aws INNOVATE

AI/ML EDITION

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Improving call center efficiency and omnichannel customer experience with AWS QnABot

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Agenda

- ✓ What is AWS QnABot?

- ✓ How can AWS QnABot help you?

- ✓ Demo and architecture review

- ✓ How to get started quickly with no code

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What is AWS QnABot?

AWS QnA bot in a nutshell

Automated FAQ

AWS QnA bot in a nutshell

Automated FAQ

Natural language search

AWS QnA bot in a nutshell

Automated FAQ

Natural language search

Multilingual

AWS QnA bot in a nutshell

Automated FAQ

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Omnichannel Integrations

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Analytics

How can AWS QnABot help you?

AWS QnABot use cases

Contact centers

How can I help?

Virtual agents
Information capture
Intelligent routing

AWS QnABot use cases

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Virtual agents
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Informational bots

Can I answer
your question?

Webpage chatbot
Application bot

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your question?

Webpage chatbot
Application bot

Productivity bots
Can I help you get
more done?

Internal search
Routines and automation

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" Since launching the QnABot it's supported over 34k conversations and saved 833 hours in staff time, while ensuring every customer received the same level of service and accuracy. "

Michael Widell
MBA, Vice President

Read the blog post >> https://aws.amazon.com/blogs/machine-learning/building-a-multi-channel-qa-chatbot-with-amazon-connect-amazon-lex-amazon-kendra-and-the-open-source-qnabot-project/

TransUnion

Decreased time customers spend in our IVR went from 2 minutes to just 18 seconds

CITIBOT

Reduce wait times by up to 90%

govchat

Scale communication. Within days, the chatbot was handling up to 14.2 million messages a day

ROYBI

Personalized lessons to children based on their level and interests.

https://aws.amazon.com/lex/customers/

Demo and architecture review

Recap – Improving call center efficiency and omnichannel customer experience with AWS QnABot
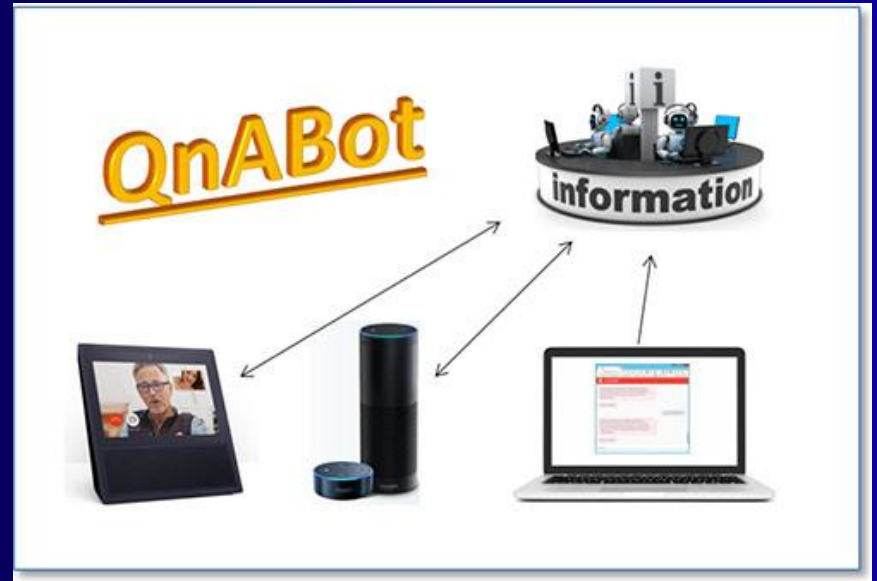
Quickly deploy using AWS CloudFormation

Enhance customer experience

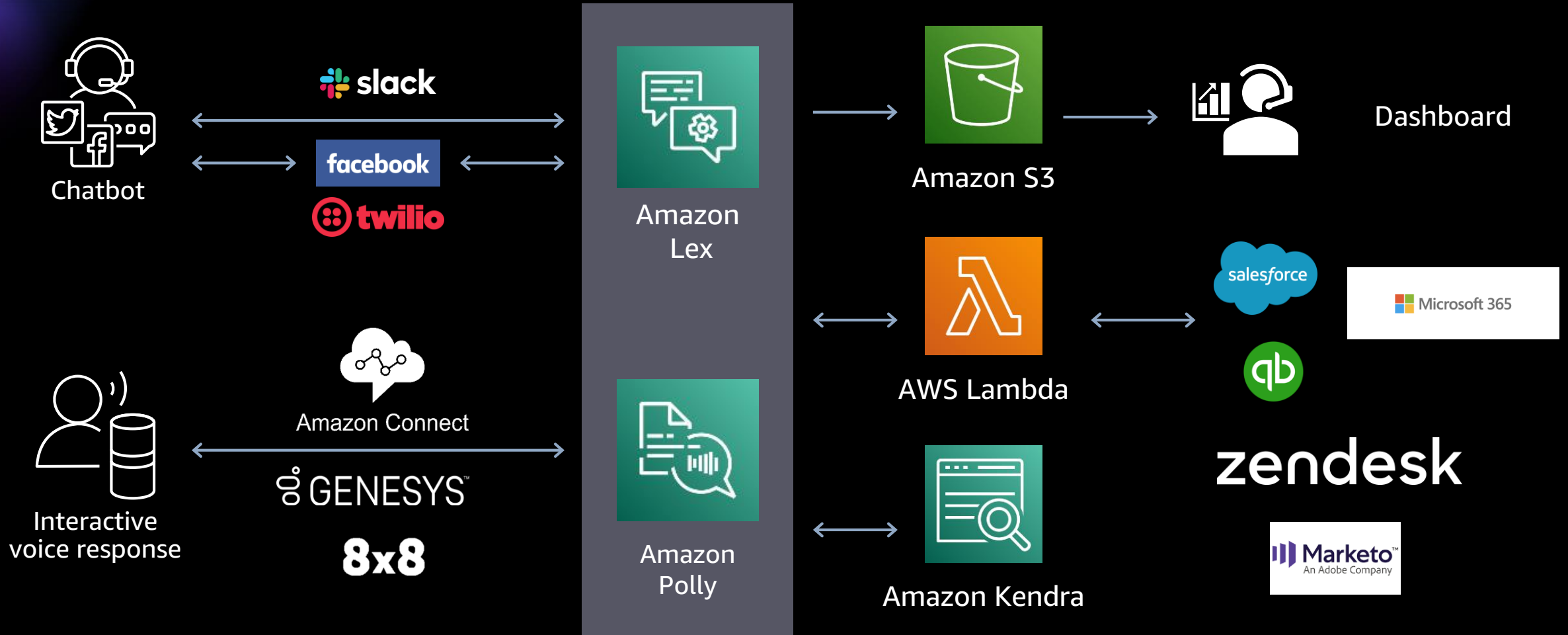Visualize call experience with analytics dashboard

Customize for different use cases

Alleviate long call queues

No coding needed

Getting started

Main approaches when creating a chatbot

1

New chatbot

———

Enhance an
existing chatbot

2

Knowledge
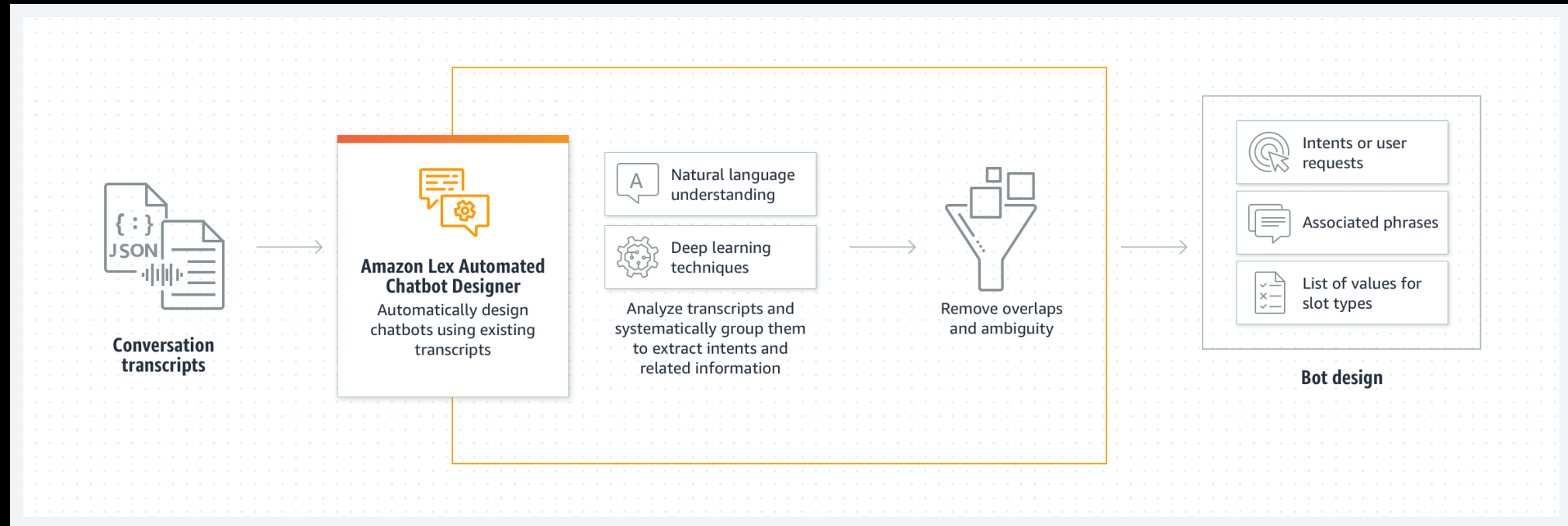base available

———

Transcripts
available

Amazon Lex Automated Chatbot Designer (preview)

Accelerate conversation design

√ **New chatbots**   √ **Migration from legacy IVR**   √ **New channel**

JSON

Conversation transcripts

Amazon Lex Automated Chatbot Designer
Automatically design chatbots using existing transcripts

Natural language understanding

Deep learning techniques

Analyze transcripts and systematically group them to extract intents and related information

Remove overlaps and ambiguity

Intents or user requests

Associated phrases

List of values for slot types

Bot design

affirm   NeuraFlash

https://aws.amazon.com/lex/chatbot-designer/

How we can help you to get started

Resources and documentation	Solutions architects	AWS Partner Network	AWS Professional Services and ML Solutions Lab
QnABot solution Deploy a Web UI for Your Chatbot Documentation guide QnA bot demo video (10min)	Engage with a solutions architect dedicated to your account	Let certified AWS Partners help and build integrations with your current systems AWS Partner Network	Identify key areas where machine learning could help you with an AWS AI expert AWS professional services AWS machine learning solutions lab
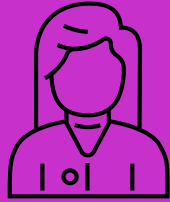
Visit the AI & Machine Learning resource hub for more resources

Dive deeper into these resources, get inspired and learn how you can use AI and machine learning to accelerate your business outcomes.

- The machine learning journey e-book
- 7 leading machine learning use cases e-book
- A strategic playbook for data, analytics, and machine learning e-book
  Accelerate machine learning innovation with the right cloud services & infrastructure e-book
- Choosing the right compute infrastructure for machine learning e-book
- Improving service and reducing costs in contact centers e-book
- Why ML is essential in your fight against online fraud e-book
- … and more!

https://bit.ly/3mwi59V

Visit resource hub

AWS Machine Learning (ML) Training and Certification

AWS is how you build machine learning skills

Courses built on the curriculum leveraged by Amazon's own teams. Learn from the experts at AWS.

aws.training/machinelearning

Flexibility to learn your way

Learn online with on-demand digital courses or live with virtual instructor-led training, plus hands-on labs and opportunities for practical application.

explore.skillbuilder.aws/learn

Validate your expertise

Demonstrate expertise in building, training, tuning, and deploying machine learning models with an industry-recognized credential.

aws.amazon.com/certification

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Thank you!

Nieves Garcia and Melwin Pais