Amazon Connect Rep Based Automated Dialer Asset

A reusable asset packed with **Rep Based Automated Dialer**

JUNE 2024

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What is Amazon Connect Rep Based Automated Dialer Asset?

What is Amazon Connect Rep Based Automated Dialer Asset

Outbound Dialers in the Market

Existing Outbound dialer / Predictive dialer available in the market focusing Agents' utilization ie more on number of calls made by Agents or Reps. It's impacting the quality of calls and Reps missing information to keep the action items of the completed calls. Caller choosing option is not available in predictive dialer and it may affect the quality of the response, though solutions offering this feature may entail higher costs due to the advanced services required.
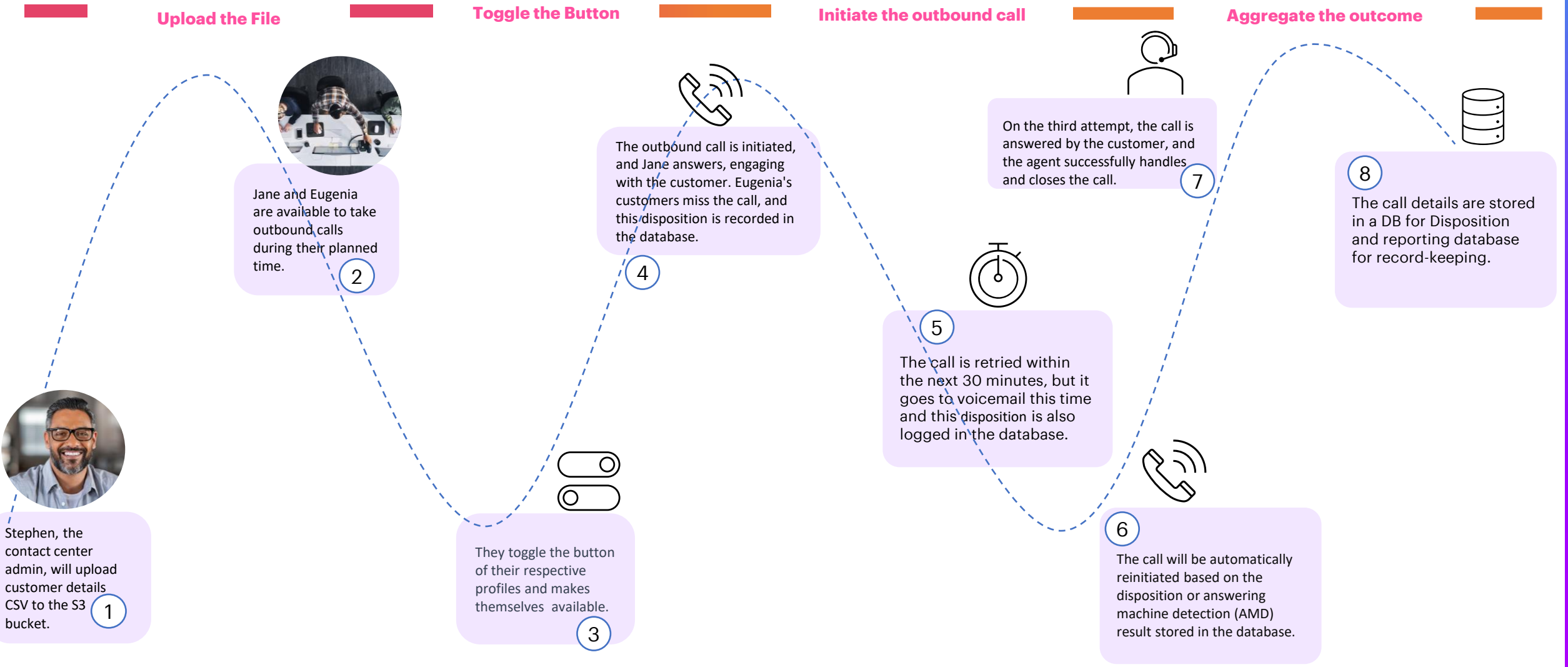
Our Solution: Amazon Connect Rep Based Automated Dialer

A Rep-Based Automated Dialer simplifies the initiation of outbound calls by just a toggling of a button. It captures the status of individual calls and parking for next action by proper disposition given by Reps. Answering machine detection and auto disposition saves ample of time of Reps. Rules can be set for auto disposition and accordingly the calls will be triggered. It saves time of Reps for rescheduling. Chance of picking their own caller via uploading lists helps reps to prepare for the calls. The implementation of a customized solution can lead to cost reduction.

The advantage of a Amazon Connect Rep Based Automated Dialer lies in its ability to keep representatives busier and improve the success of the calls made compared to a regular outbound dialer

What is Amazon Connect Rep Based Automated Dialer?

Amazon Connect Rep Based Automated Dialer Journey

Upload the File

Toggle the Button

Initiate the outbound call

Aggregate the outcome

2 Jane and Eugenia are available to take outbound calls during their planned time.

4 The outbound call is initiated, and Jane answers, engaging with the customer. Eugenia's customers miss the call, and this disposition is recorded in the database.

7 On the third attempt, the call is answered by the customer, and the agent successfully handles and closes the call.

8 The call details are stored in a DB for Disposition and reporting database for record-keeping.

5 The call is retried within the next 30 minutes, but it goes to voicemail this time and this disposition is also logged in the database.

1 Stephen, the contact center admin, will upload customer details CSV to the S3 bucket.

3 They toggle the button of their respective profiles and makes themselves available.

6 The call will be automatically reinitiated based on the disposition or answering machine detection (AMD) result stored in the database.

Features of Amazon Connect Rep Based Automated Dialer

Features

Efficient Call Handling
- Calls are selected by Agents or Supervisors and loaded for automated dialing.
- Provides agents with sufficient information, leading to more effective call management

Cost Savings:
- Utilizes Pinpoint APIs for number validation and machine answer detection.
- More economical compared to built-in predictive dialers.

Automated Disposition Rules:
- Customizable rules for call disposition (e.g., when calls are not picked up or are machine-answered).
- Automatically reschedules calls according to the set rules, reducing manual tasks for agents.

Easy Deployment:
- Single-click deployment is available with CloudFormation templates.

What is Amazon Connect Rep Based Automated Dialer?

Benefits of Amazon Connect Rep Based Automated Dialer

The Automated dialer offers a range of benefits, encompassing cost and time savings, improved user experience, efficient administration, and optimized lead generation.

Increased Productivity

Streamlined Rescheduling

Efficient Customer Engagements

Rep Based Automated Dialer

Elimination of Human Error

Higher Call Volumes

Better Call Management

Business Benefits

Increase agent productivity

Optimizing agent efficiency

Delivering optimal results

Offering features like time zone awareness, local presence of caller ID

Reduce human error by automating the dialing process

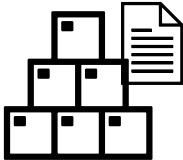The implementation of a customized solution can lead to cost reduction

Using Rep based automated dialer helps to save approximate $100 per month

Benefits of
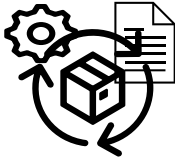**Rep Based Automated Dialer**

Solution Overview

Amazon Connect Rep Based Automated Dialer?

The process begins with the administrator securely uploading the dial number file into Amazon S3, where it's stored in a DynamoDB table. An Event Bridge rule triggers an action periodically, every minute. When the agent uploads a file into Amazon S3 with an enable status, it automatically updates the session state and routing profile to an Automated Routing Profile. The agent then sets their status as available, directing calls to them

Using the S3, the user uploads the file, which will be stored in a designated DynamoDB. **File Upload**	Users can upload the file into S3 in an enabled state **Event bridge rule trigger**	The agent makes them an available state and the call will start triggering **Call Trigger**	Administrators can utilize the DynamoDB to check the call result, disposition and take next action **Monitoring and Next Action**

Uploading File
User uploads the file through the S3

Agent readiness
Once file are uploaded, the Agent makes them available in state

Call
Call will be initiated to the Customer

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 AWS contact center specific or independent application, projects, use cases or POC builds.

Event Bridge

Connect

DynamoDB

Lambda

S3

PinPoint API

High Level Architecture

A rep-based Automated Dialer operates through a cohesive architecture comprising several interconnected components. Admin will be provided the S3 bucket access to upload the contact details. Dial numbers are managed through securely stored in cloud solutions DynamoDB. Automated dialing engines execute outbound calls with optimized algorithms, while call routing engines dynamically route calls based on predefined rules and agent availability. Enabling agents to manage their availability and access customer data.

Technology
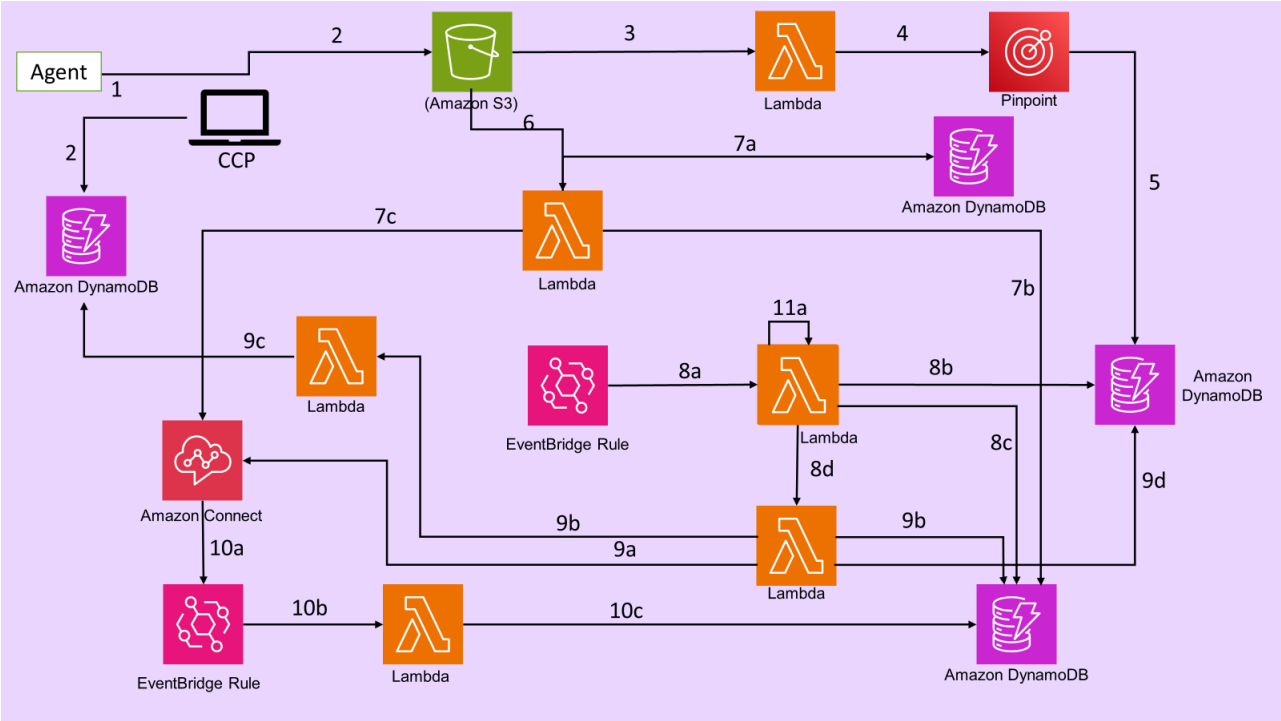
Business outcome

Improved Agent Productivity

Enhanced Customer Interaction

Real-time Monitoring and Analysis

Cost-Efficiency

Contacts

Key Contacts

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Key References

Getting Started: https://docs.aws.amazon.com/connect/latest/adminguide/how-to-create-campaigns.html
Pricing : Cloud Contact Center Service – Amazon Connect Pricing – Amazon Web Services

Thank you

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