



AI-Powered Customer Insights for Financial Services

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Amazon Web Services (AWS)

A Day in the Life of Banking Customer Service without Analytics

9:00 AM



Morning Rush

System Shows
high volume
but no insight
into why?



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A Day in the Life of Banking Customer Service without Analytics

9:00 AM



Morning Rush

System Shows
high volume
but no insight
into why?

11:00 AM



Peak Hours

We are getting lots of
similar complaints
but can't confirm the
pattern

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9:00 AM



Morning Rush

System Shows
high volume
but no insight
into why?

11:00 AM



Peak Hours

We are getting lots of
similar complaints
but can't confirm the
pattern

2:00 PM



Review

Only 50 calls
reviewed so far,
manual process is
too slow

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Morning Rush

System Shows
high volume
but no insight
into why?

11:00 AM



Peak Hours

We are getting lots of
similar complaints
but can't confirm the
pattern

2:00 PM



Review

Only 50 calls
reviewed so far,
manual process is
too slow

4:00 PM



Meeting

Why are our
resolution
rates dropping

Hidden Price of Unanalyzed Customer Conversations

- Massive volumes of unanalyzed feedback
- Delays in Issue Detection
- Hidden Costs from preventable repeat calls
- No Insights for future planning



"Every unanalysed conversation is a missed opportunity to improve"

Why AI-powered Customer Insights?



Every customer interaction automatically analyzed



Instant insight into customer conversations



AI-powered topic and sentiment detection



Spot trends before they become issues



Transform conversations into business intelligence



Solution - Building Blocks



Input

- Voice Calls
- Chat Messages



Storage



Solution - Building Blocks



Input

- Voice Calls
- Chat Messages



Processing

- Speech-to-Text
- Text Extraction

Storage

Automated
Workflow



Solution - Building Blocks



Input

- Voice Calls
- Chat Messages



Processing

- Speech-to-Text
- Text Extraction



Analytics

- Topic Detection
- Sentiment Analysis

Storage

Automated
Workflow

Near-Real
Time
Analysis



Solution - Building Blocks



Input

- Voice Calls
- Chat Messages



Processing

- Speech-to-Text
- Text Extraction



Analytics

- Topic Detection
- Sentiment Analysis



Insights

- Dashboards/Reports
- Monitoring

Storage

Automated
Workflow

Near-Real
Time
Analysis

Visual
Analytics

"From Customer Conversations to Business Intelligence"



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Technical Architecture

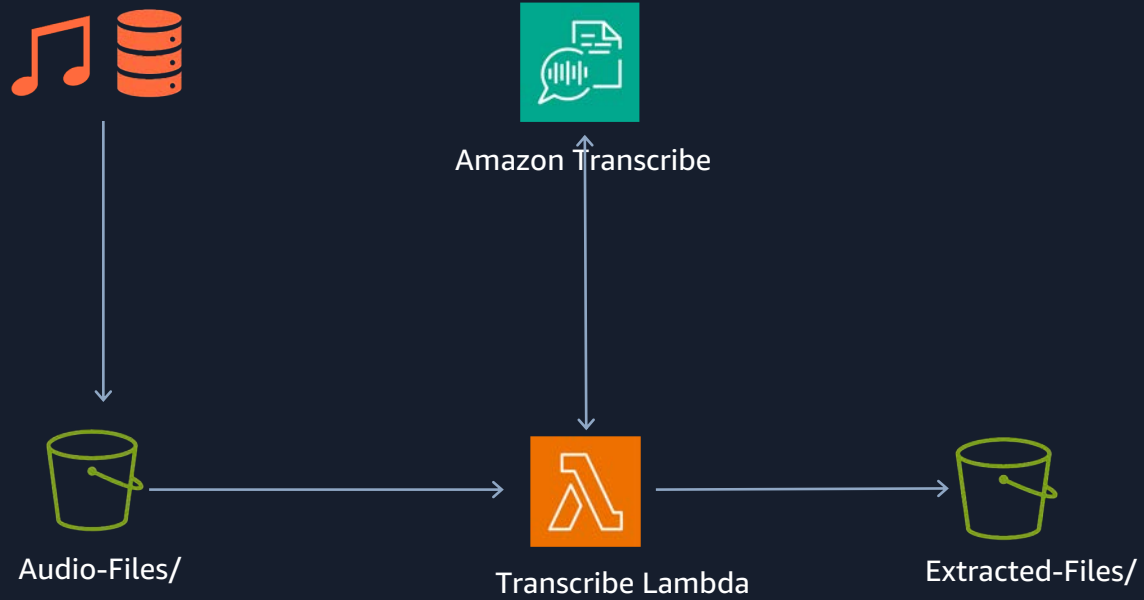


Voice Calls

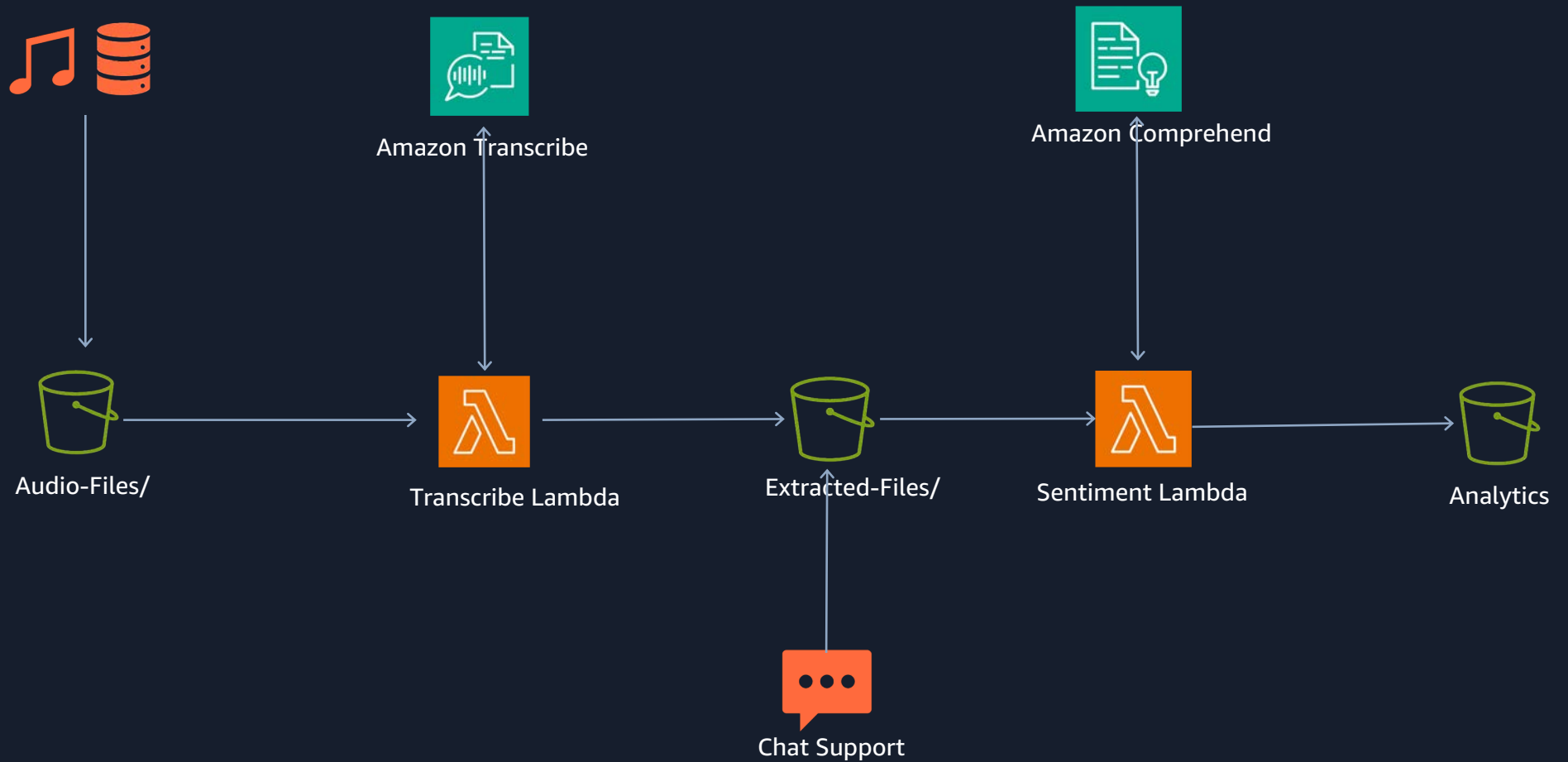


Chat Support

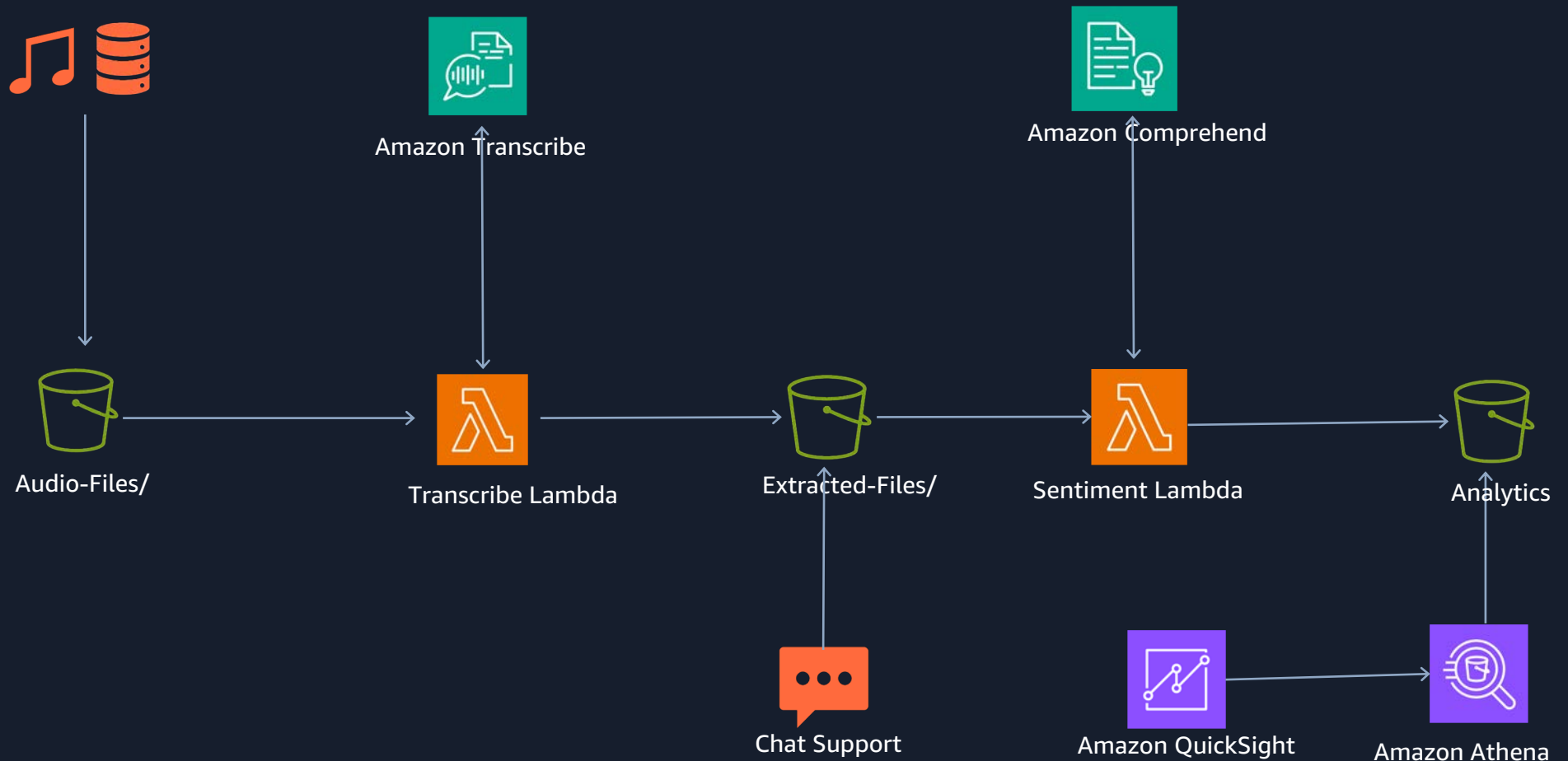
Technical Architecture



Technical Architecture



Technical Architecture



Demo



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Architecture – Serverless & Event-Driven

Event-Driven

- Automatic triggers
- Near real-time processing
- Immediate Responses

Serverless

- No Infrastructure to manage
- Auto-scaling
- Pay only for what you use

"Efficient, Scalable, Cost-Effective"



Secure by Design – Protecting Customer Data



Data Protection



Access Control



Compliance



Infrastructure

"Enterprise-grade security at every layer"



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Key Takeaways

- ✓ Complete Visibility
- ✓ Immediate Action
- ✓ Future Ready

"Start Turning Customer Conversations into Business Value"



Thank you!

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