

A Case for AI

In Finance

It is a scary moment when a customer realizes their credit card has fraudulent charges. Getting a quick answer and swift resolution provides urgent relief the customer desires.

In Tech Support

AI can collect the monotonous information such as model or order number while waiting for agents to get free. This ensures the customer is always engaged showcasing value for their time.

In Insurance

Filing a claim can be very stressful and can lead to negative conversations. AI can help managers better understand what agents say which can lead to more positive conversations.

Contact Us

Feel free to check out our website or contact us directly with your questions on how introducing an Amazon digital agent with sentiment analysis is right for your company.

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Hey ..HELP!



AI for a Better Customer Support Experience

By Team 2

\$0.24

Per Call w/ AI
& Analytics

~\$1.39

Per Average
Support Call*

* National average service call duration is six minutes & Minnesota service labor is \$13.72/HR = \$0.23/minute. AI saves approximately one minute in collecting context details.

Current Customer Support Problems

Providing quality customer service is not a trivial task. Currently there are many problems which make improving the experience difficult including:



Long Wait Times



Little Customer Feedback



Inefficient Agent Time



Manual Data Input Mistakes

NO

Limited to No Customer Experience Metrics

Adaptive Customer Support AI In Action

AI

"Hello Matt, how can I help you today?"

Matt

(Customer): "I am frustrated my laptop won't turn on again."

AI

"Let me see what I can do to help. What model number is your laptop?"

Matt

"I have a 2016 MacBook Pro. I don't know the model number."

AI

"A 2016 MacBook Pro. Let me get you transferred to an agent to help."

Agent

"Matt I am sorry to hear your MacBook won't turn on. Please describe more..."

AI During the Call Amazon Pipeline



Customer Calls

Customer makes the active effort to contact your company for service.



Amazon Connect

The AI greets and prompts a question(s). Repeat until agent transfer.



Amazon Lex

The customers response is interpreted and redirected to Amazon Connect.



Amazon Lambda

Retrieve customer, order, or case specific information for a customized message.



Amazon DynamoDB

Fast access customer specific data storage for natural AI conversations.



Transfer to Service Agent

The AI passes the customer to an appropriate agent with pertinent case details.



Call Discounts

The agent disconnects and then repeats the customer service process.

AI After the Call Amazon Pipeline



Amazon S3

The audio is stored in an Amazon S3 bucket for future analysis.



Amazon Simple Queue Service

Recognizes a new call in the S3 database and queues EC2.



Amazon EC2

Process the audio and score customer satisfaction by their words and speech patterns.



Better Manager Insights

The manager can better understand how to improve the customer experience.

Why Your Customers' Emotions Matter?

Understanding customer emotions or sentiment is important to improving and maintaining a healthy customer support operation.

- Determine common agent statements which increase or decrease customer positivity.
- Get behavioral insights on every call as opposed to bias surveys.