Charting the Future of CX

Amazon Connect & Contact Center Modernization

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Common Questions We Hear

- How can I innovate on the Customer Experience (CX) I am providing my customers?

- How do I improve CSAT and NPS?

- How do I introduce Artificial Intelligence (AI) & Machine Learning (ML) in a meaningful way to my Contact Center?

- How can I pilot new concepts and try advanced technologies without large upfront costs?

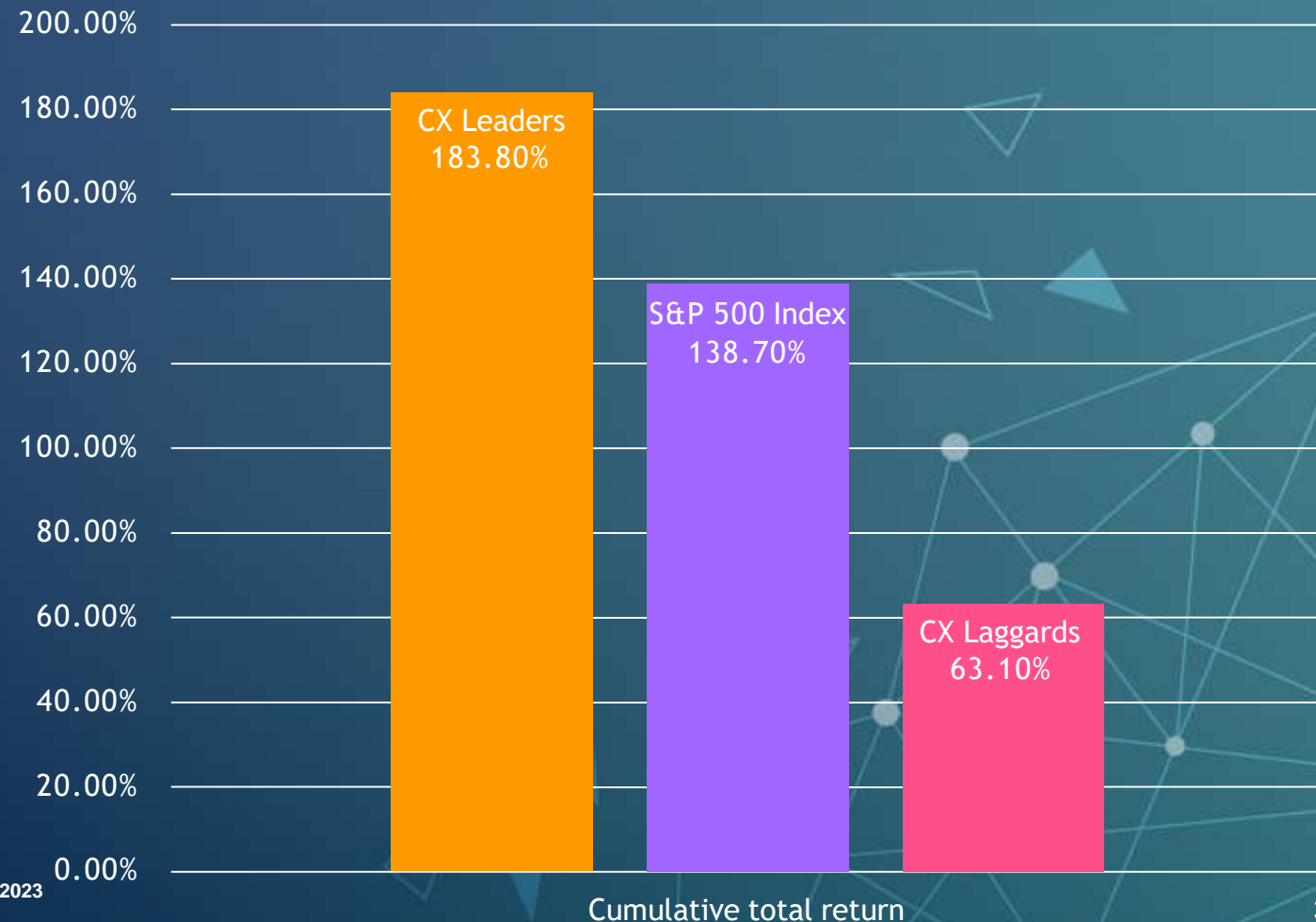- How do I optimize CX while also optimizing costs?
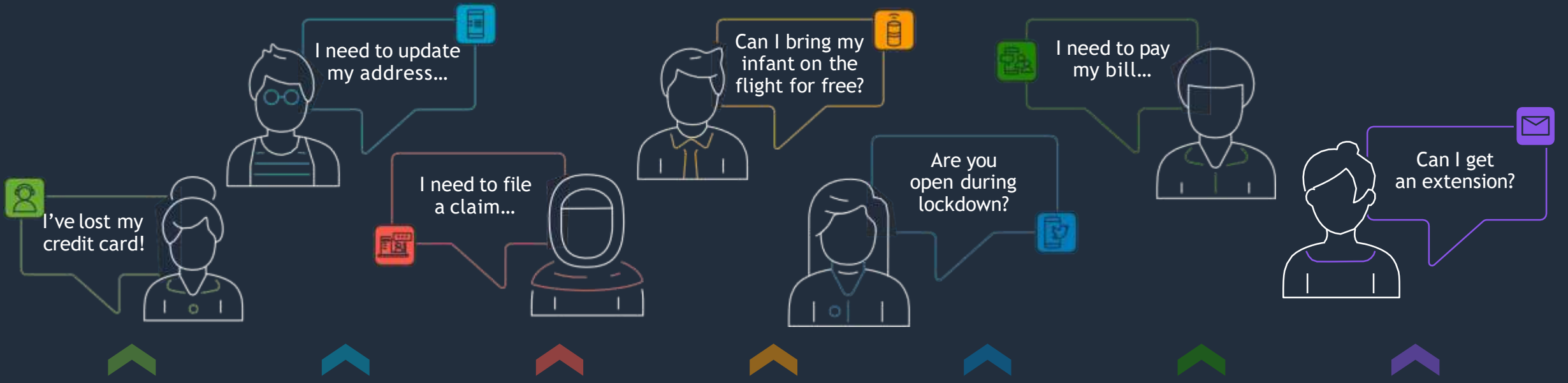
Customer Experience leaders outperform the market

CX Leaders outperformed the broader market, generating a return **45 points higher** than the S&P 500 Index

CX Laggards posted a total return **76 points lower** than the broader market

CX Leaders generated a return that was nearly **3x greater** than that of CX Laggards.

10-Year Stock Performance of Customer Experience (CX) Leaders vs. Laggards (2007-2017)

CX Leaders	183.80%
S&P 500 Index	138.70%
CX Laggards	63.10%

Cumulative total return

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THE CONCEPT OF THE CONTACT CENTER HAS EVOLVED

SYSTEMS OF RECORD | COMPLIANCE | POLICIES | BACK OFFICE | PRODUCTS

Common contact center challenges

$ Expensive legacy solutions with complex pricing & large upfront costs.

Painful, frequent outages (causing lapses in service, lost revenue, wasted agent labor, and excess troubleshooting)

Challenging vendor relationships (lack of trust, misleading fees, slow development cycles, etc)

Unable to access powerful AI technologies (expensive, bolt-on integrations)

Inability/difficulty to scale up *or* down easily

Complex and expensive to integrate to systems of record (or not possible at all)

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Amazon Connect

Easy to use omnichannel cloud contact center

Dynamic, personal, and natural automated experiences

One application for workflows, agent management, routing, and experiences across all channels

Great customer and agent outcomes with AI & ML at the heart of every interaction

Scale from tens to tens of thousands of agents

Self service configuration enables instant innovation

Built in real-time & historical analytics with secure, hassle-free access to your data

Pay only for what you use

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Real Customer Outcomes

- Over 50% reduction in contact center spend

- $20,000 per month cost savings

- 40% overall process improvement

Amazon Connect Demo

Amazon Connect Demo

Demo Agenda

Please submit your **feedback.** Thank you!

https://www.pulse.aws/survey/XYPU22T6

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Thank you!

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