



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**Legacy systems:** Many agencies still rely on outdated technology, which can be difficult to maintain and integrate with newer systems.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