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Task 4: Enable Customer Profiles

Amazon Connect Customer Profiles provides a unified view of customer information by consolidating data from multiple sources. In this workshop, we'll use Customer Profiles as our customer data store to match callers to their phone numbers and use the Customer Profile unique identifier to manage reservations through the hotel reservation API.

What is Customer Profiles?

Customer Profiles creates a unified customer profile by combining data from:

- Contact history and attributes
- External CRM systems
- Custom data sources
- Reservation systems (like the hotel API)

For our hotel booking system, Customer Profiles will:

- Match incoming calls to customer profiles based on phone number
- Provide a unique customer identifier (Profile ID) for each customer
- Enable the AI agent to use this Profile ID when making, modifying, or canceling reservations through the hotel API
- Allow the agent to access customer context without asking customers to repeat information

Step 1: Navigate to Customer Profiles

1. From the Amazon Connect console page, click **Instances** in the left navigation
2. Click on your **Connect instance alias** to view its details
3. In the left navigation, click **Customer profiles** under the **Applications** section

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Step 2: Enable Customer Profiles

> ⓘ **Workshop Account vs Customer Account**
> **Customer Account Users**: If you created your Connect instance manually, ensure Customer Profiles is enabled ↗ before proceeding.

The **Workshop CloudFormation deployment** created a Customer Profiles domain and KMS key for you, but we need to enable the integration with your Connect instance.

1. Click the **Enable Customer Profiles** button
2. In the **Domain setup** section:

    Workshop Accounts:

- For **Choose domain method**, select **Use existing domain**
- For **Choose existing domain**, select the domain that starts with `connect-profiles-` from the dropdown

    Customer Accounts:

- For **Choose domain method**, select **Create new domain**

- Under **Specify a domain**, enter a friendly name that's meaningful to you, such as your organization name, for example, `CustomerProfiles-ExampleCorp`
- Under **Specify KMS key**, create or enter your own AWS KMS key for encryption
- Choose **Submit**

3. In the **Profile creation and auto-association** section (within **View Details** for a previously enabled Customer Profile domain):

- Select **Auto-associate profiles only**

This setting ensures that Customer Profiles will NOT automatically create new profiles for every contact. Contacts will only be associated with profiles that already exist (which we'll create manually later).

4. Scroll down to verify the **Encryption** section shows the KMS key with alias **connect-customer-profiles** or your KMS key.
5. Click **Enable Customer Profiles**

Enable Customer Profiles

Domain setup **Info**
When you enable Amazon Connect Customer Profiles, you attach a customer profiles domain: a container for all data, such as customer profiles, object types, profile keys, and encryption keys.

Choose domain method

○ Create new domain
Create a new domain to configure properties and integrations for this instance of Customer Profiles.

● Use existing domain
Use an existing domain to inherit properties and integrations for this instance of Customer Profiles.

Choose existing domain

connect-profiles-e78c4ba5 ▼

⚠ This Customer Profiles domain has previously been associated to other Amazon Connect Instances. This domain will inherit Amazon Connect contact details from those instances.

Profile creation and auto-association **Info**
Automatically infer profiles from new customer records using your Amazon Connect contact data, and create a limited profile. We provide you with three different Amazon Connect contact data mapping templates. You cannot edit these templates. Learn more ↗

Profile creation and auto-association
Choose an Amazon Connect contact data mapping template. Each template specifies behaviors regarding profile creation and auto-association.

○ Create inferred profiles only
Applies the **CTR** template. Use this option to manually associate new contacts to existing profiles. Note that new profiles from contact data will be created for contacts that are not manually associated. This could result in duplicate profiles.

○ Create inferred profiles and auto-associate profiles
Applies the **CTR-NoInferred** template. Use this option to auto-associate new contact data to an existing profile to avoid duplicating profiles. New profiles will be created if an existing profile cannot be found.

● Auto-associate profiles only
Applies the **CTR-AutoAssociateOnly** template. Use this option to auto-associate new contact data to an existing profile. New profiles will not be created.

Encryption

KMS key details

KMS ARN
arn:aws:kms:us-west-2:055929692747:key/fcd07505-b7e0-4e0c-b19b-1e7eb7041a6d

Key status
Enabled

Key aliases
connect-customer-profiles

Wait for the integration to complete. This may take a minute or two.

What's Next?

With Customer Profiles enabled and configured, your AI agent can now access unified customer data during conversations. In the next task, you'll log in to the Connect admin console to configure the AI agent.

Customer Profiles provides the foundation for context-aware conversations, allowing your agent to recognize returning customers and access their booking history automatically.

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