Amazon Connect Integration

WEEK 8 – QA RECORDINGS PART 3

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Amazon Connect – Contact Lens

Search conversations analyzed by Contact Lens

You can search the analyzed and transcribed recordings based on:

- Speaker.
- Keywords.
- Sentiment score.
- Non-talk time.

In addition, you can search conversations that are in specific contact categories (that is, the conversation has been categorized based on uttered keywords and phrases).

These criteria are described in the following sections.

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Search conversations analyzed by Contact Lens

Important - After a call ends and the agent completes After Contact Work (ACW), Contact Lens analyzes and transcribes the recording of the customer-agent conversation. The agent must choose Clear contact first.

Required permissions for searching conversations

Before you can search conversations, you need the following permissions, which allow you to do the type of search you want.

- Contact search. This is required so you can get to the Contact Search page.
- Search contacts by conversation characteristics. This includes non-talk time, sentiment score, and contact category.
- Search contacts by keywords

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Search for keywords

For search, Contact Lens uses the standard analyzer in Amazon OpenSearch Service. This analyzer is not case sensitive. For example, if you enter thank you for your business 2 CANCELLED Flights, the search looks for:

[thank, you, for, your, business, 2, cancelled, flights]

If you enter "thank you for your business", two, "CANCELLED Flights", the search looks for:

[thank you for your business, two, cancelled flights]

To search conversations for keywords

1. In Amazon Connect, log in with a user account that is assigned the CallCenterManager security profile, or that is enabled for the Search contacts by keywords permission.
2. Choose Analytics, Contact search.
3. In the Filter section, specify the time period that you want to search. Include other information to narrow your search.

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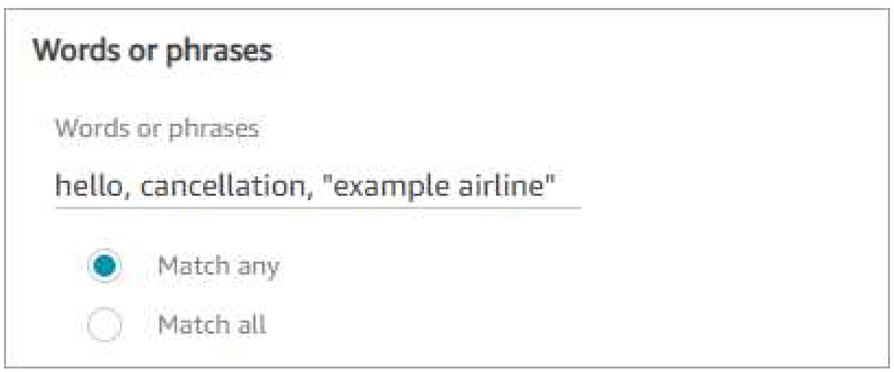
Tip - When searching by date, you can search up to 8 weeks at a time.

4. In the Conversation section, enter the words to search, separated by commas. If you enter a phrase, surround it with quotation marks.

You can enter up to 128 characters.

- Choose Match any to return contacts that have any of the words present in the transcripts.

For example, the following query means match (hello OR cancellation OR "example airline").



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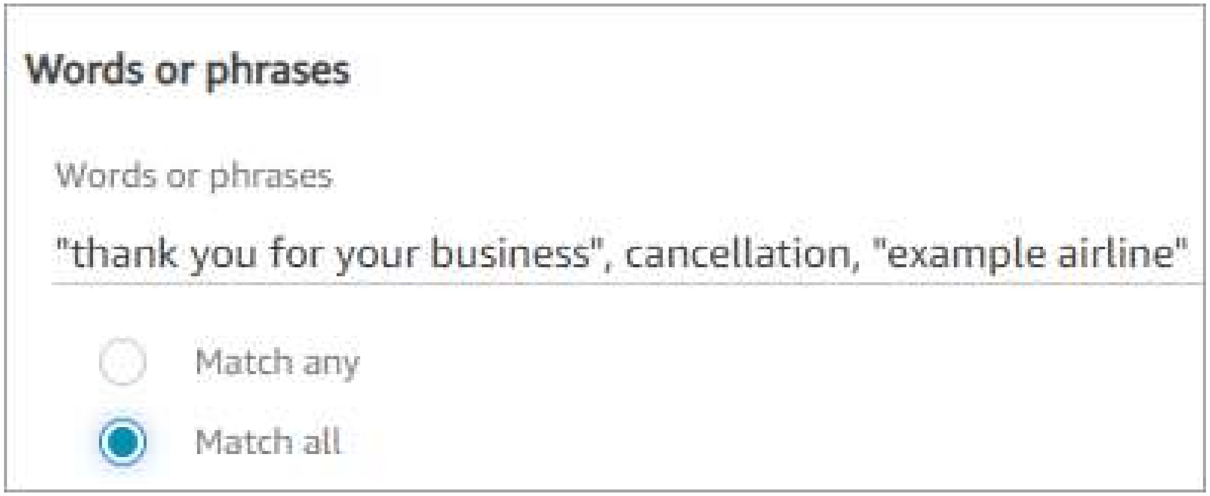
- Choose Match all to return contacts that have all of the words present in the transcripts.

For example, the following query means match ("thank you for your business" AND cancellation AND "example airline").



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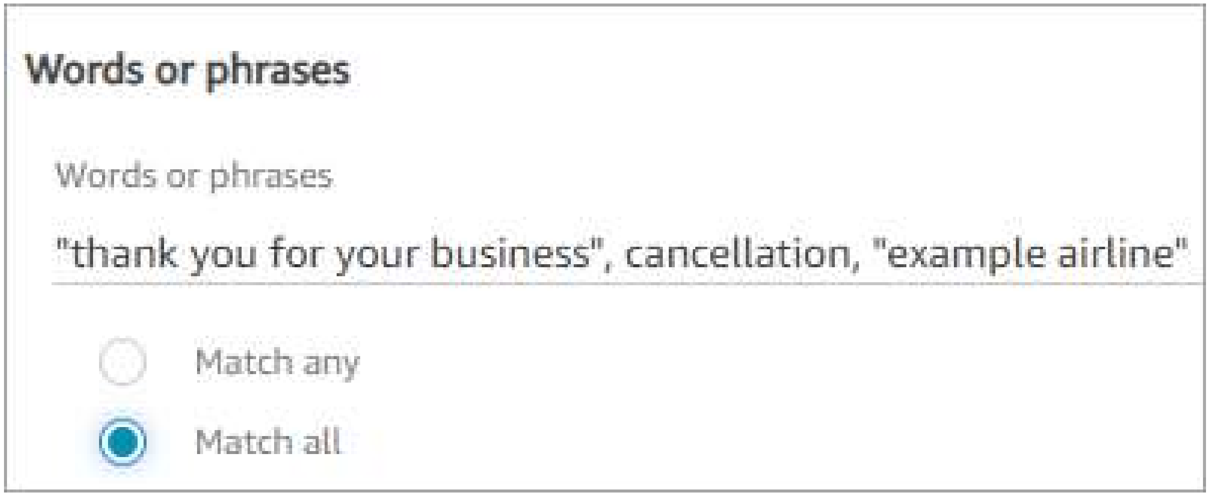
- Choose Match all to return contacts that have all of the words present in the transcripts.

For example, the following query means match ("thank you for your business" AND cancellation AND "example airline").



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Search for sentiment score or evaluate sentiment shift

With Contact Lens, you can search conversations for sentiment scores on a scale of -5 (most negative) to +5 (most positive). This enables you to identify patterns and factors for why calls go well or poorly.

For example, suppose you want to identify and investigate all the calls where the customer sentiment ended negatively. You might search for all calls where the sentiment score is <= (less than or equal to) -1.

To search for sentiment scores or evaluate sentiment shift

1. In Amazon Connect, log in with a user account that is assigned the CallCenterManager security profile, or that is enabled for the Search contacts by conversation characteristics permission.

2. On the Contact search page, specify whether you want the sentiment score for words or phrases spoken by the customer or agent.

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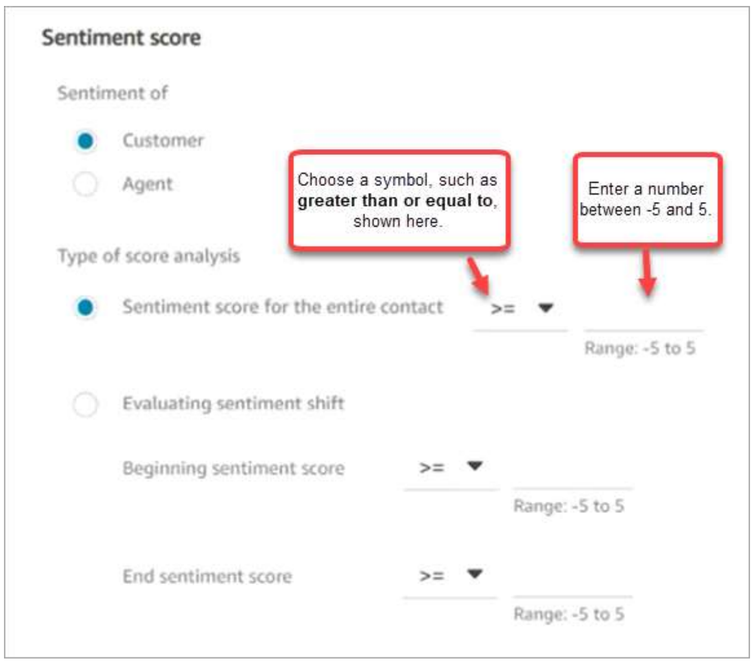
3. In Type of score analysis, specify what type of scores to return:

- Sentiment score for the entire contact: This returns the average score for the customer or agent's portion of the conversation.

- Evaluating sentiment shift: Identify where the customer or agent's sentiment changed during the contact.

For example, you might search where the customer's sentiment score begins at less than or equal to -1 and ends at greater than or equal to +1.



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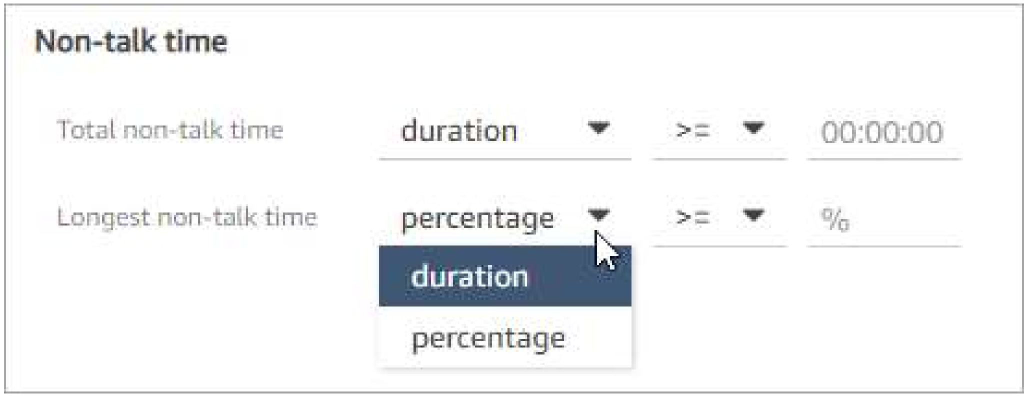
Search for non-talk time

To help you identify which calls to investigate, you can search for non-talk time. For example, you might want to find all calls where the non-talk time is greater than 20%, and then investigate them.

Non-talk time includes hold time and any silence where both participants aren't talking for longer than three seconds. This duration can't be customized.

Use the drop-down arrow to specify whether to search conversations for the duration or percentage of non-talk time.



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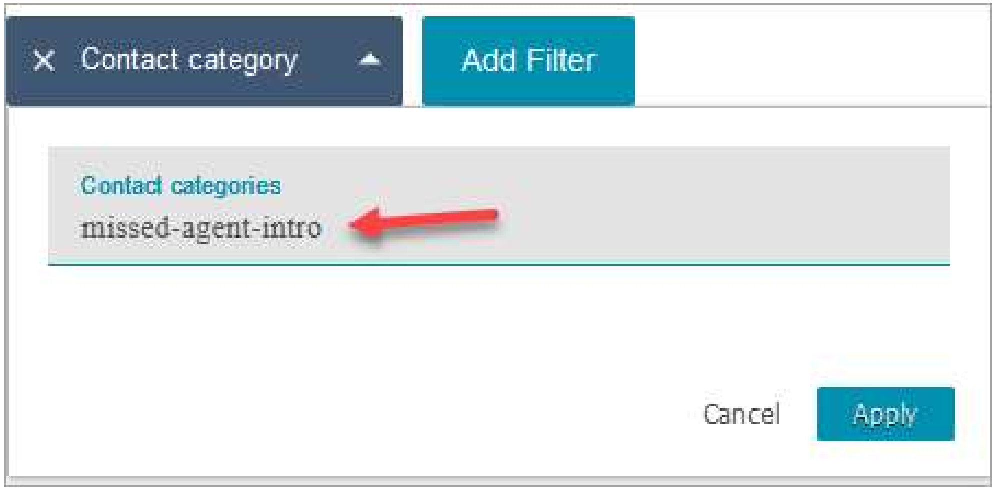
Search a contact category

1. On the Contact search page, choose Add filter, Contact category.

2. In the Contact categories box, type the name of the category that you want to search, and then choose Apply.



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Review analyzed conversations using Contact Lens

By using Contact Lens for Amazon Connect, you can review the transcript and identify what part of the call is of interest. You won't need to listen to an entire call or read an entire transcript to find out what's interesting about it. You can focus on specific parts of the audio or transcript. Both are highlighted for you wherever there are points of interest.

For example, you might scan the transcript of the call and see a red sentiment emoji for a customer turn, which indicates the customer is expressing a negative sentiment. You can choose the timestamp and jump to that portion of audio recording.

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Review analyzed conversations using Contact Lens

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To review analyzed conversations

1. Log in to Amazon Connect with a user account that has Contact search and Contact Lens - speech analytics permissions in the security profile.

2. In Amazon Connect, choose Analytics, Contact search.

3. Use the filters on the page to narrow your search for a contact. For date, you can search up to 14 days at a time. For more information about searching for contacts, see Search for contacts.

4. Choose the contact ID to view the contact record for the contact.

5. In the Recording and transcript section of the contact record, review what was spoken and when, and their sentiment.

6. If desired, choose the play prompt to listen to the recording. Or, download the recording and fast-forward to only the portion you're interested in.

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Quickly navigate transcripts and audio

Supervisors are often required to review many agents calls for quality assurance purposes. The turn-by-turn transcript and sentiment data helps you quickly identify and navigate to the portion of the recording that is of interest to you.

The following image shows features that enable you to quickly navigate transcripts and audio to find areas that need your attention.

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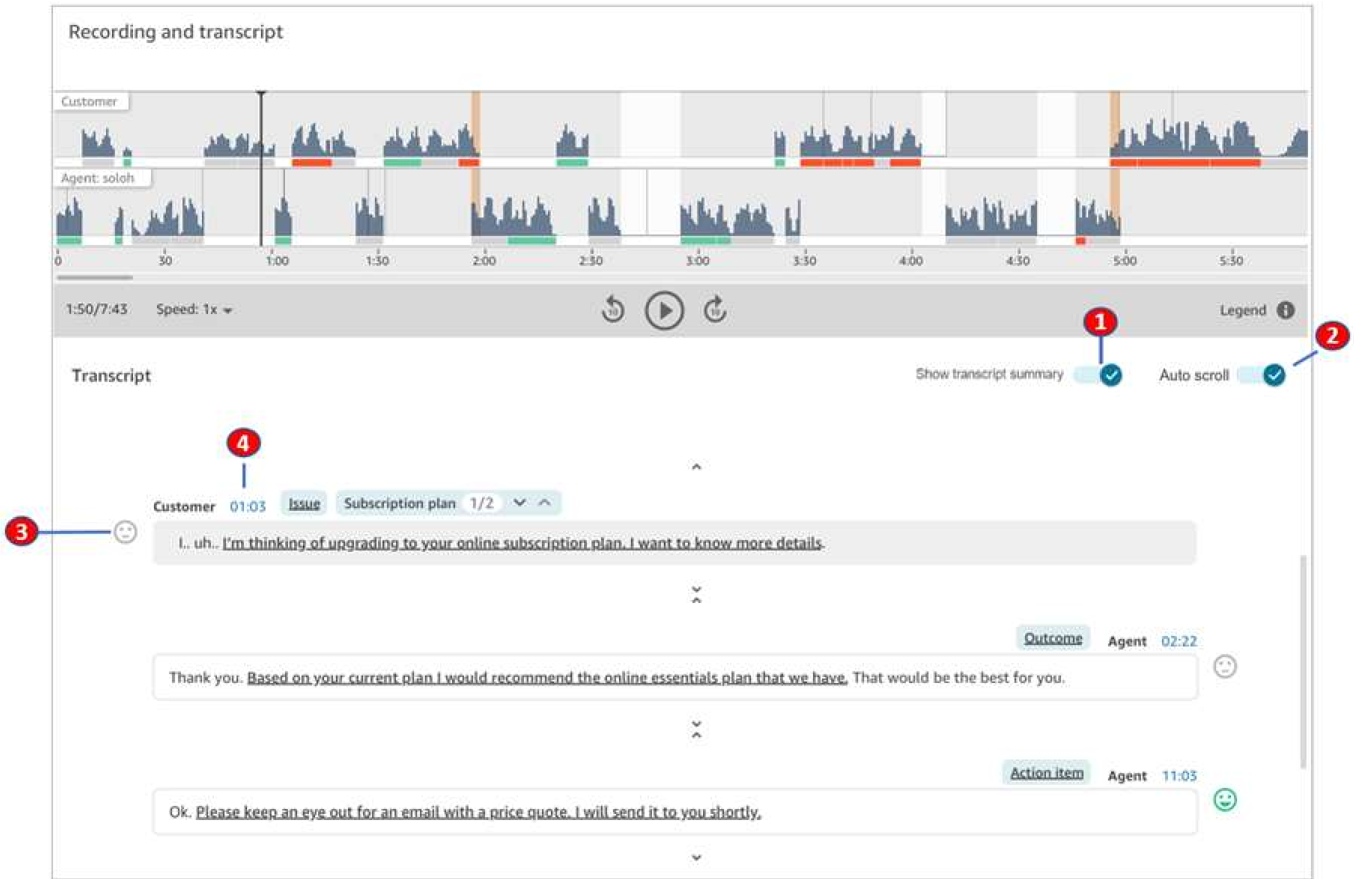
1. Use Show transcript summary to review only the issue, outcome, and/or action item.
2. Use Autoscroll to jump around the audio or transcript. The two always stay in sync.
3. Scan for sentiment emojis to quickly identify a part for the transcript you want to listen to.
4. Choose the timestamp to jump to that part of the audio recording.



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Show transcript summary

It can be time-consuming to review contact transcripts that are hundreds of lines long. To make this process faster and more efficient, Contact Lens provides the option for you to view a transcript summary. The summary shows only those lines where Contact Lens has identified an issue, outcome, or action item in the transcript.

- Issue represents the call driver. For example, "I'm thinking of upgrading to your online subscription plan."

- Outcome represents the likely conclusion or outcome of the contact. For example, "Based on your current plan I would recommend the online essentials plans that we have."

- Action item represents the action item the agent takes. For example, "Please keep an eye out for an email with a price quote. I will send it to you shortly."

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Show transcript summary

Each contact has no more than one issue, one outcome, and one action item. Not all contacts will have all three.

Note - If Contact Lens displays the message There is no summary information for this transcript, it means no issue, outcome, or action item was identified.

You don't need to configure call summarization. It works out-of-the-box without any training of the machine learning model.

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Turn on autoscroll to synchronize the transcript and audio

Autoscroll enables you to jump around the audio or transcript, and the two always stay in sync. For example:

- When you listen to a conversation, the transcript moves along with it, showing you sentiment emojis and any detected issue.
- You can scroll through the transcript, and choose the timestamp for the turn to listen to that specific point in the recording.

Because the audio and transcript are aligned, the transcript can help you understand what the agent and customer are saying. This is especially useful when:

- The audio is bad, maybe due to a connection issue. The transcript can help you understand what's being said.
- There's a dialect or language variant. Our models are trained on different accents so the transcript can help you understand what's being said.

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Scan for sentiment emojis

Sentiment emojis help you quickly scan a transcript so you can listen to that part of the conversation.

For example, where you see red emojis for customer turns and then a green emoji, you might choose the timestamp to jump to that specific point of the recording to hear how that agent helped the customer.

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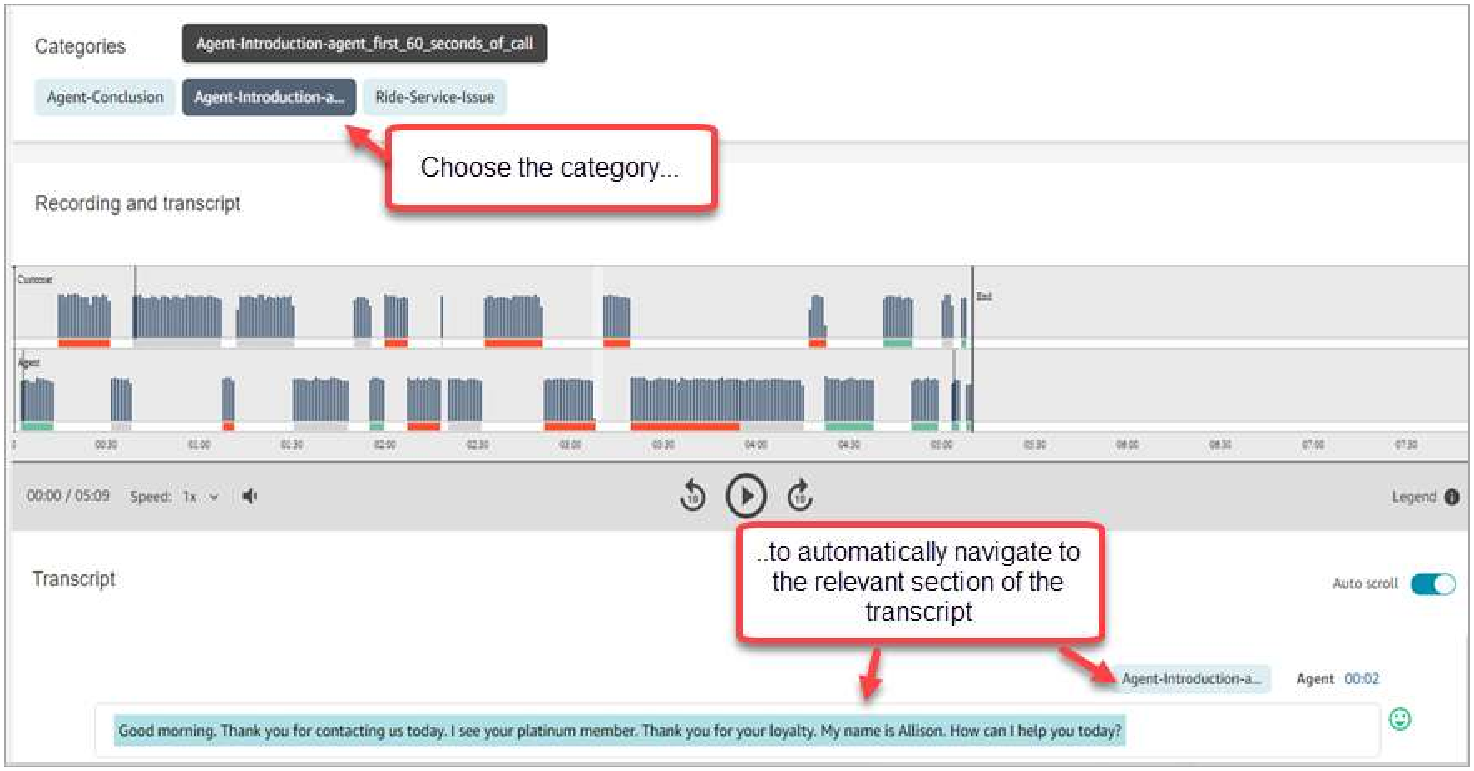
Tap or click category tags to navigate through transcript

When you tap or click on the category tags, Contact Lens auto-navigates to the corresponding point-of-interests in the transcript. There are also category markers in the recording playback visualization to indicate which part of the audio file has utterances related to the category.



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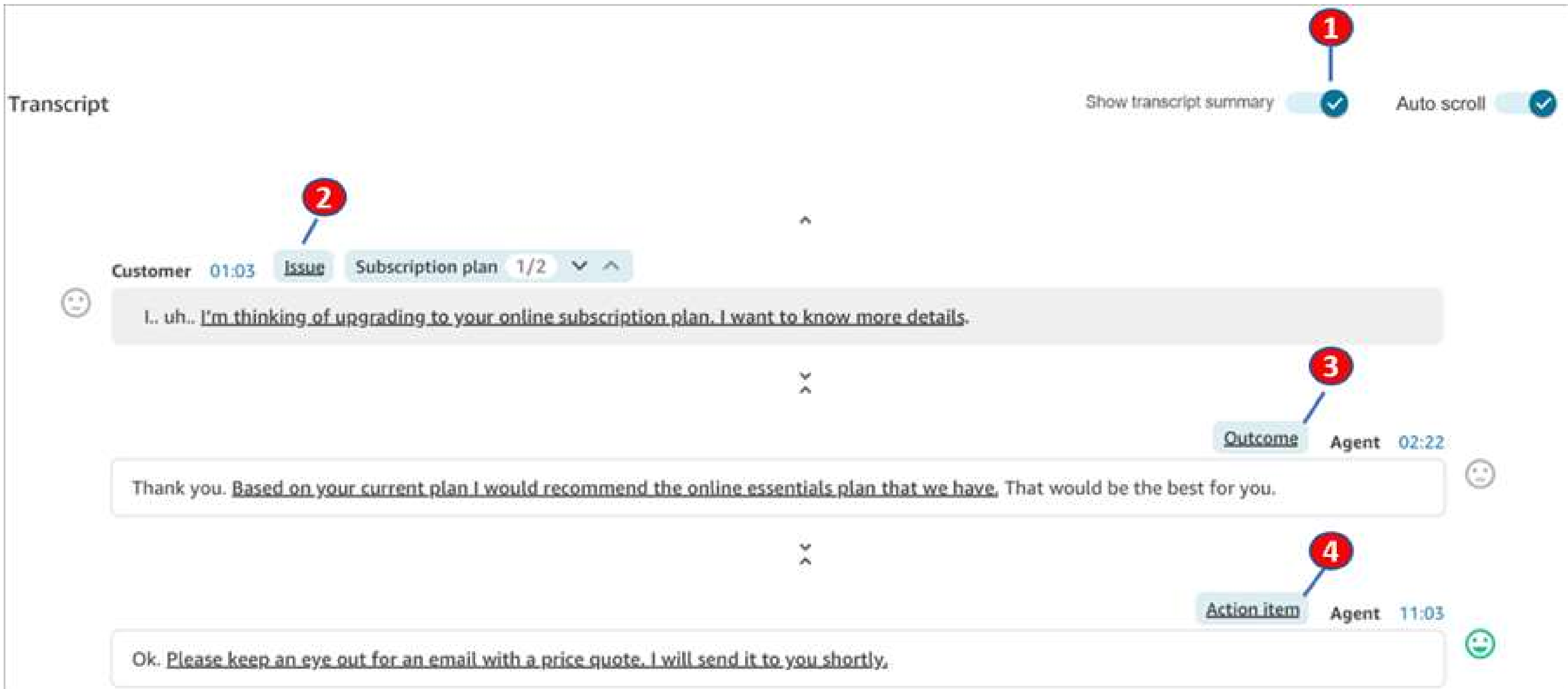
View call summary

It can be time-consuming to review contact transcripts that are hundreds of lines long. To make this process faster and more efficient, Contact Lens provides the option for you to view a transcript summary. The summary shows only those lines where Contact Lens has identified an issue, outcome, or action item in the transcript.



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1. Toggle Show transcript summary on and off as needed.

2. Issue represents the call driver. For example, "I'm thinking of upgrading to your online subscription plan."

3. Outcome represents the likely conclusion or outcome of the contact. For example, "Based on your current plan I would recommend the online essentials plans that we have."

4. Action item represents the action item the agent takes. For example, "Please keep an eye out for an email with a price quote. I will send it to you shortly."

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Investigate sentiment scores in Contact Lens

What are sentiment scores?

A sentiment score is an analysis of text, and a rating of whether it includes mostly positive, negative, or neutral language. Supervisors can use sentiment scores to search conversations and identify calls that are associated with varying degrees of customer experiences, positive or negative. It helps them identify which of their calls to investigate.

You can view a sentiment score for the entire conversation, as well as scores for each quarter of the call.

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How to investigate sentiment scores

When working to improve your contact center, you may want to focus on the following:

- Calls that start with a positive sentiment score but end negative in the last quarter.

If you want to focus on a limited set of contacts to sample for quality assurance, for example, you can look at calls where you know the customer had a positive sentiment at the start but ended with a negative sentiment. That shows you they left the conversation unhappy about something.

- Calls that start with a negative sentiment score in the first quarter but end positive.

Analyzing these calls will help you identify what experiences you can recreate in your contact center. You can share successful techniques with other agents.

An additional way of looking at sentiment progression is to check the sentiment trendline. You can see the variation in the customer's sentiment as the call progresses. For example, the following images show a conversation with a very low sentiment score in the first quarter of the conversation, and a very positive one at the end.

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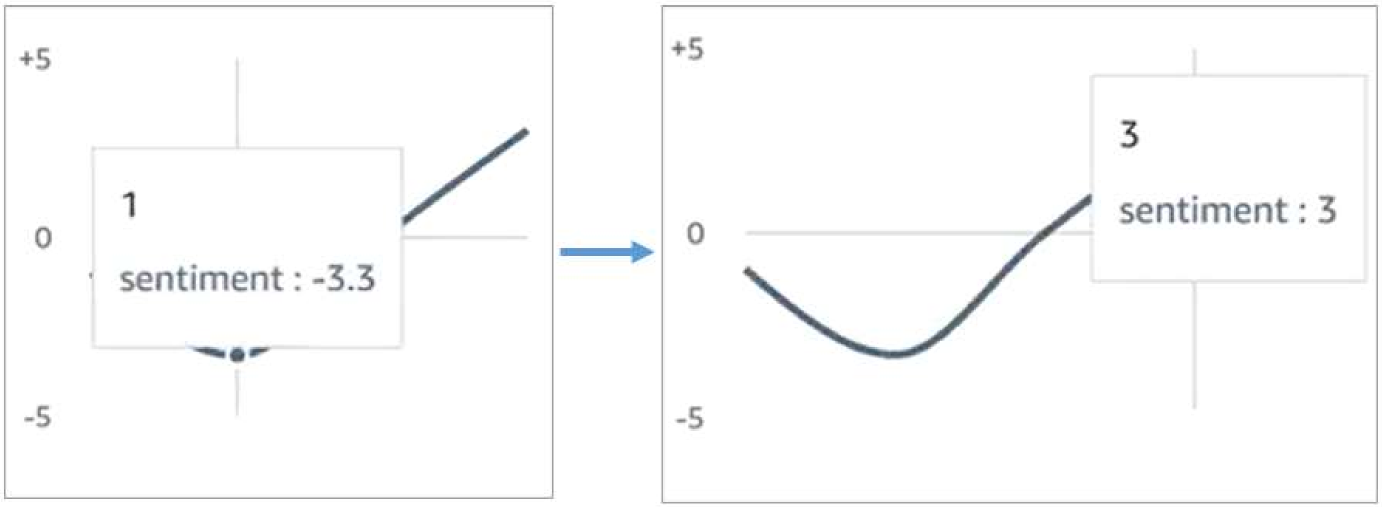
How to investigate sentiment scores



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How sentiment scores are determined

To determine the sentiment score, Contact Lens for Amazon Connect analyzes the sentiment for every speaker turn during the conversation. It uses the frequency and proximity of the resulting sentiment for each speaker turn to assign a score that ranges from -5 to +5 for each portion of the call.

The final sentiment score for the entire conversation is an average of the scores assigned during the call.

Some layout options

1.4 Million
unfilled computing jobs by 2020[1]

75 Percent
of companies face disruption[2]

$116 Billion
lost productivity per year[3]

Current Options Are Not Solving the Problem

STAFFING AGENCY	CAMPUS HIRING	VISA TALENT	INTERNAL TRAINING	BOOTCAMPS
Do not help with shortage	Not enterprise ready	High compliance & legal costs; delays	Not core competency; bureaucratic	Demand-supply mismatch; fragmented

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Sources: (1) Bureau of Labor Statistics. (2) Gartner. (3) CIO Magazine.