

The Seamless Shift

Abtran's Swift Migration of multiple contact centres to Amazon Connect in four months

Russell Yeates

Principal CX Specialist
AWS

Leon Van Gendt

Director of Engineering
Abtran

Gavin Coakley

COO
HappyPath Labs





RUSSELL YEATES

What is Amazon Connect?

AWS's AI-powered contact centre

(he/him)

Principal CX Specialist

Amazon Connect

AWS



Amazon Connect

One application. One seamless experience.

TENS OF THOUSANDS OF
CUSTOMERS

MORE THAN 10 MILLION CONTACT
CENTER INTERACTIONS A DAY

USED BY +100,000 AMAZON
CUSTOMER SERVICE ASSOCIATES

Amazon Connect differentiators

ACCELERATE CX INNOVATION WITH AMAZON'S NATIVE CLOUD CONTACT CENTER



Pay only for what you use

Globally redundant telephony +30 providers, +85 inbound, and +230 outbound countries

Instant access to **+200 fully featured AWS services**





CUSTOMER

OMNICHANNEL CUSTOMER EXPERIENCE



High quality voice



Conversational IVR and chatbots



Chat, SMS, and messaging



In-app/web calling and video



Outbound campaigns



Voice authentication



Task management



SUPERVISOR

ANALYTICS, INSIGHTS, AND OPTIMIZATION



Real-time and historical reports and dashboards



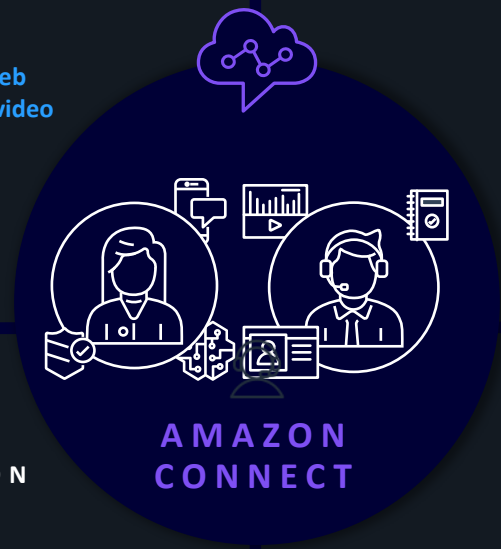
Real-time conversational analytics



Quality and performance management



Forecasting, capacity planning, and scheduling



AMAZON CONNECT

AGENT

AGENT EMPOWERMENT AND PRODUCTIVITY



Agent workspace



Knowledge and agent assist



Unified customer view



Case management



Step-by-step guides

ADMINISTRATOR

CONFIGURATION AND FLEXIBILITY



Simple, self-service UI; make changes in minutes, not months



Secure, reliable, and scalable



Modern API and SDKs for those who want to build

One application. One seamless experience.



Key considerations for generative AI success

Ease of use



Easy-to-use, built-in LLM capabilities to help you get started with a few clicks

Maintain customer trust and compliance



Human-in-the-loop to maintain controls for privacy, security, and data trustworthiness

Control costs and resource utilization



Leverage generative AI for high-value contact center use cases and match the most appropriate LLMs to the use case

Generative AI for immediate CX business value



CUSTOMER

Human-like conversations
Generate comprehensive FAQs



AGENT

Generate real-time answers
Personalize every interaction



AMAZON
CONNECT



SUPERVISOR

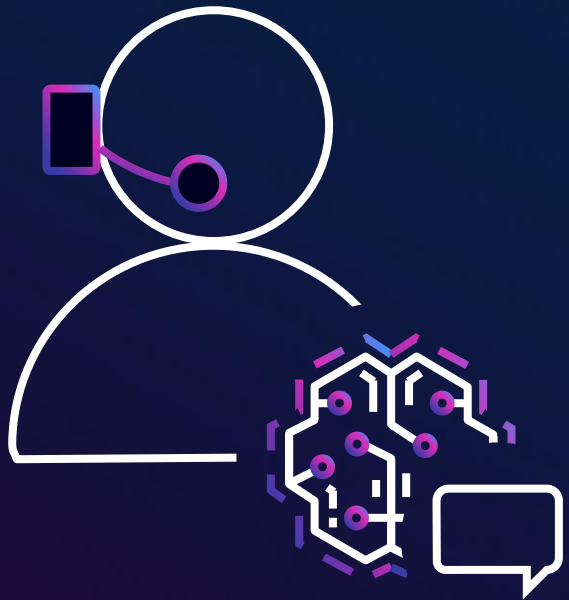
Accurate, concise summaries
Auto-fill agent evaluations



ADMINISTRATOR

Auto-generated data mapping

Amazon Q in Connect uses generative AI to assist agents with recommended responses and actions



- Generate real-time responses that agents can deliver directly to customers, along with actions to take, based on context from the live conversation and relevant information from your company content (e.g., knowledge articles, FAQs, documents)
- Agents can also search across company content to receive specific recommendations, like actions to take
- Source knowledge articles and documents are displayed so agents can access more detail if needed

Generative AI-powered agent assist delivers suggested responses and actions



AMAZON Q IN CONNECT

The screenshot shows the Amazon Connect interface. On the left is a sidebar with agent names and call controls. The main area displays a customer profile for María García with details like queue (Sales) and case ID (08126345). Below this, there are several suggested actions such as 'Review transaction history', 'Make payment', and 'Apply for a new credit card'. On the right, a chat window shows a customer's message: 'Yes. I think it's fraud'. Below the message, the AI assistant has generated a response: 'I apologize for any trouble this may have caused. I see you are traveling internationally. I will help by locking your Platinum card right away.' and a solution: 'This is how you can Lock and Unlock a customer credit card.' with a numbered list of steps. At the bottom of the chat, there are links to articles and documents used for the response, such as 'How to View, Modify, or Cancel a card' and 'How to prevent fraud'.

Detected issue

Generated response

Generated solution

Articles and documents used to generate the response & solution



Nikki Wolf 00:03 00:03

Customer profiles Cases Upsell - Travel Rewards C..

Nikki may need assistance with...

Case: XYZ1234567
New case - transaction declined
 Declined charge of \$550 at Example Corp on 11/28/23

Next payment due on 12/22/23
Make payment
 3 open accounts

Security
Unlock Card
 Initiate the card unlock process

Offers
Apply for a new credit card
 Nikki is currently eligible for the Platinum Travel Card.

Communications
Start SMS session
 Interact with Nikki via SMS

Service
Add travel notice
 Place a system note that includes travel details

It's something else

Nikki Wolf 00:03 00:03 Connected chat

Virtual Assistant
Please confirm your one-time password now 12:50 PM

Nikki Wolf
1234 12:50 PM

Virtual Assistant
Thank you for confirming. I've processed your credit limit increase, and your new credit limit is \$15,000. 12:50 PM

Virtual Assistant
We notice you've been spending more on travel expenses. Our travel rewards card may be a better fit for your needs. 12:50 PM

Nikki Wolf
Talk to an agent 12:50 PM
Nikki has joined the chat

B I [bulleted list] [numbered list] [link] [emoji]

Type a message and press enter to send

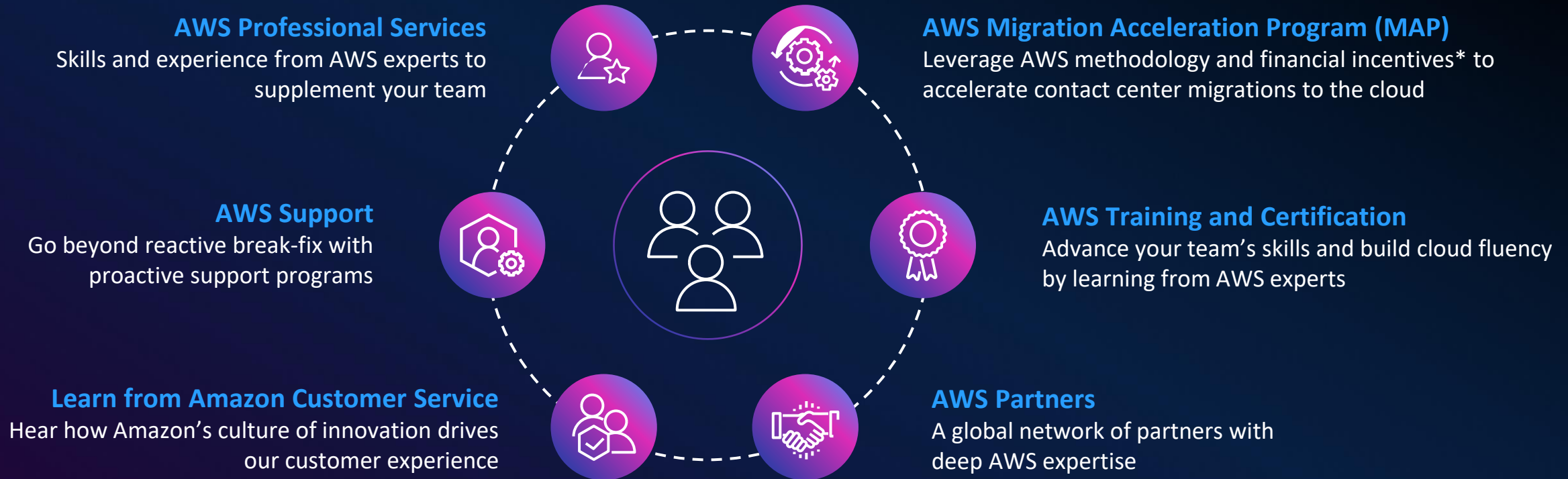
[copy] [share] [End chat]

Amazon Q 00:00
I am Amazon Q, your AI assistant!
As I listen to the conversation I will provide suggestions.

We're here to help you transform your CX



AMAZON CONNECT CUSTOMER RESOURCES



*Subject to qualification criteria





About Abtran



2000 Employees



4 centres in Cork, Waterford, Sligo and Dublin



75% hybrid workers across Ireland



250k insurance claims



200k grant applications



1 million emails



1 million chats and social media messages



5 million calls



3 million inbound and outbound mail items



1.2 million Energy customers



750k driving licence applications

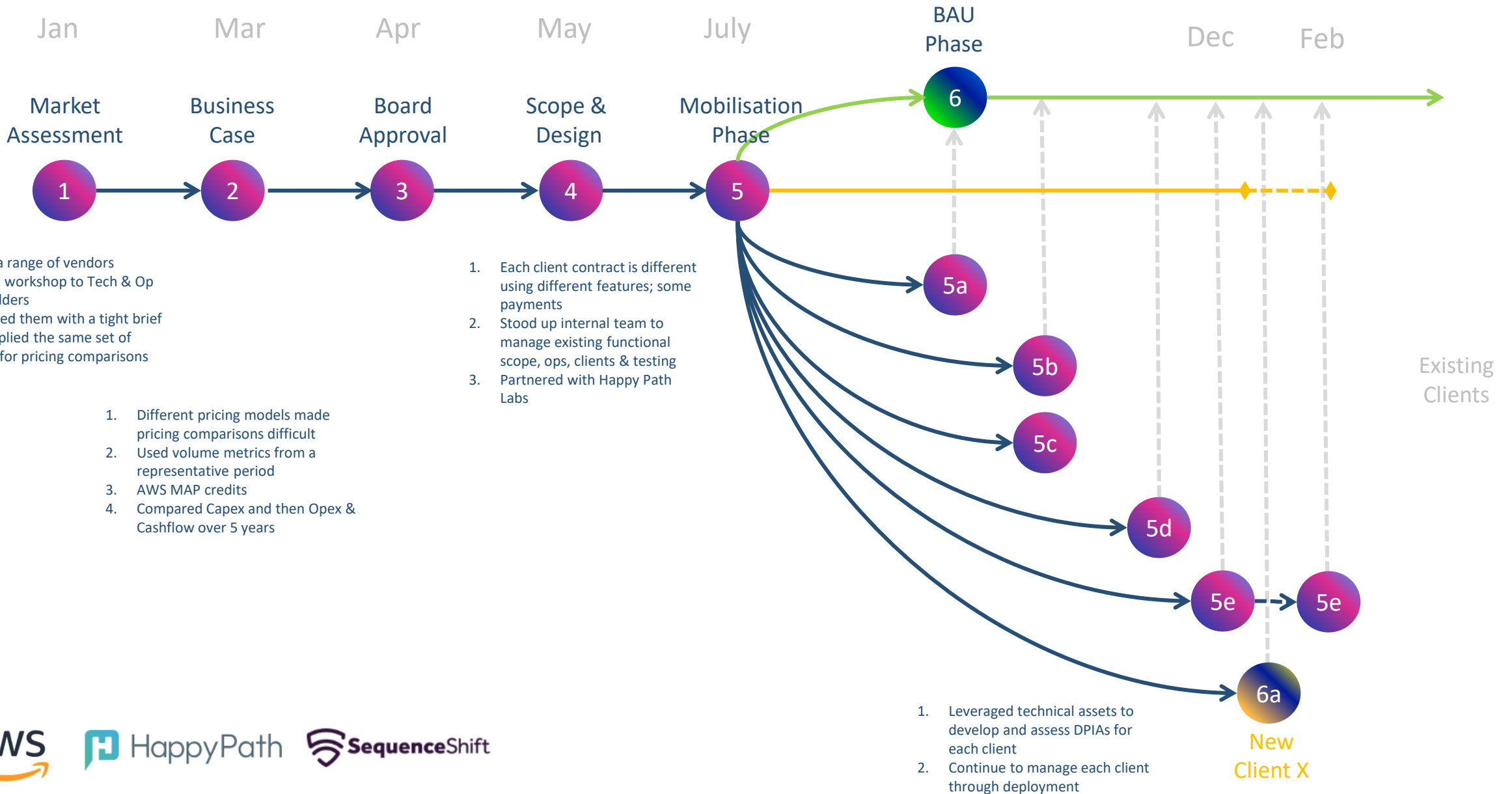


55 million electronic toll journeys

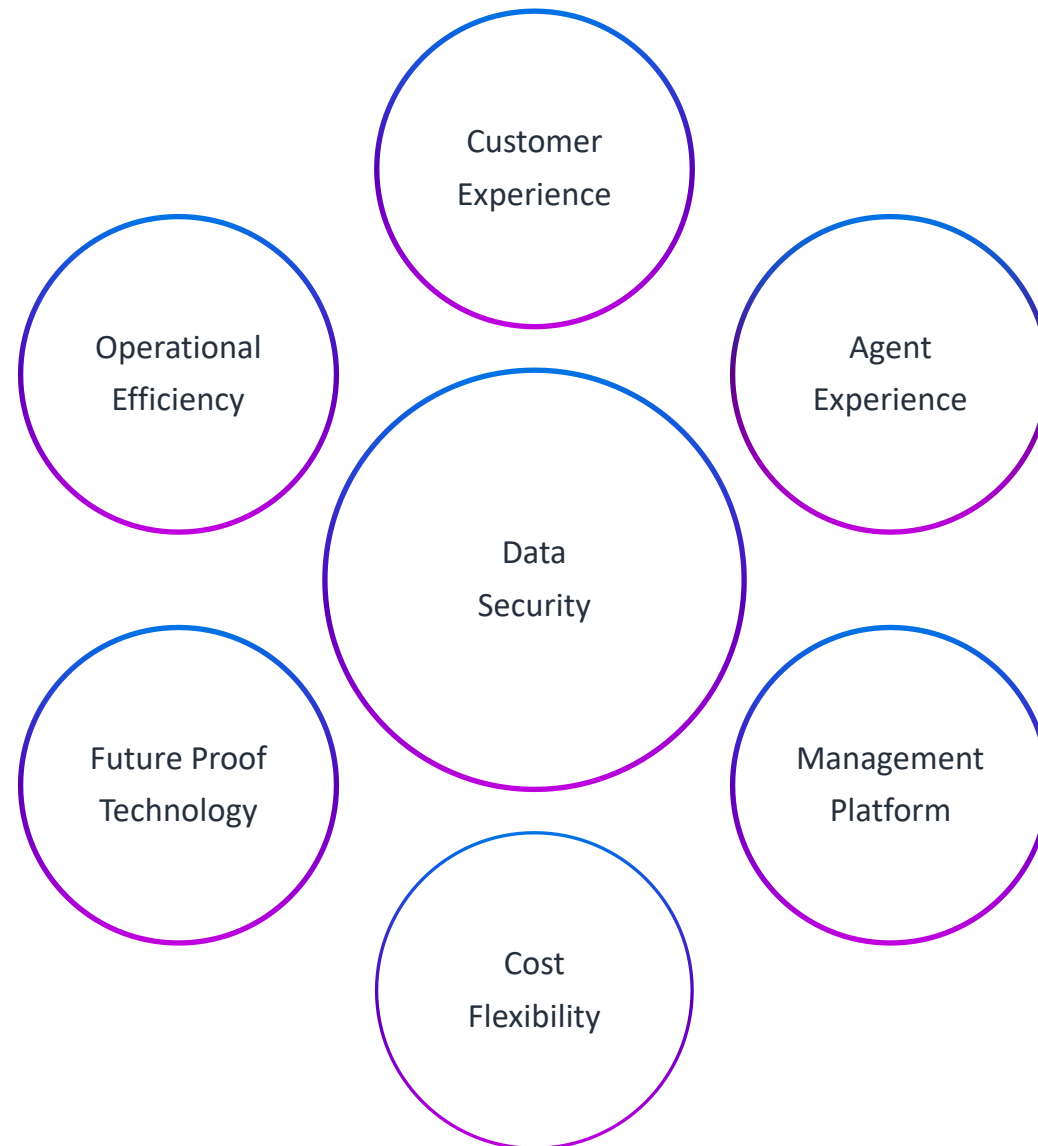


1 million payments





We look at our move to Amazon Connect from 7 key aspects



HappyPath

Gavin Coakley - COO

Digital 1st...Human when it matters!








 **Specialists in Product & Professional Services for the C.C. industry**

 **AWS 'Select Tier' Partner**




 **Amazon Connect Service Delivery Partner**

HappyPath & AWS:

Working with Amazon Connect since 2017:

-  Market Leading Technology
-  Culture of Innovation
-  Development Methodology (“Working Backwards”)
-  Disruptive Pricing Model
-  Scalability & Resiliency








Partnering with AWS:

-  Funding: Migration Acceleration Program (M.A.P)
-  Support: Speed, Agility, Professional Services, Urgency
-  Development: Training, Certification, Business Opportunities









HappyPath Value:

Contact Centre as a Service (CCaaS)







-  Omnichannel Communications
-  WFM Optimisation
-  B.I. & M.I
-  M.L. & A.I.
-  Automation
-  Payments (PCI)
-  Virtual Assistants (Bots)

Customer & Employee Insights

Ekko

-  AI assisted Q.A.
-  Gen-AI Powered:
 -  Contact summarisation
 -  Agent Assistant
 -  KMS
 -  Automated Q.A.

Professional Services

-  Enterprise Architecture
-  Operational Excellence (OpEx)
-  Customer Exp. (CX)
-  Op. Maturity Assessment
-  Employee Engagement
-  Data as a Service (SaaS)

The Abtran Migration:



Assess

June – July '23



Mobilise/Migrate

Aug – Dec '23








Modernise

'24 & Ongoing

The Abtran Migration:



Assess






-  C.C. Assessment
-  Migration Readiness
-  Requirements Analysis
-  Solution Design
-  TCO (Opex & Capex)

June – July '23

The Abtran Migration:



Mobilise/Migrate






-  Migration Planning
-  Environment Set-Up
-  Build & Deploy Solution
-  Operating Model
-  DPIA Agreements

Aug – Dec '23

The Abtran Migration:



Modernise

-  Optimisation
-  Transformation
-  POC/Model Office
-  Outcome Validation
-  Scale Up & Out

'24 & Ongoing

HappyPath



www.happypathlabs.com