

Empowering Customer Success

Our Perspective on Quality Management With Amazon Connect



Agenda

Overview and Context

Quality Management in Contact Center

Significance of Quality Management in Contact Center

Amazon Connect Key Quality Management Capabilities

Comparing AWS Quality Management in Contrast to Other Leading Platforms

Conclusion- Our POV

Overview and Context

Welcome to our Point Of View (POV) where we will dive into the world of Quality Management (QM) solutions in contact center, specifically focusing on Amazon Connect and its offerings. In today's rapidly evolving contact center landscape, organizations are constantly seeking ways to optimize their operations and deliver exceptional customer experience. Quality Management plays a pivotal role in achieving these goals by ensuring high standards of performance and customer satisfaction.

I

Firstly, we will explore the fundamental concept of Quality Management (QM). We'll unravel its essence and understand how it has become a critical component of contact center operations. By establishing robust QM practices, organizations can effectively monitor, measure, and improve the quality of interactions with customers, ultimately leading to enhanced customer satisfaction and operational efficiency.

II

The significance of Quality Management cannot be overstated. We will delve into the reasons why QM is indispensable for organizations across various industries. We'll explore how it empowers businesses to drive continuous improvement, identify areas for enhancement, and make data-driven decisions to bolster their contact center performance.

III

Amazon Connect is the cloud-based contact center service provided by Amazon Web Services (AWS). We will delve into the key capabilities of Amazon Connect's Quality Management solution. This will provide us with insights into how Amazon Connect enables organizations to maintain a high level of quality in their customer interactions. From advanced analytics to scalable infrastructure, we will uncover the unique strengths that make Amazon Connect QM a formidable contender in the QM landscape.

IV

To gain a comprehensive understanding of Amazon Connect's competitive position, we will compare it against several leading QM platforms. We'll examine the likes of Nexidia, Verint, Calabrio, Statapile, Observe AI, Genesys Cloud, PlayVox, Call Miner, and Five9. By conducting a thorough evaluation, we will identify how Amazon Connect QM measures up against these industry-renowned competitors in terms of features, scalability, integration options, analytics capabilities, and overall effectiveness.

V

Finally, we will conclude this POV by synthesizing our findings and highlighting the unique advantages of Amazon Connect's QM solution. Through this analysis, we aim to provide valuable insights into how Amazon Connect QM excels in meeting the diverse QM needs of organizations across different industries. So, join us as we embark on this journey to discover the competitive landscape of QM platforms and unravel the strengths and capabilities of Amazon Connect's QM solution.

Quality Management in Contact Center



Definition

Quality management (QM) in the contact center is dedicated to enhancing customer satisfaction and optimizing service quality. By implementing rigorous processes and standards, QM aims to identify areas for improvement, provide feedback and coaching to agents, and continuously monitor and evaluate customer interactions.



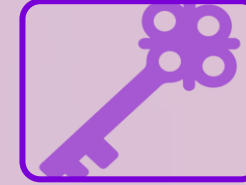
Objective

The objective of quality management (QM) in the contact center is to enhance the overall customer experience. This is achieved by implementing meticulous quality standards, monitoring interactions, and providing feedback and coaching to agents. The goal is to ensure compliance with regulations and policies while identifying areas for improvement.



Benefits

Implementing quality management practices in the contact center brings benefits such as enhanced customer satisfaction and loyalty, improved agent performance and motivation, increased efficiency and productivity, compliance with regulations and standards, and the fostering of a continuous improvement culture.



Key Component

The key components of contact center quality management (QM) include establishing precise quality standards and processes, conducting regular monitoring and evaluation of customer interactions, and providing feedback and coaching to agents for continuous improvement.



Best Practices

Best practices for quality management (QM) in a contact center involve establishing clear quality standards that align with customer expectations, conducting regular monitoring and feedback sessions to assess agent performance and identify areas for improvement, and implementing continuous improvement initiatives based on data-driven insights.

Significance of QM in Contact Center

Customer Satisfaction

- QM plays a crucial role in enhancing customer satisfaction by consistently delivering high-quality interactions and meeting customer expectations.

Brand Reputation

- By focusing on quality, contact centers can build a positive brand reputation, which leads to increased customer trust, loyalty, and advocacy.

Employee Performance

- QM helps improve agent performance through regular monitoring, feedback, coaching, and training, resulting in motivated and skilled agents who can provide better customer service.

Operational Efficiency

- Implementing QM practices enables contact centers to identify and address process inefficiencies, reducing errors, streamlining workflows, and ultimately improving operational efficiency.

Compliance and Risk Management

- QM ensures adherence to industry regulations, organizational policies, and quality standards, minimizing the risk of non-compliance and potential legal or financial consequences.

Continuous Improvement

- QM fosters a culture of continuous improvement, encouraging regular evaluation, analysis, and enhancement of processes, agent performance, and customer service practices.

Customer Retention and Revenue

- Satisfied customers are more likely to remain loyal, make repeat purchases, and recommend the company to others, leading to increased customer retention and revenue growth.

Competitive Advantage

- By consistently delivering high-quality service, organizations gain a competitive edge over competitors, attracting more customers and differentiating themselves in the market.

Amazon Connect Key Quality Management Capabilities

Call Recording

Access live and recorded conversations for your contact center calls to address use cases such as monitoring agent compliance, evaluating contact quality, identifying calls for training purposes. These call recordings are stored in an Amazon S3 bucket, which you can consume outside of Amazon Connect. They are also visualized within Amazon Connect on the contact details page.

Screen recording

Screen Recording allows contact center managers to capture and record agents' screen activities in real-time, in addition to their audio, during customer interactions. This feature provides an enhanced level of insight and visibility into agent performance, enabling accurate evaluations, targeted coaching, and ensuring adherence to compliance standards and best practices.

Contact Summarization

Automatically identify key parts of the customer conversation, assign tags (such as issue, outcome, or action item), and display a summary that can be expanded to view the full transcript of the contact.

Contact categorization

By defining and managing categories based on specific criteria such as words, phrases, sentiment, interruptions, and non-talk time, using the ML-based contact categorization engine called "Rules," Amazon Connect can automatically label contacts in real-time and post-contact scenarios, providing actionable insights for analysis and decision-making.

Custom Vocabularies

Improve the accuracy of speech recognition for terminology (such as product names and brand names) by expanding the vocabulary of Contact Lens' speech-to-text engine. You can provide a list consisting of domain-specific words and phrases, words that aren't being recognized correctly, and proper nouns.

Sentiment Analysis

Capture and analyze the sentiment of words being spoken by the customer through ML-powered natural language processing (NLP). It will generate a score between -5 (most negative) to +5 (most positive).

Evaluation Forms & Scoring

Define and create a set of agent performance evaluation forms and complete the evaluations side-by-side with call recordings, transcripts, and conversational analytics outputs such as contact categories, sentiment scores, and issues detected. Get a contact scored based on the evaluation result instantly completed for your review.

Sensitive data redaction

Remove sensitive data (such as names, addresses, credit card details, and social security numbers) from both the call or chat transcripts and audio recordings.

Email Notifications

Receive real-time email notifications when configurable conditions of a rule (such as customer sentiment) get initiated. This will help identify and intervene on contacts where agents might need additional support and provide guidance to deliver better end-customer experiences.

Real Time Data Streams

Access real-time analytics using data streams to provide issue detection, sentence-by-sentence transcripts, sentiment analysis, and categories for ongoing customer conversations with low latency.

Amazon Connect Key QM Capabilities - Call Recording

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Live Conversation Monitoring

Managers can monitor customer conversations in real-time, gaining insights into agent-customer interactions as they happen.

Recording Access

Our consulting-based model offers clients on-demand access to experienced marketers tailored to their needs

Training and Familiarization

Managers should be trained on how to effectively monitor live conversations and access past recordings in Amazon Connect, ensuring they can utilize these features to their full potential.

Quality Control and Coaching

Monitoring and reviewing recordings allow managers to ensure adherence to quality standards, provide targeted coaching, and identify areas for improvement in agent performance.

Amazon Connect Key QM Capabilities - Screen Recording

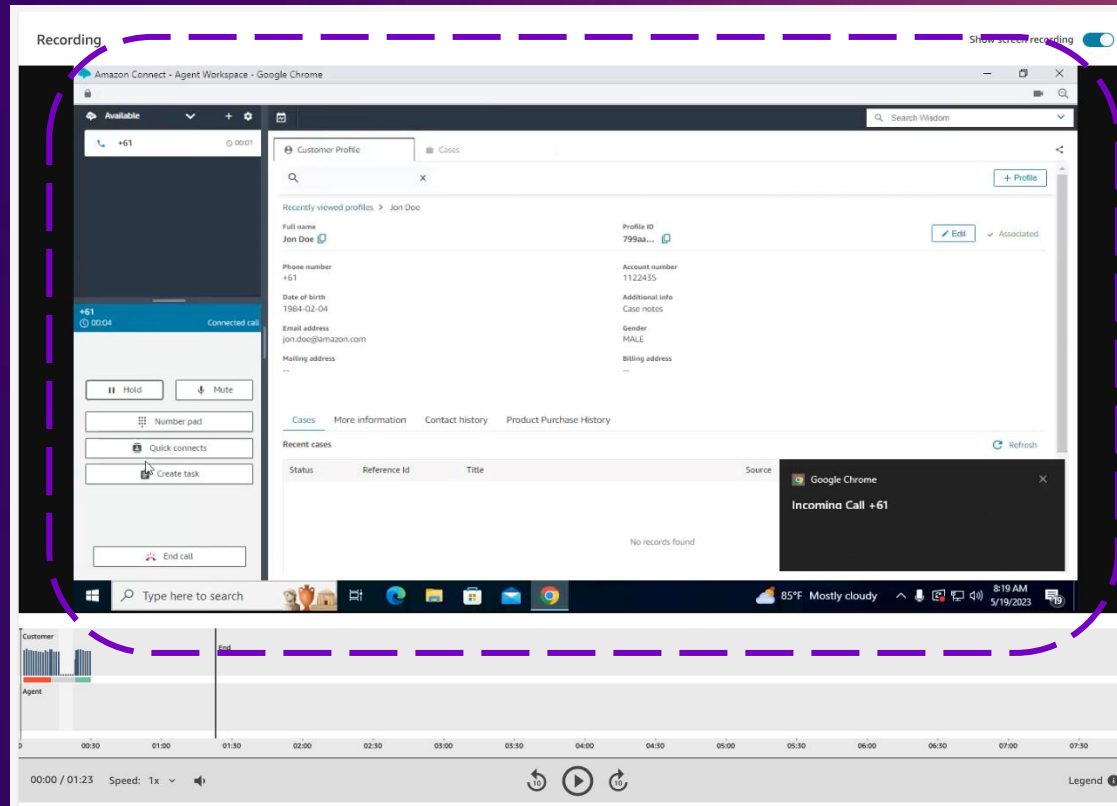
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Enhanced Insight

Screen Recording in contact centers enables managers to capture and record agents' screen activities alongside audio during customer interactions, providing a deeper level of insight into agent performance.

Accurate Evaluations

By observing agents' screen activities in real-time, managers can conduct more accurate evaluations of agent-customer interactions, leading to targeted feedback and improved performance.



Compliance Adherence

Screen Recording ensures adherence to compliance standards and best practices by capturing agents' screen actions, facilitating the monitoring of regulatory compliance and adherence to company policies.

Performance Improvement

The visibility provided by Screen Recording empowers managers to identify performance gaps, optimize workflows, and implement process improvements to enhance overall contact center performance.



Amazon Connect Key QM Capabilities - Contact Categorization

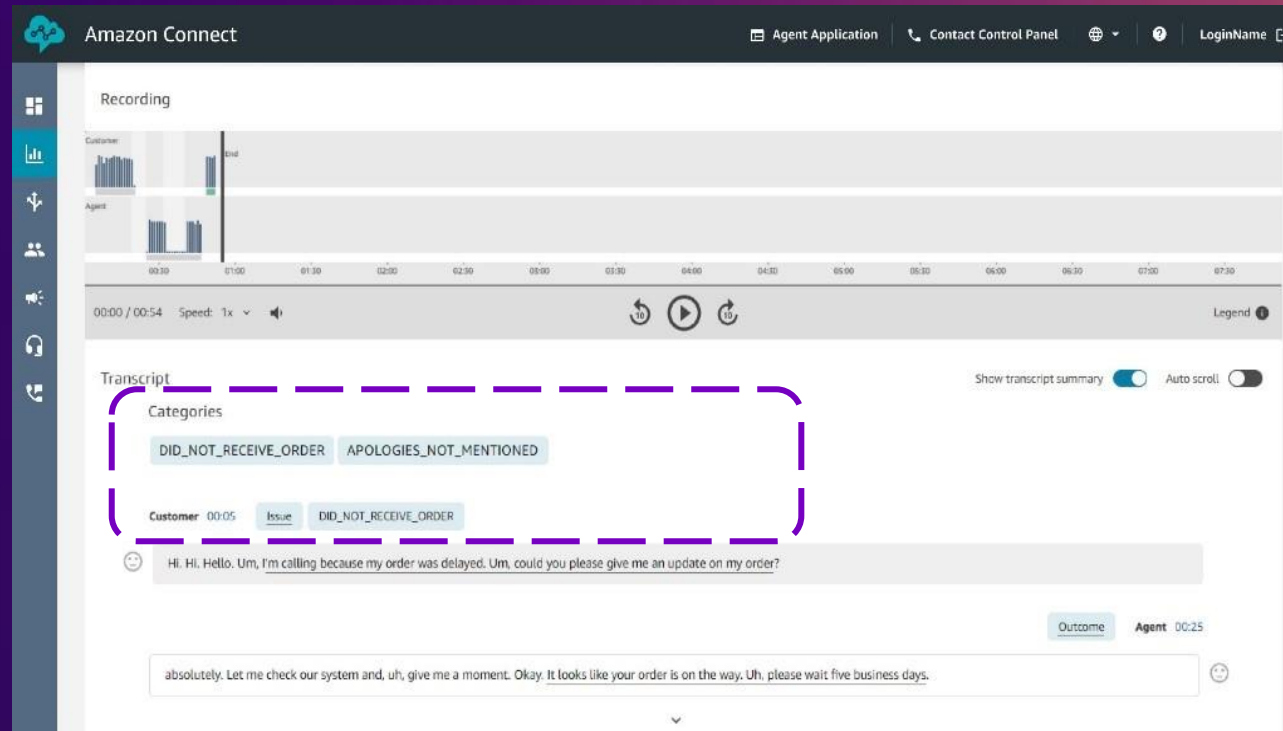
By defining and managing categories based on specific criteria such as words, phrases, sentiment, interruptions, and non-talk time, using the ML-based contact categorization engine called "Rules," Amazon Connect can automatically label contacts in real-time and post-contact scenarios, providing actionable insights for analysis and decision-making.

Category Definition

In Amazon Connect, categories can be defined and managed based on specific criteria such as words, phrases, sentiment, interruptions, and non-talk time.

ML-Based Categorization

The ML-based contact categorization engine, "Rules," automatically labels contacts in real-time and post-contact scenarios, ensuring efficient and accurate categorization of customer interactions.



Actionable Insights

By automatically labeling contacts, Amazon Connect provides actionable insights for analysis and decision-making, allowing contact center managers to derive valuable information from customer conversations.

Streamlined Analysis

Categorized contacts enable contact centers to streamline analysis processes, making it easier to identify trends, track compliance, and evaluate performance based on predefined criteria.

Amazon Connect Key QM Capabilities - Sentiment Analysis

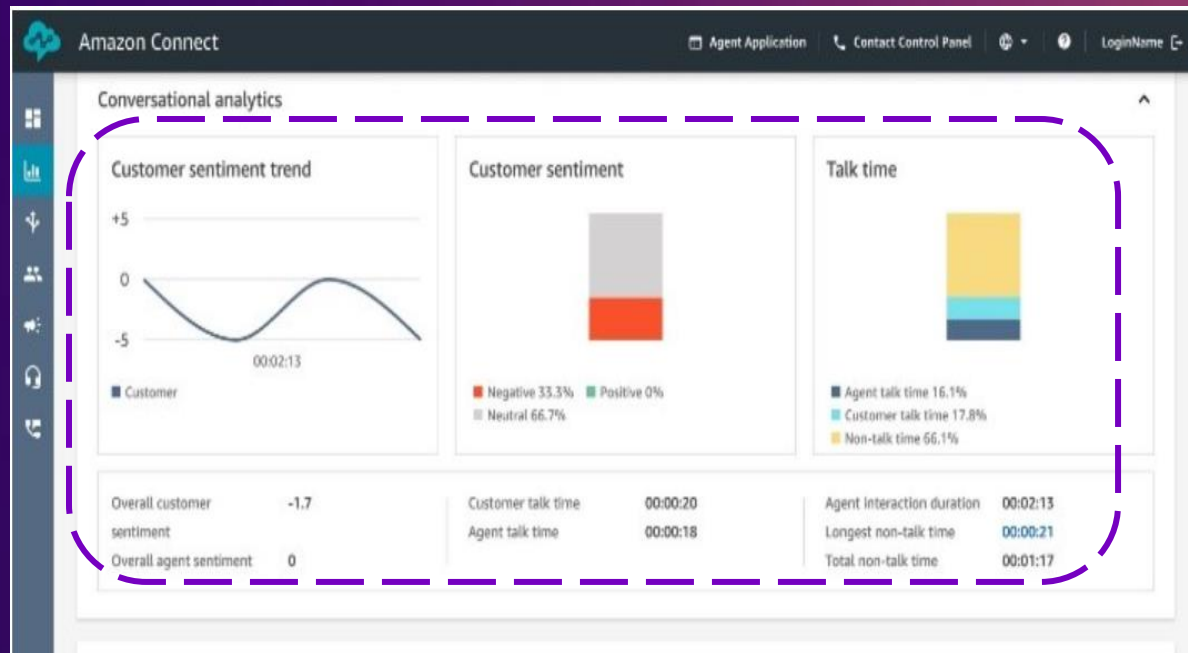
Capture and analyze the sentiment of words being spoken by the customer through ML-powered natural language processing (NLP). It will generate a score between -5 (most negative) to +5 (most positive).

Customer Sentiment Evaluation

The sentiment score provides a quantitative measure of the customer's emotional state and perception, aiding in understanding their satisfaction level and identifying potential areas for improvement.

Trend Analysis

Aggregating sentiment scores over time enables the identification of trends and patterns, helping contact centers gain a deeper understanding of customer preferences and sentiment shifts.



Real-time Insights

By analyzing sentiment in real-time, contact center agents and managers can quickly gauge customer sentiment during interactions, allowing for timely interventions or adjustments to improve the customer experience.

Proactive Issue Resolution

Detecting negative sentiment allows contact centers to proactively address customer concerns, resolve issues promptly, and prevent potential escalations.

Amazon Connect Key QM Capabilities - Sensitive Data Redaction

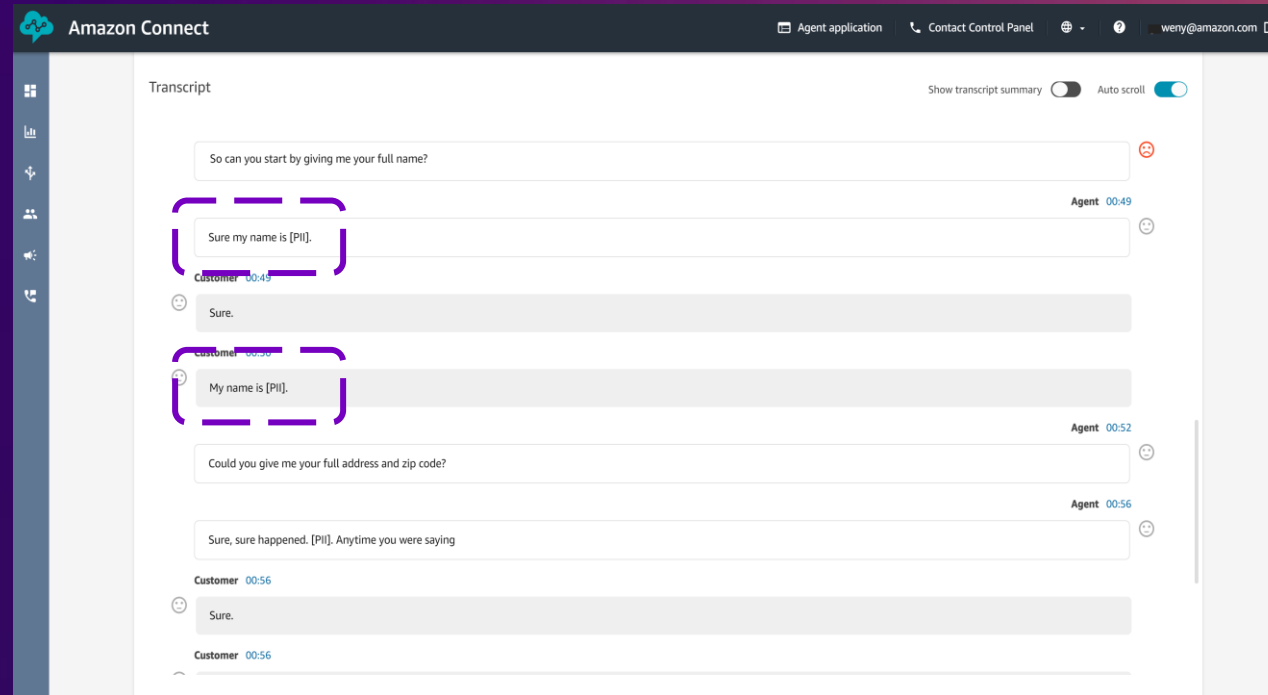
Remove sensitive data (such as names, addresses, credit card details, and social security numbers) from both the call or chat transcripts and audio recordings.

Data Redaction

Amazon Connect offers the capability to remove sensitive data, including names, addresses, credit card details, and social security numbers, from both call and chat transcripts as well as audio recordings.

Compliance & Data Protection

Redacting sensitive information ensures compliance with privacy regulations and protects customer data, mitigating the risk of unauthorized access or misuse.



Enhanced Security

By removing sensitive data from transcripts and recordings, Amazon Connect strengthens the security of customer information, reducing the likelihood of data breaches or identity theft.

Confidentiality and Trust

The data redaction feature in Amazon Connect fosters a sense of confidentiality and trust between customers and contact centers, as personal and sensitive information is safeguarded during interactions.



Amazon Connect Key QM Capabilities - Evaluation Forms

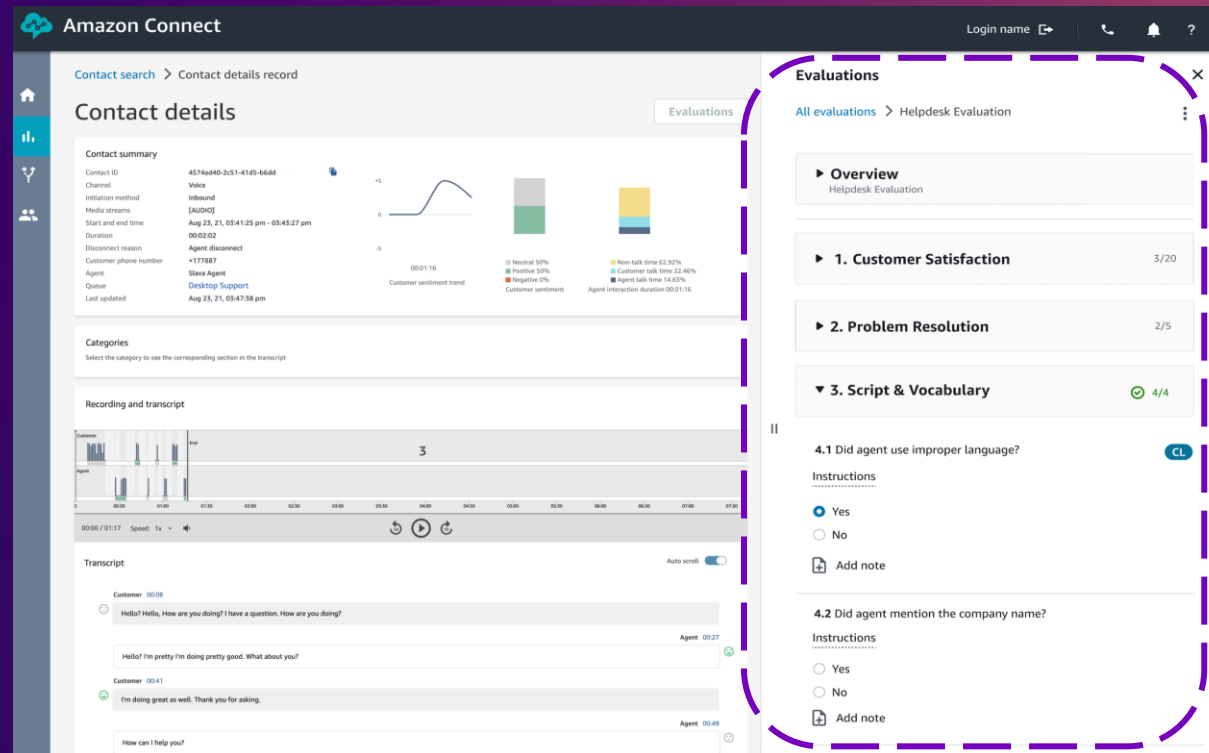
Define and create a set of agent performance evaluation forms and complete the evaluations side-by-side with call recordings, transcripts, and conversational analytics outputs such as contact categories, sentiment scores, and issues detected. Get a contact scored based on the evaluation result instantly completed for your review.

Performance Evaluation Forms

Amazon Connect allows contact center managers to define and create agent performance evaluation forms, facilitating structured and standardized assessments of agent performance.

Comprehensive Evaluation

Managers can complete evaluations side-by-side with call recordings, transcripts, and conversational analytics outputs, such as contact categories, sentiment scores, and issue detection, ensuring a holistic and informed assessment of agent interactions.



Real-time Scoring

Evaluations conducted using Amazon Connect provide instant scoring of contacts based on the evaluation results, enabling managers to quickly review and assess agent performance.

Performance Review Efficiency

By integrating evaluation forms with call recordings and analytics outputs, Amazon Connect streamlines the performance review process, improving efficiency and enabling targeted coaching and feedback to enhance agent performance.

Assessing AWS QM in Contrast to Other Leading Platforms

Category	Capability	Description	Nexidia	Verint	Calabrio	Statapile	Observe AI	Genesys Cloud	PlayVox	Call Miner	Five9	AWS Connect
Evaluation and Coaching	Automated QA Scoring	Automatically scoring and evaluating quality assurance assessments for agents.	Y	Y	Y	Y	Y	N	N	Y	Y	Y
	Agent Performance Monitoring	Monitoring and tracking the performance of agents in real-time to identify areas for improvement.	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
	Sentiment/Topic Monitoring	Monitoring and analyzing customer sentiment and topics discussed during interactions with agents.	Y	Y	Y	Y	Y	N	Y	Y	Y	Y
	Agent Coaching	Providing guidance and feedback to agents to improve their performance and adherence to quality standards.	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
	Agent Acknowledgement of Coaching	Ability for agents to acknowledge and confirm their receipt and understanding of coaching sessions or feedback.	Y	Y	Y	Y	Y	Y	Y	Y	Y	N
	Exportable Coaching Logs	Capability to export logs and records of coaching sessions for future reference and analysis.	Y	Y	Y	Y	Y	Y	Y	Y	Y	N
	Agent Initiated Coaching	Empowering agents to initiate coaching sessions or request additional guidance when needed.	Y	Y	Y	Y	Y	N	Y	Y	Y	Y
	Scorecard Customization	Customizing and configuring the criteria and parameters used to evaluate agent performance and quality.	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Categorization	Speech and Text Analytics	Analyzing and extracting insights from speech and text interactions to gain valuable information.	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
	Speech and Text Accuracy	Ensuring the accuracy of speech recognition and text analysis to provide reliable insights and evaluations.	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
	Sentiment and Emotion Detection	Detecting and analyzing customer sentiment and emotions expressed during interactions with agents.	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
	Configurable Insights	Customizing and configuring the types of insights and metrics generated to align with specific business needs.	Y	Y	Y	Y	Y	N	Y	Y	Y	Y
	Topic Discovery	Identifying and discovering key topics or themes discussed during interactions to gain deeper understanding.	Y	Y	Y	Y	Y	N	Y	Y	Y	Y
	Insight Shareability	Sharing and distributing valuable insights and analytics with relevant stakeholders for collaboration and action.	Y	Y	Y	Y	Y	N	Y	Y	Y	Y
	Agent Compliance	Ensuring agents adhere to regulatory and compliance requirements during customer interactions.	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

Assessing AWS QM in Contrast to Other Leading Platforms

Category	Capability	Description	Nexidia	Verint	Calabrio	Statapile	Observe AI	Genesys Cloud	PlayVox	Call Miner	Five9	AWS Connect
KPI Metrics	Reporting and Reports	Generating and presenting comprehensive reports and analytics on quality management and performance.	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
	QA Dashboards	Providing intuitive and visual dashboards that display key quality assurance metrics and performance indicators.	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
	Fraud/Warranty Abuse Detection	Detecting and identifying instances of fraud or warranty abuse through analysis of customer interactions.	Y	Y	Y	Y	Y	Y	N	Y	Y	Y
	Customer Journey Insights	Gaining insights into the end-to-end customer journey to identify pain points, areas for improvement, and opportunities.	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
	Customer Escalation Prevention	Proactively identifying and preventing customer escalations by monitoring and addressing potential issues.	Y	Y	Y	Y	Y	N	N	Y	Y	Y
General	Integration	Seamless integration with other systems and applications to exchange data and enhance functionality.	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
	Management & Administration	Tools and capabilities for managing and administering quality management processes and workflows.	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
	Processing and Data Collection	Efficiently collecting, processing, and storing data related to quality management and agent performance.	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
	Security and Compliance	Ensuring data security and compliance with relevant regulations and standards throughout quality management processes.	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
	Architecture and Network	Robust and scalable architecture and network infrastructure to support quality management operations effectively.	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
	Implementation	Successful implementation of quality management systems and processes, including configuration and customization.	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
	Training	Providing training and resources to enable users to effectively use the quality management system and tools.	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
	Support Options	Availability of different support options, such as technical support, documentation, and user community.	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

Conclusion- Our POV

01

Comprehensive Quality Management Features

AWS QM capabilities are at the forefront of leading Quality Management platforms, providing a comprehensive suite of features to ensure effective Quality Management. The platform offers a wide range of functionalities including call recording, monitoring, Screen recording, evaluation, and analytics, allowing businesses to capture and analyze customer interactions across multiple communication channels.

02

Enhanced Insights through Seamless Integration

What sets AWS QM apart is its seamless integration with other AWS services, which greatly enhances its capabilities. By leveraging advanced speech-to-text transcription and natural language processing technologies, organizations can derive deeper insights from customer interactions. This integration enables businesses to gain valuable context and sentiment analysis, facilitating a better understanding of customer needs and preferences.

03

Scalability for Operational Excellence

One of the standout features of AWS QM is its scalability, allowing businesses to adapt and expand their Quality Management processes as their operations grow. Moreover, the platform offers robust analytics tools, enabling organizations to uncover actionable insights from the vast amount of data collected. These insights can then be utilized to improve customer experiences and drive operational excellence across the entire organization.

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THANK YOU