scenario when customers contact a business, understanding their journey before they reach the contact center can immensely help in delivering a personalized self-service and agent experience.



Data such as their past hold times, customer sentiment or recent business transactions can go a long way in providing effective customer resolution and improving customer satisfaction.



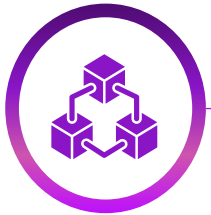
Consolidating this customer data into a single profile from different business applications is challenging and complex. **Amazon Connect Customer Profiles solves this challenge by consolidating data into a single profile.**

Amazon Connect Customer Profiles consolidates customer information in a single place empowering agents and Interactive Voice Response systems (IVR) to deliver faster and more personalized customer service.

A Customer profile is a record that stores contact history combined with information about customers, such as account number, additional information, birth date, email, multiple addresses, name, and party type.

After you enable Amazon Connect Customer Profiles, a unique customer profile is created for every contact. This allows you to create a customer profile that has all the information agents need during customer interactions in a single place at no charge.

With Amazon Connect Customer Profiles, Contact Centers have the customer information they need in a single place empowering agents and Omni-Channel systems to deliver faster and more personalized customer service.



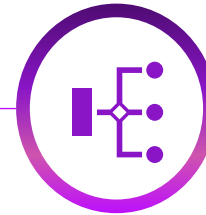
Automation

- Customer Profiles alleviate some of the workload agents face by implementing **numerous automated features**.
- This means less manual work for the agent and **minimal downtime** for the customer.



Quicker Solutions

- Customer profiles give agents the resources they need to **navigate inquiries with ease**.
- Agents can provide **quick solutions** to each customer, spending less time searching for the information they need.



Unifying Information

- Regardless of the type of inquiry, agents have access to all the information needed to provide an **unwavering experience**.
- Each customer is unique, and it is essential that agents have crucial data available to **deliver personalized solutions** without delay.

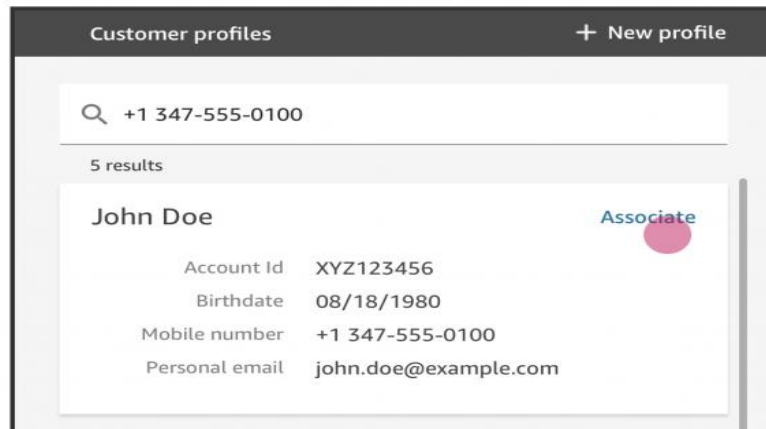


Customer Support from every angle

- Amazon Connect allows agents to manage requests from mobile or desktop devices while having **access to all customer data** along the way.
- It makes for a more straightforward experience for the agents and a much **quicker route to a solution** for the customer.

Next-gen technologies enable seamless integrations to generate, retrieve and analyze Customer Profiles.

1 Auto-populate customer profiles using contact attributes

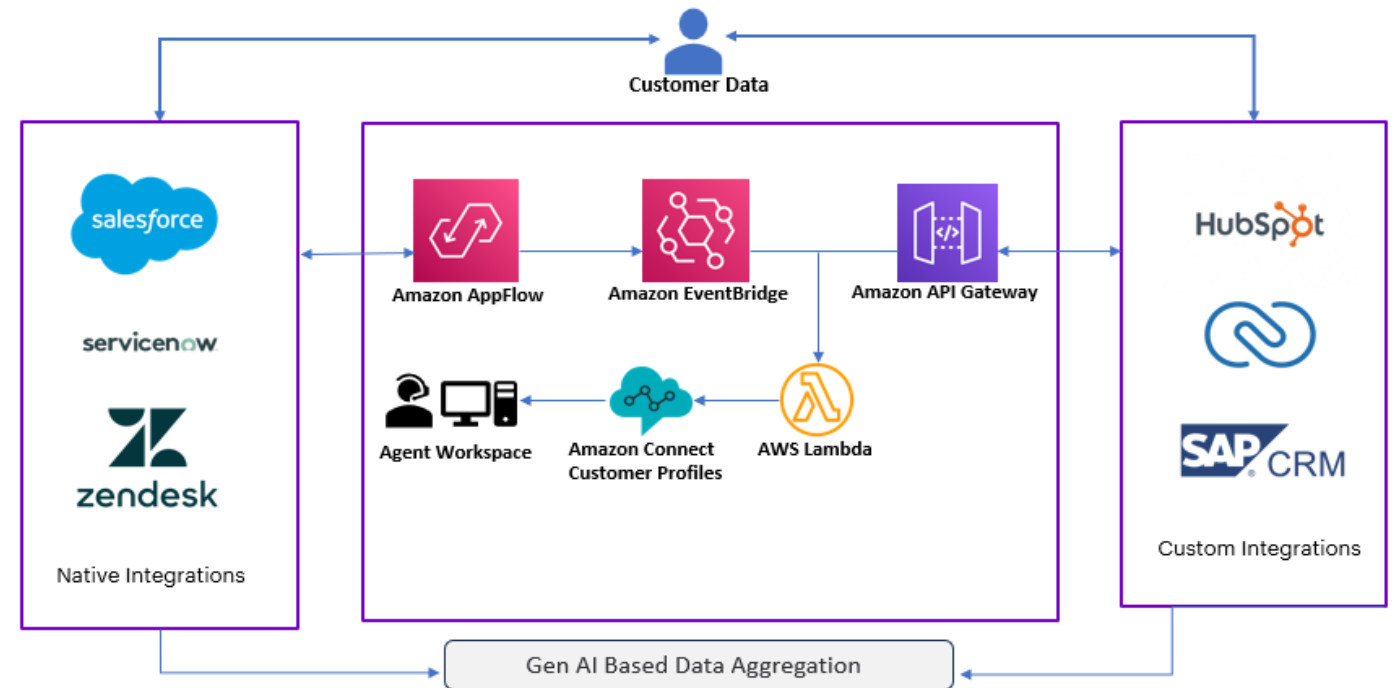


2 Consolidate similar profiles using identity resolution

There can be multiple profiles when customer records are captured across multiple channels and applications for the same customer, and do not share a common unique identifier.

Identity Resolution automatically finds similar profiles and consolidates them by running the job on a weekly basis.

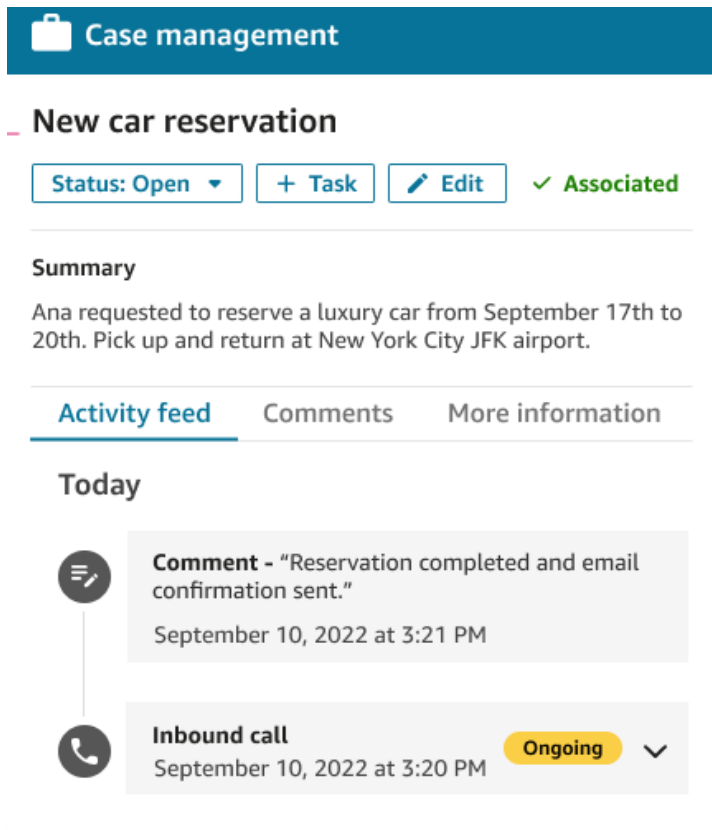
3 Integrations using generative AI



- Amazon Connect provides a set of **pre-built integrations powered by Amazon AppFlow and Amazon EventBridge**. These integrations can be used to combine information from **external applications such as Salesforce, Zendesk, ServiceNow, Marketo** with contact history from Amazon Connect.
- Customers can also integrate homegrown applications and data stores using the Amazon Connect Customer Profiles APIs.

Cases

Amazon Connect Cases allows your agents to track and manage customer issues that require multiple interactions, follow-up tasks and teams in your contact center.



Case management

New car reservation

Status: Open + Task Edit Associated

Summary

Ana requested to reserve a luxury car from September 17th to 20th. Pick up and return at New York City JFK airport.

Activity feed Comments More information

Today

- Comment** - "Reservation completed and email confirmation sent."
September 10, 2022 at 3:21 PM
- Inbound call**
September 10, 2022 at 3:20 PM Ongoing

Amazon Connect Cases enables your customer service organization to track, collaborate, and resolve customer cases.

A case represents a customer's issue. It is created to record the customer's issue, the steps and interactions taken to resolve the customer's issue, and the outcome.

By making it easier to track customer issues, Cases makes it possible to accelerate resolution times, improve efficiency, and reduce errors to help increase customer satisfaction.



View case history and activity in one place

Agents view all details of the customer issue within the unified agent workspace. The timeline view shows agents the case at a glance, removing the need for agents to go back and forth between applications.



Take action with task management

Reduce resolution time and improve efficiency by using Amazon Connect Tasks with Cases. A case will capture and include prior and pending actions needed to resolve the issue making it easier for agents to create, prioritize, and monitor work assigned to other agents or teams.



Get started in a few clicks

Turn on Cases and configure permissions, flows, fields, and templates, all within Amazon Connect. No third-party tools or integrations are required.



Automatically capture case data from your IVR and chatbots

When agent assistance is required, the contact will then be routed to an available agent, with the relevant case attached, resulting in improved average handle time and first-contact resolution.

Unified Agent Experience

Key Outcomes

For Agents

- Accessible via the web and single sign on
- Customer data insights with auto pop profiles and case management
- Assistance with AI powered knowledge recommendation and pre-configured guides

For Customers

- Workspace out of the box for free with high availability and no management
- Self service configuration in the AWS console and Amazon Connect admin portal

Omnichannel contact control panel

- +19145550199 00:10
- Sofia Martínez 06:43 / 02:10
- Follow up with Nikki 06:43

Knowledge articles and recommendations

Search Wisdom

Category Suggestions

At 00:10 we heard...

I'd like to reserve a car for my trip to New York from September 17th to 20th, and prefer to pick up at the airport... [more](#)

Show articles

Customer information

Full name: Ana Carolina Silva

Phone number: +1 914-555-0199

Birthdate: September 7, 1987

Email address: ana.silva@example.com

Mailing Address: 123 Any Street, Any Town, USA

Product purchase history

Contact history

More information

Case management

New car reservation

Status: Open + Task Edit Associated

Summary

Ana requested to reserve a luxury car from September 17th to 20th. Pick up and return at New York City JFK airport.

Activity feed Comments More information

Today

- Comment - "Reservation completed and email confirmation sent." September 10, 2022 at 3:21 PM
- Inbound call September 10, 2022 at 3:20 PM Ongoing

Step-by-step guides

Make new reservation

You can make a single reservation or include multiple items to get access to discounts. Reservations usually takes 10-15 minutes.

- Reservation process
- Reserving for multiple guests
- Student discounts

Car reservation Hotel reservation It's something else

Step-by-step guide

Steps to create guided experiences

You can create workflows that walk agents through custom UI pages that suggest what to do at a given moment during a customer interaction.

Legacy Processes → Guided Workflows

New agents struggle while experienced ones deliver an inconsistent experience due to high cognitive load

Time wasted researching, locating and assembling the right solution

Surface likely solutions to the agents

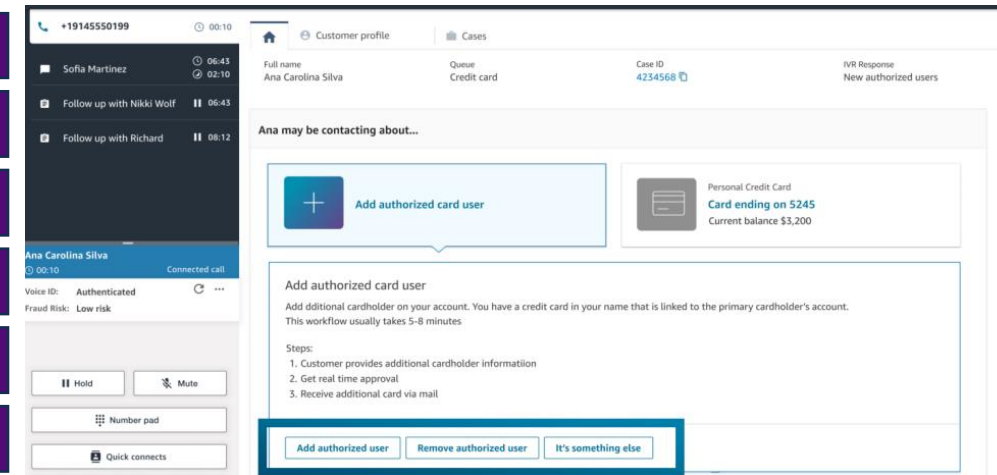
Display most likely topics

Give agents a summary of the chosen topic

Offer actions the agents can take

Guide agents through workflow one step at a time

Give agents scripts to read out loud to customers



Outcomes



Reduced onboarding time by **50%**



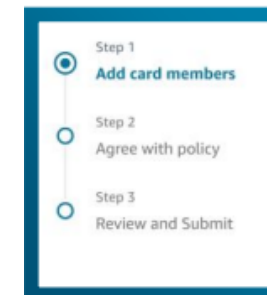
Reduced average contact handle time (AHT) by up to **35%**



Reduced average time to proficiency by **40%**



Reduced agent heart rates!



I have successfully removed 1 user

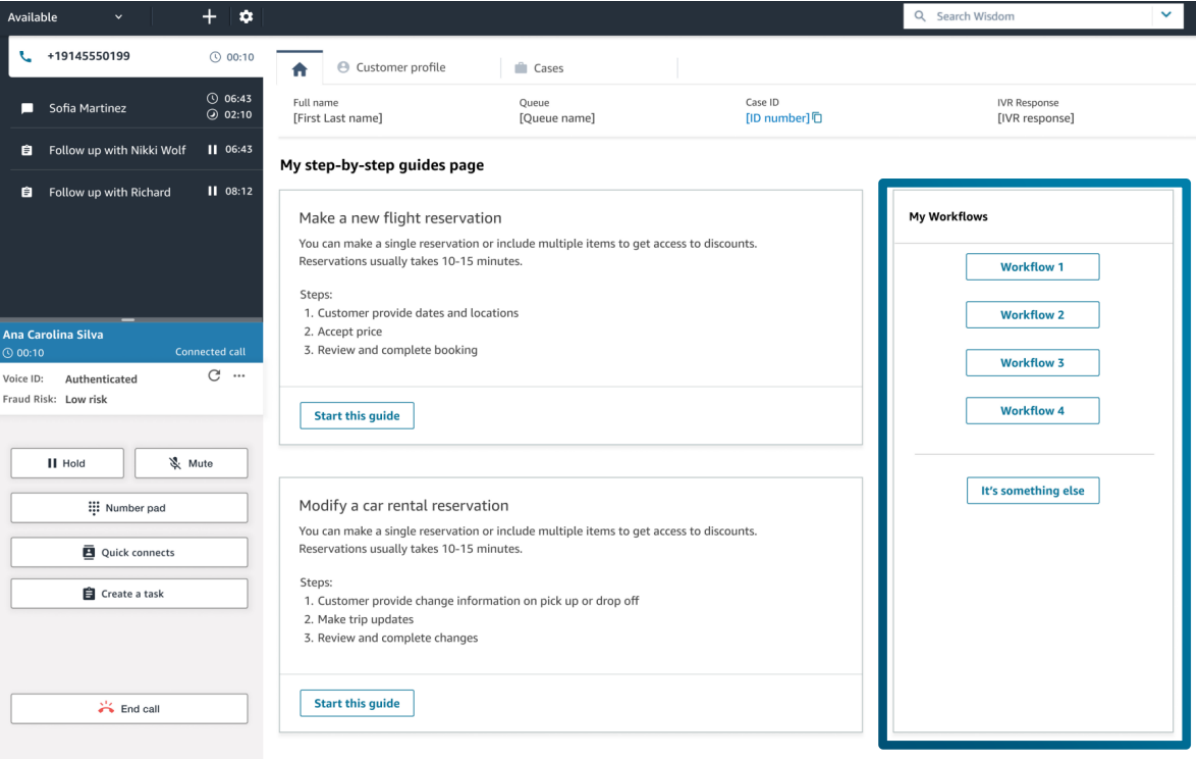
You will be receiving a confirmation email shortly.
Is there anything else I can help with today Ana?

Close this workflow

Customize as per agent needs

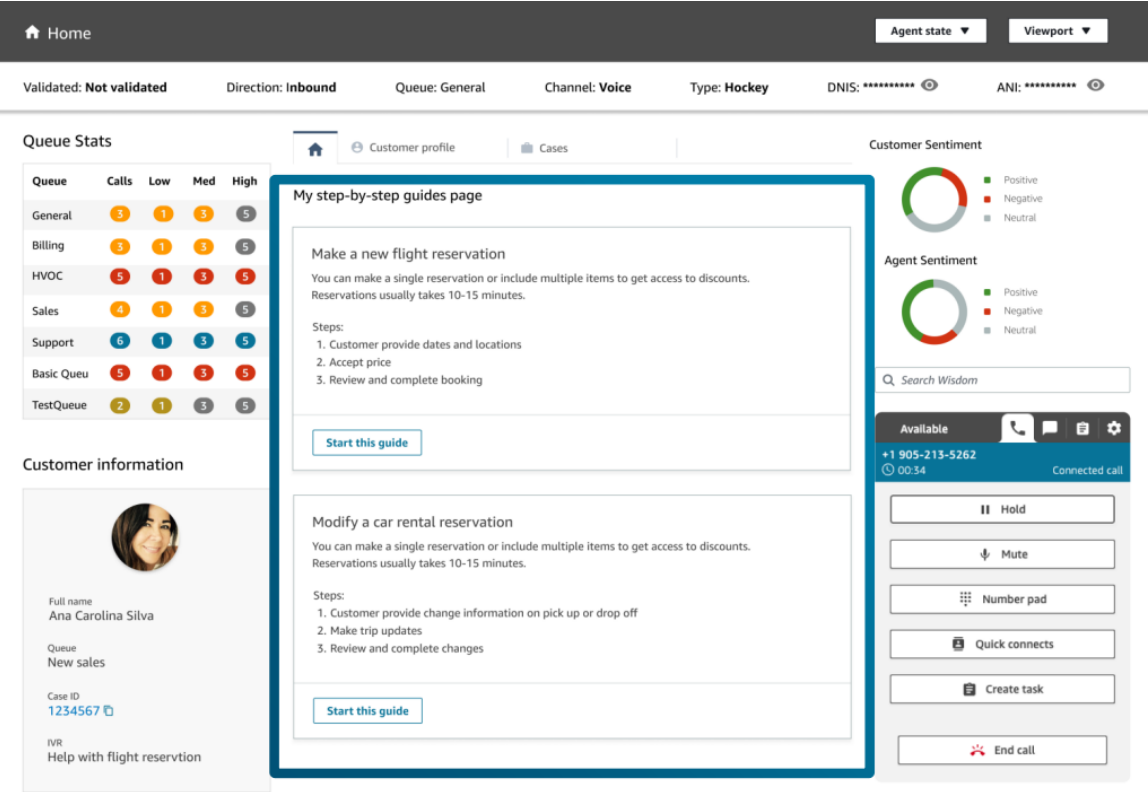
Guided workflows can be customized and embedded as per your agent and business needs

Customize the user experience



Rearrange the guides to fit your agent needs

Embed guides as widget



Give your agents guides in homegrown agent workspace

Views

Amazon Connect includes a set of views that you can add your agent's workspace.

Page Heading

Description of package or include multiple items to get access to discounts. Reservations usually takes 10-15 minutes.

Example Attribute

Example 2 Attribute 2

Example Attribute

Example 2 Attribute 2

Example Attribute

Example 2 Attribute 2

Action 1

Action 2

Details View

Source Sales

Case ID 1234567

Case New reservation

Attribute 1 Attribute

Back to home

Modify reservation Cadillac XT5

Pick up details

Location New York City JFK Airport

Day 07/23/2022

Time 10AM - 12PM

Drop off details

Search for location

Day 07/28/2022

Time 10AM - 12PM

Cancel

Confirm reservation

Form View

+

Make new reservation

Upcoming Dec 5, 2022

Trip to mexico

This card doesn't have any content

Upcoming Dec 5, 2022

Refund trip to Atlanta

Short optional decription here and should fit in 1 line.

It's something else

Cards View

List View Column

Icon

List item 1 with link >

Optional description here with no characters limit Optional description here with no characters limit

Optional description here

Icon

List item 3 without link

Optional description here with no characters limit

Icon

List item 4

Optional description here with no characters limit

List View

I have updated your car rental reservation for pickup on July 22.

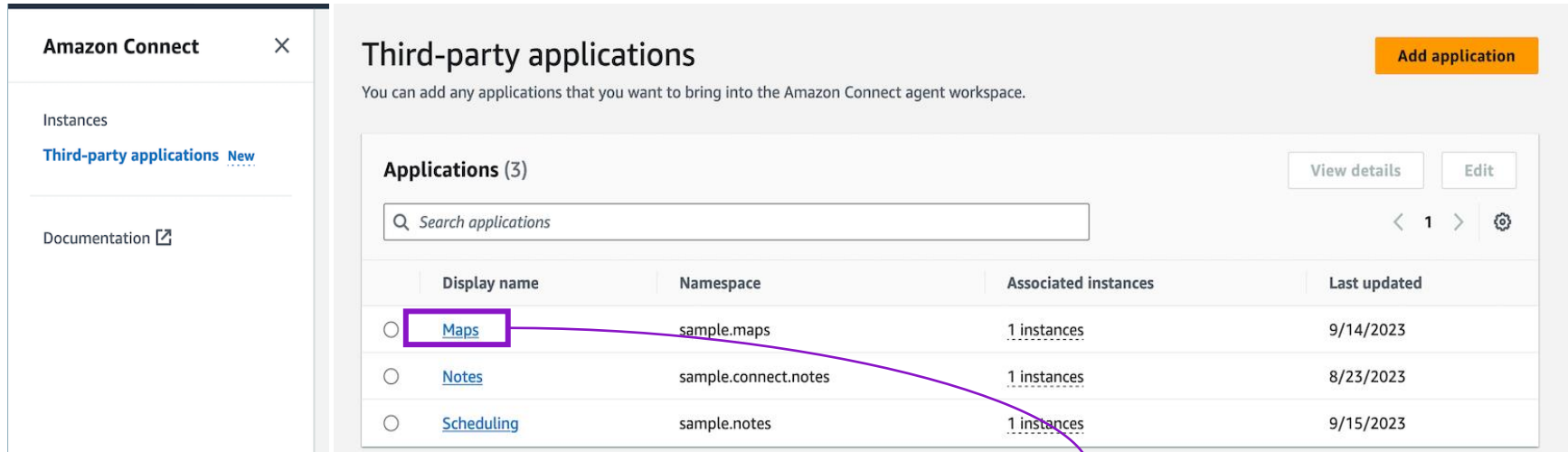
You will be receiving a confirmation shortly. Is there anything else I can help with today?

Back to Home

Confirmation View

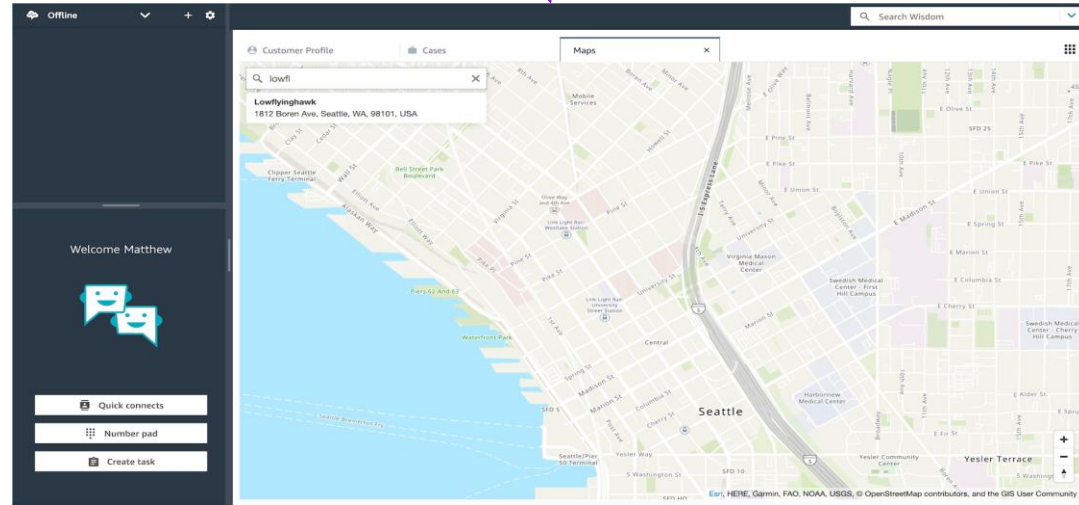
Third Party Integrations with Agent Workspace

Amazon Connect now allows you to add third-party applications to the unified agent workspace, giving agents everything at their fingertips to deliver the best service to customers.



Amazon Connect agent workspace integrates your entire agent experience into one screen while supporting your company's specific use cases. You can integrate homegrown and vendor-built applications, using self-service onboarding or Connect APIs.

With support for third-party applications, you can unite your contact center software, built by yourself or by partners in one place. For example, you can integrate your proprietary reservation system or a vendor-provided metrics dashboard, into the Amazon Connect agent workspace.



1

Unified and seamless agent experience

2

Customize call center environment

3

Enhanced capabilities

4

Improved efficiency

[Developer Guide](#) | [Onboard third-party applications](#) | [Assign permissions](#) | [Access third-party applications in the agent workspace](#) | [Third-party application SSO Federation setup](#)

Contacts



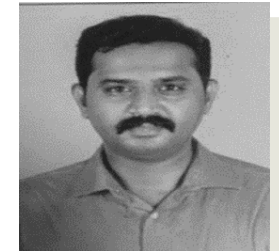
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Jigar Vorani
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Senior Manager



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Management Consulting
Manager



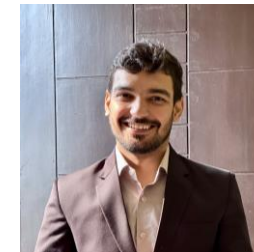
Mahesh Mukundan
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Urvi Goswami
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Delivery Associate



Alankrit Bamrara
Management Consulting
Analyst



Harpreet Kumar
Management Consulting
Analyst

Thank You

