

The background features a dark navy blue field with abstract, overlapping shapes in vibrant magenta and deep red. Thin, light blue lines crisscross the composition, creating a sense of depth and movement. The overall aesthetic is modern and tech-oriented.

AWS re:Invent

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BIZ213

How Amazon powers customer-obsessed service with Amazon Connect

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Agenda

- 01 Our mission
- 02 Amazon background
- 03 Shifting customer preferences
- 04 Amazon Customer Service
- 05 Contact experiences
- 06 Amazon Customer Service and Amazon Connect
- 07 Partnership and innovation loop



MISSION

**To be Earth's
most customer-
centric company**





What we know about customers

Customer dissatisfaction

"38% of Gen Z and millennial customers say they're likely to give up on resolving a customer service issue if it can't be resolved in self-service"

Company growth

"55% of Gen Z and millennial customers identified that if their issue could not be resolved in self-service, they would use the service or product less"

Customer trust

"52% of Gen Z and millennial customers identified that if their issue could not be resolved in self-service, they wouldn't buy from that company again in the future"

Brand perception

"44% of Gen Z and millennial customers identified that if their issue could not be resolved in self-service, they would say negative things about that company or product"

Gartner® Press Release, "Adapting to the Customer Service Preferences of Gen Z and Millennials," October 30, 2023.

<https://www.gartner.com/en/newsroom/press-releases/2023-10-30-adapting-to-the-customer-service-preferences-of-gen-z-and-millennials>

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Amazon Connect

One application. One seamless experience.

TENS OF THOUSANDS
OF CUSTOMERS

MORE THAN 10 MILLION CONTACT
CENTER INTERACTIONS A DAY



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Amazon Customer Service



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Amazon Customer Service Approach

Defect elimination

We prioritize the elimination of customer-facing defects by addressing root causes

Self-service and automation

If we cannot eliminate the defect, we reduce customer effort through self-service or automation

Human-assisted support

When needed, we connect customers with customer service associates

Amazon Customer Service Approach

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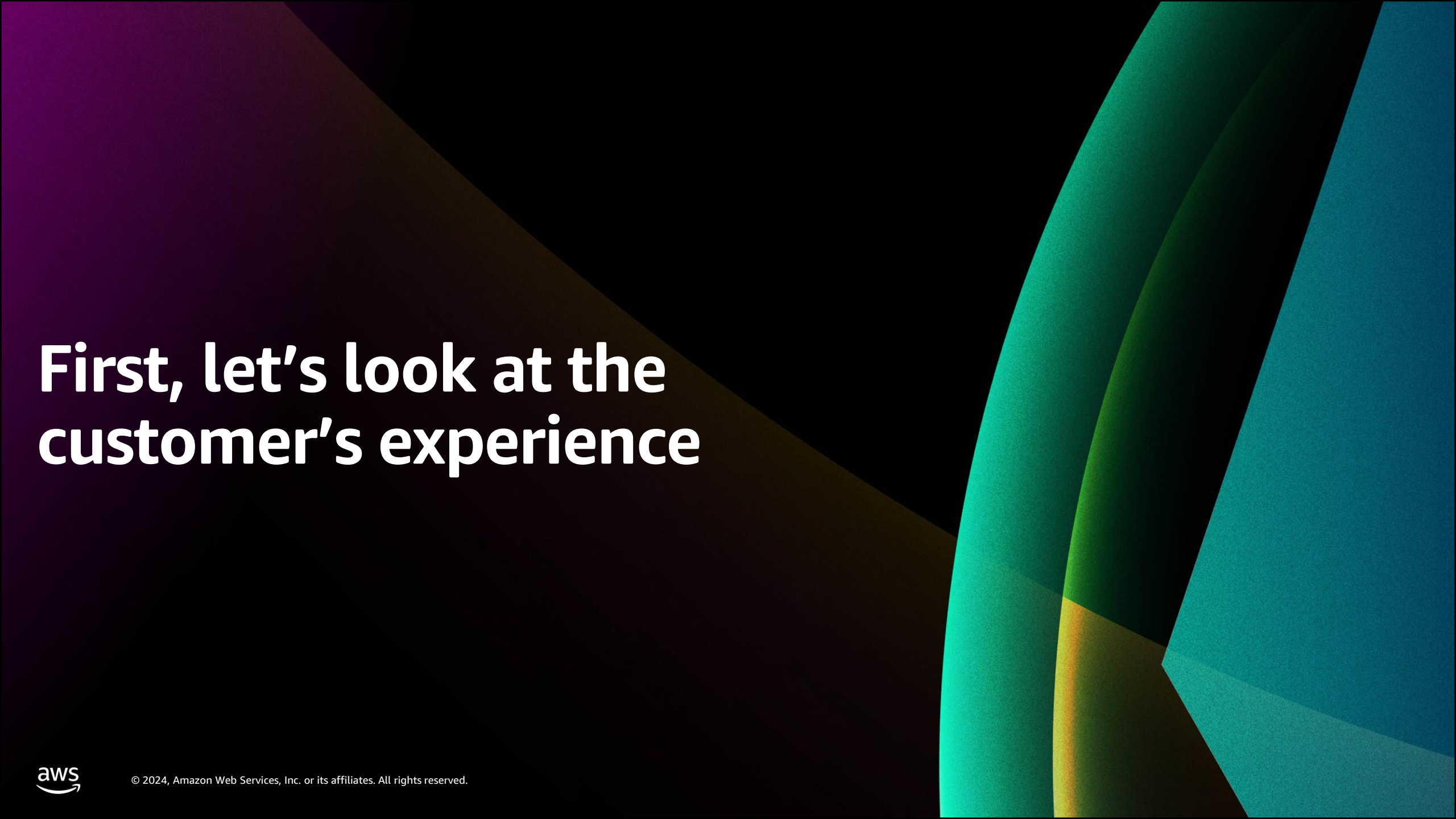
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How Amazon Connect powers Customer Service experiences





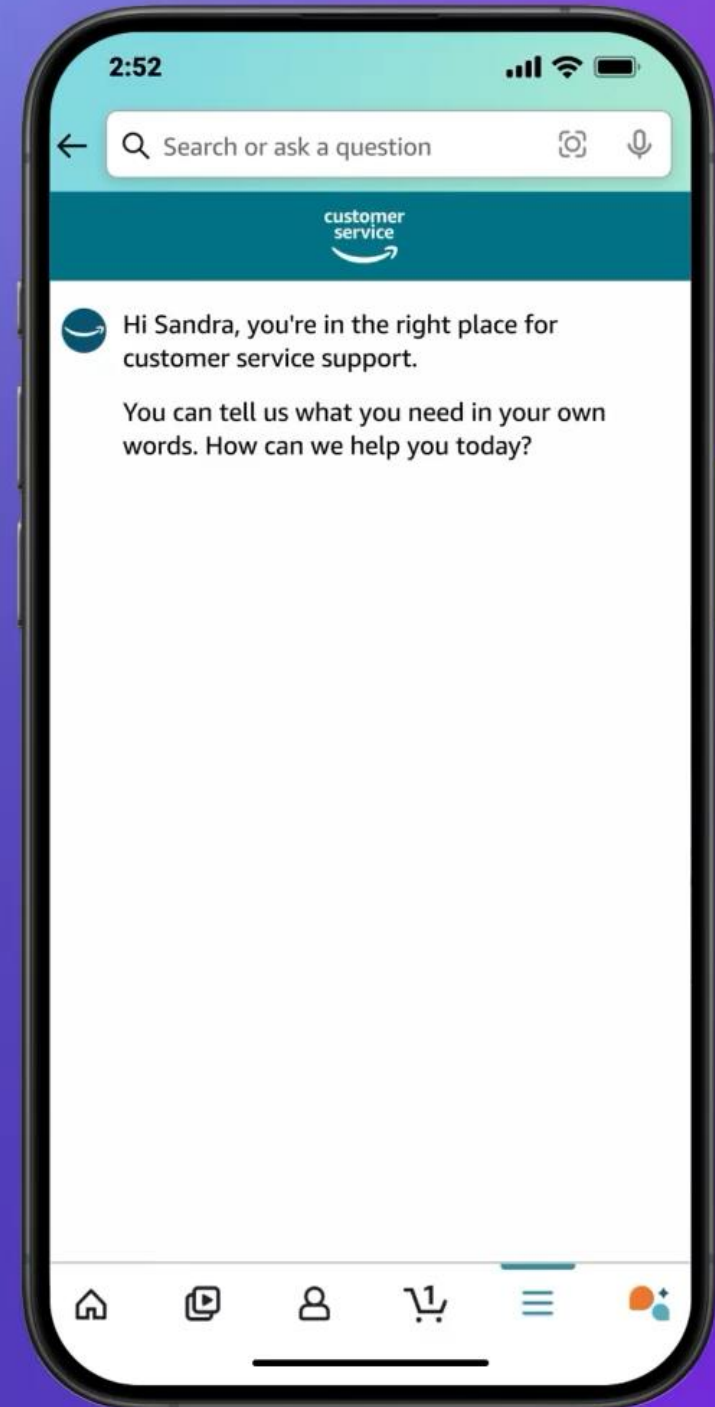
First, let's look at the customer's experience

GENERATIVE AI ACROSS AMAZON

Customer Service



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Meet Diego, an Amazon customer



Diego orders new smart light bulbs for his home.

He receives his order the next day thanks to Prime Free One-Day Delivery.

Unfortunately, the light bulbs are the wrong size for Diego's lamp.



Diego needs help



With Amazon Customer Service, Diego can try to solve his own issues

Diego needs to return the light bulbs

1

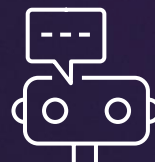


Open the Amazon app

Diego opens the app, taps on Customer Service, and sees that he can return the light bulbs.



2



Chat with CS Chatbot

The AI powered CS Chatbot quickly helps Diego set up a return that is tailored to his preferences.

He gets a QR code to use when he drops off the light bulbs at a nearby Whole Foods.



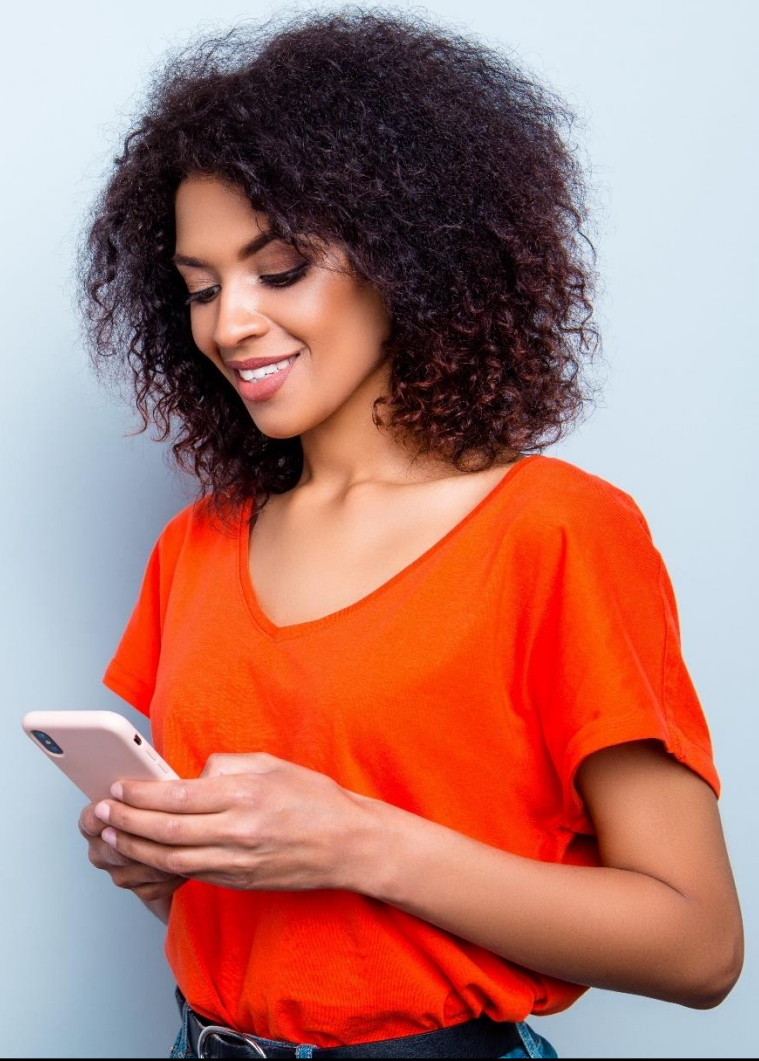
Problem solved!

Diego can drop off the light bulbs at a nearby Whole Foods and get a refund.

Meet Shirley, an Amazon customer



Shirley orders a new Amazon Echo Show.



Shirley needs help



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Something's wrong. The Echo Show won't play music.



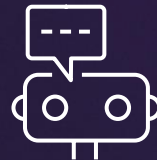
Shirley seeks help from Amazon



Search self help articles

Shirley finds a help article with directions and figures out how to play music on her Echo Show.

Unfortunately, the volume is too quiet, and she can't make the music louder.



Chat with CS Chatbot

The AI powered CS Chatbot quickly identifies that it can't solve the issue.

A customer service associate is the best option here.

Shirley is quickly transferred to an associate.



Talk to a technical specialist

Sofia, an Amazon associate, listens to Shirley's frustrations and tries to help her troubleshoot the volume.

The associate quickly takes care of it

4



It's a product defect

Sofia quickly identifies that it's a product defect that can't be fixed.

The best solution is a replacement.

5



Send a replacement. Return the defective item.

Sofia sets up a replacement Echo Show, and emails Shirley a QR code to send back the defective device at her local Whole Foods.



Another issue solved!

Shirley appreciates the quick, helpful Amazon Customer Service experience.

We continuously learn from contacts to reduce defects and improve products and services for customers

- Identify defects faster
- Uncover the root cause
- Implement a solution quickly
- Eliminate future defects

Amazon CS on Connect

Support on a global scale

Amazon Connect manages a network of telephony providers from around the world, removing the need for multiple vendors, multi-year contracts, or committing to peak call volumes.

Flexible, custom functionality

Amazon Connect provides APIs to programmatically manage our contact centers, build customer integrations, integrate with generate AI, while reducing engineering effort.

Improved contact quality

Calls are made over the internet from a computing device like PC, using the Amazon Connect softphone, delivering high-quality audio with reduced packet loss for a high-quality call experience.



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Technology as a tailwind for Customer Service using Amazon Connect



Generative AI transforming CX



Receive data and signals to improve experiences



Route customers to associates who have expertise



Generate transcripts for training and evaluation



Keep track of context to help customers



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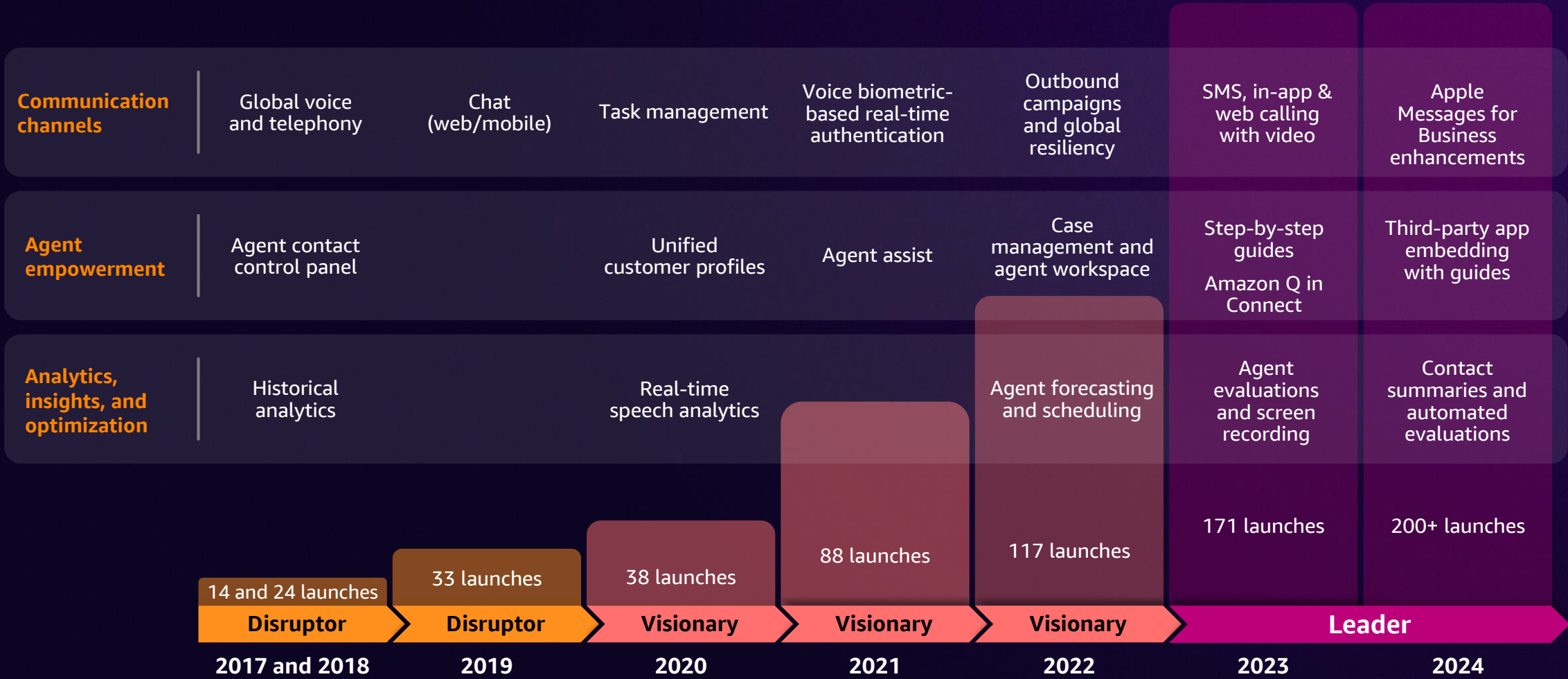
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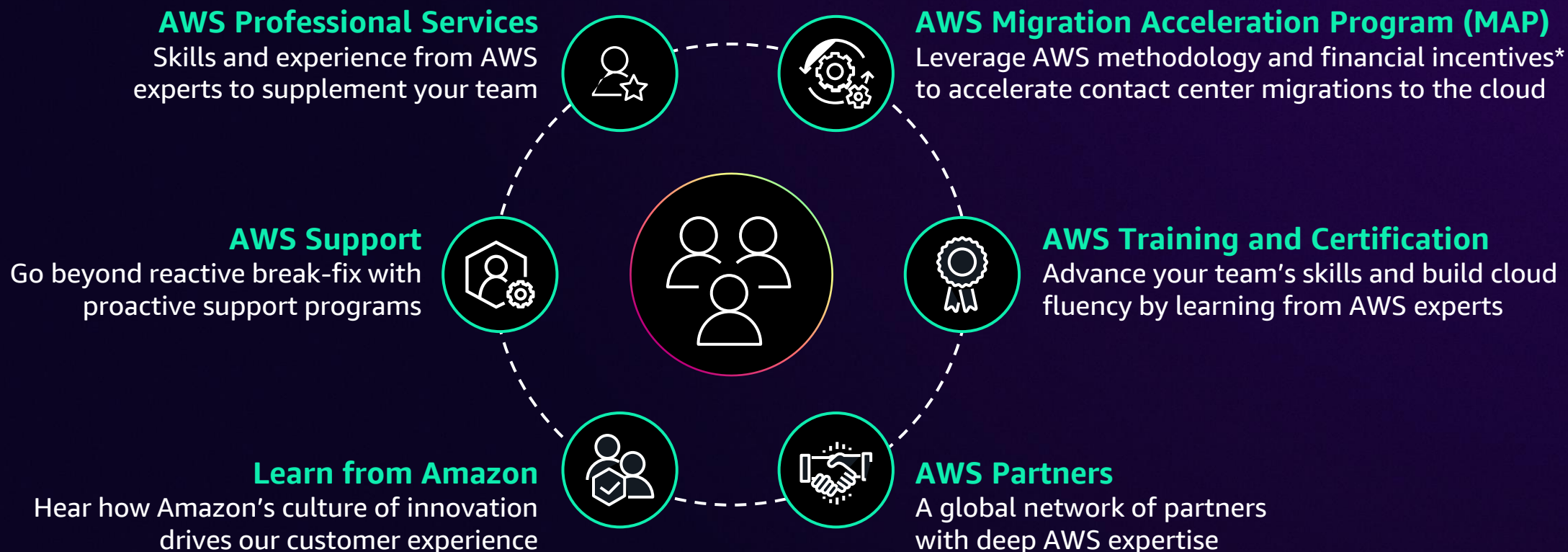
Partnering to innovate quickly, together



We're here to help you transform your CX



AMAZON CONNECT CUSTOMER RESOURCES



Attend Amazon Connect sessions

Wednesday

BREAKOUT SESSION

BIZ215: How Pearson elevates CX with Amazon Connect & Salesforce Service Cloud

CHALK TALK

BIZ317: Reimagine customer service for financial services with Amazon Connect

Thursday

BREAKOUT SESSION

BIZ211: How Air Canada is innovating customer service across lines of business

CHALK TALKS

BIZ310: Personalize cross-channel engagement with your data in Amazon Connect

BIZ316: Seamless self-service to agent-assisted support with Amazon Connect

BIZ312: Unleash contact center operational efficiency with Amazon Connect

BIZ314: Unlock data-driven insights in your contact center with Amazon Connect



Please complete
the session survey

Thank you!

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Jeff Christenson

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Please complete the session
survey in the mobile app

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