



Invest in Your Customer Experience to Unlock Competitive Advantages



Amazon Connect from Amazon Web Services helps you delight customers, empower agents and boost contact center performance across voice, chat, email and more. With AI-powered features like chatbots and Amazon Q in Connect, you can automate self-service, provide agents with real-time insights and deliver personalized customer experiences. A unified agent workspace, contextual recommendations and real-time analytics make it easy for both business leaders and admins to improve service quality and reduce costs.

Challenges:

Legacy systems: Many agencies still rely on outdated technology, which can be difficult to maintain and integrate with newer systems.

Cybersecurity: Protecting sensitive data from cyber threats is a major concern. Agencies need robust security measures to prevent breaches and ensure data integrity.

Funding and budget constraints: Limited budgets can restrict the ability to invest in modern IT infrastructure and skilled personnel.

Data management: Efficiently managing and utilizing large volumes of data is crucial. Agencies often struggle with data silos and ensuring data accuracy and accessibility.

Interagency collaboration: Coordinating IT efforts across different agencies can be challenging, especially when systems are not compatible or there is a lack of standardized processes.

Benefits:

- Amazon Connect provides an omnichannel experience, allowing your customers to choose their preferred way to connect with you and get support.
- With easy set-up and maintenance, and a pay-as-you-go model, modernizing your contact center and elevating your customer experience has never been simpler.
- Keep pace with changing customer demands. Amazon Connect allows you to delight customers by solving their issues quickly and empowering agents with a unified workspace.

Amazon Connect features:

- **Seamlessly enable AI:** In one click, enable native AI across all channels and every customer/constituent interaction without having to integrate, patch together or manage different tools.
- **Continuous optimization of CX:** AWS' deep and holistic analytics on every customer/constituent interaction enables continuous optimization for agents, supervisors and customers.
- **Always be innovating:** Future-proof your contact center and stay on the cutting edge, with innovative features constantly being released.
- **Don't worry about cost-based compromises:** With unlimited use of Amazon Connect AI capabilities, you can confidently deliver AI-enhanced CX without any cost tradeoffs.

Key financial and business outcomes:

- Reduced annual operational costs
- Improved call routing efficiencies
- Enhanced customer satisfaction
- Improved reporting and analytics
- Reduced operational costs
- Lower cost per contact
- Increased revenue through better service
- Improved resource utilization
- Better ROI on contact center investment