



# ELEVATE YOUR CUSTOMER EXPERIENCES

**EBOOK**



# CONTENTS

1. The new standard for customer experience .....	3
2. Cost-effectively launching an omnichannel contact center .....	5
3. Work from anywhere with Amazon Connect .....	6
4. Leverage artificial intelligence and machine learning to improve every interaction .....	8
5. About Concentrix .....	10



# INTRODUCTION

## THE NEW STANDARD FOR CUSTOMER EXPERIENCE

Customers, employees, and businesspeople have discovered a new landscape for working and doing business; and many are struggling to adapt. Before COVID, work-from-home scenarios were rare in the customer service industry because most solutions don't facilitate remote work.

Contact center managers spend a lot of money to ship and set up equipment, with device security being an afterthought.

Some on-premises infrastructure solutions route phone calls to private phone lines, requiring a virtual private network, advisors training and assistance, office equipment, and strong internet connections to support customers remotely.

To compete, your organization needs a new kind of contact center, one with technologies that meet those

heightened customer expectations with seamless, scalable, effortless, and affordable experiences. Delivering those exceptional customer experiences requires a contact center that's affordable, easy to set up, and easy to manage. To deliver next-generation experiences, a contact center must incorporate the agility and scalability of a cloud-based solution. It should also draw on the power of artificial intelligence (AI), machine learning (ML), and natural language understanding (NLU) capabilities—the kind of automatic speech recognition technology that powers Amazon Alexa.

Without enterprise-size budgets and large teams of people, most smaller businesses need solutions that help them deliver better customer experiences with fewer resources while empowering advisors to be effective from anywhere.

In this eBook, we'll share how it's now possible, and even simple, for businesses of any size to:

- **Cost-effectively and quickly launch an omnichannel contact center** to meet and exceed heightened customer expectations
- **Empower advisors** to work seamlessly from anywhere, with minimal training
- **Leverage AI and ML** to raise the bar on every customer interaction
- **Gain expert contact center migration support and technology integrations**
- **Evolve and scale with the business**

# COST-EFFECTIVELY LAUNCHING AN OMNICHANNEL CONTACT CENTER

Through years of experience with customers large and small, Amazon found gaps in the traditional contact center model, which they began to fill 10 years ago by building its own contact center technology.

Traditional contact centers lack modern capabilities like self-service configuration, dynamic contact flows that intelligently adjust responses in real time, and the ability to converse with customers using natural language.

Amazon designed these capabilities for its contact center technology—the one hundreds of millions of Amazon customers use every day. Now they've made that same customer/contact center technology available to businesses of all sizes, as Amazon Connect.

Amazon Connect offers small and medium-sized businesses affordable, agile, enterprise-level capabilities cost-effectively in the cloud with:



**No facilities upkeep** or overhead to pay for



**No complex, expensive licensing models** — payment required only for what you use



**No long-term commitments** or heavy upfront costs



**No equipment to buy** (beyond headsets and laptops)



**No new code to write**



**Frequent product enhancements** — no need to wait for updates to seamlessly add new features

Amazon Connect helps improve business resiliency by empowering contact center employees to deliver a seamless customer experience—from anywhere. It takes only minutes rather than months to deploy a pilot or launch an entirely new Amazon Connect contact center.

With a solution like Amazon Connect, organizations can eliminate the complexity, expense, and manual configuration of the traditional contact center. That can save up to 80% compared to traditional contact center solutions. And they start from the same foundation Amazon built from the ground up for its own retail business more than 10 years ago.

Now companies of all sizes use the Amazon Connect omnichannel contact center to support from ten to tens of thousands of advisors and serve millions of customers daily with next-generation use cases. By taking advantage of the global AWS infrastructure, organizations access more than contact center technology. Concentrix and Amazon Connect can create or have created virtual contact centers for companies like yours.



## LAUNCH A WORLD-CLASS CONTACT CENTER IN MINUTES

Access the same capabilities Amazon uses for its own contact center technology and:

- Take only **20 minutes** to train new advisors for complete customer service
- Support anywhere from **ten to tens of thousands** of advisors with instant scalability
- Serve **millions of customers** daily
- **Save 80%** over traditional contact center solutions
- **Integrate easily** with AWS and third-party solutions including CRM, helpdesk, outbound, and more

# WORK FROM ANYWHERE WITH AMAZON CONNECT

Amazon Connect allows advisors to work from anywhere with an Internet connection and an HTML5 browser (like Google Chrome or Mozilla Firefox), and a headset. They can be quickly equipped and connected to everything required to address the immediate needs of customers. Setting up inbound numbers, skills-based routing, queuing, analytics, and management tools for advisors can be quickly handled by Concentrix, a certified Amazon Connect Service Delivery Partner.

Amazon Connect provides advisors with a simple interface that enables them to receive calls, chat with contacts, transfer them to other advisors, and put them on hold. This is all supported in the background by sophisticated telephony, analytics, and call-management services.

Because Amazon Connect is built on a cloud architecture it can scale quickly for seasonal or event-driven changes to support a few, dozens, hundreds, or even thousands of advisors, helping millions of customers. The ability to train remote advisors on the system in less than 20 minutes accelerates an organization's capacity to scale rapidly and allows for remote advisors to get up to speed quickly.

To accelerate the setup of advisors, Amazon Connect provides an intuitive, user-friendly, graphical interface for voice and chat that's all in a single place, so they don't need to learn multiple tools. It gives them an easily learned tool that provides powerful capabilities such as:

- **Real-time caller authentication** using machine learning to make voice interactions faster and more secure through Amazon Connect Voice ID
- **A single user interface** for the creation and completion of voice calls and chats with Amazon Connect Tasks
- **Fast full-text search on all transcripts** with Contact Lens for Amazon Connect and real-time, detailed analytics and sentiment analysis that allows supervisors to quickly understand the trends of customer conversations
- **A more unified view of a customer's profile** with the most up-to-date information through Amazon Connect Customer Profiles

- **Time savings with Amazon Connect Wisdom** to help advisors quickly navigate and search multiple sources of information based on phrases and questions exactly as the customer would ask them

Amazon Connect also uses several AWS services to provide additional capabilities and customization. And because it's an open platform, Amazon Connect can be easily integrated with existing AWS services and third-party systems including CRM, helpdesk, outbound, and more. This way, adopting a new solution and training advisors on it doesn't slow down the transition to a new contact center and doesn't degrade customer experience during the change.

# LEVERAGE ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING TO IMPROVE EVERY INTERACTION

The role of AI and ML has changed the overall customer experience. Amazon Connect empowers advisors to understand customer needs more quickly and to improve their performance, with Contact Lens for Amazon Connect. Contact Lens uses ML to help ensure a consistent customer experience using detailed analytics and sentiment analysis to discover customer insights. Using Natural Language Processing (NLP) and speech-to-text analytics, Contact Lens for Amazon Connect does all the following:

- **Helps advisors resolve questions faster** with real-time analytics, prompts and guided scripts.
- **Monitors calls for customer issues** and automatically alerts supervisors when an advisor needs assistance. Contact Lens also analyzes call transcripts, sentiment, and conversation characteristics to detect issues and customer trends.

- **Flags any customer-experience issues and places them in categories** based on keyword and phrase matching done within Contact Lens.

Amazon Connect Customer Profiles integrates with some of today's most powerful technologies to bring together customer information from multiple applications into a unified customer profile. This allows small businesses to do more with less—leveraging AI for small and medium-sized business so they can keep up with the fast-advancing marketplace.

Built-in AI capabilities allow advisors to anticipate customer needs and proactively offer resolutions, personalizing the customer experience through voice and chat.



Amazon Connect delivers insights to advisors as they begin customer interactions, enabling better customer experiences with fewer resources and lower cost. Armed with the full picture wherever they are, advisors can create a more positive, personalized experience.

Through intelligent, natural-language virtual assistants, AI also enhances the automated experience. AI-powered voice and chatbots can improve efficiency while delivering positive customer experiences, such as::

- Assisting a large number of customers 24x7, without needing a human presence
- Handling a variety of time-consuming manual tasks, such as changing passwords, requesting balances, or scheduling appointments, without the need to speak to an advisor
- Troubleshooting quickly
- Delivering essential data to potential customers efficiently
- Helping advisors and managers understand actual customer needs and identify complex problems
- Proactively start a conversation with customers

ELEVATE YOUR CUSTOMER EXPERIENCES

## THE POWER OF NATURAL INTERACTIVE VOICE RESPONSE

Natural interactive voice response (IVR) and interactive chatbots make engagement fast and easy for customers. Driven by Amazon Lex, the same automatic speech recognition technology that powers Amazon Alexa, IVR empowers both live advisors and chatbots to deliver more relevant messages by integrating with CRM systems, creating a positive feedback loop. It also uses automation to track customer sentiment through real-time analytics. This way, with asynchronous chat, customers are free to start on one chat session, then return to another without losing historical context.



# GROW AND OPTIMIZE WITH CONCENTRIX

As a Service Delivery Partner for Amazon Connect, Concentrix delivers optimization services that enable customers to leverage AWS innovations and capabilities of Amazon Connect. We provide services for CX journey consulting and analytics, voice of the customer, business messaging, staff augmentation with skilled CX advisors, as well as experience design and engineering via Concentrix Catalyst. We offer third party integrations for IVR, CRM, WFM/WFO, EMR, web, and mobile applications.



Voice of the Customer for Amazon Connect empowers brands to collect feedback from customers post-conversations, giving both Concentrix and your company perspective that can be used to improve CX.



Ready to learn how Concentrix can help you transform your customer journey?

**LEARN MORE**



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