

The background of the image is a dark navy blue. On the right side, there are large, overlapping, semi-transparent shapes in shades of purple and magenta. Two thin, light green lines cross the image diagonally from the top right towards the bottom left. The text 'AWS re:Invent' is positioned on the left side in a white, sans-serif font. Below it, the dates and location are written in a smaller, white, sans-serif font.

AWS re:Invent

DECEMBER 2 – 6, 2024 | LAS VEGAS, NV



AIR CANADA

BIZ211

How Air Canada is innovating customer service across lines of business

Sebastian Cosgrove

Director, Global Customer Service
Air Canada

Sheila Smith

Principal Enterprise Specialist,
Amazon Connect
Amazon Web Services



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Agenda



Industry trends

What emerging trends are impacting how organizations serve customers?



Introducing Air Canada

Business overview, customer experience modernization, and outcomes



Fireside chat

Q&A on what's new and what's next for Air Canada across their businesses

Common challenges we hear



CUSTOMERS

Inconsistent and disconnected customer journey experience across channels



AGENTS

Many disjointed applications requiring weeks of training



SUPERVISORS

Siloed, limited, and incomplete data



ADMINISTRATORS

Slow innovation with high cost and long implementation times

Why begin a customer journey with self-service?

46%

of customers would rather go to the dentist than call customer support

"Achieving Customer Amazement" study, Hyken, 2022
<https://hyken.com/wp-content/uploads/2022-ACA-Study.pdf>



Self-service trends and challenges



of the cost of a contact center is agent staffing, driving businesses to deflect contacts to lower-cost channels (e.g., self-service) whenever possible



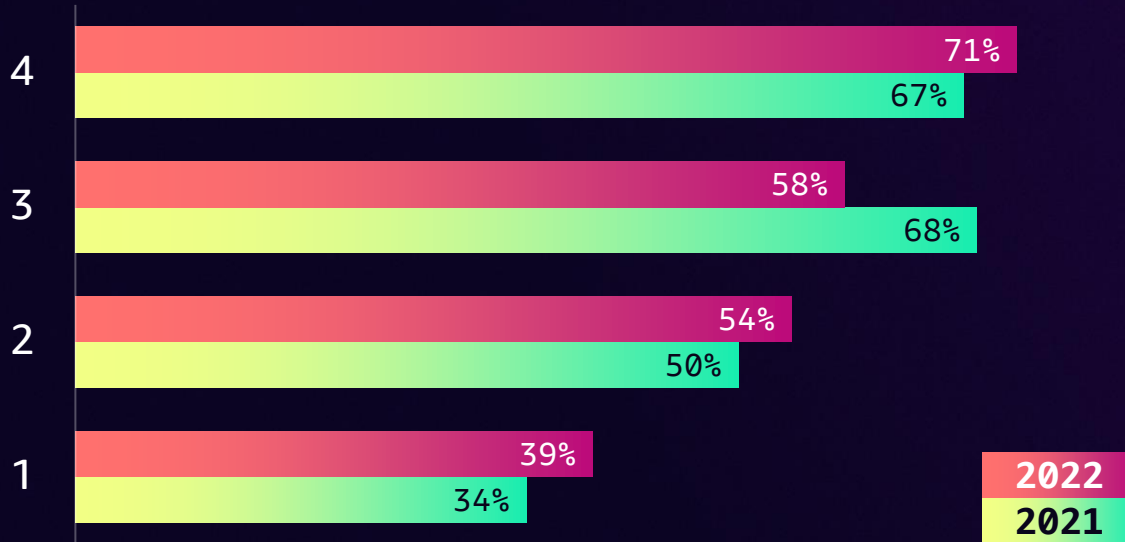
of customers prefer automation and/or self-service over contacting a live agent

Inefficient and ineffective self-service experiences drive customers down a frustrating path: waiting for agents, restarting interactions, or abandoning their journey entirely

Customer preferences are . . . surprising

PHONE IS STILL THE NUMBER ONE WAY A CUSTOMER PREFERS TO REACH OUT TO A COMPANY OR BRAND

PREFERRED METHODS OF COMMUNICATION



“Surprisingly, more customers prefer the phone in 2022 versus 2021.”

Shep Hyken, Customer Service and CX Expert¹



2021

75% of all inbound interactions (US) were voice²



2022

61% of CX leaders reported an increase in total calls³

1. “Achieving Customer Amazement” study, Hyken, 2022—hyken.com/wp-content/uploads/2022-ACA-Study.pdf

2. “The state of customer care in 2022,” McKinsey & Company, 2022—mckinsey.com/capabilities/operations/our-insights/the-state-of-customer-care-in-2022

3. 2021 study conducted by ContactBabel

Interactive voice response (IVR) trends

87%

Projected growth in IVR
from \$4.9B in 2022 to
\$9.2B in 2030

500%

Increase in customer
satisfaction for
companies that use
next-gen IVR solutions

30%

Or less in IVR
containment rate
across industries for
7 out of 10 companies

"Why IVR still matters in an AI world," McKinsey & Company, 2023



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Getting it right is all about customer effort

REASONS CUSTOMERS ABANDON (ZERO OUT OF) SELF-SERVICE



will abandon when
frustrated by too many
options or long menus
(ContactBabel)



of customers abandon
the IVR when they think
it can't resolve the issue
(ContactBabel)

BENEFITS OF NLU AND PERSONALIZATION



Personalization can
improve CSAT for IVR
interactions by 10–25%
(McKinsey & Company)



Personalization can increase
containment by 2–5%,
delivering \$6–15M in savings
(McKinsey & Company)



Amazon Connect

One application. One seamless experience.

TENS OF THOUSANDS
OF CUSTOMERS

MORE THAN 10 MILLION CONTACT
CENTER INTERACTIONS A DAY

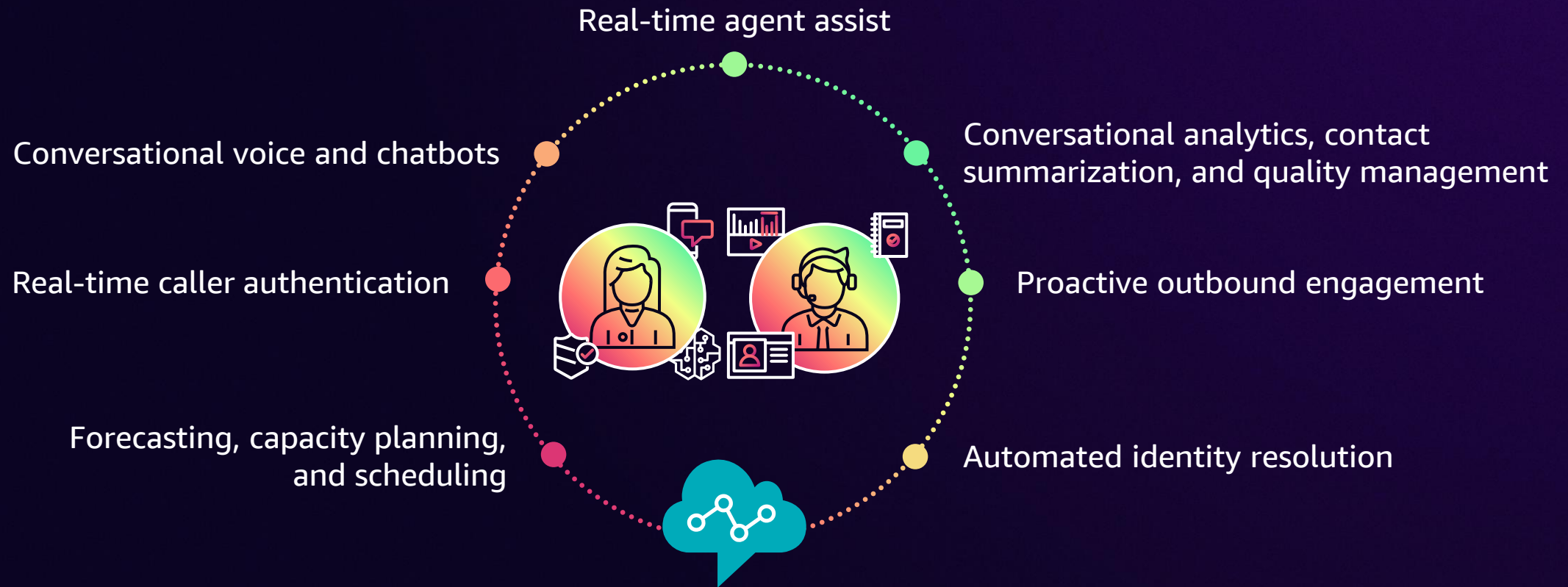
USED BY +100,000 AMAZON
CUSTOMER SERVICE ASSOCIATES



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Built-in AI to improve & accelerate CX outcomes

GREATER EFFICIENCIES AND INSIGHTS, POWERED BY GENERATIVE AI



Amazon Connect

Amazon Q in Connect is your generative AI assistant for customer service

HELP AGENTS AND END-CUSTOMERS RESOLVE ISSUES QUICKLY



- Deliver real-time personalized responses and recommended actions to agents
- **NEW!** Empower end-customers to self-serve via voice, chat, and SMS with personalized guidance and actions
- **NEW!** Customize LLM prompts and configure guardrails to modify Q in Connect's behavior, tone, and content access for secure, responsible deployment

Backstory and customer persona



CUSTOMER
NIKKI
(SHE/HER)

AnyInsurance Company customer
for home insurance since 2015

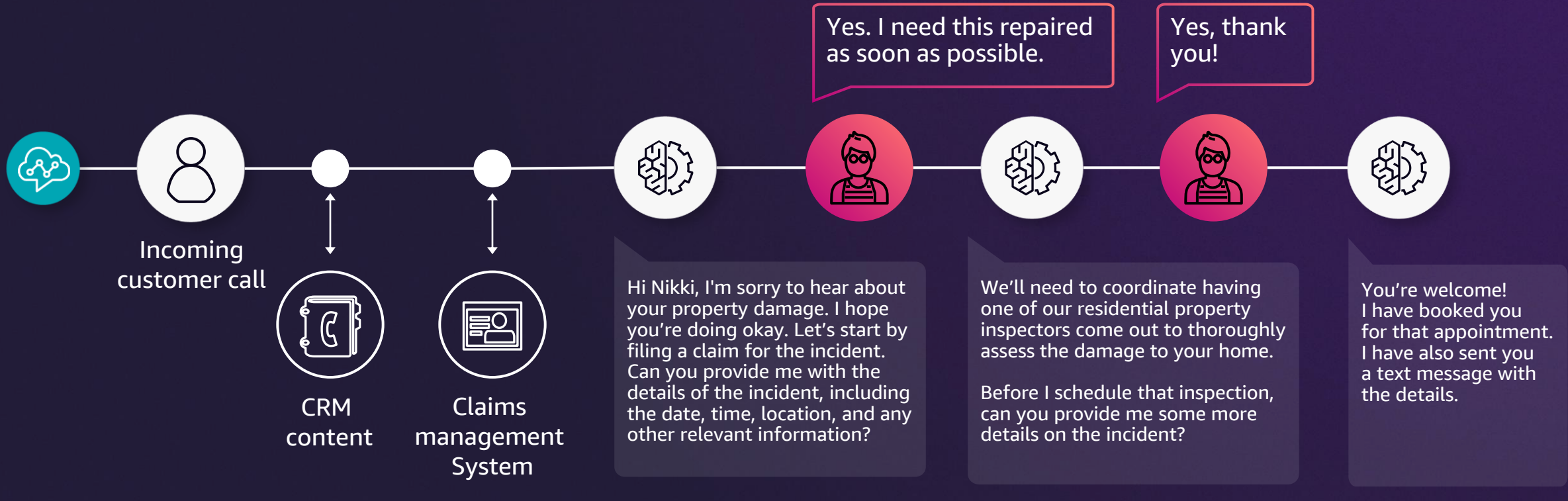
Nikki's house has flood damage
from a catastrophic event

She needs to file an insurance claim

Nikki's preference is to self-serve

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

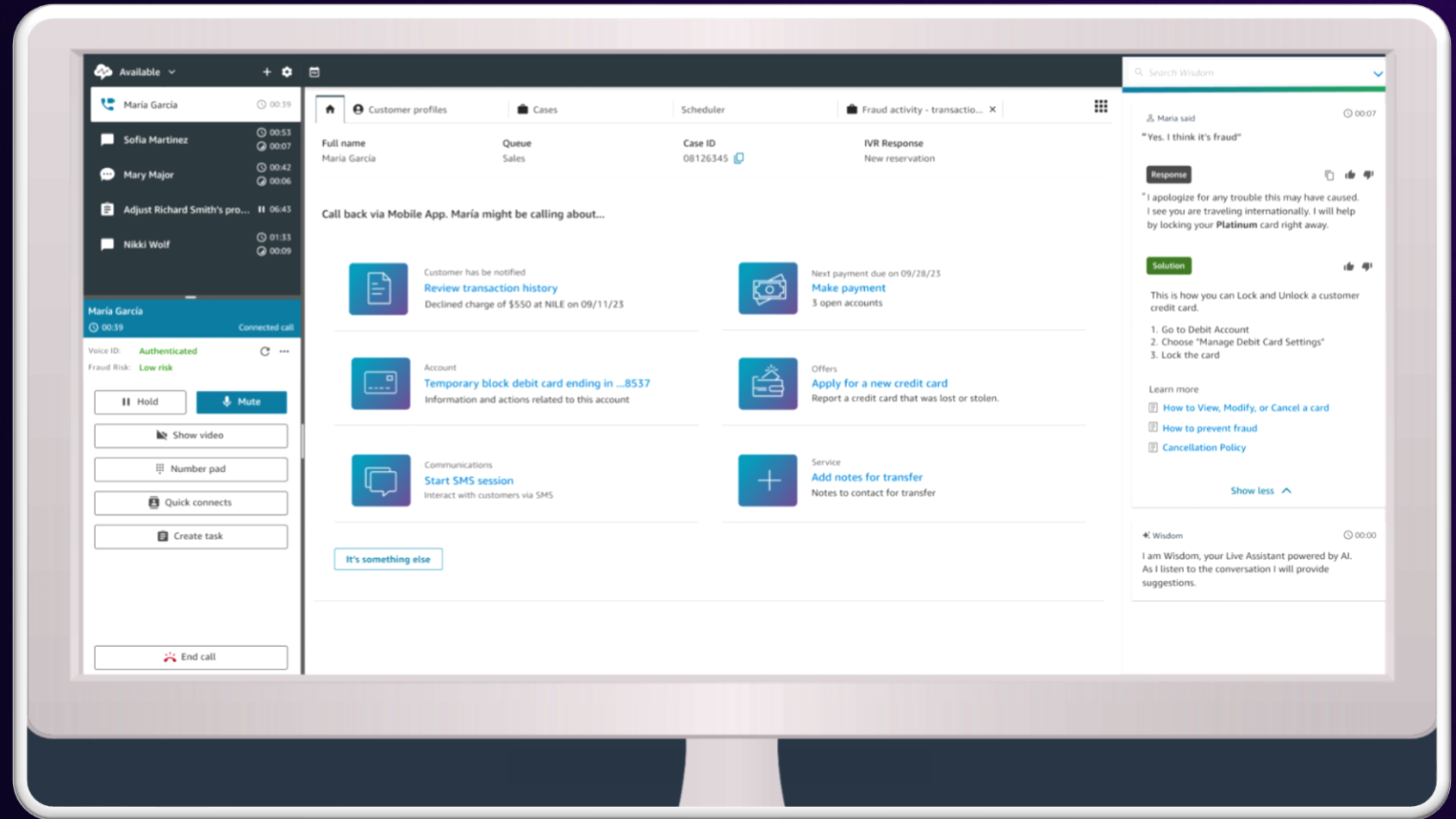
OMNICHANNEL

Amazon Connect meets customers on the channel of their choice



Effortless escalation to an agent

Native agent assist capabilities empowering agents to extend a differentiated level of customer service and achieve real-world results





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



Introducing: Air Canada



Sebastian Cosgrove
Director, Global Customer Service



AIR CANADA

An Air Canada Boeing 777-300ER aircraft is shown in flight against a dark blue sky. The aircraft is white with black and red accents, including the Air Canada maple leaf logo on the tail and the "AIR CANADA" text on the fuselage. The registration number "931" is visible on the tail and the front landing gear. The aircraft is angled upwards and to the right.

Air Canada and Air Canada Cargo

Flexibility to accommodate unique business requirements across contact center lines of business

Problem:

Increasing call volumes, manual queue processing and siloed legacy systems resulting in high wait times, customer frustration, and high-cost interactions

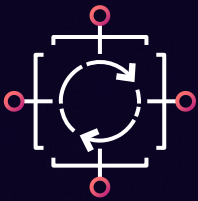
Prior to our modernization



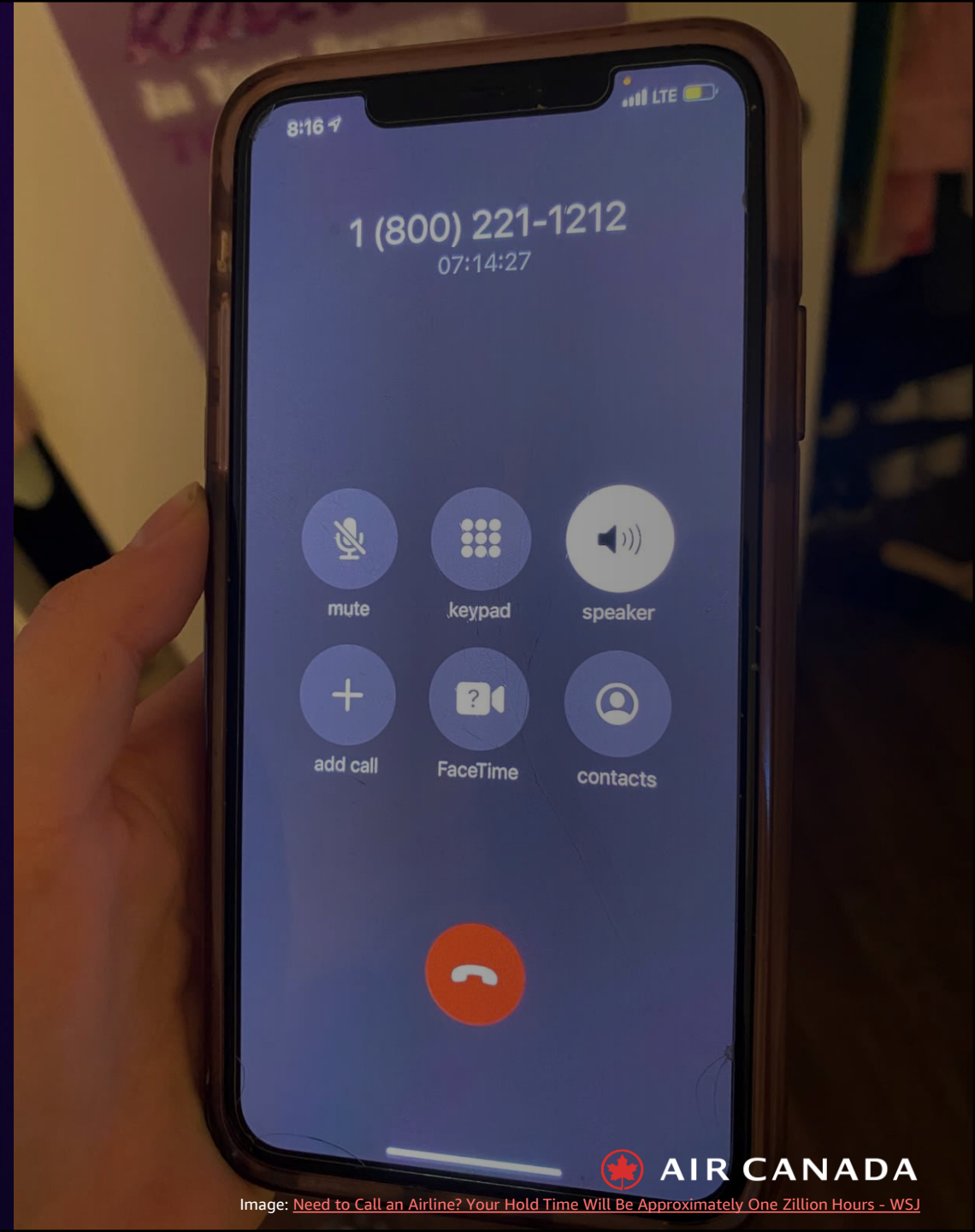
Long wait times



Color-coded system for irregular operations and wait times



Manual processes and limited self-service



Thanks for calling



Unified approach using self-service



All agents unified on single platform

Solutions and features delivered

- ❑ Unified IVR experience with self-serve capabilities
- ❑ Agent dashboard integrated with Aeroplan and caller intent
- ❑ Call recording, transcription, and sentiment analysis
- ❑ Callback capabilities unlocked (customer and agent first)
- ❑ Technical foundation improvements/optimizations
- ❑ PCI compliance with SecureIVR for payments
- ❑ Real-time and historical reporting capabilities
- ❑ PNR retrieval in IVR with more self-service capabilities
- ❑ Consolidated workforce management platform
- ❑ One-time passcode for improved authentication

Realized benefits

- ✓ Enhanced customer experience
- ✓ Improved agent productivity
- ✓ Reduced costs/FTE savings
- ✓ Enhanced security and fraud reduction
- ✓ Regulatory compliance
- ✓ Reduced average handle time
- ✓ Platform scalability and harmony product roadmap

Innovate and evolve

- Conversational insights (AI/ML)
- Further FTE saving improvements
- Agents cross-training
- Omnichannel and right-channeling
- Data/insights-driven product evolution

Modernization program

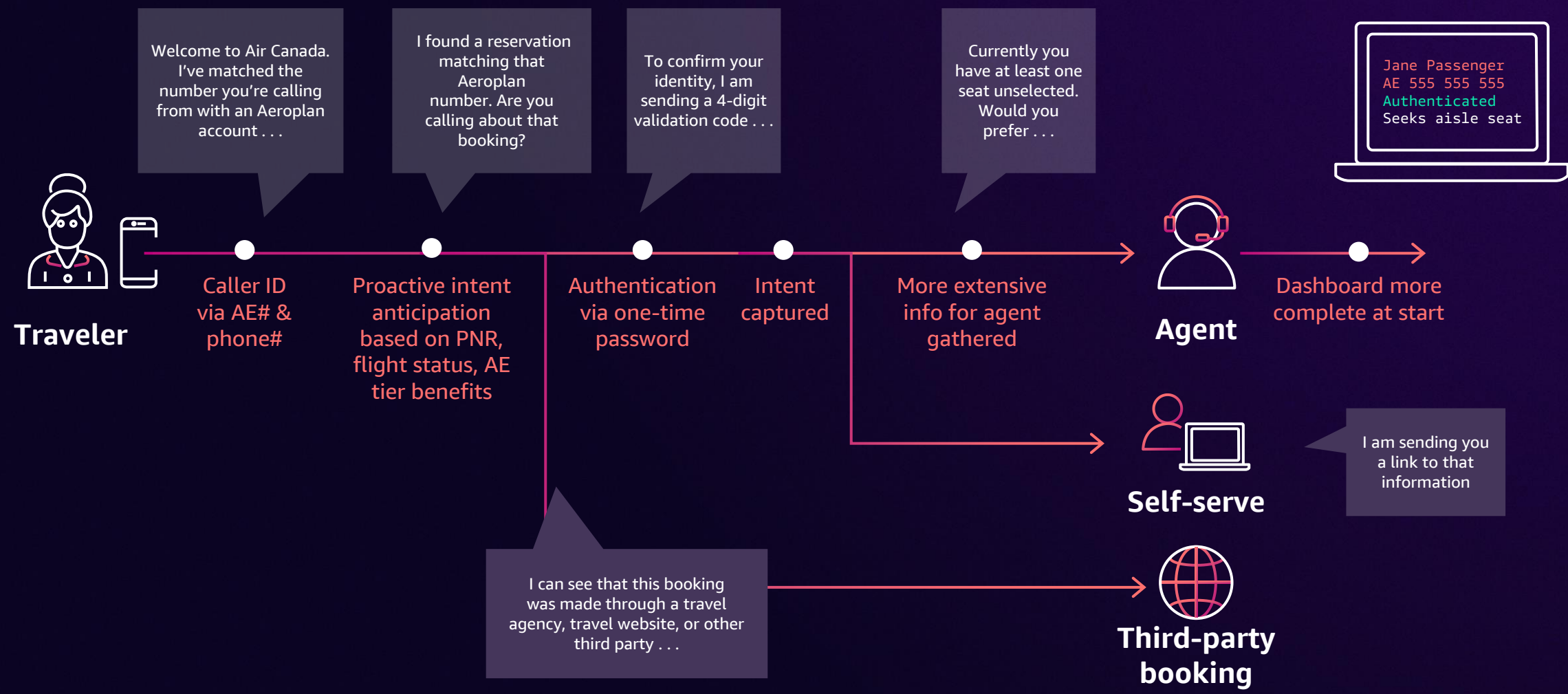
Ongoing

2022

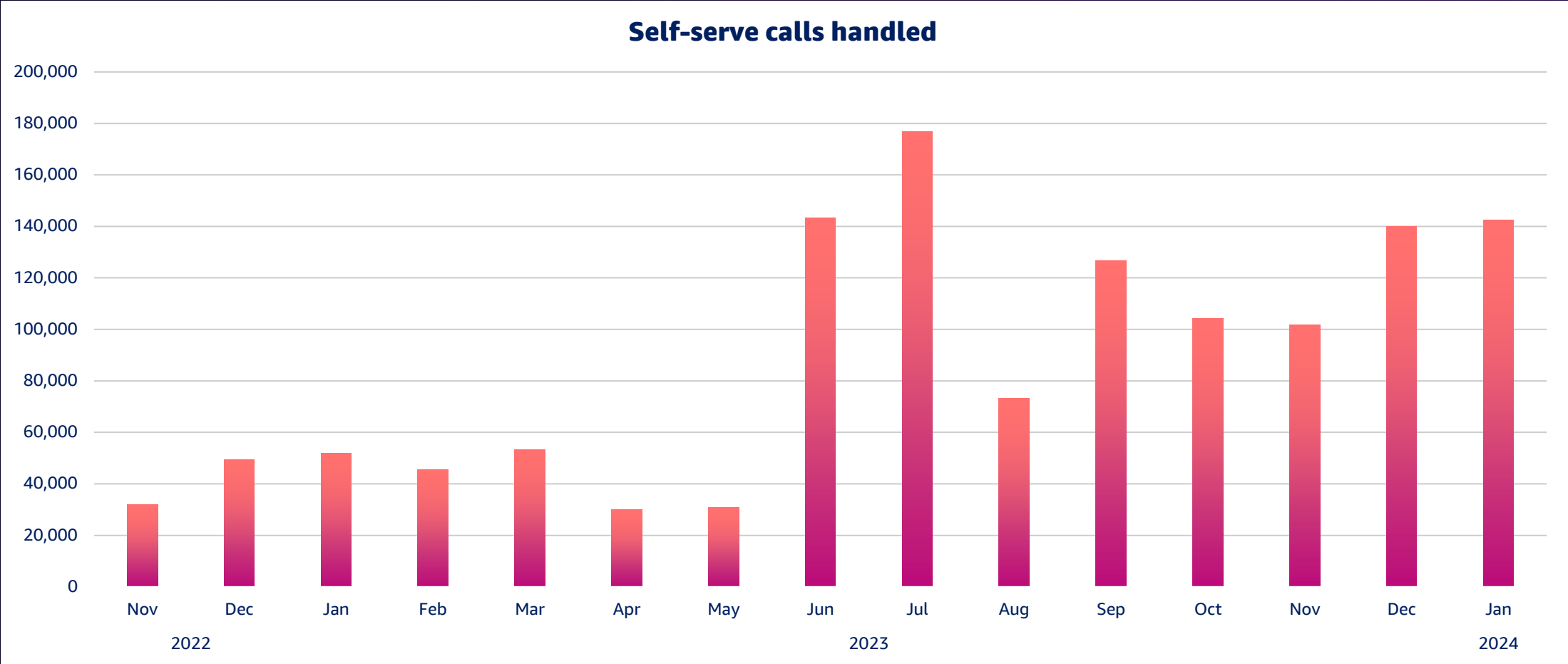
2023

2024

Improved experience with self-service



Self-service calls handled



IVR self-serve benefits



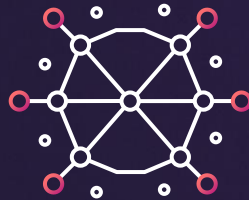
15%

reduction
in call
volumes



8%

reduction in
abandoned
rates



78%

of informational
calls are handled
within IVR



20s

reduction
in AHT



+100

in FTE savings
based on an
8m45s AHT
average



\$Ms

in FTE savings
realized
thanks to IVR
self-serve
functionality

* IVR self-serve data is provided weekly by the Rozie AI team

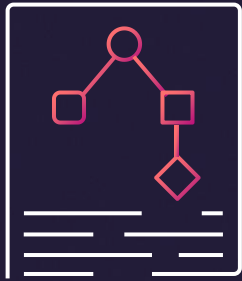
** Based on informational calls June 1 to Sept. 16, 2023, AHT



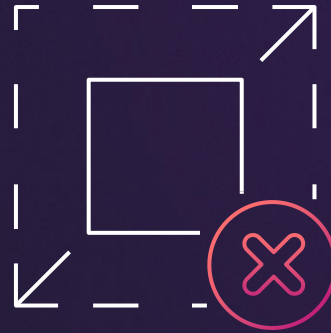
AIR CANADA
CARGO

Cargo

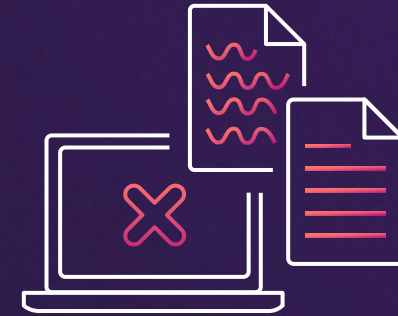
Prior to our modernization



Manual calculations
for interaction
volumes and agent
workload



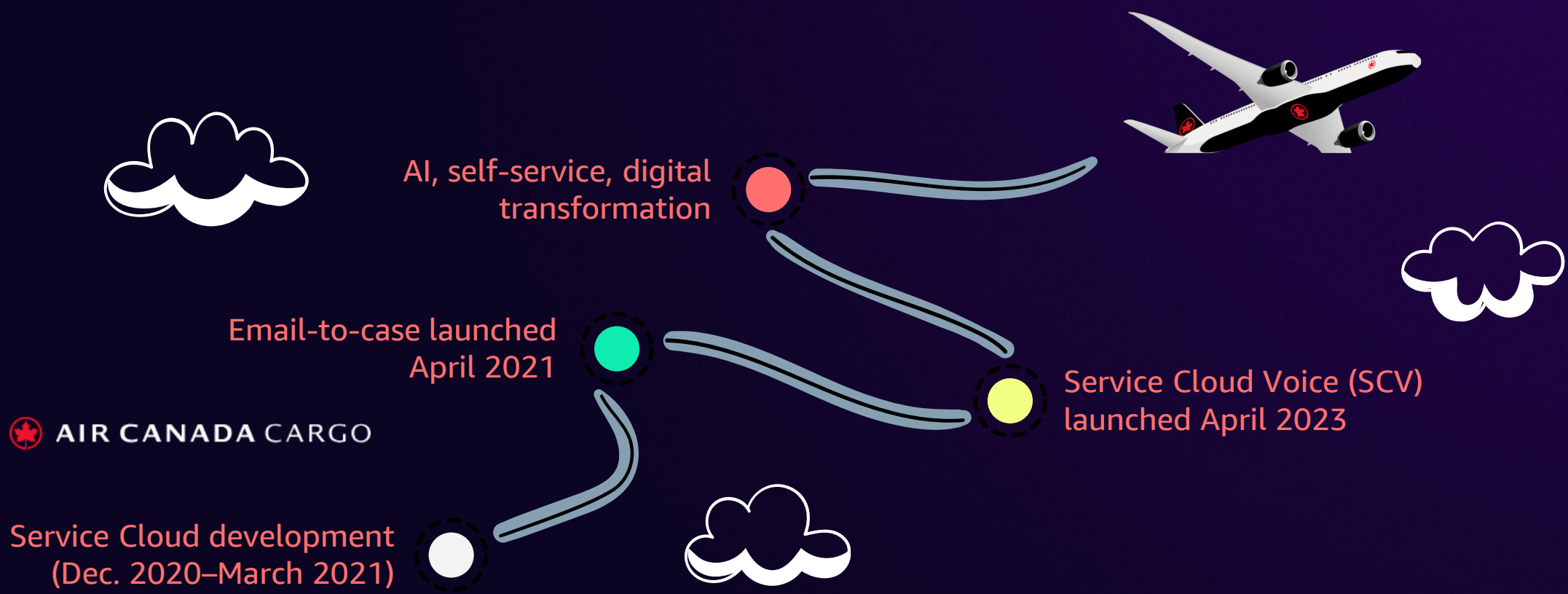
Inability
to scale



Lack of reporting to
manage customer
service levels and
agent productivity

Evolution into a digital organization

FROM MANUAL PROCESSES TO A COMPLETE CLOUD-BASED SYSTEM POWERED BY SALESFORCE AND AWS, OUR CUSTOMER SERVICE HAS TAKEN FLIGHT

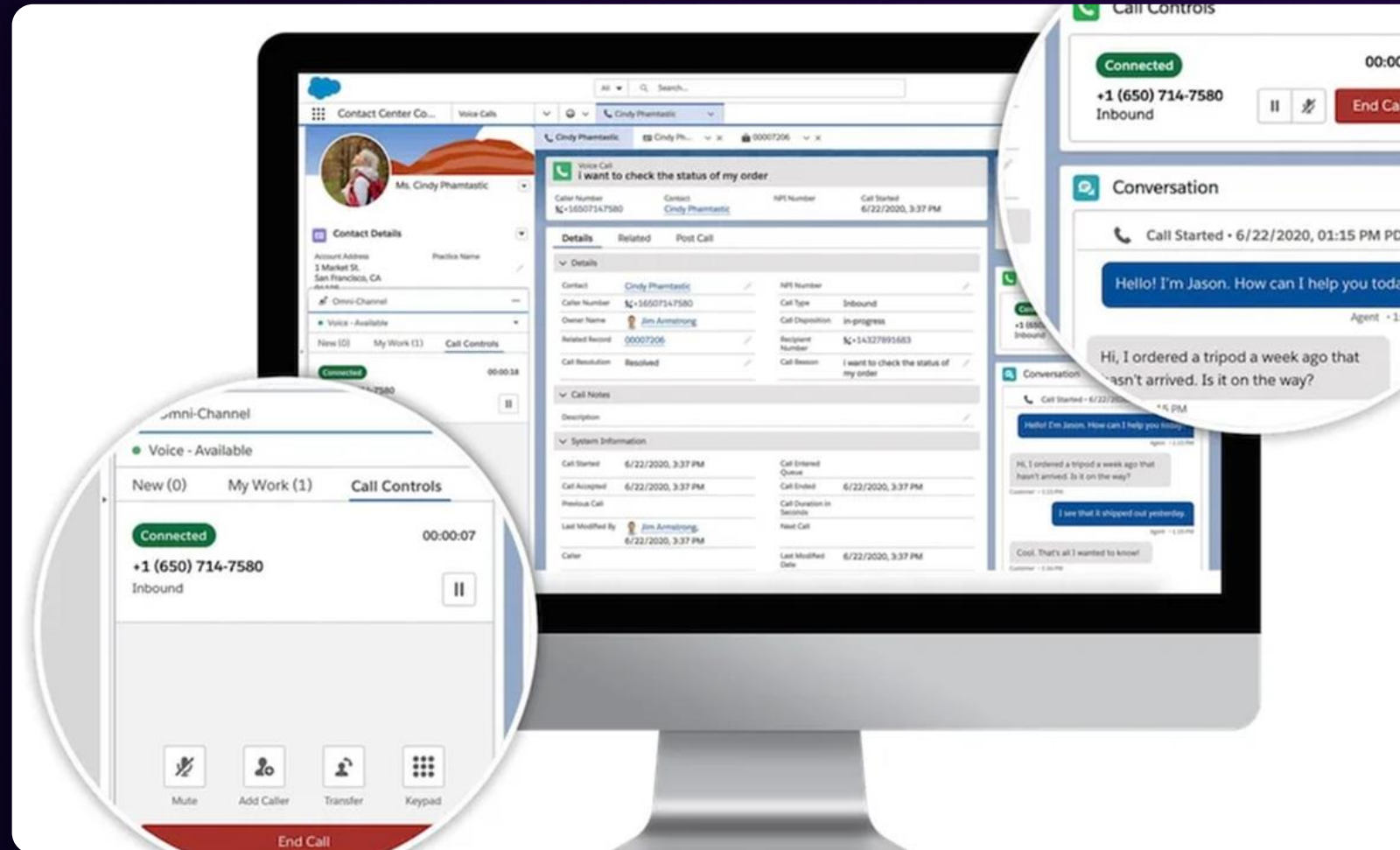


Single pane of glass view

OUR VISION WAS TO CREATE A ONE-STOP SHOP FOR AGENTS. AND WE DID IT.

- A 360-degree view of each customer
- Integrated phone/email channels
- Automate routine tasks, prepopulate fields, and AI recommendations
- Case management
- Metrics and tracking
- Unique platform between customer service and sales

**All using our existing
Salesforce Environment and
powered by Amazon Connect**



Seamless integrations

Use case



Run your contact center from anywhere



Boost agent productivity on the phone call



Supervise and coach agents from anywhere

Value drivers

Single console and 360° view of the customer

Out-of-the-box telephony integration 

CRM-integrated voice, chat, and messaging

Real-time call transcriptions 

Built-in automation and AI

Modern, agile IVR 

Conversations in CRM data model

Call center insights and analytics

Consolidated supervisor view

Real-time agent guidance

Success metrics

-  Customer retention
-  First contact resolution
-  CSAT/NPS
-  Cross-sell/upsell
-  Call deflection
-  Agent performance
-  Supervisor admin time
-  Average handle time
-  Call wrap-up time

And the results are in

0.5% reduction in abandoned rates

20% decrease in non-work
for adherence tracking

120 second reduction in AHT

QA automated quality assurance





AIR CANADA
CARGO

With more to come



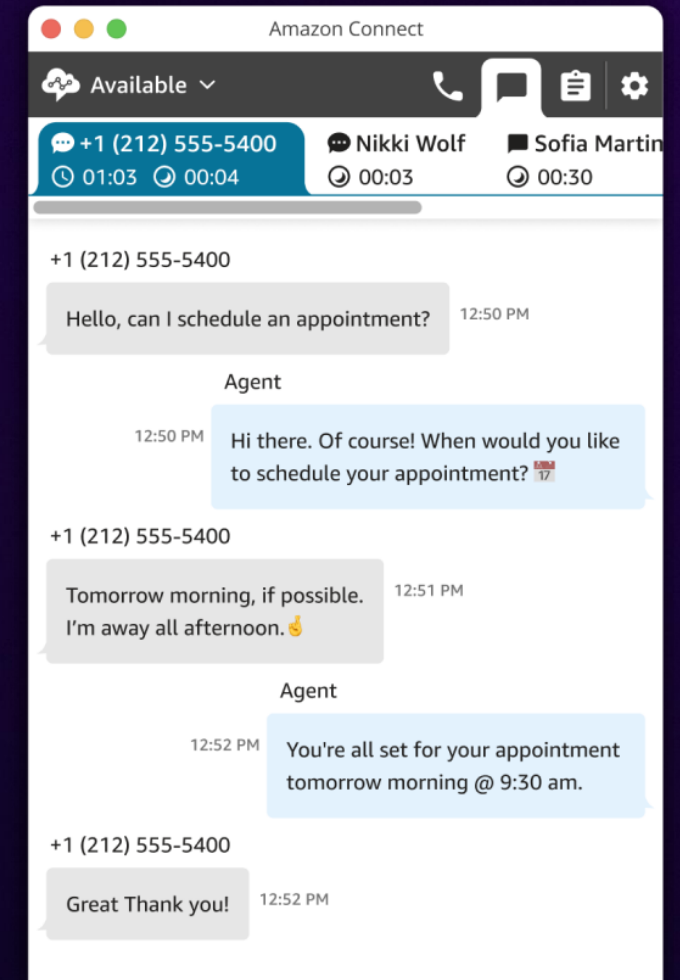
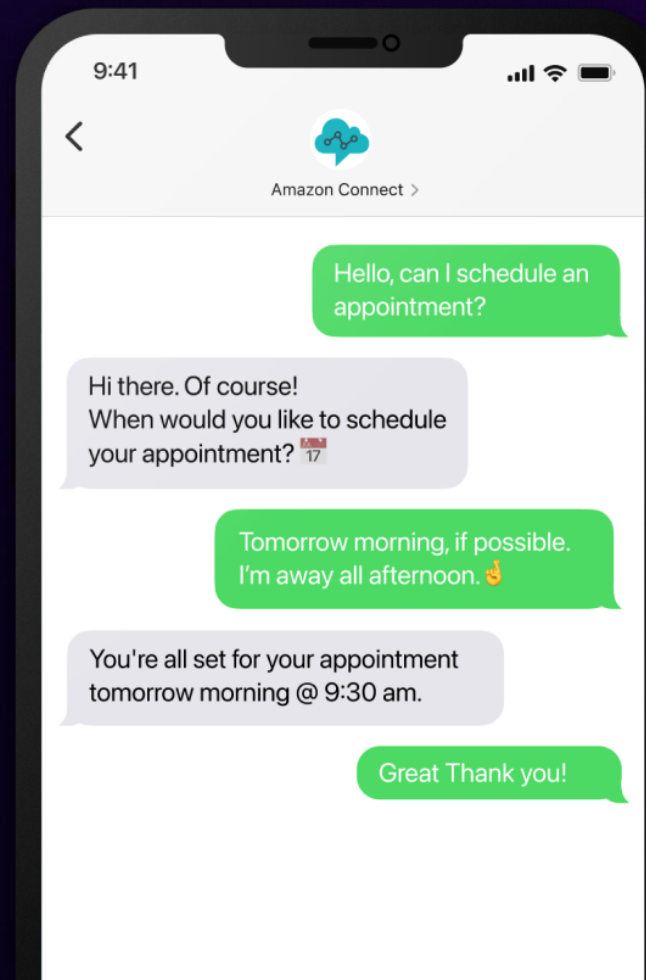
What's next?

Self-service evolution

Virtual assistants

Agent guidance

Live chat





Thank you

Merci



Fireside chat



Sebastian Cosgrove

Director, Global
Customer Service
Air Canada Cargo



Sheila Smith

Principal Enterprise
Specialist,
Amazon Connect
Amazon Web Services

Fireside chat



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Thank you!



Please complete the session
survey in the mobile app