AWSOME DAY

ONLINE CONFERENCE

2025 | APJ

Agenda

- Introduction

- The need and challenges in extracting insights

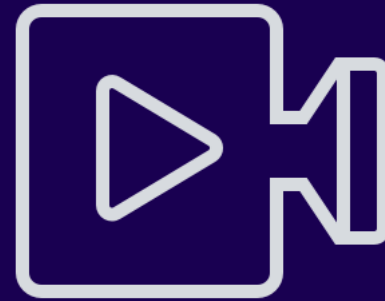- Conversation intelligence – stages and features

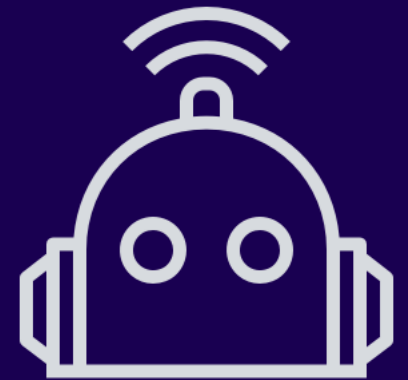- Solution

- Demo

How we interact with customers

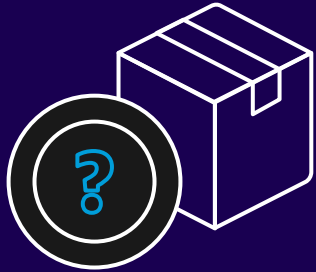**Phone call with agents**

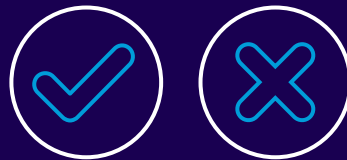**Chat with agents**

Video call with service providers

Chat with bots

Challenges and needs

What do you need?
Identify why customers are calling and what is the best way to solve their problem

How did we do?
Measure customer satisfaction, handle time, and script compliance
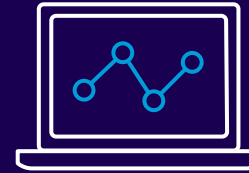
Where to improve?
Analyze data to improve customer experience and bottom line

Compliant?
Meet call handling compliance requirements regarding data privacy and call handling

How we analyze conversations

Lack of data/coverage

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Manual scoring

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Limited feedback and insights

Conversation intelligence
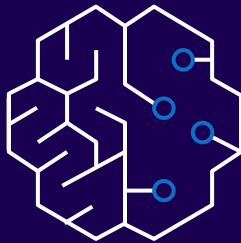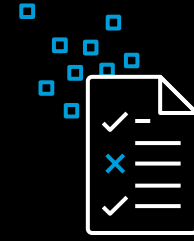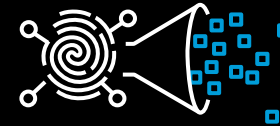
Introduction

Comprehensive coverage

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Automatic processing of recorded calls

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Call drivers, trends, categories

Compliance adherence

Agent coaching opportunities

Customer sentiment

Insights!

Stages

Pre-call

Self-service
virtual agents

Deliver 24/7/365 assistance when automatically answering customer queries with a voice or chat bot across multiple channels

In-call
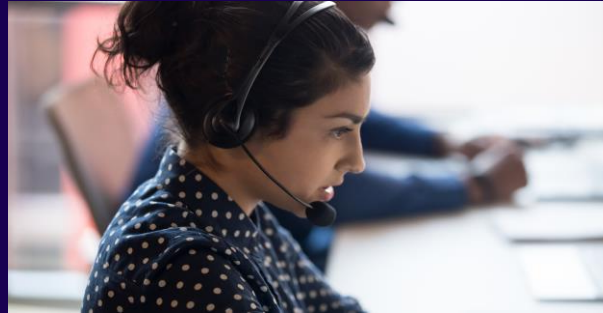
Real-time
analytics + agent assist

Provide agents with next best actions to resolve calls faster while alerting supervisors to difficult calls

Post call

Post-conversation
analytics

Gain insights on sentiments, emerging trends, and agent performance

Protect sensitive information with PII redaction

Features

Turn-by-turn transcripts and summaries

Enable agents to find accurate answers stored across disparate data sources faster

Redaction of sensitive information

Automatically identify and redact PII and PCI, data from both audio and text files

Conversation intelligence solution unlock insights to improve customer experience

Speech analytics and conversation insights

Automatically gain insights in customer sentiments, call characteristics, drivers, and categories

Dashboards

Design dashboards for analysts and managers to track critical KPIs

Benefits

Reduce costs

Improve employee productivity by eliminating note taking and reducing supervisor review time with accurate transcripts and summaries

Improve customer experience

Gain business insight on emerging trends to feed into customer experience

Improve quality management

Enhance self-service and agent capabilities with new insights

Drive Revenues

Identify product improvement opportunities

Reduce churn and *improve lifetime value* of the customer

Need for customization

- Language/local language support (Amazon Transcribe now supports over 100 languages)

- Need to customize solution or use custom pre-trained models/fine-tuned by domain specific data set

- Support variety of media types: audio, video, chat and more

- Extend the solution to build further

  - Customer level intelligence

  - KPI metrics

  - Generate action items and more

Components

Conversations

Batch processing (WAV, MP3)

audio files

New-line delimited chat conversations

chat transcripts

Conversation intelligence

Diarize — Transcribe and translation — Detect sentiment and entities — Summarize action items
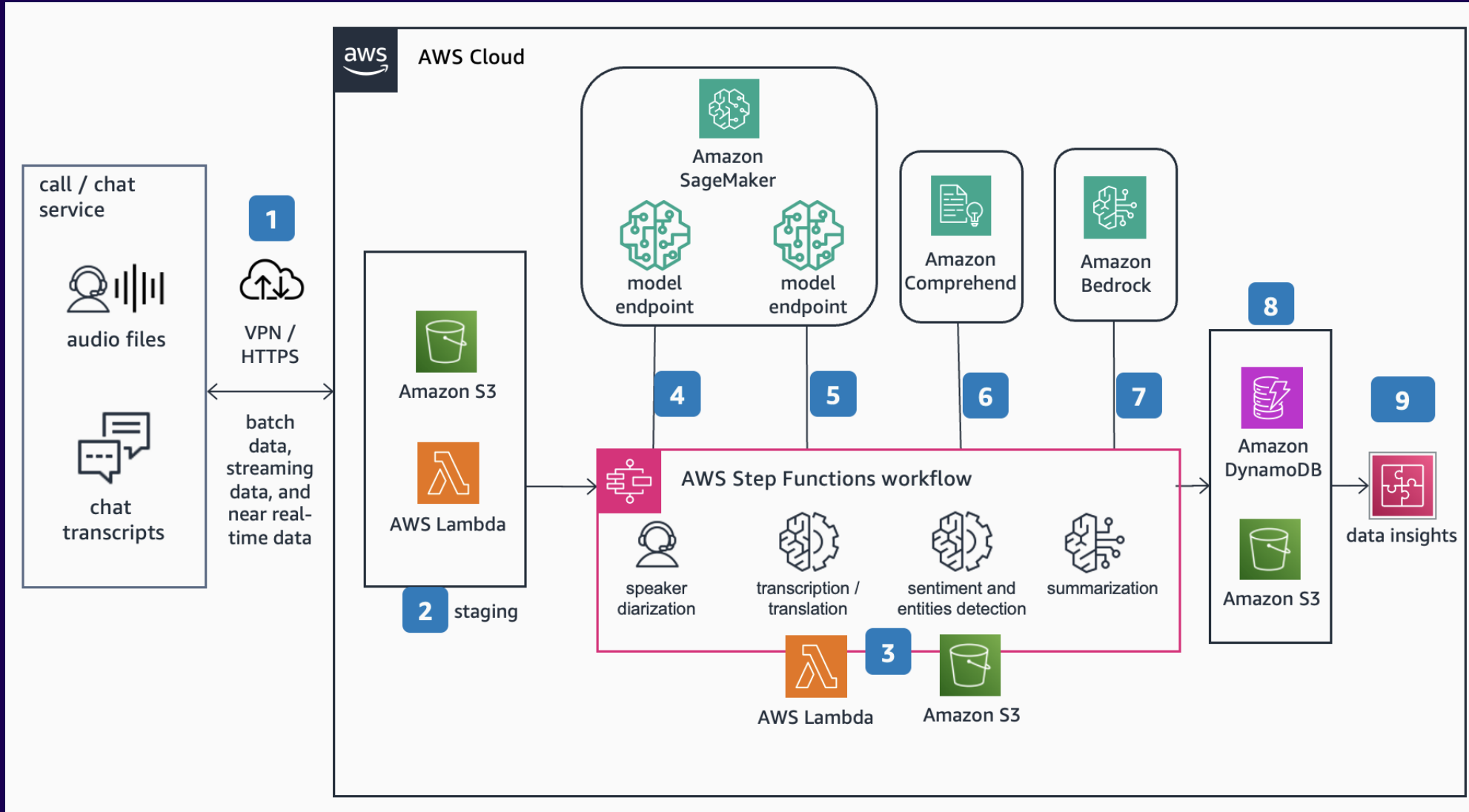
Transcripts

Dashboard with insights and generative AI based Q&A

Workflow automation
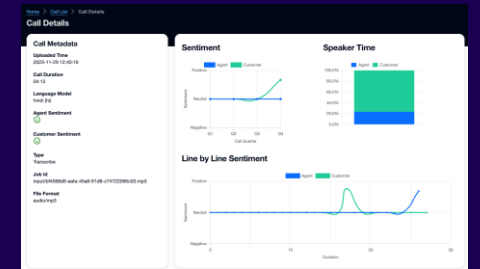
Solutions architecture: Deep dive

Demo

Key features

Turn-by-turn transcripts

Detailed call characteristics

Sentiment analysis

Automated call categorization

Issue detection

Sensitive data redaction

Call summarization

Thank you for attending **AWSome Day Online Conference**

We hope you found it interesting! A kind reminder to **complete the survey.**
Let us know what you thought of today's event and how we can improve the event experience for you in the future.

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Thank you!