



aws INNOVATE

AI/ML EDITION

24 February 2022

Multilingual omnichannel contact center

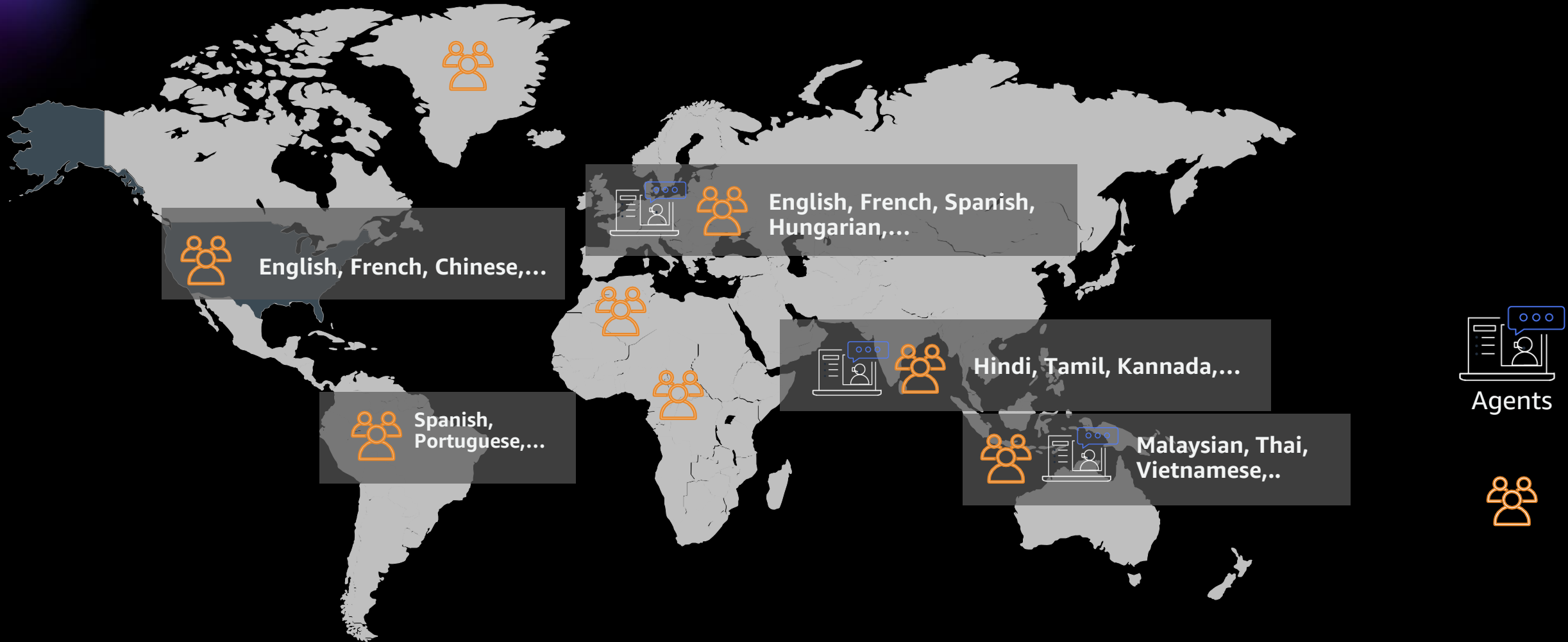
Gaurav Sahi
Manager, Solutions Architect
AISPL

Jackysh Bangera
Solutions Architect
AISPL

Multilingual omnichannel contact center

- Project introduction
- Key AWS services used
- Demos
- Architecture view
- Key takeaways

With so many languages spoken by agents and customers across the globe

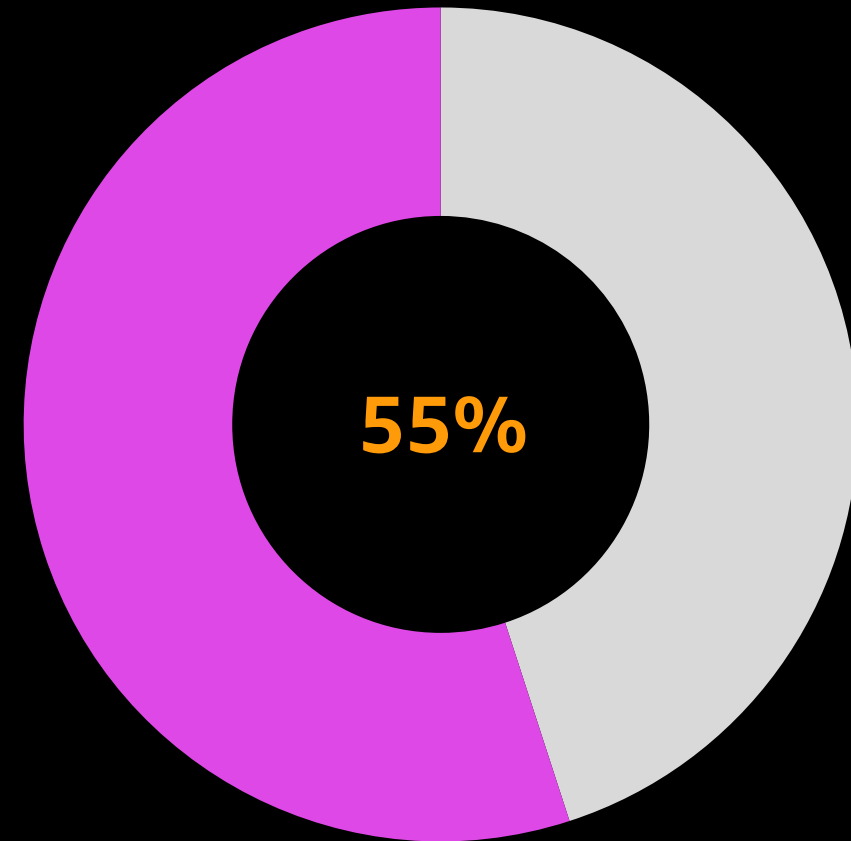


Local is the new normal

55% of consumers make language a pivotal decision criteria regarding their purchase habits

- Common Sense Advisory

“Can’t read – Won’t buy!”



Project introduction

Scenario: Language barriers between a customer and agent of a contact center which impacts customer experience

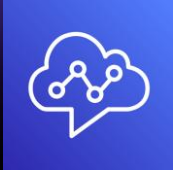
Solution:

- Auto identification of customer's language
- Real-time Bi-directional translated conversation in native language of customer/agent
- Improved agent performance & better customer satisfaction

Channels:

- Web
- Alexa using voice
- WhatsApp

Key AWS services used



Amazon Connect is an easy to use omnichannel cloud contact center that helps companies provide superior customer service at a lower cost

- Amazon Connect chat is built from the ground up as an asynchronous chat
- This means end-customers can return hours later to continue to chat with a business and the context of the previous chat interaction is provided as a chat stream

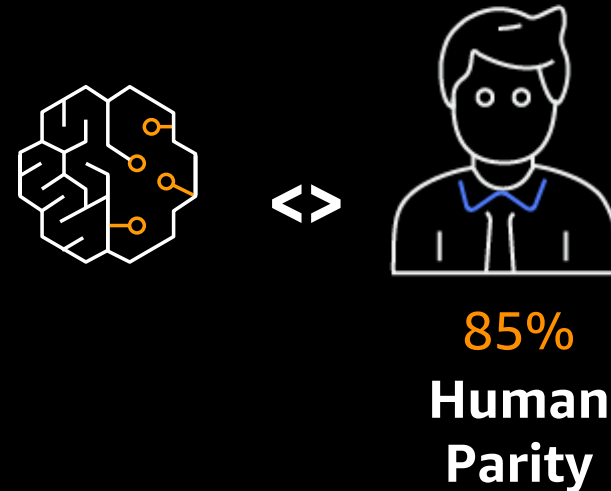
Key AWS services used



Amazon Translate is a fully-managed neural machine translation service that delivers fast, high-quality, and affordable language translation in seventy plus languages

Neural Machine Translation

- Contextual
 - Attention mechanisms
 - Custom Terminology
- Fluent



Demo 1

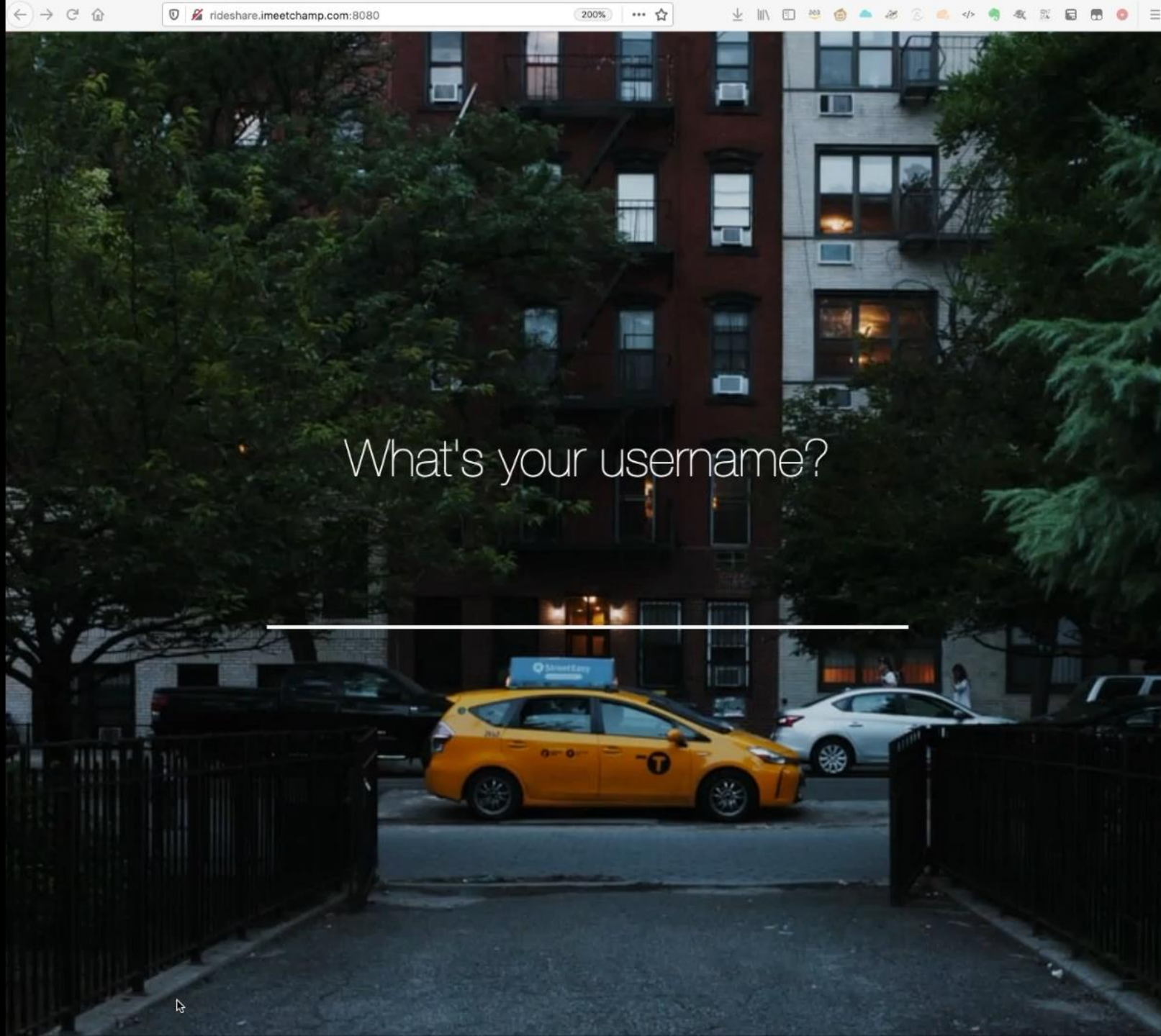
Scenario:

Customer uses web option to chat with an agent to modify his ride sharing booking

Access channel: Web

Language used by customer: French

Language used by agent: English



Demo 2

Scenario:

Customer uses Alexa voice to interact with an agent to check the status of their food delivery order; customer gets complementary dessert due to delay and later makes a request for contactless delivery with Desi bites restaurant

Access channel: Alexa Echo Spot

Language used by customer: Hindi

Language used by agent: English

Demo 3

Scenario:

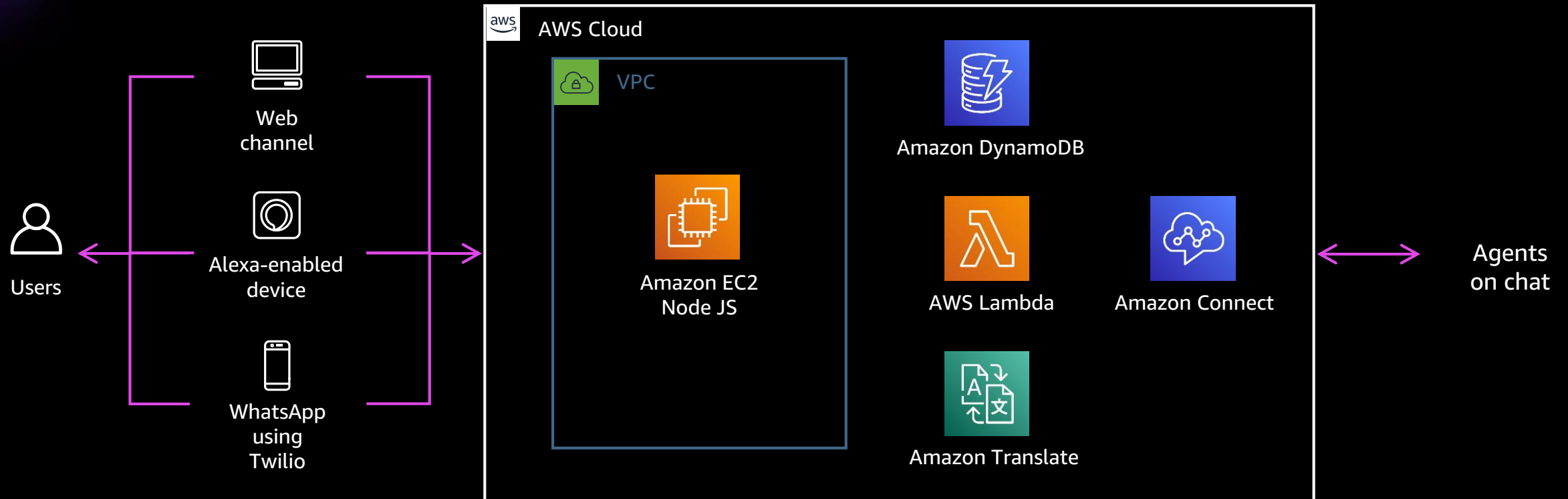
Customer uses WhatsApp to chat with an agent to check why their mobile internet is not working, and gets a suggestion from the agent to upgrade the data pack based on customer's usage

Access channel: WhatsApp

Language used by customer: Spanish

Language used by agent: English

Architecture view



What did we learn today?

- Amazon Connect provides flexible chat APIs to help customers easily enable multi-lingual interactions when using different access mechanisms.
- Amazon serverless and API-based AI/ML services make it really easy for developers to add ML capabilities within their applications, whether it be auto-identification of language, or offer high-quality, affordable language translation in fifty-five languages.
- Alexa skills offer customers more personalised and native language experiences with Amazon Echo devices to connect to any extendible software-based platforms.

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

Thank you for attending AWS Innovate – AI/ML Edition

We hope you found it interesting! A kind reminder to **complete the survey**.
Let us know what you thought of today's event and how we can improve the event experience for you in the future.



aws-apj-marketing@amazon.com



twitter.com/AWSCloud



facebook.com/AmazonWebServices



youtube.com/user/AmazonWebServices



slideshare.net/AmazonWebServices



twitch.tv/aws

Thank you!