FEBRUARY 11,2025

Amazon Connect

Accelerate customer experience (CX) innovation with Amazon's native cloud contact center

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Amazon Web Services

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Common challenges we hear

CUSTOMERS

Inconsistent and repetitive experience across channels

AGENTS

Many disjointed applications requiring weeks of training

SUPERVISORS

Disconnected, limited, & incomplete data

ADMINISTRATORS

Slow innovation with high cost and long implementation times

How happy are you with your customer experience?

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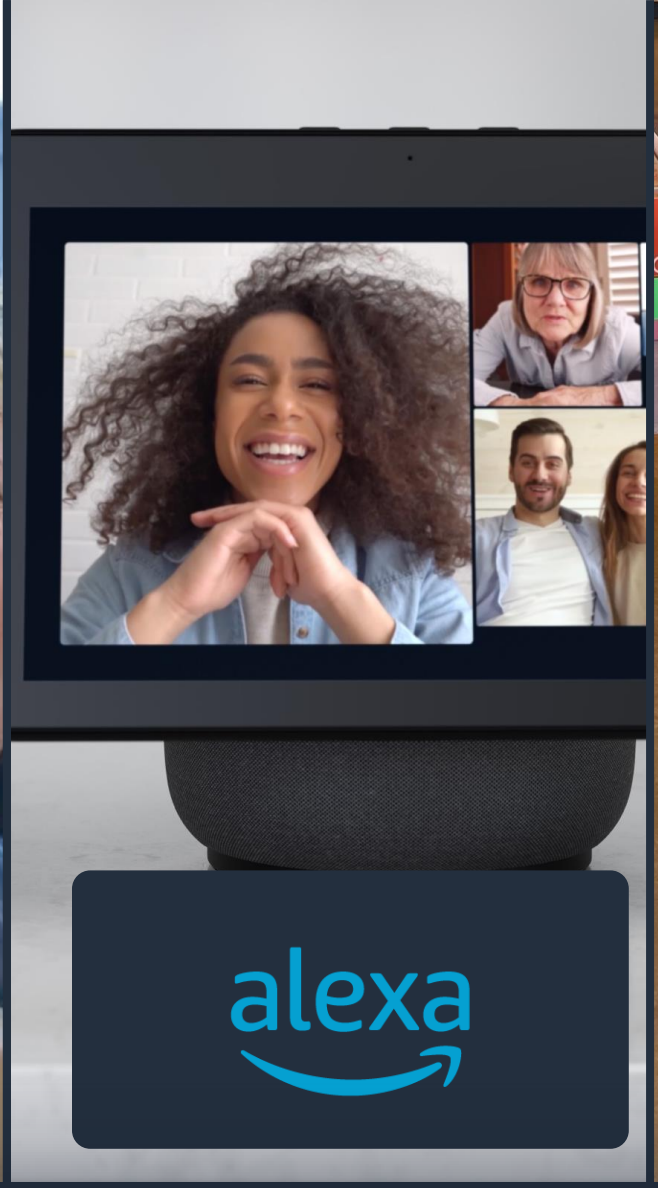

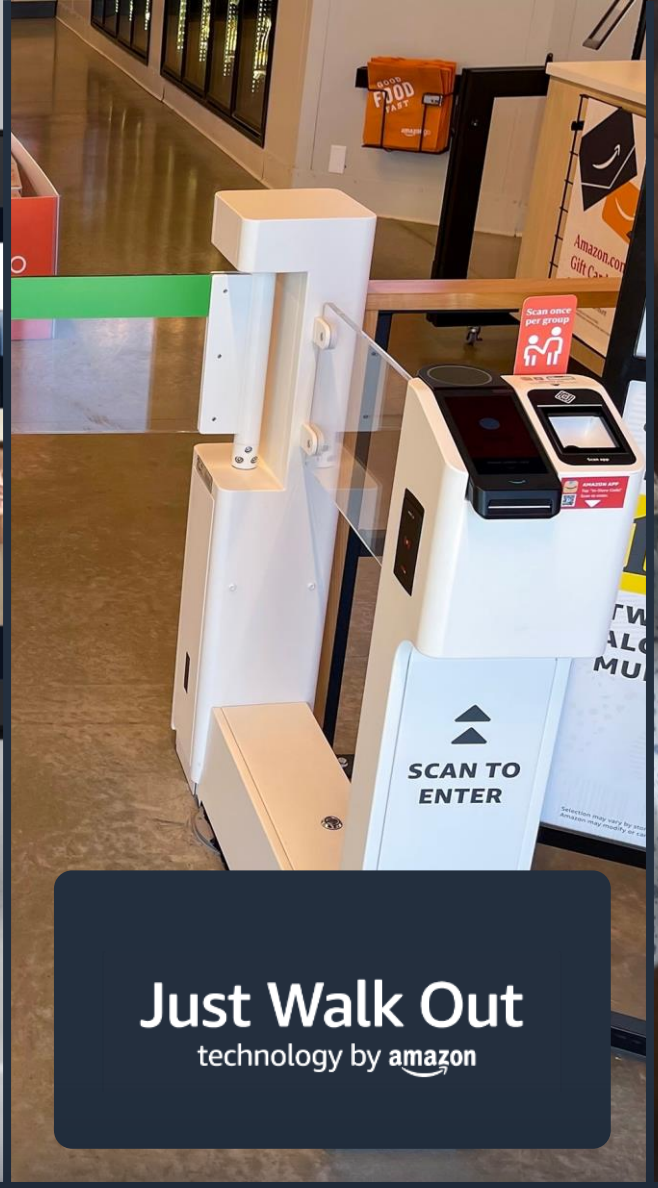

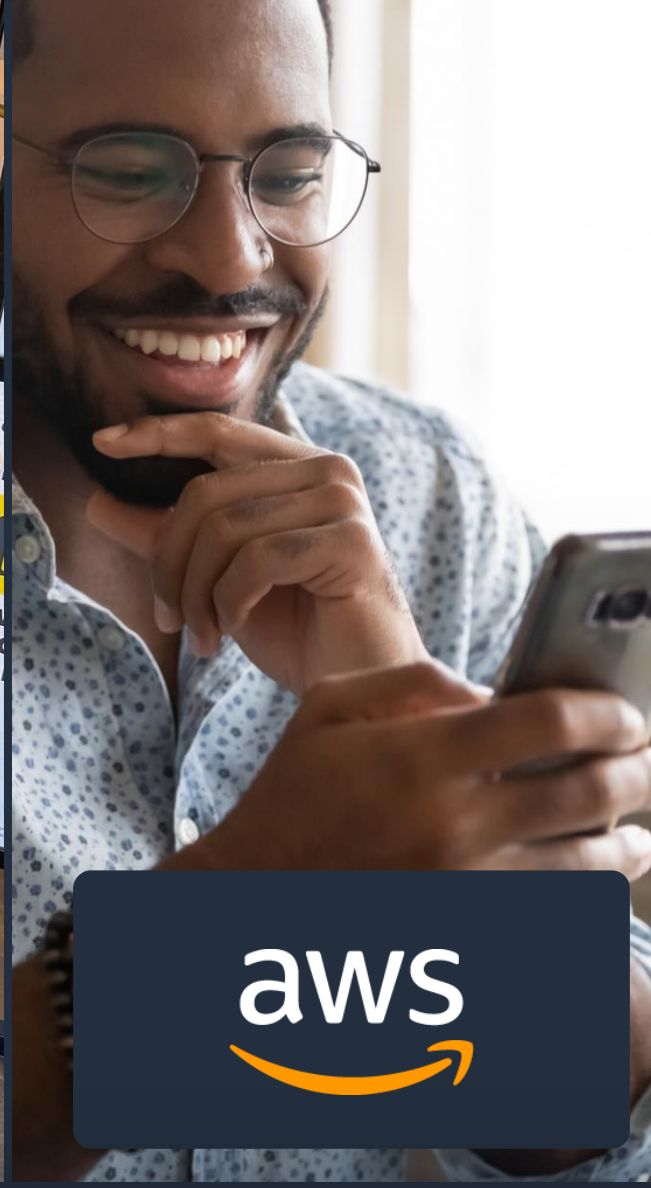

“Customers are always beautifully, wonderfully dissatisfied, even when they report being happy and business is great.”

Jeff Bezos

Amazon Connect

One application. One seamless experience.

TENS OF THOUSANDS OF CUSTOMERS

MORE THAN 10 MILLION CONTACT CENTER INTERACTIONS A DAY

USED BY +100,000 AMAZON CUSTOMER SERVICE ASSOCIATES

Amazon Connect differentiators

ACCELERATE CX INNOVATION WITH AMAZON'S NATIVE CLOUD CONTACT CENTER

Pay only for what you use

Globally redundant telephony +30 providers, +110 inbound, and +230 outbound countries

Instant access to **+200 fully featured AWS services**

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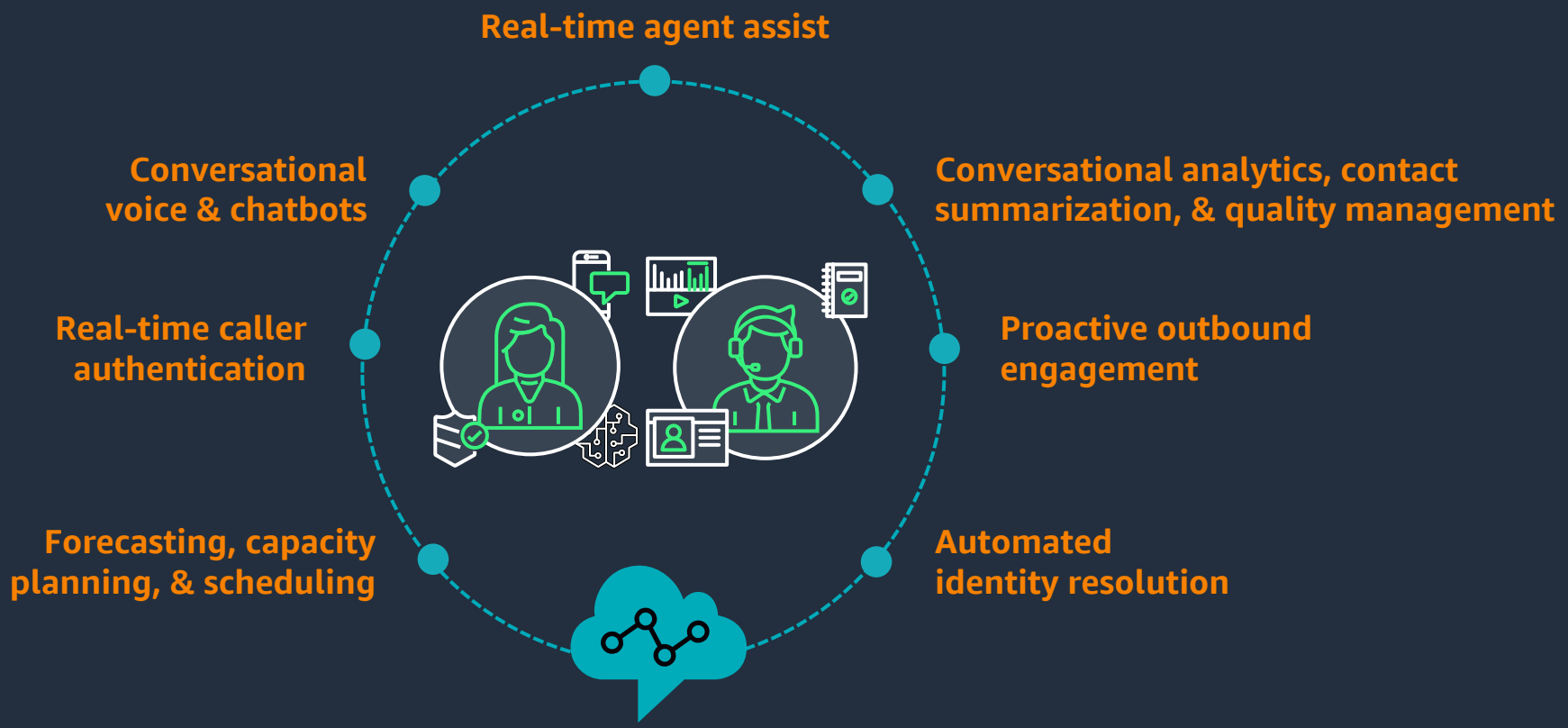
Built-in AI to improve and accelerate CX outcomes

GREATER EFFICIENCIES AND INSIGHTS, POWERED BY GENERATIVE AI



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Amazon Connect has tens of thousands of customers supporting more than 10 million contact center interactions a day

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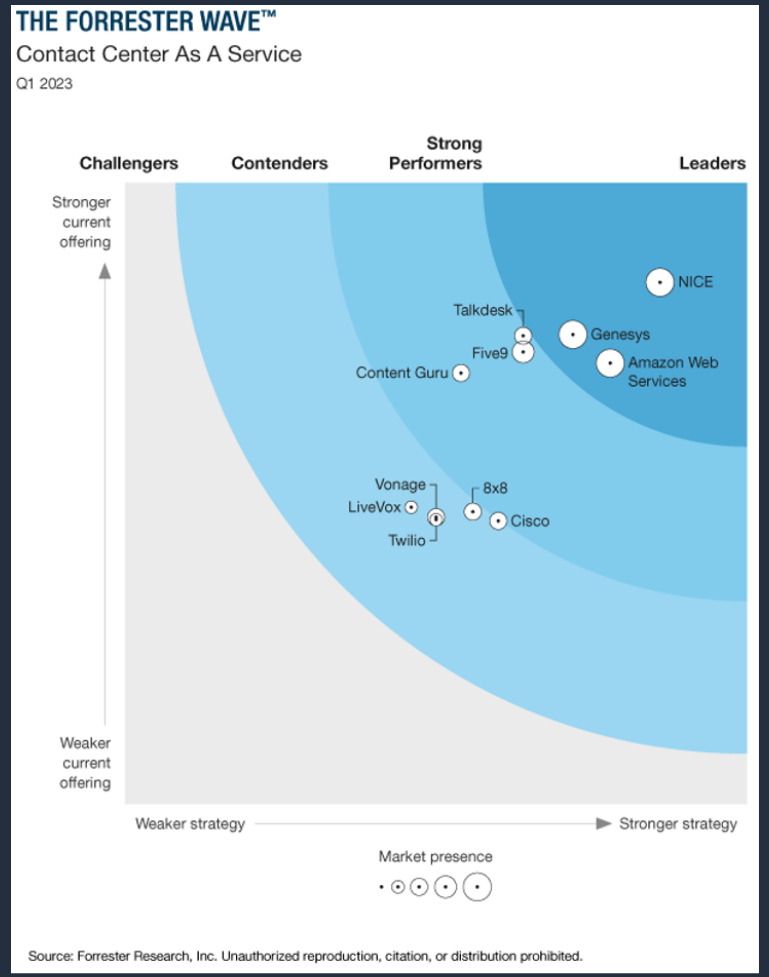

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AWS recognized as a Leader in 2023 Forrester Wave for CCaaS

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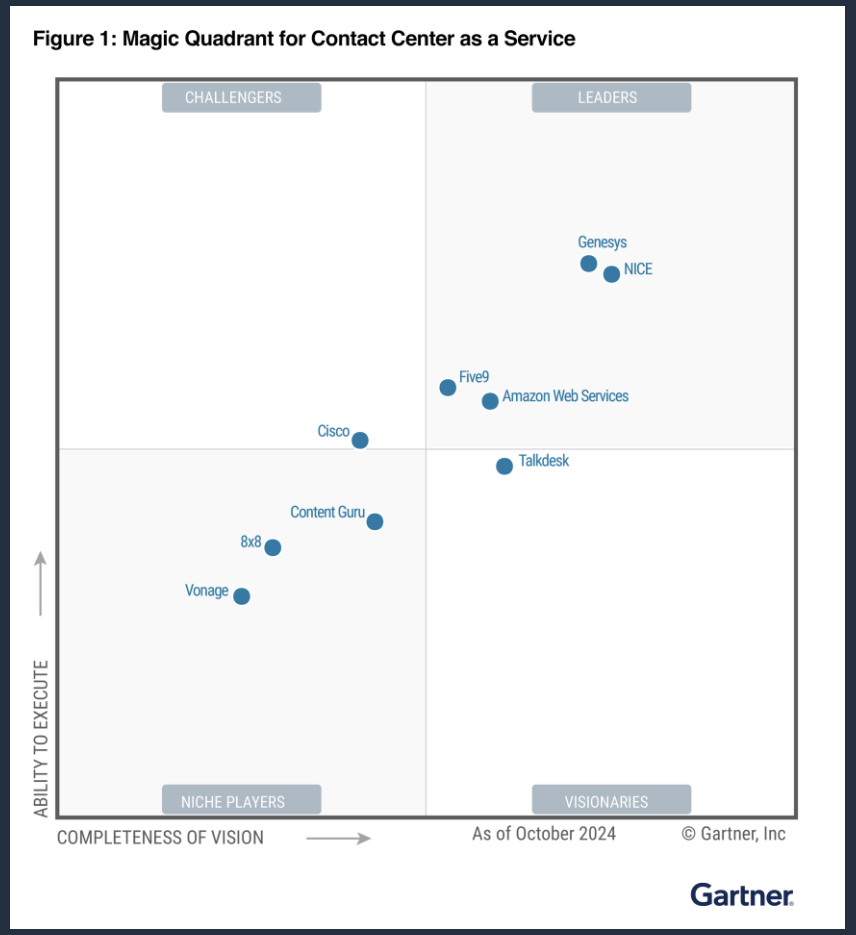

AWS recognized as a Leader in 2024 Gartner Magic Quadrant for CCaaS

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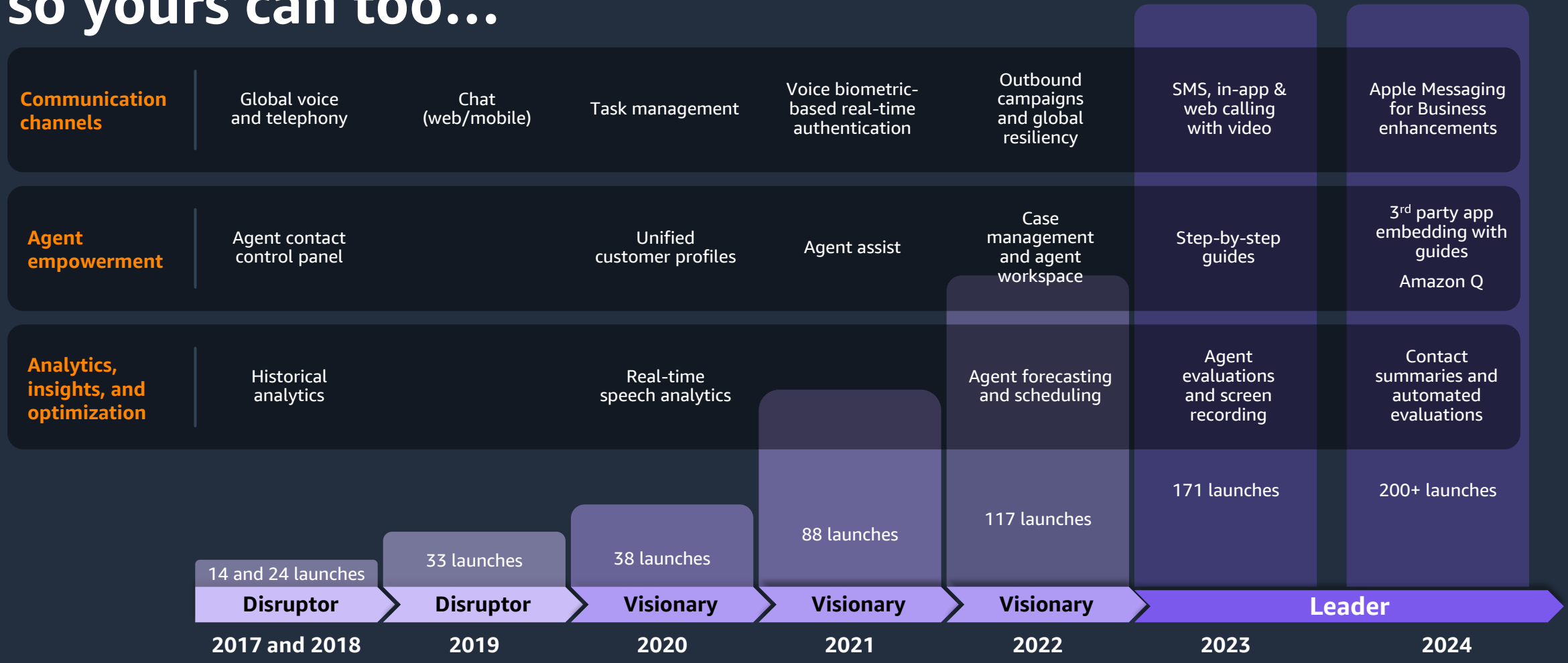
Our pace of innovation has accelerated, so yours can too…



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Built from the ground up to accelerate your CX innovation

TAKE CONTROL OF AN ENTERPRISE GRADE CONTACT CENTER WITH JUST A FEW CLICKS

Self-service Take control from day one and make changes fast	• Get started in 5 minutes, with an enterprise grade contact center and global telephony • Powerful UI and API lets you make changes instantly	• Test, dial up, and deploy features at will, only paying for what you use • Iterate on demand with built in A/B testing
True omnichannel Unify your experiences and maximize people	• Configure a customer journey and deploy across all channels instantly—no duplicate effort • One automation engine (e.g., IVR, Chatbot, tasks)	• One agent experience • One routing & skills engine • One data, analytics, and optimization engine
Native data and AI Drive real world results	• Access data in one place with no walled gardens: your data is your data • AI conversational and real time journey analytics	• AI-driven agent and manager assist • AI-driven quality management, forecasting, and agent scheduling
One vendor solution Enable solutions with clicks not integrations—native, not cobbled together	• Agent optimization suite • Customer profiles • Case management	• Tasks to track all agent and back-office work • Proactive outbound • Voice authentication
Flows Powerful IVR, chatbot, agent and task automation	• One flow language, drag-and-drop editor, and engine for all channels • Native Natural Language understanding	• Agent step-by-step guides • Flow analytics to optimize and iterate • Reusable modules, versioning, and change control

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Case study: speed matters

Multi-national financial services company

	Feb 2023	Mar	Apr	May	Jun	Jul	Aug
Agents migrated	*100*	*555*	*85*	*722*	*210*	*6*	*1,461*	*9,725*
cumulative	*100*	*655*	*740*	*1,462*	*1,672*	*1,678*	*3,139*	*12,864*

Evaluate and select

Pilot go-live ★

- Discovery and design workshops
- Salesforce integration
- Nuance voice biometrics integration
- Operating Model
- Performance & resilience testing
- Service Introduction
- PoC customer flows built

Pilot and prove

First post-pilot business area ★

- Optimisations based on Pilot feedback
- 16 independent businesses configured
- Customer flows for each business area
- Self-service bots
- Regulator approval for full rollout

Deploy and deliver

Migrations complete ★

- Migrated ~500 agents per week over 6 months
- Advanced capabilities developed in parallel to meet critical path migration timelines:
  - Conversational Self-service bots
  - Outbound dialler
  - Card payments (agent assisted)
  - Dynamic opening hours and divert management tool e.g., public holidays
  - WFM (in progress)

+13,000 agents in 6 months

migrated to Amazon Connect, including a successful 7,000 agent cutover in one day

+11,000 calls

handled per hour on day-1 post full go-live

36 business areas

migrated to Amazon Connect

13 technical squads

delivering foundational services and assisting migrations

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Product tour

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CUSTOMER

OMNICHANNEL CUSTOMER EXPERIENCE

- High quality voice
- Conversational IVR and chatbots
- Chat, SMS, and messaging
- In-app/web calling and video
- Outbound campaigns
- Voice authentication
- Task management

AGENT

AGENT EMPOWERMENT AND PRODUCTIVITY

- Agent workspace
- Knowledge and agent assist
- Unified customer view
- Case management
- Step-by-step guides

SUPERVISOR

ANALYTICS, INSIGHTS, AND OPTIMIZATION

- Real-time and historical reports and dashboards
- Real-time conversational analytics
- Quality and performance management
- Forecasting, capacity planning, and scheduling

ADMINISTRATOR

CONFIGURATION AND FLEXIBILITY

- Simple, self-service UI; make changes in minutes, not months
- Secure, reliable, and scalable
- Modern API and SDKs for those who want to build

One application. One seamless experience.

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AI at the heart of every interaction

- ✓ Understand what the customer wants
- ✓ Analyze and authenticate customers' using their voice

From 15 minutes to 30 seconds

TEXAS
The University of Texas at Austin

"Student wait time also dropped to less than 30 seconds to talk to an agent at similar staffing levels, compared to average wait times of greater than 15 minutes before the implementation."

—Antonino Cummings
Principal Project Manager, UT Austin

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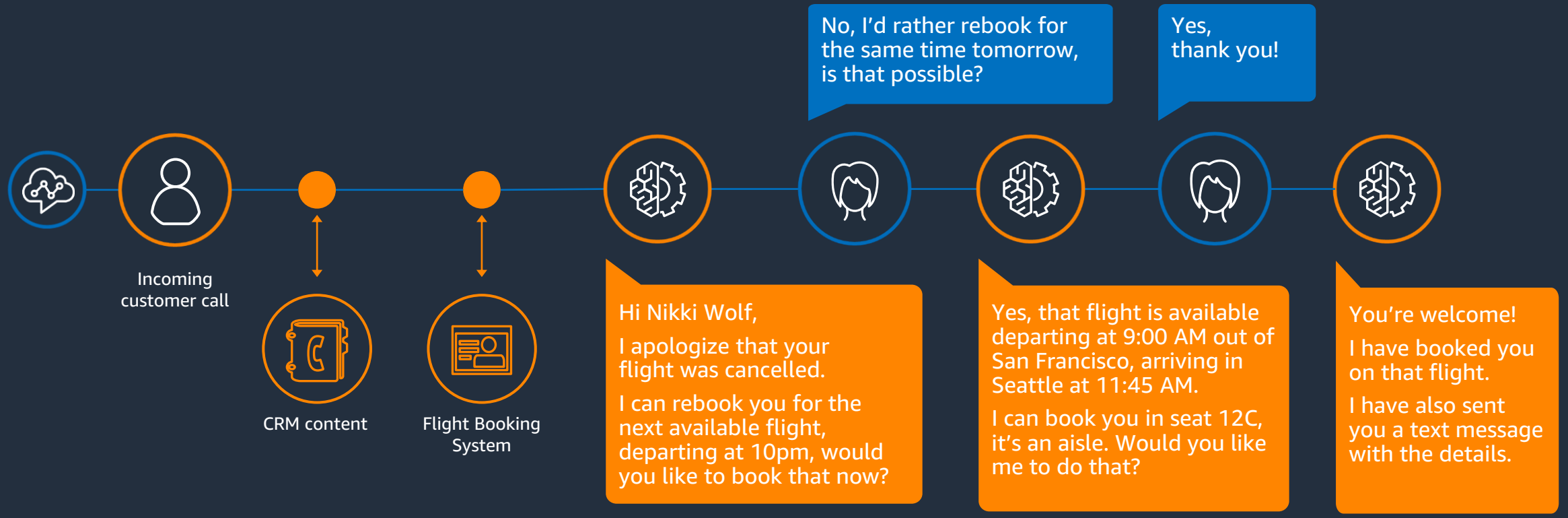
Customer experience

AMAZON CONNECT CHATBOTS, PERSONALIZATION, AUTOMATION, AND SMS



PERSONAL
Amazon Connect Flows adapt on a per customer basis

DYNAMIC
Answer customer questions before they are even asked

NATURAL
Amazon Connect chatbots use the same technology that powers Alexa

OMNICHANNEL
Amazon Connect SMS provides assistance on channel of choice

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Reduced agent turnover

TEAM KENTUCKY TRANSPORTATION CABINET

"We have seen a drastic reduction in agent turnover since migrating to Amazon Connect— highlighting the ease of use of the agent workspace."

—Drew Clark
Business Analyst, Kentucky Transportation Cabinet

AGENT

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AI at the heart of every interaction

- ✓ Listen and generate recommended responses for agents in real-time
- ✓ Automatically capture and identify key parts of the conversation

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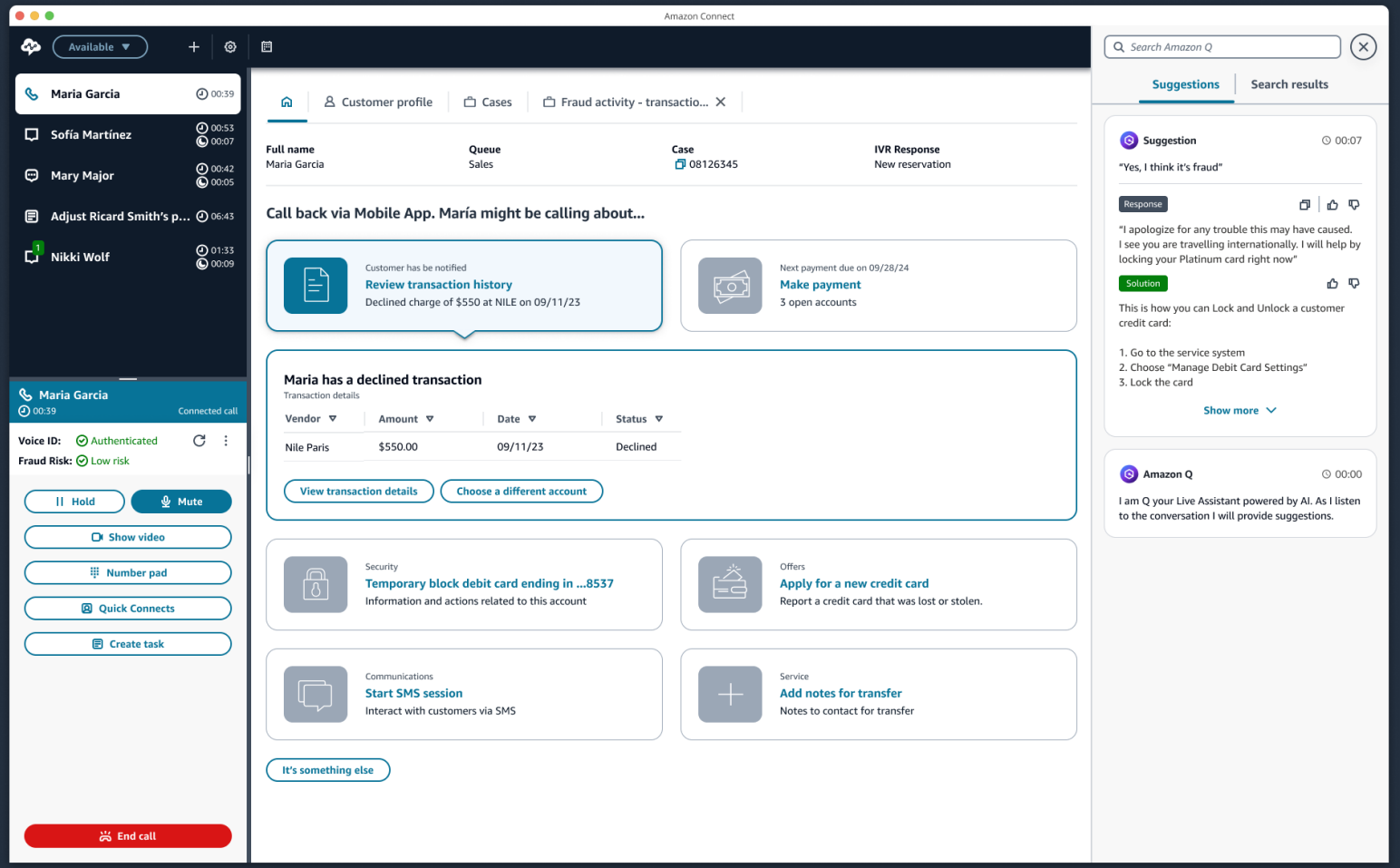
Agent experience

AMAZON CONNECT AGENT WORKSPACE



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AI at the heart of every interaction

- ✓ Understand why people are calling and customer sentiment
- ✓ Concisely summarize customer contacts
- ✓ Provide highly accurate forecasts

SUPERVISOR

ANALYTICS, INSIGHTS, AND OPTIMIZATION

- Real-time and historical reports and dashboards
- Real-time conversational analytics
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Ease of use and efficiency

frontdoor

"The UI is intuitive and easy-to-use, implementation and ramp-up time was minimal, and feedback from our managers has been very positive. For starters, we were able to reduce the number of evaluation forms we needed which allowed us to complete the build-out of them in a third of the time that we anticipated."

—Scott Brown
SVP of Customer Experience

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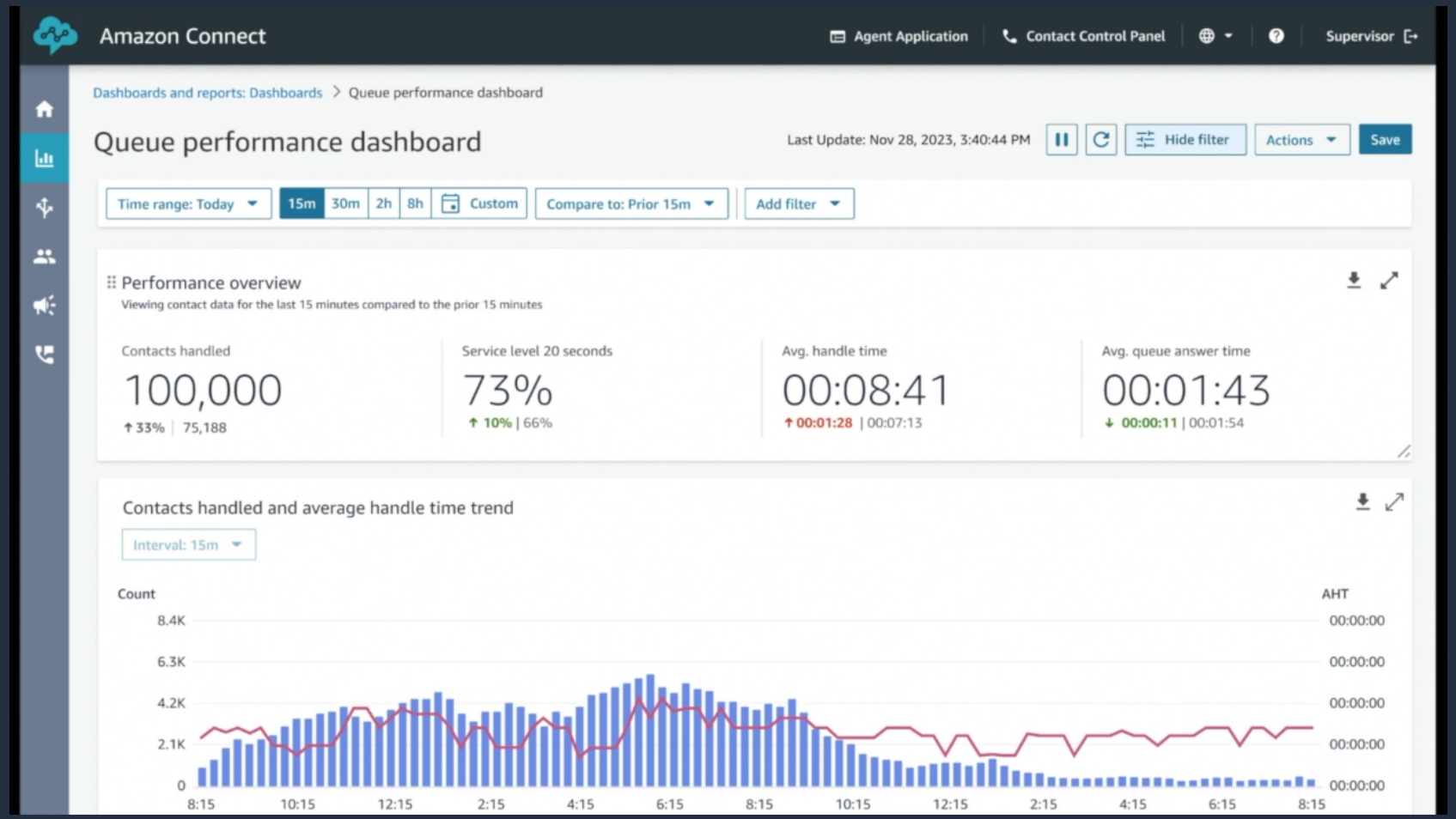
Supervisor experience

CONVERSATIONAL ANALYTICS, AGENT EVALUATIONS, FORECASTING, AND SCHEDULING



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3 week deployment

DOW JONES

"The time to value was immediate using Amazon Connect for the Dow Jones Service Desk. Due to the simplicity of Amazon Connect, we deployed in just three weeks instead of months. Modifications that used to require a change request and funding can now be configured instantly."

—Simon Clark
VP of Infrastructure and Operations, Dow Jones

AI at the heart of every interaction

✓ Resolve customer identity to deliver clean customer data for personalization

ADMINISTRATOR

CONFIGURATION AND FLEXIBILITY

- **Simple, self-service UI; make changes in minutes, not months**
- **Secure, reliable, and scalable**
- **Modern API and SDKs for those who want to build**

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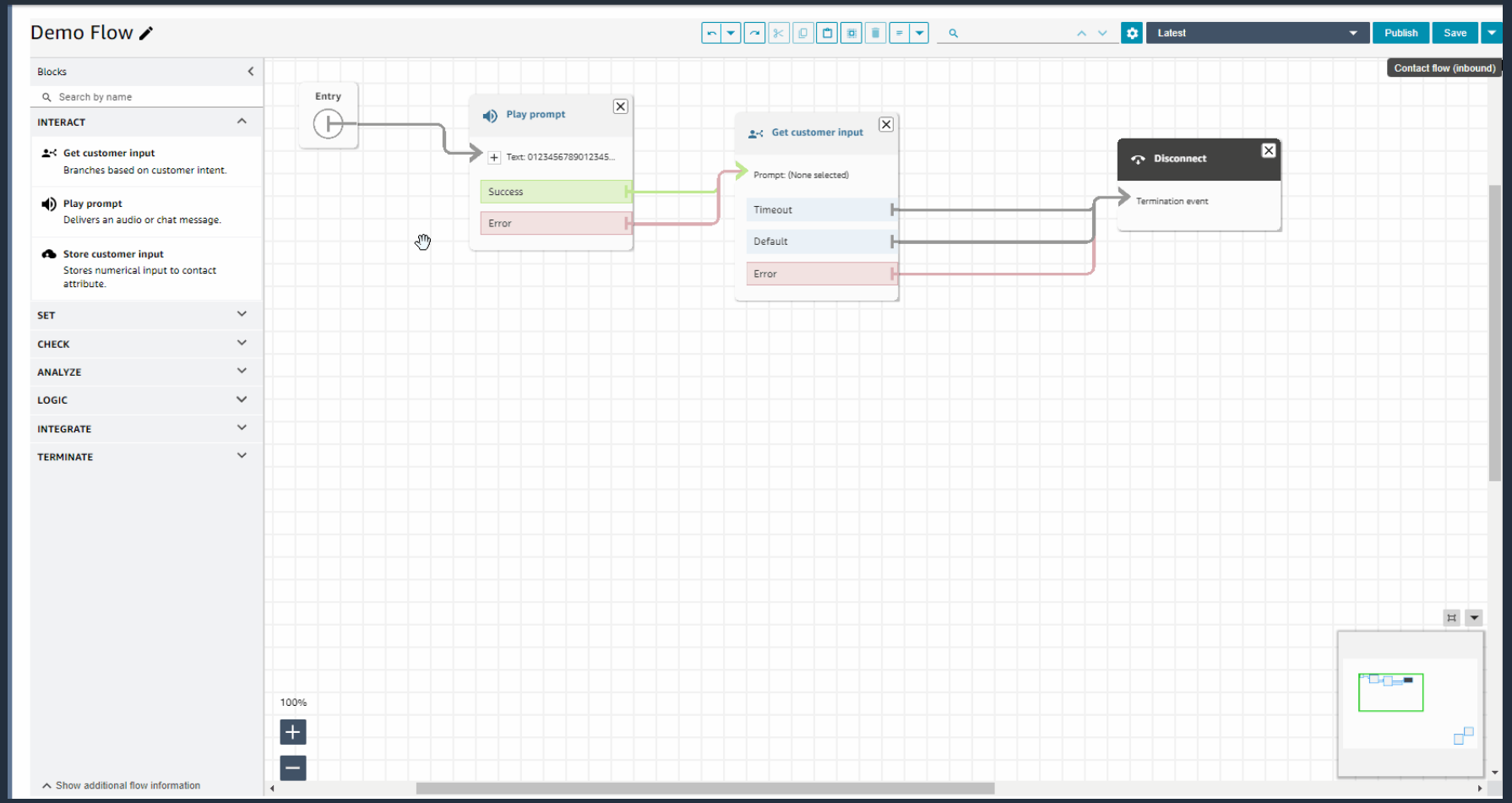
Administrator experience

WORKFLOW BUILDER, OMNICHANNEL & SKILLS-BASED ROUTING, RULES ENGINE, AND MORE



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Pay-as-you-go makes innovation work for you

FREEDOM TO RAPIDLY EXPERIMENT AND SCALE UP AND DOWN

No required upfront commitments

Elastic scalability

Reduced maintenance

Expand globally at your pace

Instant experimentation

Accelerated innovation

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Thank you!

Kavya Rama Nandana Sidda
Solutions Architect
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