LAU05

An introduction to data driven customer engagement

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Agenda

The opportunity ahead

Pillars of excellence

Customer engagement and customer experience at Amazon

Amazon Connect

AWS Cognitive Customer Experience (CCX)

The future of customer engagement and customer experience

Target audience for the session

New to Amazon Connect

Non-technical

Business users; team leaders

Initial review of moving to CCaaS

Leveraging AWS for CX initiatives

The opportunity ahead – interaction and execution

" …to continue to put our customers first, as we adapt to their ever-changing expectations, as a result of continuing advances in digital and emerging technologies…"

So what is CX?

CX is the sum of all customer interactions across company touchpoints

But why is it important?

1. Retaining a customer costs less than finding a new customer. The better the customer experience, the more likely we retain a customer. Net outcome: less customer churn

2. Upsells require less effort than new sales. The more holistic a customer experience, the more likely we will upsell, growing the customer's lifetime value. Net outcome: more $$$

3. Loyalty yields evangelism. The better our overall customer experience, the more likely a customer will do unpaid marketing on our behalf as an evangelist. Net outcome: more customers

So what is CX?

Or in other words...

Excellence in Customer experience

Drives positive

Customer advocacy and loyalty

Public customers

Creating meaningful experiences is crucial

89%

marketing leaders expect **customer experience** to be their primary basis for **competitive differentiation**

The 6 pillars of CX excellence – KPMG CEE report

Personalisation
Using individualised attention to drive an emotional connection

Integrity
Being trustworthy and engendering trust

Expectations
Managing, meeting & exceeding customer expectations

Resolution
Turning a poor experience into a great one

Customer Effort
Minimising customer effort and creating frictionless processes

Empathy
Achieving an understanding of the customer's circumstances to drive rapport

Personalisation
26%

Integrity
16%

Expectations
15%

Resolution
14%

Customer Effort
17%

Empathy
12%

The 6 pillars of CX excellence – Key takeaways

1. The six pillars are the DNA of commercially outstanding experiences

2. They are the way customers describe their experiences and are therefore linked to human psychology

3. The leading companies are competitively superior at each of them

4. The six pillars provide a checklist for creating both outstanding employee and customer experiences

5. They provide a mechanism for prioritisation and sequencing customer experience (CX) implementation

How Amazon thinks about CX

Our Amazon mission

To be the Earth's most customer-centric company

Amazon customer service tenets

1. Relentlessly advocate for customers

2. Trust our customers and rely on associates to use good judgment

3. Anticipate customer needs and treat their time and attention as sacred

4. Deliver personalised, peculiar experiences that customers love

5. Make it simple to detect and systematically escalate problems

6. Eliminate customer effort through this sequential and systematic approach: defect elimination, self-service, automation, and support from an expert associate

Amazon Connect

Amazon Customer Service supports:

Millions
of customers

Dozens
of languages

32
countries

Over 70,000 Customer Service Associates

Earth's most customer centric company

Amazon Connect

**Solutions in the marketplace
couldn't meet our expectations**

Cumbersome
tools

Difficult
integrations

Heavy
professional
services

Hardware,
telephony
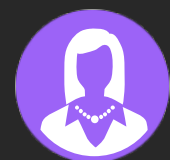integration, space

Security,
scalability,
reliability

Complex
pricing

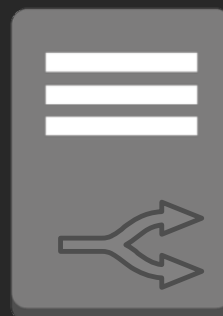# We needed the right technology to deliver on our promise

SCALABLE

OPEN

SIMPLE
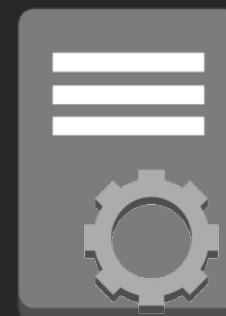
RELIABLE

Customer engagement challenge

Customer

Carrier Connectivity

Interactive Voice Response

Call Routing

Call Recording
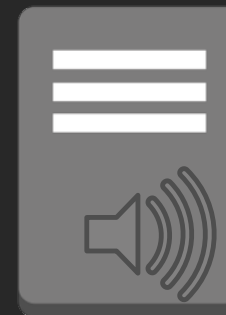
Agent

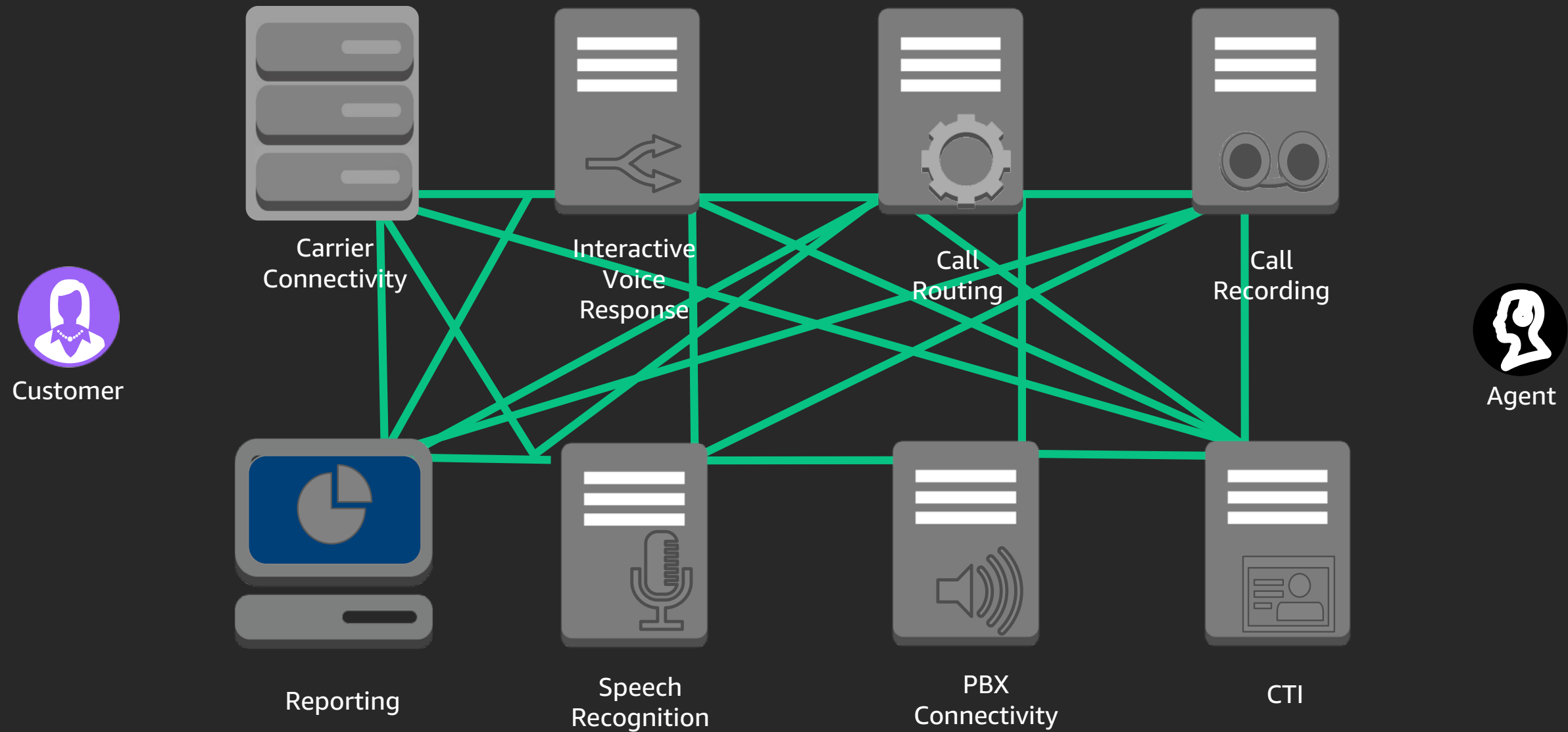**Reporting**

Speech Recognition

PBX Connectivity

CTI

Technology offerings have been in stasis

AWS simplified this dramatically

Amazon Connect

One application for skills based routing, self service (IVR), call recording, chat, and reporting
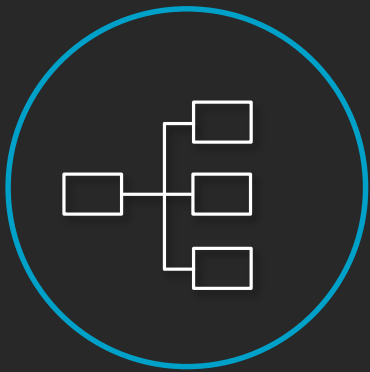
Amazon Connect

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

With tools that grow with your needs!

Skills-based
contact routing

Call
recording

Real time and
historical-analytics

Messaging
synch/async

High-quality
voice capability

Setting up an Amazon Connect instance

aws SUMMIT ONLINE

Amazon Connect resource configuration

Get up and running in a few easy steps

Step 1: Identity management	## Identity management	

Step 1: Identity management

Step 2: Administrator

Step 3: Telephony options

Step 4: Data storage

Step 5: Review and create

Identity management

Amazon Connect can be configured to manage your users directly or to leverage an existing directory. This cannot be changed once your instance is created. Learn more

🔘 **Store users within Amazon Connect**
Users will be created and managed by you within Amazon Connect. Note: you will not be able to share users with other applications.

Access URL   https:// [   ] .awsapps.com/connect/home ⓘ

⚪ **Link to an existing directory**
Amazon Connect will leverage an existing directory. You create users within the directory and then add and configure them within Amazon Connect. Note: you can only associate a directory with a single Amazon Connect instance. Learn more

⚪ **SAML 2.0-based authentication**
AWS supports identity federation with SAML 2.0 (Security Assertion Markup Language 2.0), an open standard that many identity providers (IdPs) use. This feature enables federated single sign-on (SSO), so users can log into the AWS Management Console or call the AWS APIs without you having to create an IAM user for everyone in your organization. Learn more

Cancel   Previous   **Next step**

Simplified UI
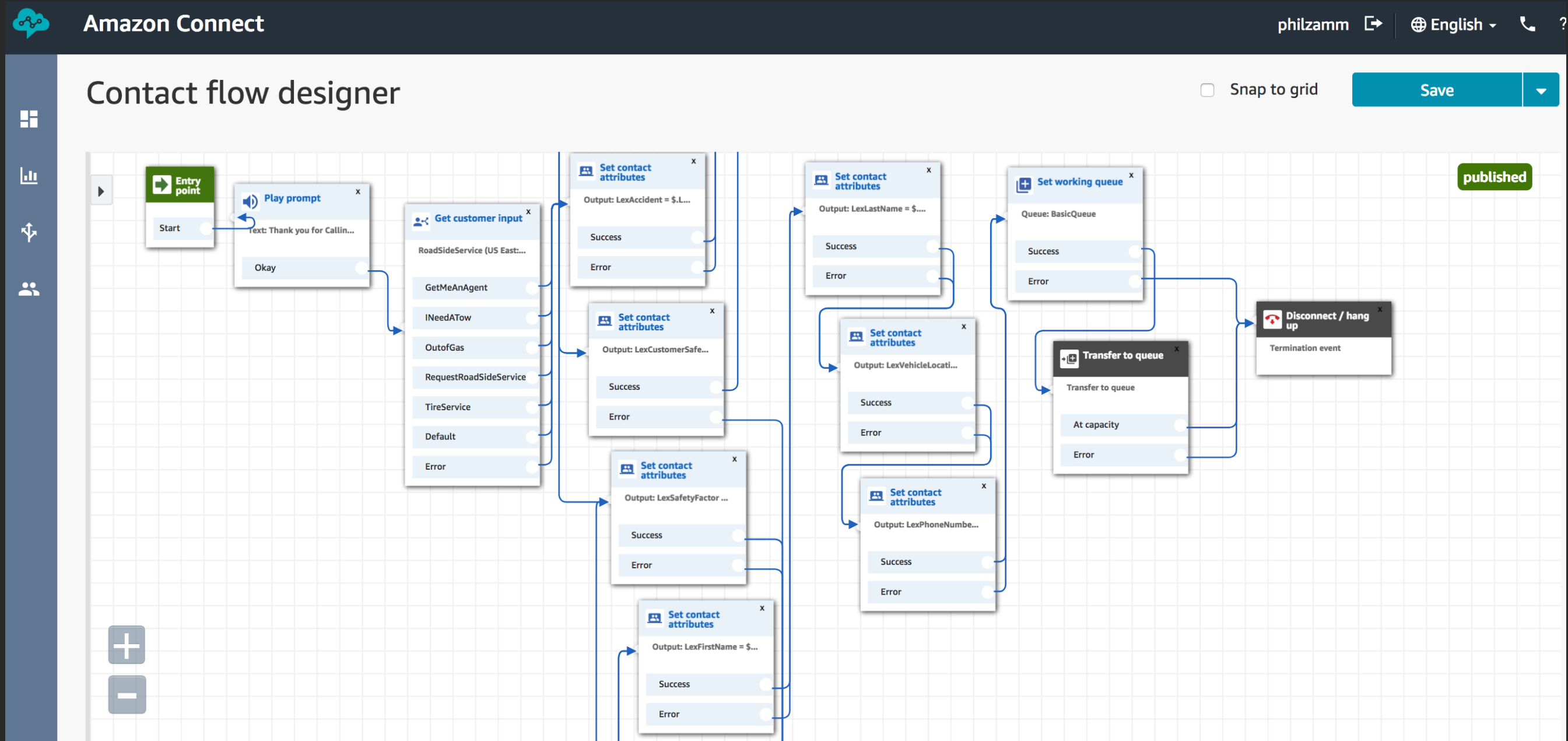
AWS Cognitive CX portfolio

AWS Cognitive CX vision

Data-driven, AI-enabled CX capability where

- customer engagement is intuitive

- machine learning delivers improved outcomes for customers through predictive insights
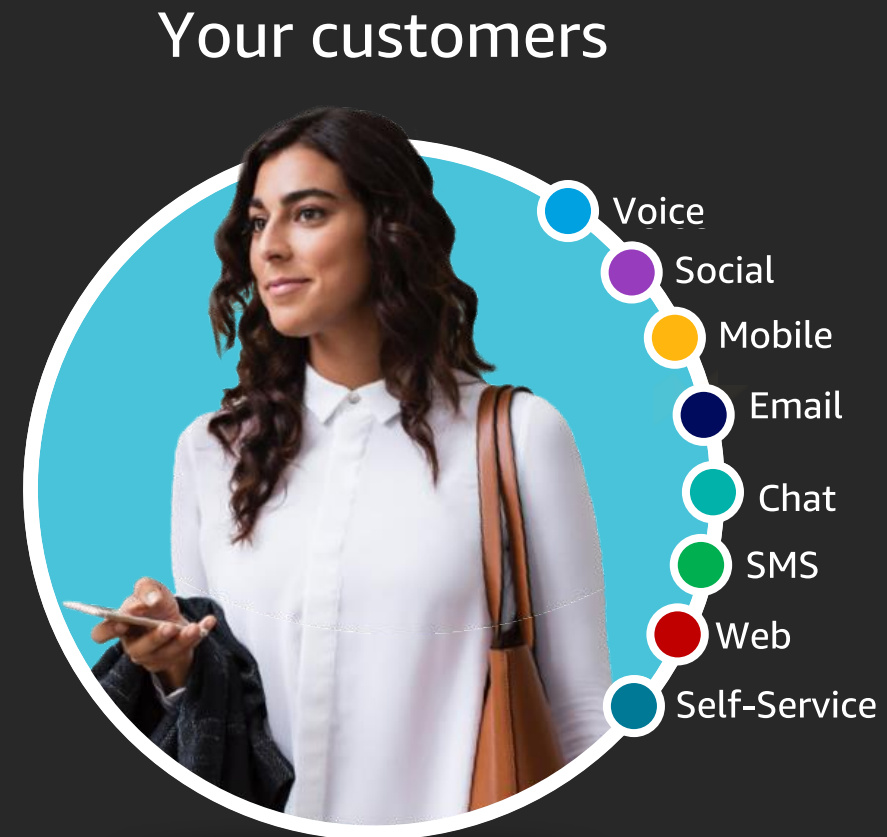
Customer insight gap

Your company

<1%

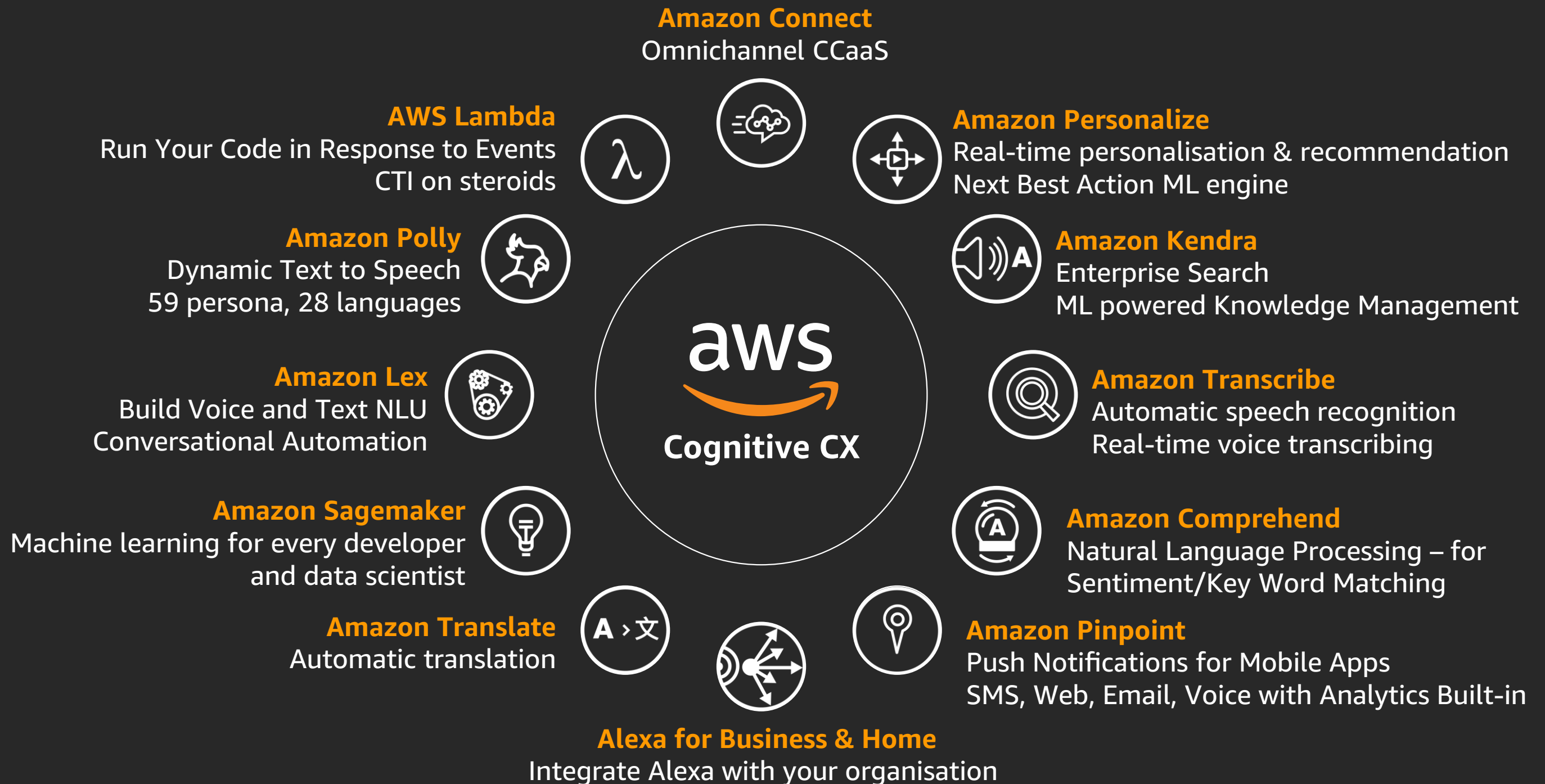of customer data has
been analysed

Your customers

Voice
Social
Mobile
Email
Chat
SMS
Web
Self-Service

77%

of customers are not
engaged with companies

AWS Cognitive CX portfolio

Amazon Connect
Omnichannel CCaaS

AWS Lambda
Run Your Code in Response to Events
CTI on steroids

Amazon Personalize
Real-time personalisation & recommendation
Next Best Action ML engine

Amazon Polly
Dynamic Text to Speech
59 persona, 28 languages

Amazon Kendra
Enterprise Search
ML powered Knowledge Management

aws
Cognitive CX

Amazon Lex
Build Voice and Text NLU
Conversational Automation

Amazon Transcribe
Automatic speech recognition
Real-time voice transcribing

Amazon Sagemaker
Machine learning for every developer
and data scientist

Amazon Comprehend
Natural Language Processing – for
Sentiment/Key Word Matching

Amazon Translate
Automatic translation

Amazon Pinpoint
Push Notifications for Mobile Apps
SMS, Web, Email, Voice with Analytics Built-in

Alexa for Business & Home
Integrate Alexa with your organisation

Amazon Connect
Omnichannel contact centre as a service

Native AI enabled, omnichannel cloud contact centre
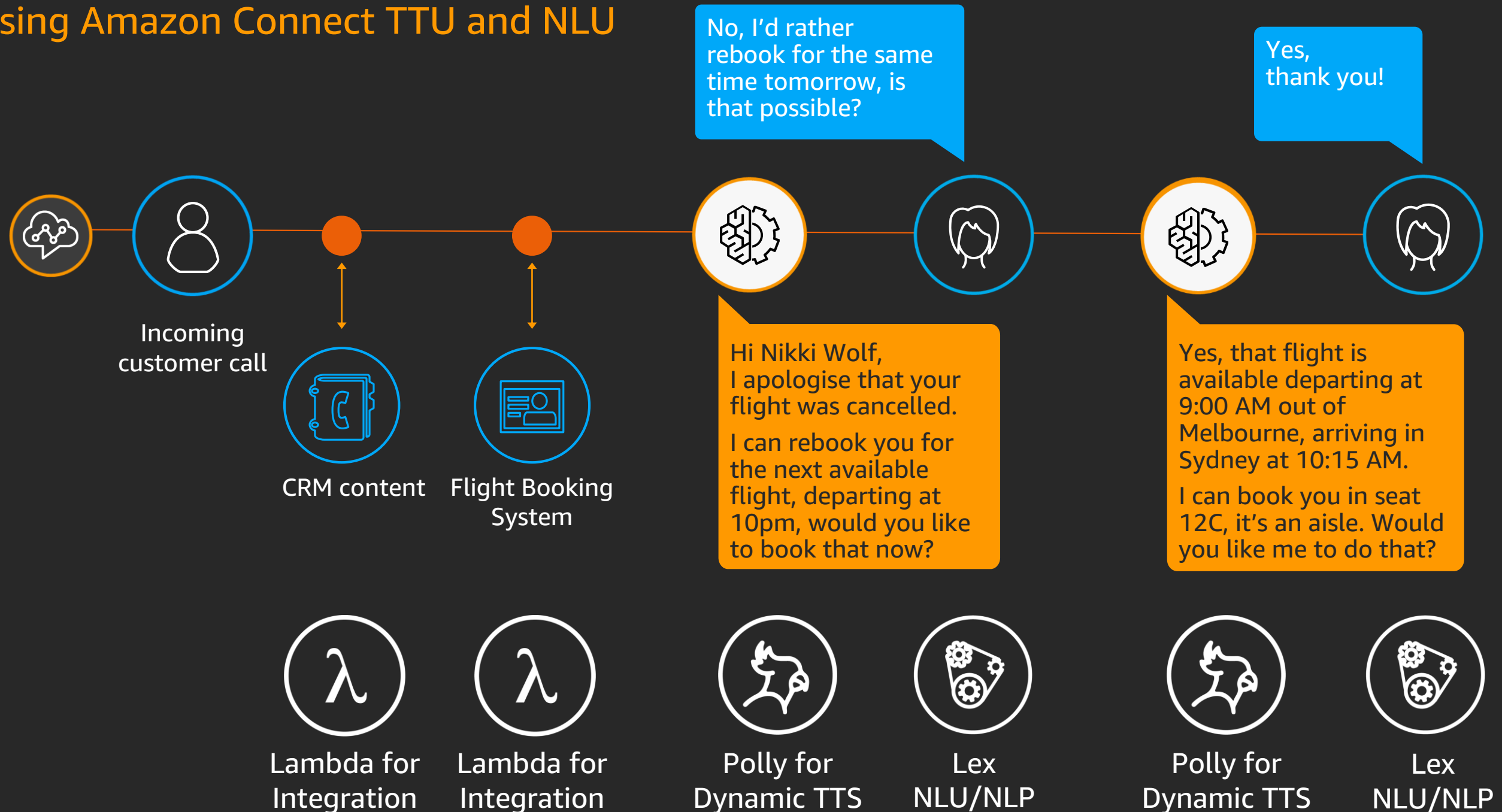
Recent announcements

aws SUMMIT ONLINE

Amazon Connect Chat

Build once, enable everywhere

Asynchronous and synchronous
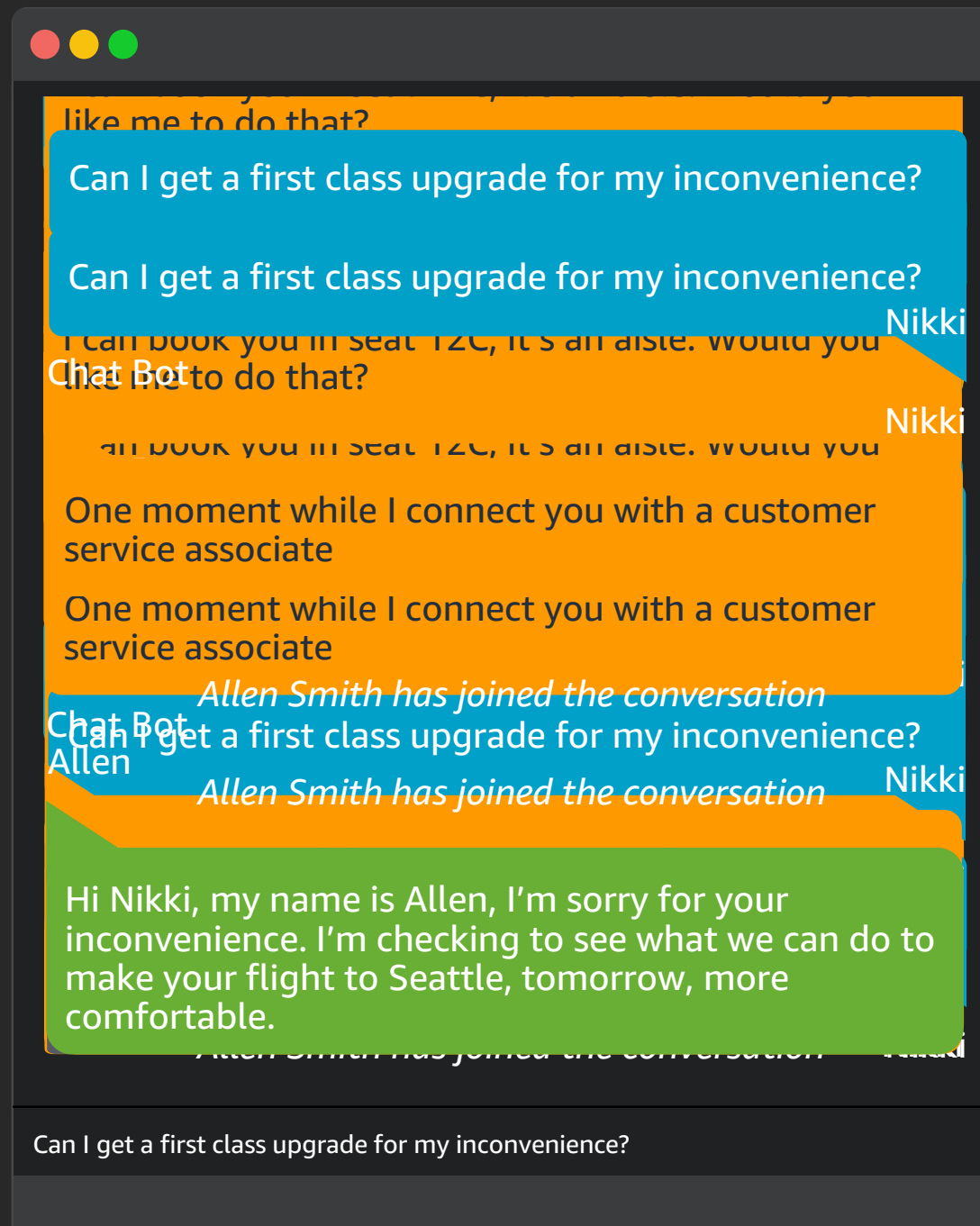
Secure, encrypted end-to-end

No code chatbots

Pay per message

Quickly build, customise, and deliver dynamic chat experiences

Web and mobile chat — build once, enable everywhere

Can I get a first class upgrade for my inconvenience?

Can I get a first class upgrade for my inconvenience?

Nikki

I can book you in seat 12C, it's an aisle. Would you like me to do that?

Chat Bot

Nikki

One moment while I connect you with a customer service associate

One moment while I connect you with a customer service associate

Allen Smith has joined the conversation

Chat Bot
Allen

Can I get a first class upgrade for my inconvenience?

Nikki

Allen Smith has joined the conversation

Hi Nikki, my name is Allen, I'm sorry for your inconvenience. I'm checking to see what we can do to make your flight to Seattle, tomorrow, more comfortable.

Can I get a first class upgrade for my inconvenience?

Amazon Connect Chat

- ✓ The same management user interface
- ✓ The same contact flows
- ✓ The same lex bots
- ✓ The same queues
- ✓ The same dashboards
- ✓ The same metrics and reporting
- ✓ The same APIs

- ✓ The same personal, dynamic, and natural experience for the customer

Single unified voice/chat customer journey
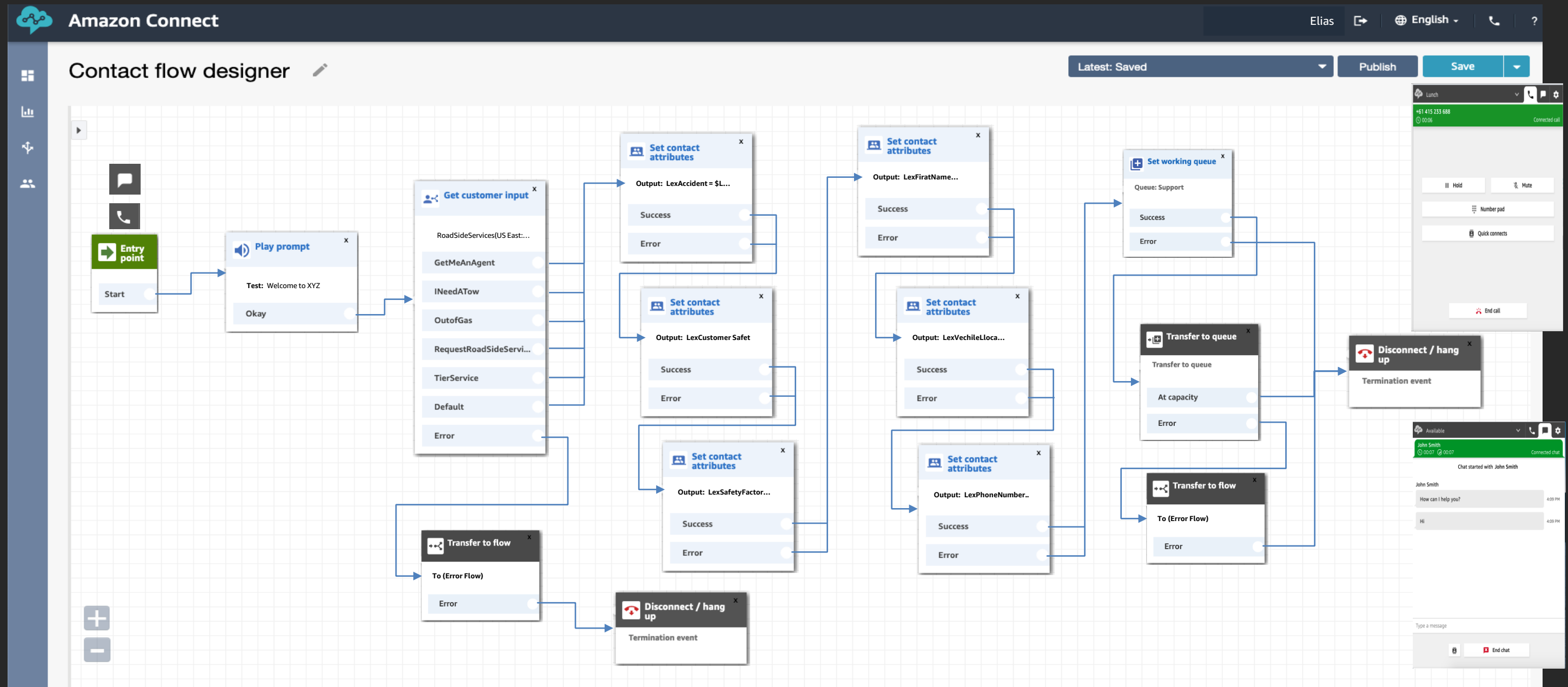
Unified agent experience
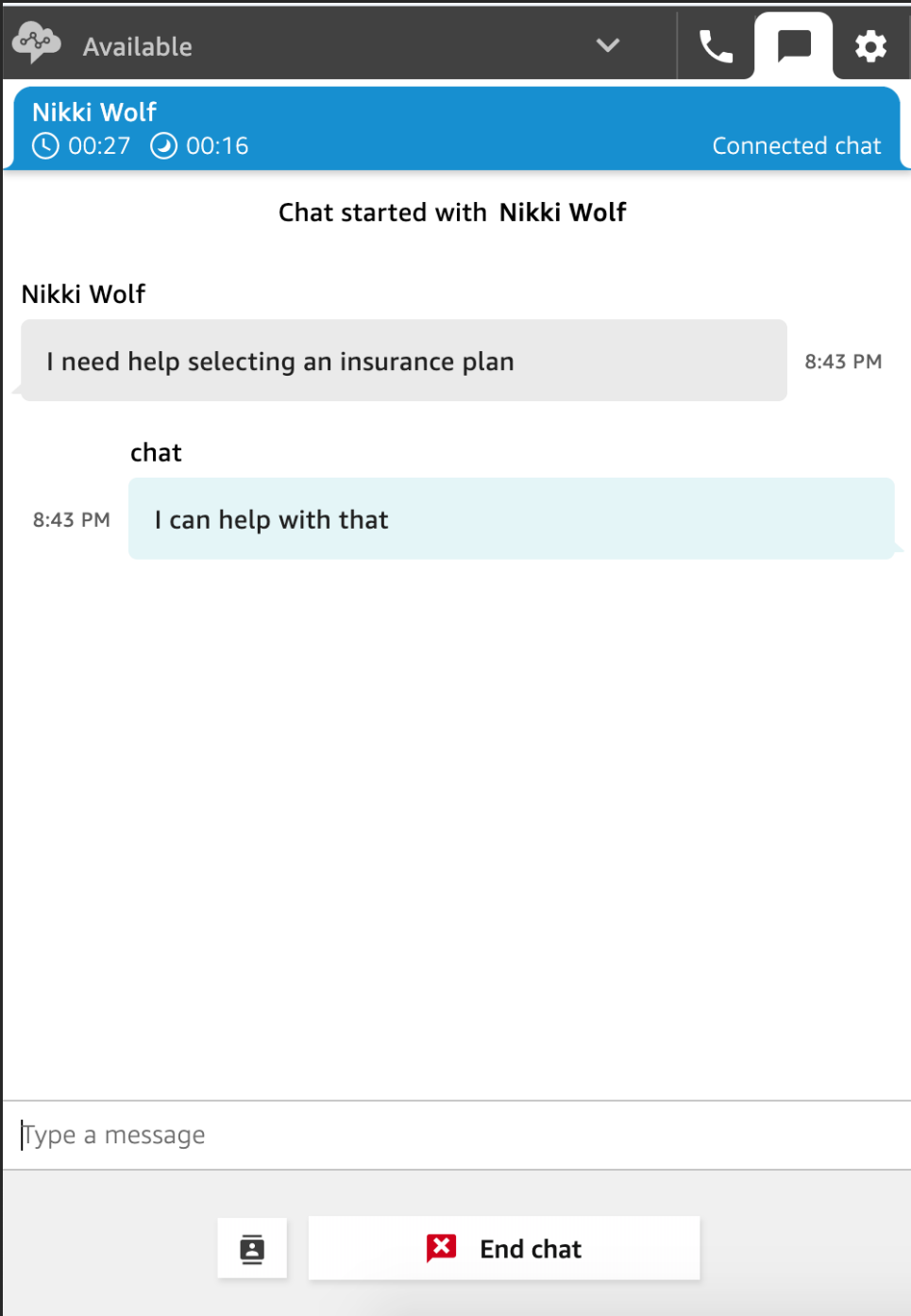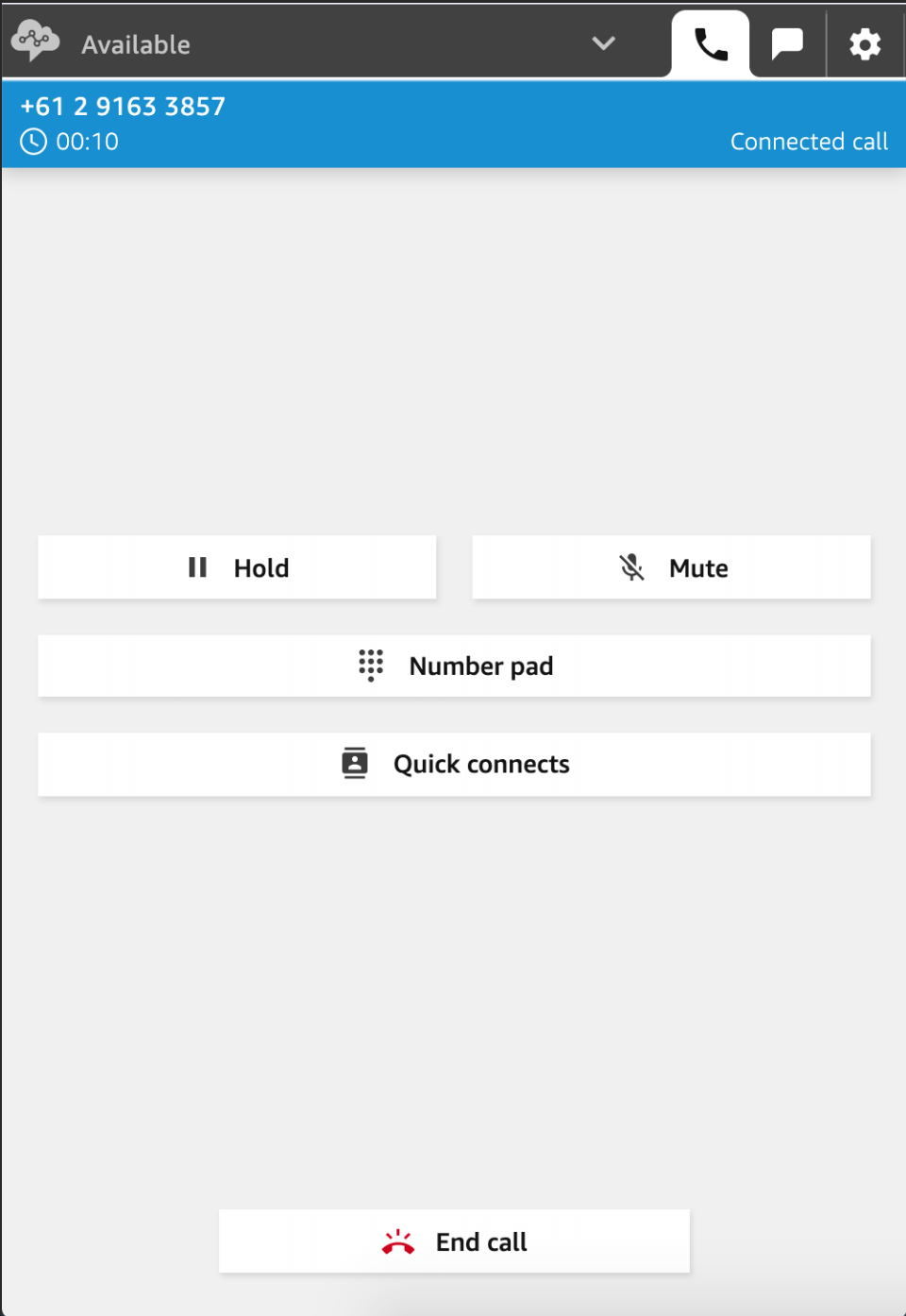
Contact Lens for Amazon Connect

Advanced search

Detailed analytics & sentiment analysis

Automated contact categorisation
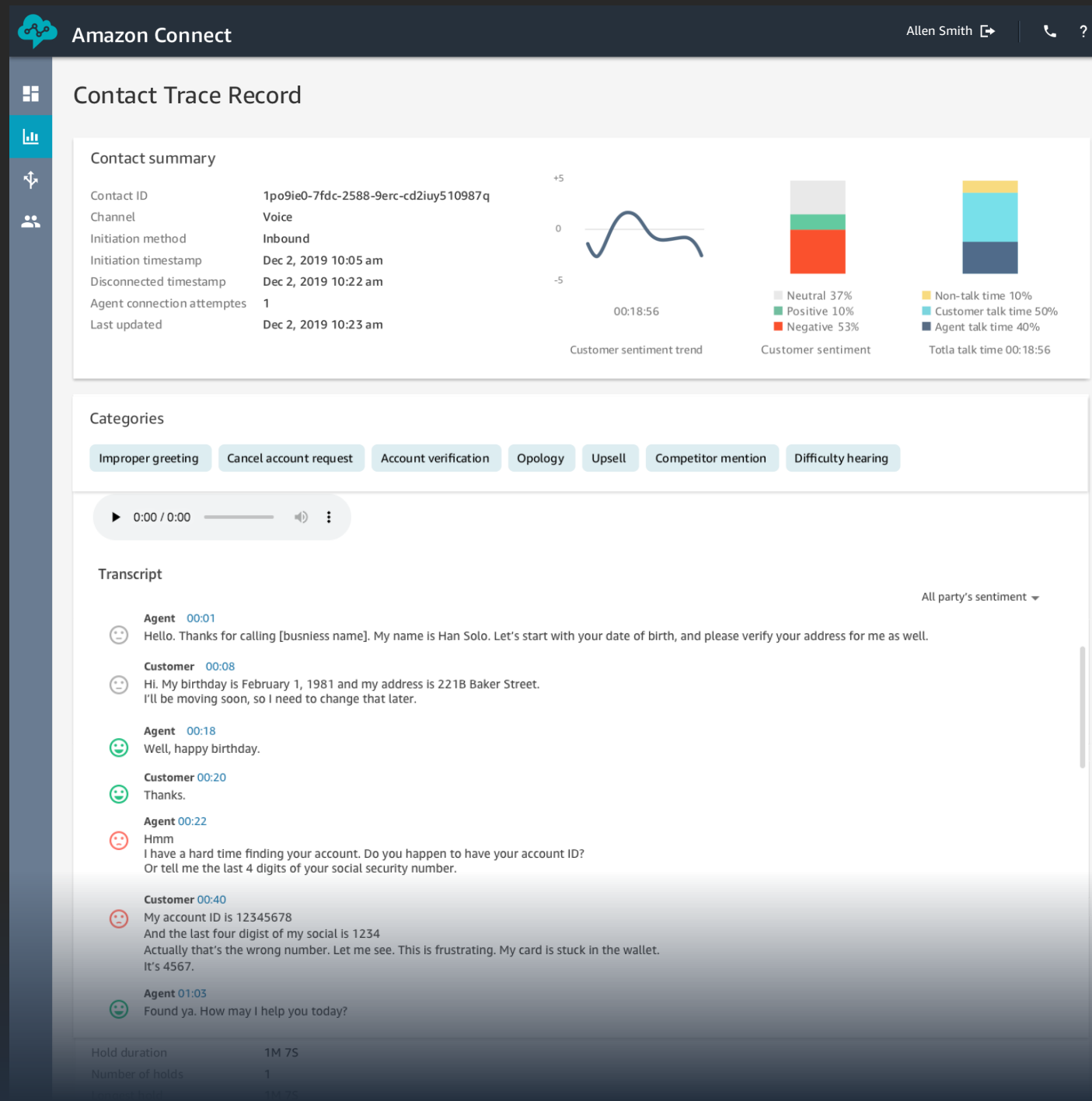
Theme detection (coming soon)

Supervisor assist (coming soon)

Open and flexible data

Now available in preview

AI powered insights and analytics

Contact Lens for Amazon Connect

✓ Transcript of voice and chat interactions with in-line sentiment markers

✓ Interactions automatically organised by your defined categories

✓ Quickly visualise the customer experience

Dream big, start small, build fast

Next steps

Visit aws.amazon.com/connect to learn more

View other AWS Summit sessions

Contact us to book a focused 90min session to dive deeper

Thank you!

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