



AMAZON CONNECT ADVANCED TRAINING

Expanding Your Amazon Connect Toolbox to Improve Customer Experience and Agent Efficiency



WHAT IS AMAZON CONNECT

Amazon Connect is an easy to use omnichannel cloud contact center offering that helps companies provide superior customer service at a lower cost. Amazon Connect is based on the same contact center technology used by Amazon customer service associates around the world to power millions of customer conversations.

Designed from the ground up to be omnichannel, Amazon Connect provides a seamless experience across voice and chat for both customers and agents. This includes one set of tools for skills-based routing, powerful real-time and historical analytics, and easy-to-use intuitive management tools – all with pay-as-you-go pricing, which means Amazon Connect simplifies contact center operations, improves agent efficiency, and lowers costs.

WHO WE ARE

USAN is an AWS Consulting, Technology, and Service Delivery Partner, with a practice specialty in Amazon Connect and customer communications deployments. With years of AWS experience, as a partner and a customer, USAN has a proven methodology for deploying effective and impactful Amazon Connect solutions.

Service offerings include USAN Jumpstart for Amazon Connect, an affordable two-week engagement that delivers a production Proof of Concept, immediately demonstrating the value of an Amazon Connect deployment. USAN also provides out-of-the-box solutions for Amazon Connect as a seller in AWS Marketplace, such as Visual IVR and USAN Contact Suite, a set of pre-integrated capabilities that support an advanced agent desktop, outbound dialer and campaign management features.

COURSE DESCRIPTION

The Amazon Connect Advanced Training course is intended for companies who are wishing to maximize their Amazon Connect solution to improve the caller experience as well as increase agent efficiency. It provides

a detailed overview and demonstration of how to leverage Amazon Lambda, Amazon Lex, and custom solutions to create a more robust caller experience, including self-service, CRM integration, and screen-pops, along with a demonstration of USAN's advanced reporting.

The course includes 8-hours of instruction in a virtual classroom environment divided over two days. This course is designed for multi-company enrollment and will be limited to 5 companies with up to 6 individuals from each company for each class.

Attendees will learn about:

- **Initial Design Considerations** – Key factors to consider before designing your Amazon Connect Solution
- **Lambda Integrations** – Leveraging Lambda functions for custom integrations
- **Holiday Plans** – Utilizing Lambda and Dynamo DB to dynamically adjust the customer experience during planned holidays
- **CRM Integrations** – Integrating your CRM with your Amazon Connect Contact flows for a more robust solution
- **Lex Bot Integrations** – Best practices on leveraging Amazon Lex to create a conversational dialogue with your customers
- **IVR Self-Service Best Practices** – Improving the customer experience by adding self-service options within your Contact flows while simultaneously reducing those agent calls to call types that can only be handled by an agent
- **Screen Pops** – Delivering critical customer data, gathered by customer input and CRM host queries in your Contact flow, to the agent's desktop to allow for a seamless customer experience
- **AWS Native Reporting Tools** – Leverage AWS Services available, Lambda for CTR data and QuickSight for creating analytical dashboards

- **USAN Enhancements** – Leverage USAN tools that enhance Amazon Connect functionality, such as USAN desktop and outbound campaign management, voicemail, AccessUSAN IVR version control, contact flow reporting, and Calabrio WFO Suite

INTENDED AUDIENCE

- Contact Center Administrators
- Contact Center Supervisors and Managers
- Solutions Architects and Developers
- Other IT-related professionals

DAY 1 COURSE

OUTLINE (~4 hours)

- **Welcome – Introductions**
Introductions and course expectations
- **Initial Design Considerations**
- **Lambda Integrations**
 - Deep dive about Lambda and how it works
 - View the top 3 uses of Lambda in a Contact flow
- **Holiday Plans**
 - Learn about the “Hours of Operation” challenge in Connect
 - Learn how to integrate an external DB with Connect Contact flow, using Lambda, to create Holiday Plan routing capability
- **CRM Integrations**
 - Learn how Lambda can integrate your CRM with your Contact flows to provide personalized experiences and enhanced self-service options, as well as to route your callers to the best agent queue for servicing
- **Review and Q&A**
- **Wrap Up**

DAY 2 COURSE OUTLINE

(~4 hours)

- **Lex Bot Integrations**
 - Deep dive about Amazon Lex and how it works.
 - Understand the benefits of using Amazon Lex (bots) to create a conversational customer experience within your Contact flows

- Learn to incorporate an Amazon Lex bot into a Contact flow and demonstrate the customer’s experience
- **IVR Self-Service**
 - Learn from a best-practice perspective, what types of tasks can be self-serviced in your IVR Contact flows
 - How to build a “make a payment” contact flow self-service task
 - How to build a “cancel my order” contact flow self-service task
- **Screen Pop Functionality**
 - Learn how to embed the CCP functionality in a custom website that supports displaying contact attributes
 - View a demonstration on screen pop functionality using the Streams API and a sample website
- **AWS Native Reporting Tools**
 - AWS Services
 - Lambda for CTR
 - QuickSight for dashboards
- **USAN Enhancements**
 - USAN Contact Suite (agent desktop, outbound, web chat, email)
 - AccessUSAN
 - Contact flow reporting
 - Calabrio WFO Suite
- **Putting It all Together**
- **Review and Q&A**
- **Wrap Up**

DELIVERY METHOD

This course presentation is delivered through a digital learning platform that utilizes tools to submit questions and promote an interactive experience.

For additional details or to register, [click here](#).



Select
**Consulting
Partner**

Solution Provider
Service Delivery