

# Artificial Intelligence Enables Proactive and Anticipatory Customer Service

Automate more interactions and reduce average handling times by improving agent efficiency



## Integrate the deep learning capabilities of AI/ML from AWS to transform your customers' contact center experiences

Many contact center platform vendors operate with a legacy-IT mindset. This can hinder their ability to introduce new capabilities that could enhance and improve the customer experience.

In some cases, these vendors create on-premises and cloud patchwork solutions—hybrid infrastructures—in an attempt to mask their inability to fundamentally innovate, as they could do if they were cloud-native.

USAN Services for Amazon Connect enable you to transform those business-as-usual customer experiences by migrating your applications to Amazon Web Services (AWS) and Amazon Connect. USAN's development and integration services leverage artificial intelligence (AI) and machine learning (ML) services from AWS to automate routine interactions and obtain deeper, more meaningful customer insights.



## Leverage USAN services to deploy Amazon Connect with AI capabilities:

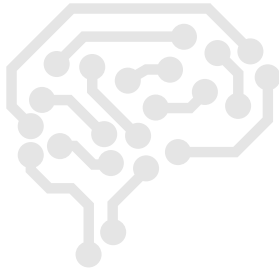
- Custom solution design
- Rapid implementation
- Expert deployment of Amazon Connect

## USAN Services help you leverage AI services from AWS with Amazon Connect—including Contact Lens for Amazon Connect, Amazon Lex, and Amazon Polly—so that you can:

- **Use the latest technology and services** to improve your contact center deployment and your end-customer interactions.
- **Understand the sentiment, trends, and regulatory compliance of agent conversations with customers via Contact Lens for Amazon Connect** to improve customer service and better understand customer feedback.
- **Design and tune conversational dialog models** for customer intent mapping.
- **Build sophisticated, natural language chatbots into any application using voice and text with Amazon Lex** for a highly personalized conversational experience.
- **Create applications that talk using Amazon Polly**, turning text into lifelike speech, and build entirely new categories of speech-enabled products.
- **Leverage Interactive Voice Response (IVR) with Natural Language Processing (NLP)** to expedite and enhance customer service.

## Enable better self-service options for your customers

AI automates the customer experience through omnichannel, self-service options:



- Speech-enabled IVR allows customers to simply say what they need from a prompted menu, while Amazon Polly synthesizes natural sounding human speech in response.
- IVR bots and chat bots, supported by Amazon Lex, bring the same deep learning technologies that power Amazon Alexa to enterprises. Customers self-serve using natural language voice or chat conversations, allowing them to get answers or receive service without being trapped in a verbal straitjacket.
- Conversational models created in Amazon Lex can be reused for other self-service iterations on chat and voice.

## Enhance the conversation between the agent and the customer

- Machine learning capabilities and automated speech recognition (ASR) in Contact Lens for Amazon Connect analyze the conversation between the agent and the customer.
- Contact Lens for Amazon Connect measures language and word choice, evaluating if the conversation is a negative or positive experience.
- The service can alert a supervisor in real-time that assistance may be needed for the agent, in the form of guidance or intervention.



## Empower contact center analysts to better understand agent performance

- USAN enables Contact Lens for Amazon Connect in post-call review to analyze how well the agent did on specific customer interactions based on an empirical deep-dive into established key performance indicators (KPIs).
- Speech-to-text transcription and full text search functions uncover key parts of the conversation for insight into caller intent and root cause analysis.
- USAN applies training data and natural language processing to build a sentiment model in Contact Lens for Amazon Connect that provides deeper insight into customer attitudes, opinions, and emotions to optimize the customer experience.



## Modernize your contact center with USAN and Amazon Web Services (AWS)

USAN understands your contact center business and the innovative power of AWS tools. Transform your contact center by moving from antiquated, premises-based, expensive and inflexible infrastructure to the agility of the cloud with USAN Services and modern AI technologies from AWS. With the power of AWS and the solution expertise of USAN, transformation is easy.

[Learn more about USAN Services for Amazon Connect](#)

## About USAN

USAN is an AWS Partner Network (APN) Technology Partner, an APN Select Consulting Partner, and an APN Service Delivery Partner offering applications, design, and integration services for successful Amazon Connect implementations.

For more information about USAN products and services, [contact us](#).