



Seamless Customer Service with Amazon Connect and Alexa, using AI / ML

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Key Takeaways

- What is Amazon Connect.
- What are AI/ML services on AWS.
- How to utilise these services with Amazon Connect.
- How to integrate Amazon Neptune for data driven decisions on Amazon Connect.



Amazon Connect



Simple to use, omnichannel cloud contact center

Amazon Customer Service supports...
Amazon strives to be earth's most
customer centric company



Millions
of customers



Dozens
of languages



32
countries

Over 70,000 Customer Service Associates

So we built it



Amazon Connect



Easy to use, omnichannel cloud-based contact center service that scales to support businesses of any size

The fastest path to customer service innovation



Skills-based
contact routing



Voice & chat
recording



Real-time and
historical analytics



High-quality
voice capability

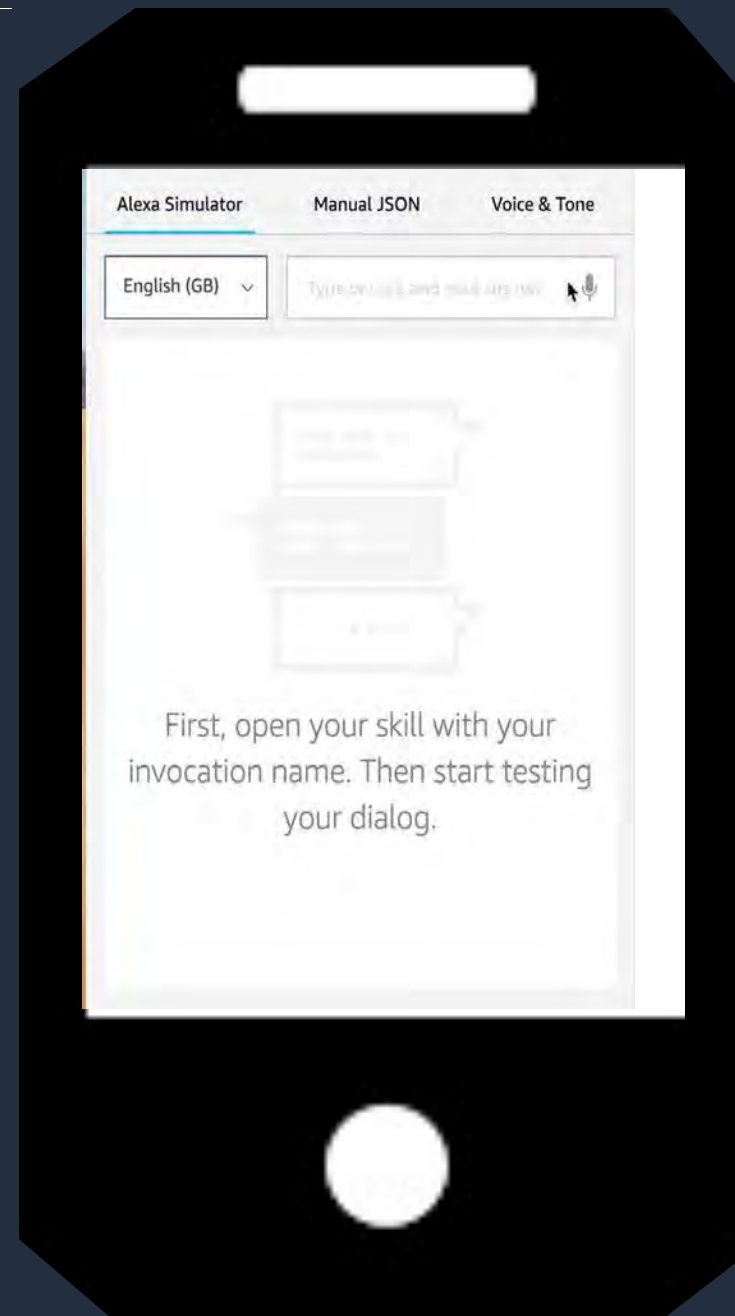
Service Architecture:

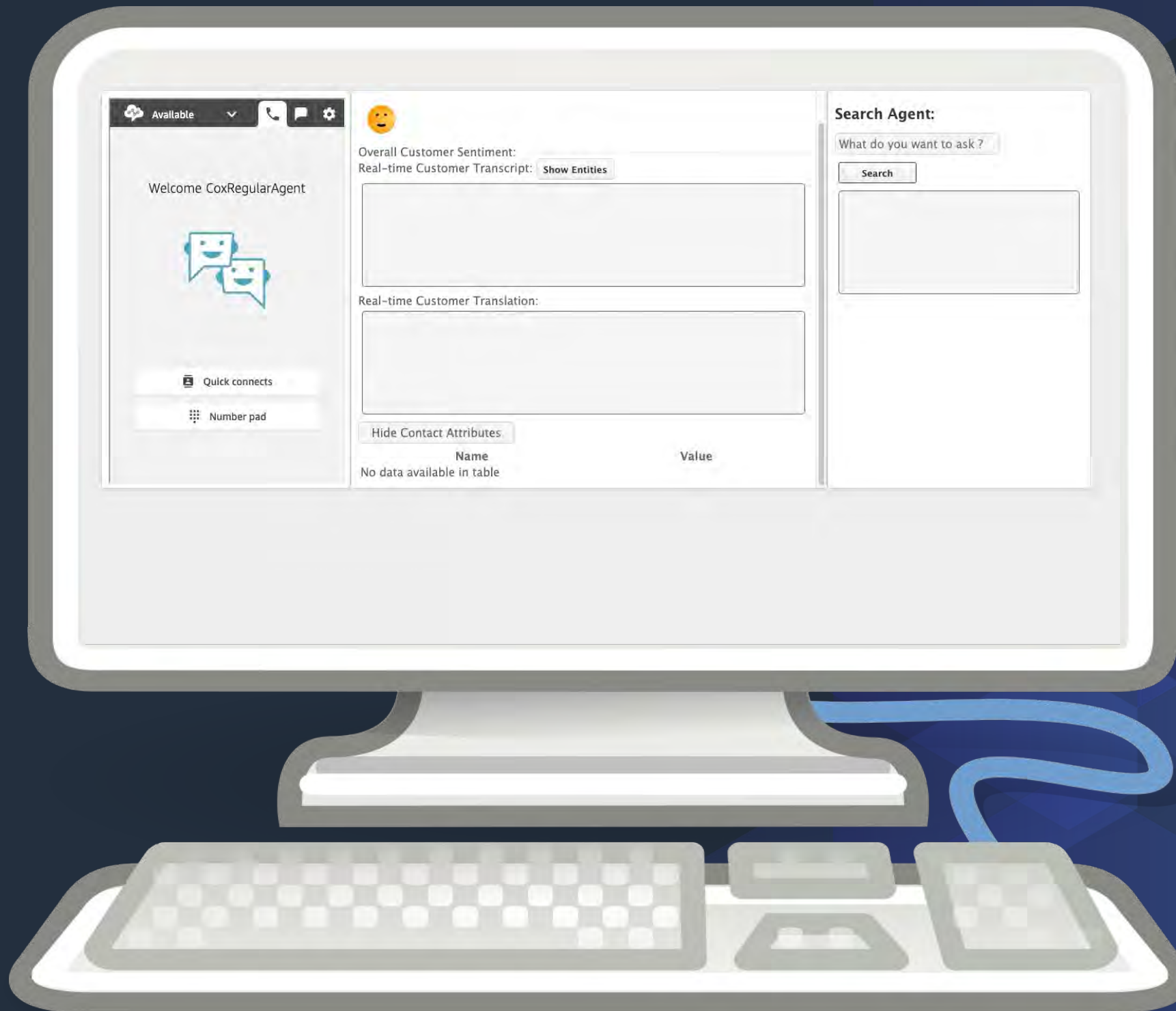
Multi-Tenant across multiple availability zones
connected through low latency links

Telephony Architecture:

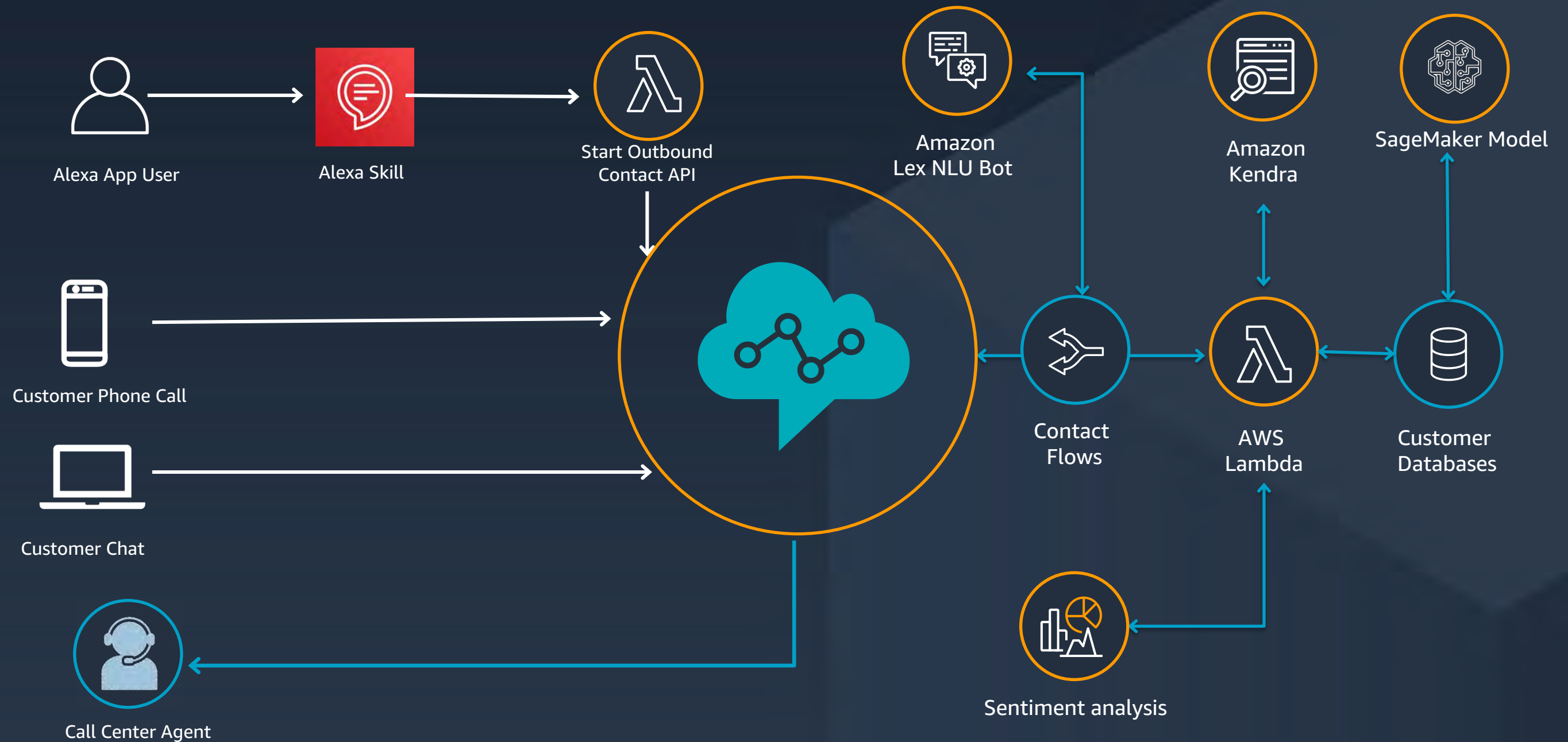
Host toll-free and direct dial numbers (DID)
on our managed network of carriers

Demo I





Demo 1 Architecture



Business Drivers

Knowledge of New Customer

Interactive IVR

1. Dynamic Prompting and Natural Language Understanding
2. Ability to capture, store, and process information in real time
3. Dynamic Routing Capabilities

Knowledge of Existing Customer Base

Gain insights about our customers in order to create unique and correlative personas

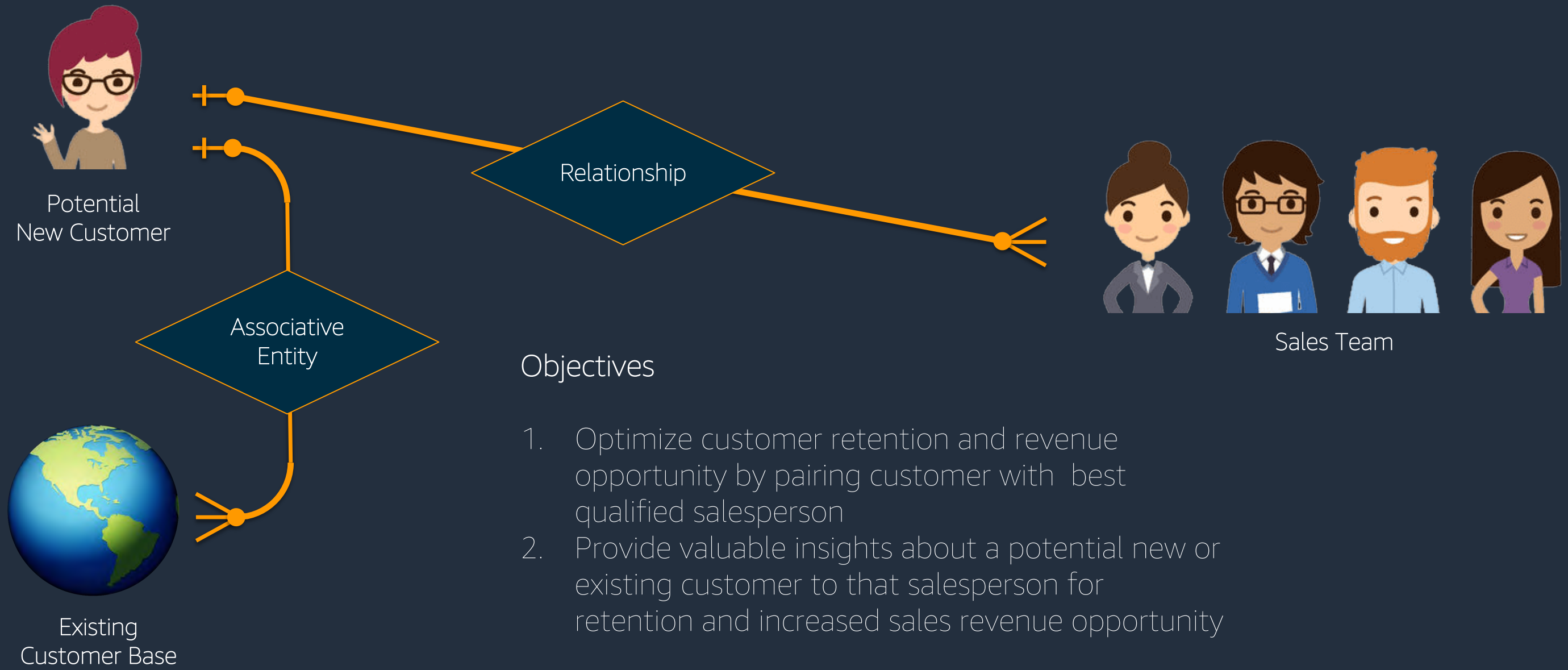
1. Customer Satisfaction/Churn
2. Customer Purchases
3. Customer Size (Purchasing Power/Needs)

Knowledge of Individual Sales Agent

Dynamic and data driven personas for each sales associate

1. Sales Revenue Attainment
2. CSAT Scores/Sentiment
3. Product Area Expertise

Visualization of Demo



Demo II

Optimized Sales Demo



Available

Welcome Joan

Quick connects

Number pad

AI Powered Speech Analytics for Amazon Connect

Overall Customer Sentiment:

Real-time Customer Transcript:

Show Entities

Hide Contact Attributes

| Name | Value |
|----------------------------|-------|
| No data available in table | |

Search Agent:

What do you want to ask ?

Search



Optimized Customer Retention Demo



Available

Welcome Asif

Quick connects

Number pad

AI Powered Speech Analytics for Amazon Connect

Overall Customer Sentiment:

Real-time Customer Transcript: [Show Entities](#)

[Hide Contact Attributes](#)

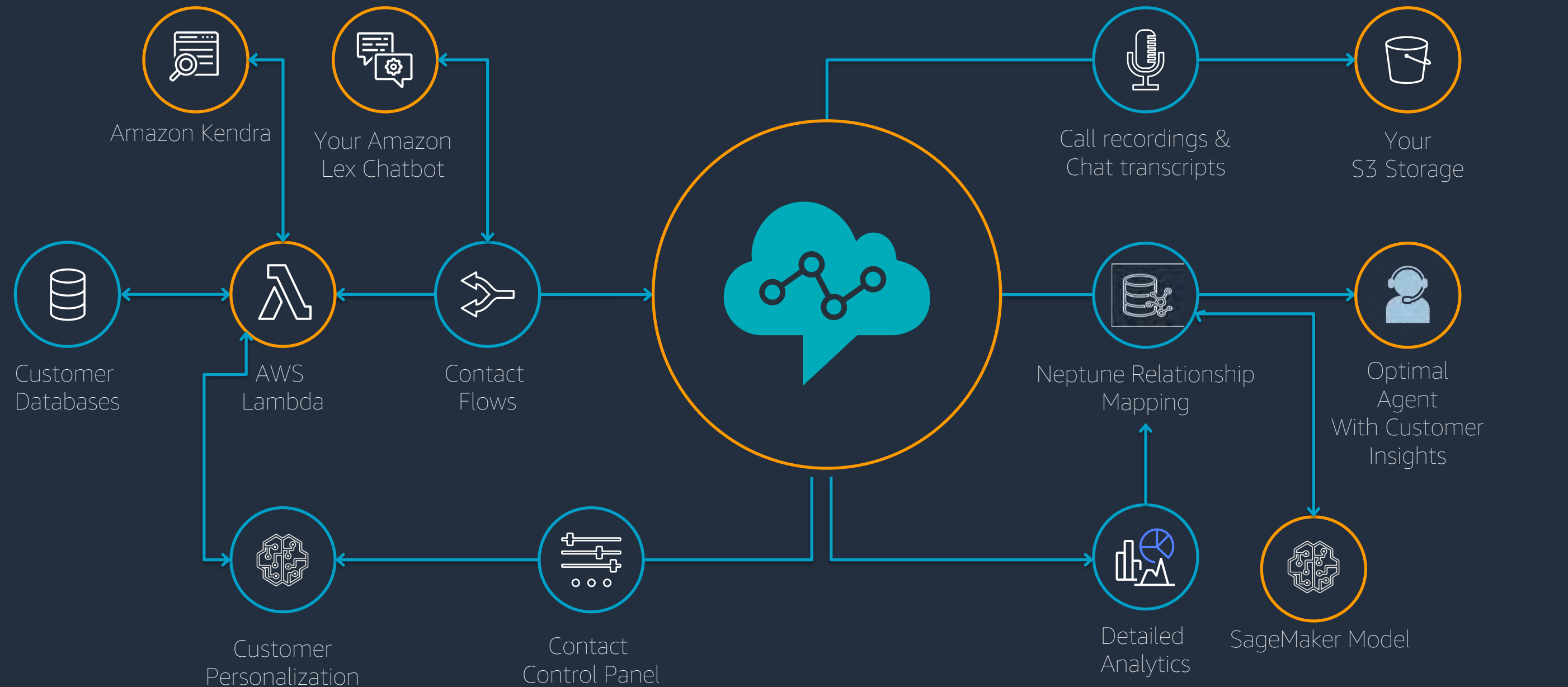
| Name | Value |
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Search Agent:

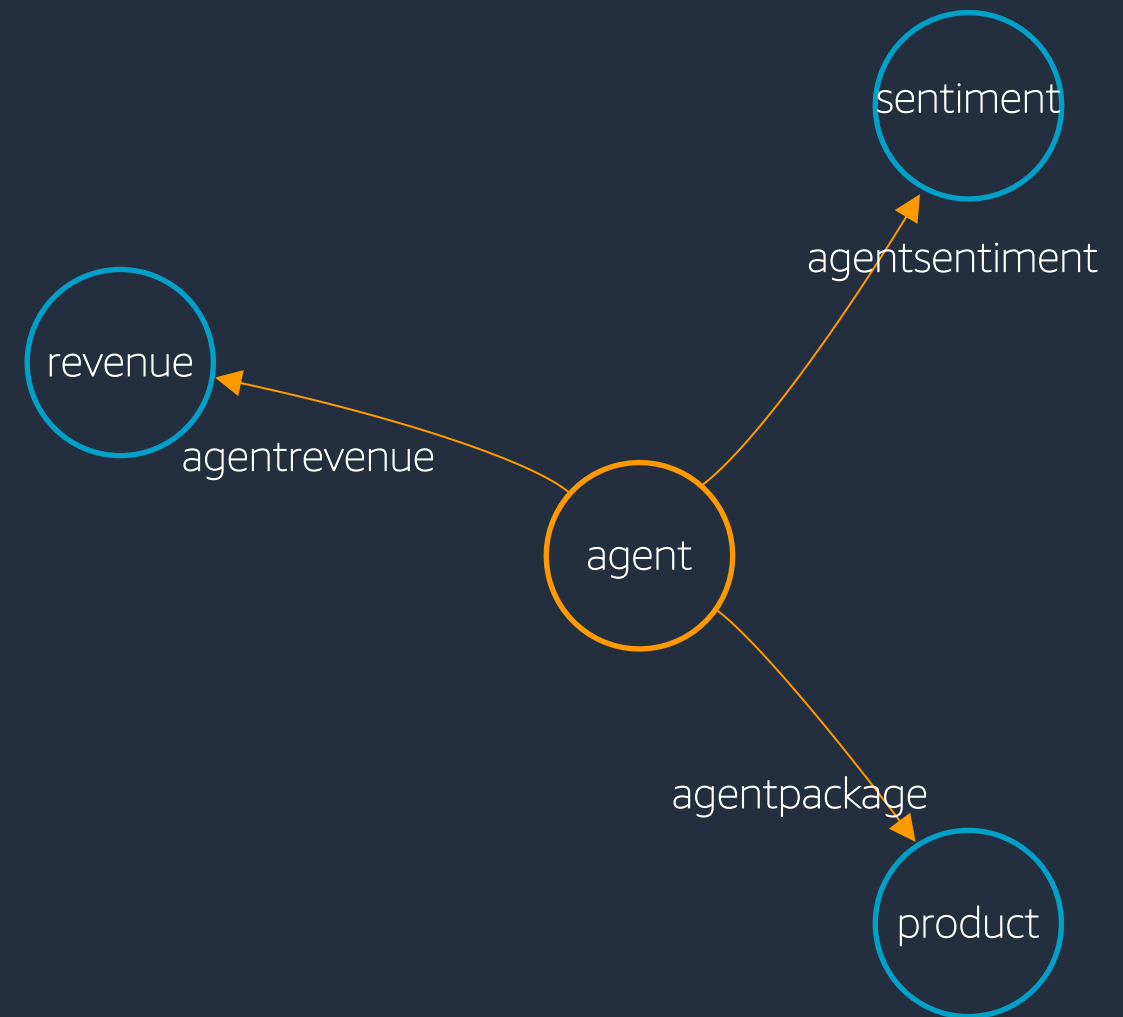
What do you want to ask ?

[Search](#)

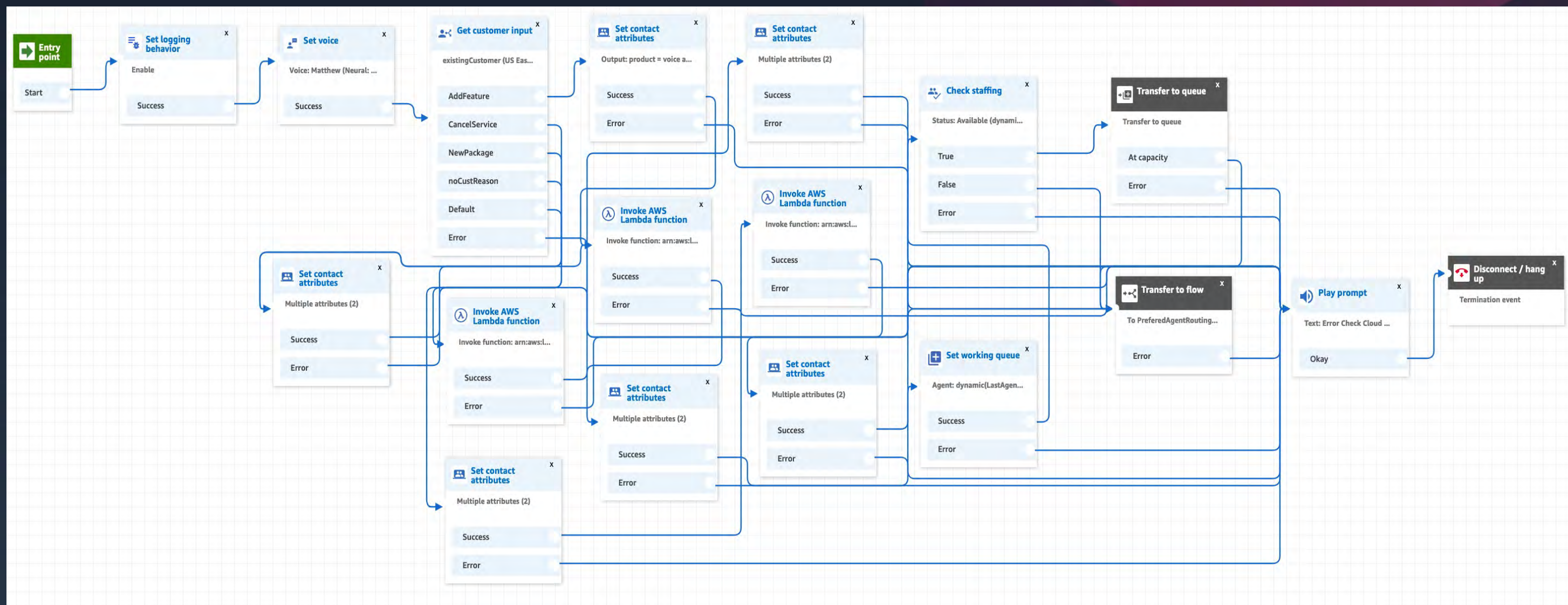
Demo Architecture



Relationship Mapping



Contact Flow Graphical User Interface



Customer Data Table

COXComms_CRMDData [Close](#)

Overview

Items

Metrics

Alarms

Capacity

Indexes

Global Tables

Backups

Contributor Insights

Triggers

Access control

Tags

Create item

Actions ▾

Scan: [Table] COXComms_CRMDData: CustomerPhoneNu...

Scan ▾

[Table] COXComms_CRMDData: CustomerPhoneNumber ▾

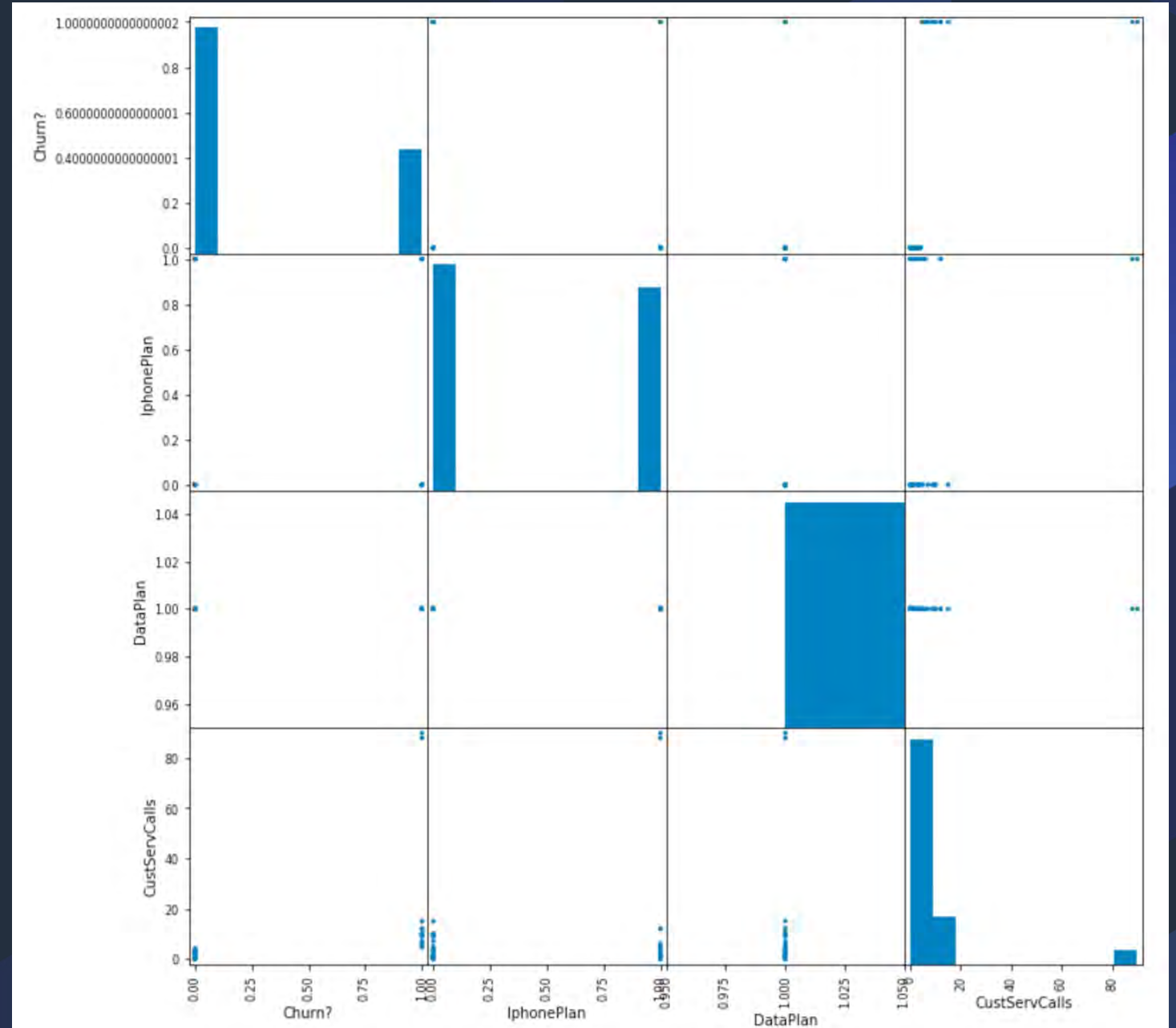
+ Add filter

Start search

| CustomerPhoneNum | ContractStartDa | CustServCalls | DataPlan | FirstName | IphonePlan | LastContactCat | PinNumber | Sentiment |
|--|-----------------|---------------|----------|-----------|------------|----------------|-----------|-----------|
|  | | | | | | | | |
|  4129659834 | 20200102 | 3 | Yes | EJ | Yes | WIFI | 7878 | NEUTRAL |
|  7767323439 | 20200707 | 6 | Yes | Asif | No | Data | 7676 | NEUTRAL |
|  9724672814 | 20200202 | 1 | Yes | Anjali | Yes | Phone | 1212 | NEUTRAL |

Machine Learning = Experience Evolution

| | Churn? | IphonePlan | DataPlan | CustServCalls |
|-----|--------|------------|----------|---------------|
| 0 | 0 | 1 | 1 | 2 |
| 1 | 0 | 0 | 1 | 1 |
| 2 | 0 | 1 | 1 | 0 |
| 3 | 0 | 1 | 1 | 3 |
| 4 | 0 | 0 | 1 | 4 |
| ... | ... | ... | ... | ... |
| 204 | 0 | 1 | 1 | 2 |
| 205 | 0 | 0 | 1 | 3 |
| 206 | 0 | 1 | 1 | 4 |
| 207 | 1 | 1 | 1 | 6 |
| 208 | 1 | 0 | 1 | 9 |



Thank you!

