

AIM332

# WaFd bank delivers enhanced self-service with AWS conversational AI

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# AIM332

WaFd bank delivers enhanced self-service with AWS conversational AI

## Speakers

- Fernando Egea, Global Vice President, AI Specialized Sales, Talkdesk
- Dustin Hubbard, CTO, WaFd Bank
- Shivi Gupta, Product Manager, Amazon

## Announcements

- ❖ n/a

## Takeaways

- ❖ WaFd is using Lex for both IVR and Chatbots. [This demo](#) illustrates interaction w/Talkdesk.

## Azure

- ❖ Azure has [Bot Maker](#), in addition to [Cognitive Services](#) to support Speech to Text, Text to Speech. [Azure qna maker](#) is being sunsetted in favor of [Cognitive Services for language](#).

[< Section Header](#)  
[< Table of Contents](#)

## Improve Service with CAI

- Conversational AI Solutions
  - Improve Customer Engagement
  - Enable Omni-Channel Experience
  - Uncover insights to improve quality
  - Lower costs with automation
- How Lex Supports CAI
  - Capabilities: Custom entity recognition, Enhanced speech transcription, Intelligent Dialog, Contextual Resolution
- Lex Builder Tools
  - Visual Builder – Manage complex conversation paths dynamically using a no-code interface
  - Automated Chatbot Designer – Expedite chatbot design processes through automated analysis of transcript data
  - Pre-built Solutions – Kickstart building a personalized, conversational experience for multiple industries.

## Talkdesk

- Overview of Talkdesk – Cloud Contact Center Software
  - Uses Voice Biometrics to identify caller
  - Utilizes Lex for Chatbots / Can integrate other bots built by their customers if need..
  - 50% of challenge in Chatbots is after go-live, post training is always needed.

## WaFd Case Study

- Migrated traditional IVR to Cloud with Transcribe / Lex / Polly
- Leveraged a lot of Lex Intents built for IVR for Chatbot
- Talkdesk allowed WaFd to bring existing solutions to Contact Center Platform.
- Roadmap is to add more sentiment analysis, support more transaction types and channels (sms, WhatsApp)

# Use AI to improve customer experience

## CHALLENGES

-  Long hold and resolution times
-  Single communication channel
-  Lack of insights on customer pain points
-  High operational expenses



## BENEFITS

- Improve customer engagement
- Enable omni-channel experience
- Uncover Insights to improve service quality
- Lower costs with automation



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# Amazon Lex

CONVERSATIONAL AI FOR VOICE AND TEXT INTERFACES



Enables  
sophisticated  
conversations



Easy to use



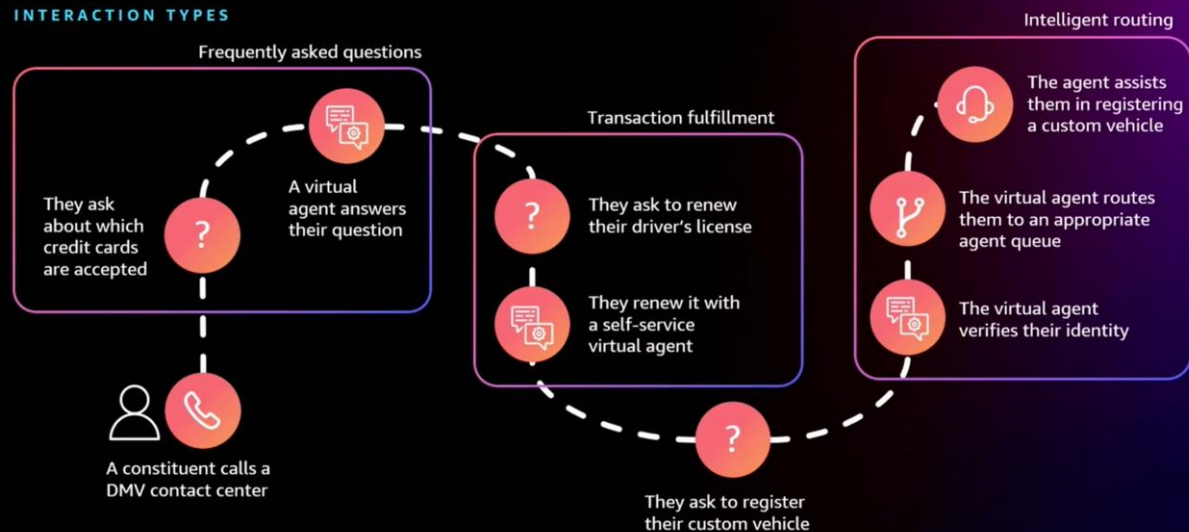
Provides a scalable  
omni-channel  
experience



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# Sophisticated conversations

## INTERACTION TYPES



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# Popular Amazon Lex use cases



Self-service

Deflect calls with human-like virtual agents and IVRs



Intelligent routing

Identify callers' intent and route to an appropriate agent queue



Information capture

Collect key information to assist agents in resolving questions efficiently



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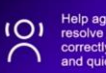
## Talkdesk AI Jobs-to-be-done and the customer journey



Increase customer self-service rate



Identify causes of customer issues



Help agents resolve issues correctly and quickly

**CUSTOMER**  
With a query



Customer Journey

Self-service automation

Agent assisted automation

**AGENT**  
Assisted by AI automation



Low Resolution Cost

RESOLUTION COST

High Resolution Cost

Identity

Virtual Agent Voice

Virtual Agent Digital

Agent Assist

Quality Management



Knowledge Management



Interaction Analytics



AI Trainer Human-in-the-Loop



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## Serving customers' banking needs

Customers

Channels



Branches



Call centers



Chat



Mobile app



Website



SMS



Social media

Self-help

Human-help

Common topics

Account opening

Loan origination

Account servicing

Account balances

Money movement

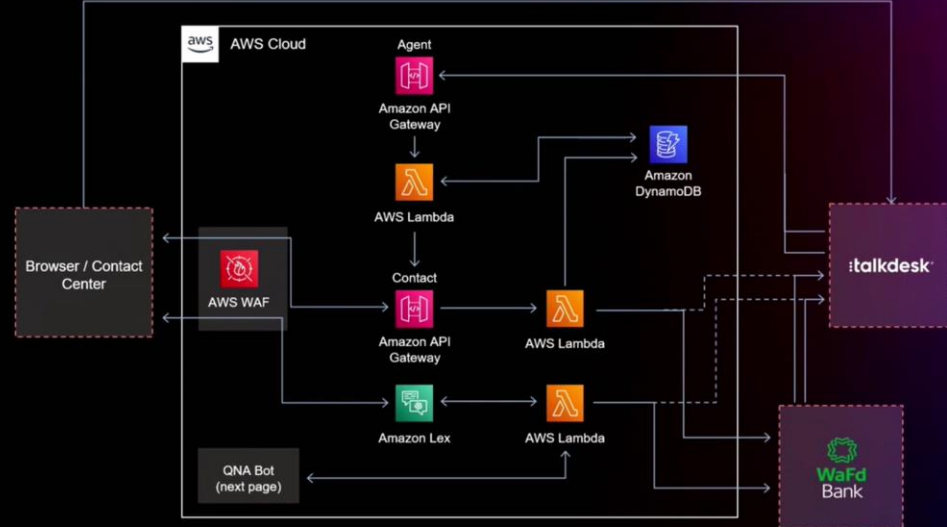
Fraud inquiry

Complaints



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## Architecture



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