

# AWS Connect - IVR Guide

## What is AWS Connect?

Amazon Connect is a cloud-based contact center service that helps organizations manage customer interactions. It provides automated call distribution, IVR (Interactive Voice Response), real-time analytics, and integrations with other AWS services.

## Key Features:

- **Automated Call Distribution:** Example – if 100 calls come per day, they can be distributed among different agents.
- **Interactive Voice Response (IVR):** Example – Press 1 for Sales, Press 2 for Support, Press 3 for Agent.
- **Real-time Metrics & Analytics:** Track call origin, duration, and handling efficiency.
- **Integrations:** Can integrate with AWS Lex for chatbots, S3 for recordings, and other AWS services.

## What is IVR (Interactive Voice Response)?

IVR allows customers to interact with your company via automated menus.

### Example:

- Press 1 for Sales
- Press 2 for Support
- Press 3 to talk to an Agent

## Users & Teams:

Each agent is created as a separate user. Example:

- 2 agents for Sales Team
- 4 agents for Support Team

## Phone Number:

You need a claimed phone number that customers can call to connect with your company.

## Queues:

Queues manage incoming calls when multiple customers are trying to reach limited agents.

**Example:** If 100 customers call the sales line but only 2 agents are available, the rest wait in the Sales Queue until agents are free.

## Hours of Operation:

Define working hours when agents are available to take calls (e.g., 9 AM – 6 PM).

## Flows:

Flows define the customer journey when they call.

### Example Flow:

ENTRY → Play Prompt → Get Customer Input → Set Working Queue → Assign to Agent → Disconnect

## Real-life Example – Best Buy:

- John works in Sales Team, Tom works in Support Team.
- Customer calls Best Buy's number.
- IVR says: "Thank you for calling Best Buy. Press 1 for Sales, Press 2 for Support."
- If no input, it repeats. On timeout, the call disconnects.
- Error Handling: If service error, respond with "We are experiencing issues, please call later."

**AWS Connect Portals:**

- **Admin Portal:** Used to manage users, agents, and design call flows.
- **Agent Portal:** Used by agents to receive and handle calls.

**Steps to Create IVR:**

1. Claim a Phone Number
2. Create Users/Agents
3. Create a Flow
  - Play Prompt
  - Get Customer Input
  - Set Working Queue
  - Assign to Agent
  - Disconnect

