PRESIDIO®

Building a Virtual Agent with Amazon Lex

Join our hands-on workshop and learn how to build a sophisticated virtual agent using Amazon Lex—an intelligent chatbot solution that can revolutionize your contact center operations and elevate customer experiences.

Designed for professionals in customer service, IT, and digital transformation, this workshop will guide you through the entire process of creating a virtual agent that can understand natural language, respond accurately, and provide real-time value to your customers.

Our expert facilitators will ensure you leave equipped with the skills to create conversational AI that enhances customer experiences, reduces operational costs, and drives business efficiency.
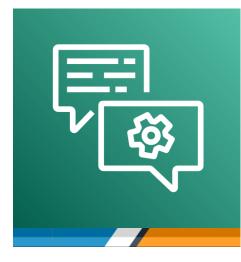
Who Should Participate

- 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
- Innovation Leaders / Managers

aws

Workshop Topics

- **Conversational Design** - Learn the principles of designing engaging and effective conversations that keep customers engaged and drive meaningful outcomes.

- **Identify Use Cases and User Stories** - Dive into specific use cases and learn how to define the user story for a virtual agent or chatbot implementation, ensuring alignment with business objectives and user needs.

- **Conversational Interface -** Explore how to design and implement conversational interfaces across multiple channels, including voice, text/SMS, web chat, and social media, to create seamless customer experiences.

- **Agent Persona -** Define a virtual agent persona that aligns with your brand guidelines, application purpose, and desired persona characteristics, ensuring a consistent and engaging customer experience.

- **Happy Paths** - Understand how to design 'happy paths'—ideal user journeys that ensure seamless and satisfying interactions, providing users with efficient and enjoyable experiences with your virtual agent.

Key Workshop Outputs

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

- **Virtual Agent Design Blueprint -** A comprehensive design document that defines the virtual agent's persona, conversational tone, and key design principles.

- **User Stories and Use Case Definition** - A collection of detailed user stories and use cases relevant to the customer journey.

- **Iterative Design and Tuning Framework -** A practical framework for iterative improvement, including how to gather customer feedback, and analyze agent performance.

- **Customer Journey Map with Virtual Agent Touchpoints -** A detailed journey map showing where the virtual agent fits within the overall customer experience.

- **Action Plan for Lex Virtual Agent Implementation -** A step-by-step implementation plan tailored to the organization.

Benefits of Workshop

- **Deep Understanding of Virtual Agent Benefits**: Participants will gain insights into how virtual agents can enhance customer experience by reducing wait times, providing 24/7 service, and improving efficiency in the contact center.

- **Hands-On Design Process**: The workshop will provide practical experience, covering key aspects such as persona, conversation flow, and interface integration.

- **Development of User Stories and Use Cases**: Participants will enhance their use cases and tailor them to the specific needs of their business.

- **Iterative Design and Tuning Exercises**: Participants will engage in hands-on tuning and iteration exercises, ensuring they understand how to continuously improve their virtual agent based on real user feedback and metrics.

Let us know how we can help
Contact Presidio Today: www.presidio.com