

# Amazon Connect GenAI Workshop

Amazon Connect harnesses advanced AI and machine learning capabilities to enhance Contact Center and Customer Experience operations by automating, personalizing, and optimizing interactions. Our immersive exploration workshop is designed to reveal the cutting-edge capabilities Amazon Connect brings to customer experience.

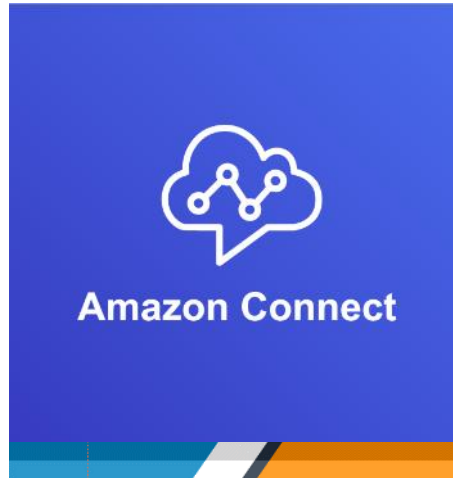
From intelligent routing and real-time agent assistance to predictive analytics and sentiment analysis, this hands-on session lets you dive into the future of customer engagement. See how Amazon Connect can streamline operations, personalize interactions, and boost customer satisfaction.

## Who Should Participate

As Presidio facilitates these workshops in a single day, application or business owners and subject matter experts are crucial representatives who need to participate directly.

Suggested Attendees:

- Business Stakeholders
- IT Leaders & Support Teams
- Innovation Managers



## Workshop Topics

The following topics may be covered during the workshop:

- **Intelligent Routing:** Predict customer intent and direct them to appropriate support channels, reducing wait times and enhancing quality of customer support.
- **Automated Self-Service:** Through chatbots and virtual assistants, Amazon Lex offers customers efficient self-service options for common inquiries, freeing up agents to focus on complex issues and improving response times.
- **Predictive Issue Resolution:** By leveraging historical data, Amazon Connect Customer Profiles anticipates potential issues before they arise, enabling proactive outreach and enhancing overall customer satisfaction.
- **Real-time Issue Assistance:** Discuss current / desired technology stacks, architectures, deployment, and technical debt.
- **Performance Analytics and Reporting:** Contact Lens delivers comprehensive analytics on agent performance and customer interactions, enabling managers to continuously refine processes, identify training opportunities, and optimize overall contact center operations.

## Key Workshop Outputs

Gain immediate value and insight through the following key outputs of the workshop:

- We can identify specific areas within your customer engagement process where Amazon Connect can deliver the most value, from automation to personalization, and deliver an initial list of prioritized AI use cases with immediate business relevance.
- Outline strategies to leverage Amazon Q for personalizing customer interactions and automating repetitive tasks, resulting in more efficient customer service.
- Create a strategic roadmap for the phased implementation of advanced features, including key milestones, measurable success metrics, and alignment with overall business objectives.

## Benefits of Workshop

The workshop provides your leadership team with the following benefits:

- An understanding of Amazon Connect full range of features and capabilities enhancing the Contact Center and Customer Experience operations.
- Discover how Amazon Connect personalizes customer interactions and automates routine tasks, freeing agents to focus on complex inquiries and improve customer experience.
- Learn how Amazon Q's predictive capabilities can anticipate and resolve issues before they escalate, boosting customer loyalty and reducing churn.
- Develop a tailored, step-by-step plan to integrate advanced features and solutions into your contact center and customer experience operations, ensuring alignment with business goals, smooth transition phases, and measurable milestones for success.



Let us know how we can help  
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