Slide 1: Title Slide Modern AI Contact Center Blueprint
Scalable, Multi-Cloud Intelligent Agent Architecture for Financial Services

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Slide 2: Executive Summary - Financial services demand faster, secure, intelligent service flows. - Our contact center AI solution enables automation, human augmentation, and compliance. - Built to work across AWS, Google Cloud, Azure, or hybrid environments.

Slide 3: CEO Use Case: Address Change - Problem: A CEO urgently needs to update their address. Too busy for a 5-min call. - Current experience: Long wait, IVR maze, frustration. - New experience: Voice agent authenticates, confirms intent, updates CRM instantly. Agent assist activated only if needed.

Slide 4: AI Contact Center Architecture (Multi-Cloud) AWS: Connect + Lex + Bedrock + OpenSearch (RAG)
GCP: Dialogflow CX + CCAI + Vertex AI + Matching Engine
Azure/Hybrid: Bot Framework + Azure OpenAI + Cognitive Search + On-Prem Integration

Components: - Voice & Chat Ingestion - Speech-to-Text + Intent Detection - LLM for reasoning - RAG (Grounded Answers from KB) - Summarization & Agent Assist - Sentiment & Compliance Logging

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Slide 5: Platform Feature Comparison

Feature	AWS	GCP	Azure Hybrid
Voice & Chat	Connect + Lex	Dialogflow CX + CCAI	Bot Framework + OpenAI
Reasoning Model (LLM)	Bedrock	Vertex AI	Azure OpenAI
Knowledge Retrieval	OpenSearch Serverless	Matching Engine	Cognitive Search
Summarization	Bedrock Claude/Anthropic	Vertex + Gen AI	Azure OpenAI Summarizer
Agent Assist	Connect agent workspace	CCAI Insights	Custom UI + Azure
Sentiment & Compliance	Comprehend + Lens	CCAI Analytics	Azure Monitor + Redaction

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Slide 6: Build Strategy – Maturity Model Basic: - 5–10 intents (e.g., address change, balance inquiry) - LLM-powered chatbot or voice agent - Manual escalation to human

Intermediate: - Agent Assist overlays - Auto-summarization - Call sentiment scoring - CRM updates and auditing

Advanced: - Full automation pipeline - Multilingual LLM support - Omnichannel (SMS, Email, Voice, Chat) - Audit logging, governance, retraining loop

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Slide 7: Real-World Deployment Examples - **Morgan Stanley (Azure):** Call center modernization w/ OpenAI + Cognitive Search - **Goldman Sachs (AWS):** Voice automation with Amazon Connect + Bedrock + Lens - **HSBC (GCP):** RAG knowledge routing via Vertex + Dialogflow CX

Slide 8: Visual Blueprint – AI Agent Workflow 1. Voice Call → Speech to Text 2. Intent Recognized (Lex/Dialogflow/Bot) 3. LLM Engine Prompts / Retrieval Augmented Generation 4. CRM/API Integration → Update Action 5. Summarization 6. Logging + Compliance + Audit Trail

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Slide 9: Final Ask & Next Steps - Approve Phase 1 (Discovery + Pilot) - Confirm target platform (AWS/GCP/Azure) - Form cross-functional working group (AI, infra, CX) - 90-Day Timeline: Pilot → ROI Validation → Rollout

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Appendix (Optional) - Security architecture (KMS, IAM, token redaction) - Cost savings models (TCO projections) - Integration points (CRM, internal tools) - Personas supported (CEO, Agent, Admin, Compliance Lead)