

Support helper intelligent search with Amazon Kendra

Bharath Sridharan

Senior Technical Account
Manager, AISPL

Uma Vedula

Senior Technical Account
Manager, AISPL

Gauri Bodkhe

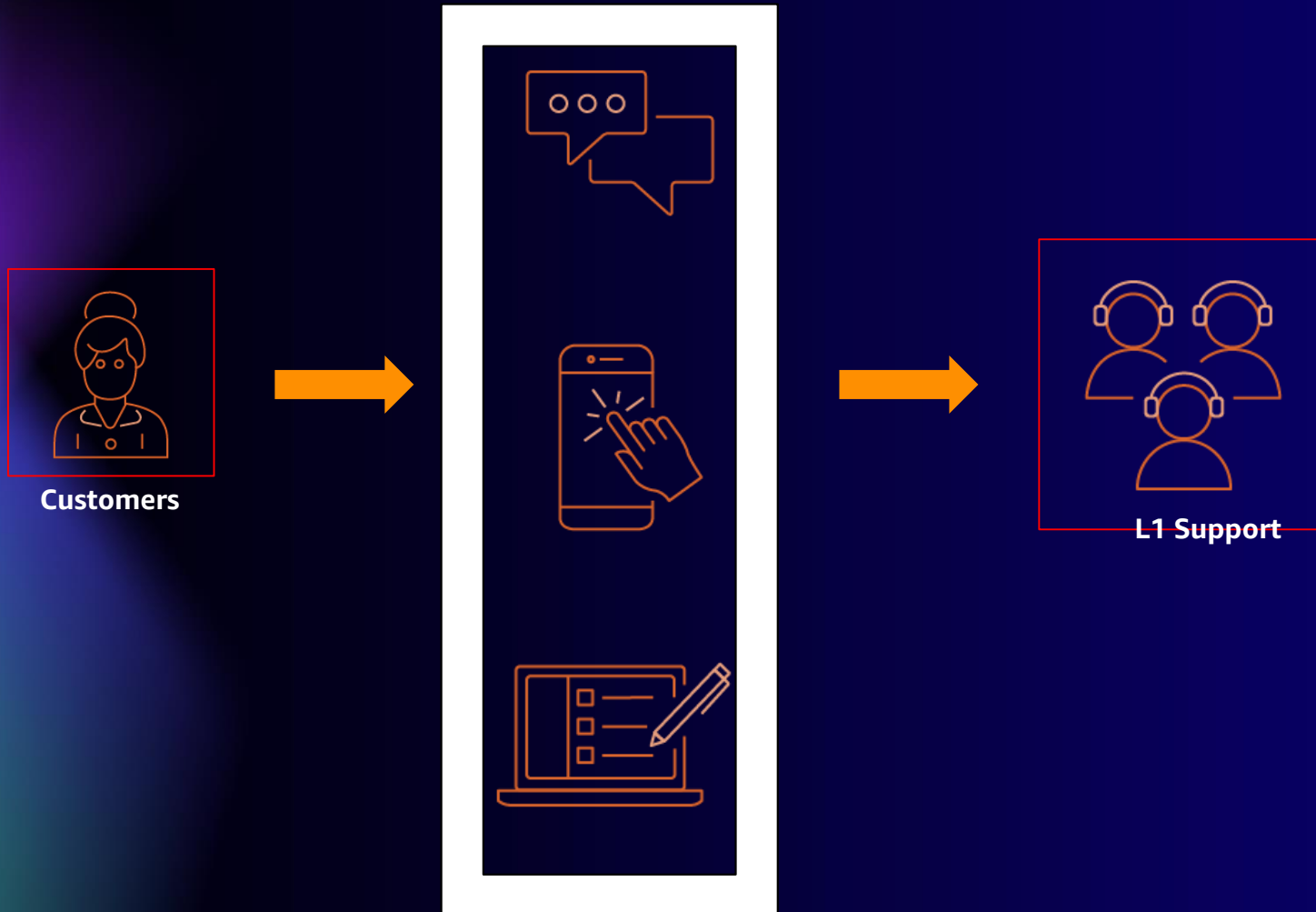
Technical Account Manager,
AISPL



Agenda

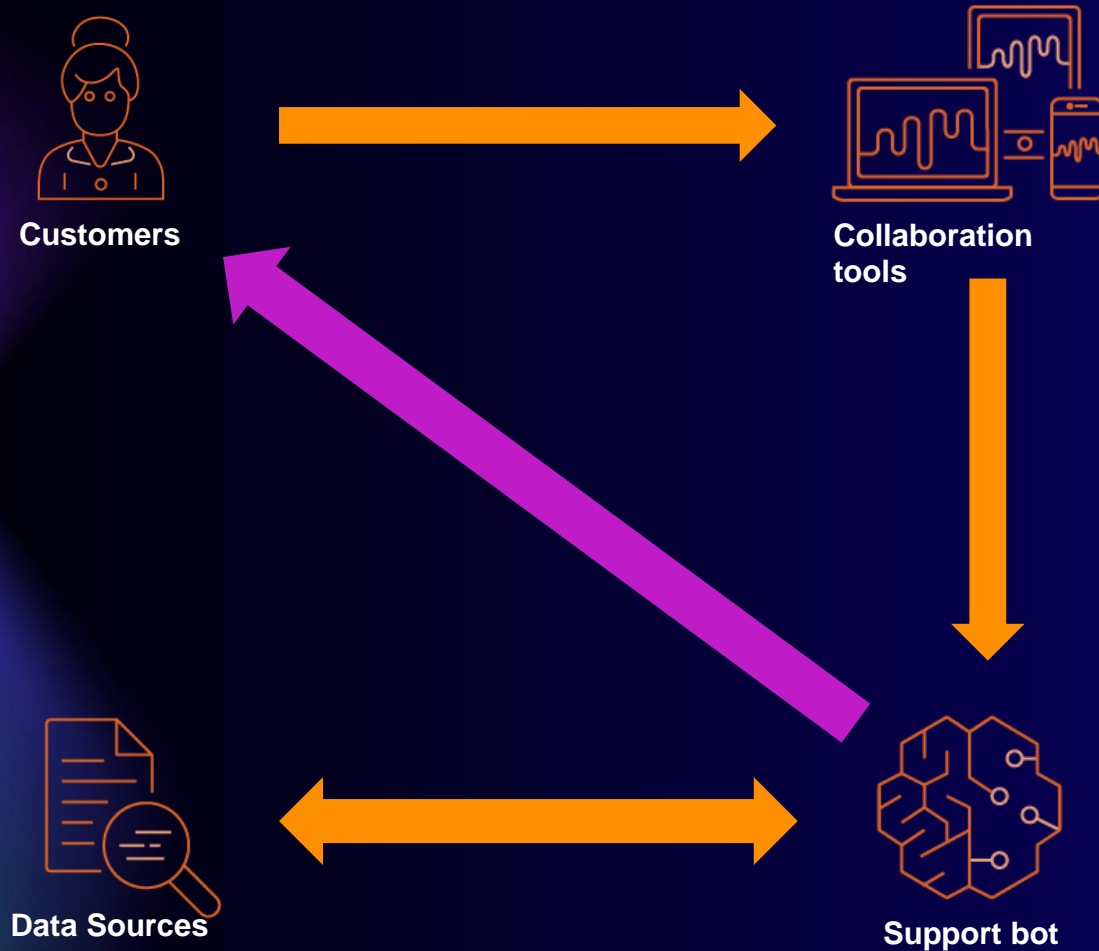
- Problem statement
- Solution
- Architecture
- Demo
- Closing Thoughts

Problem Statement



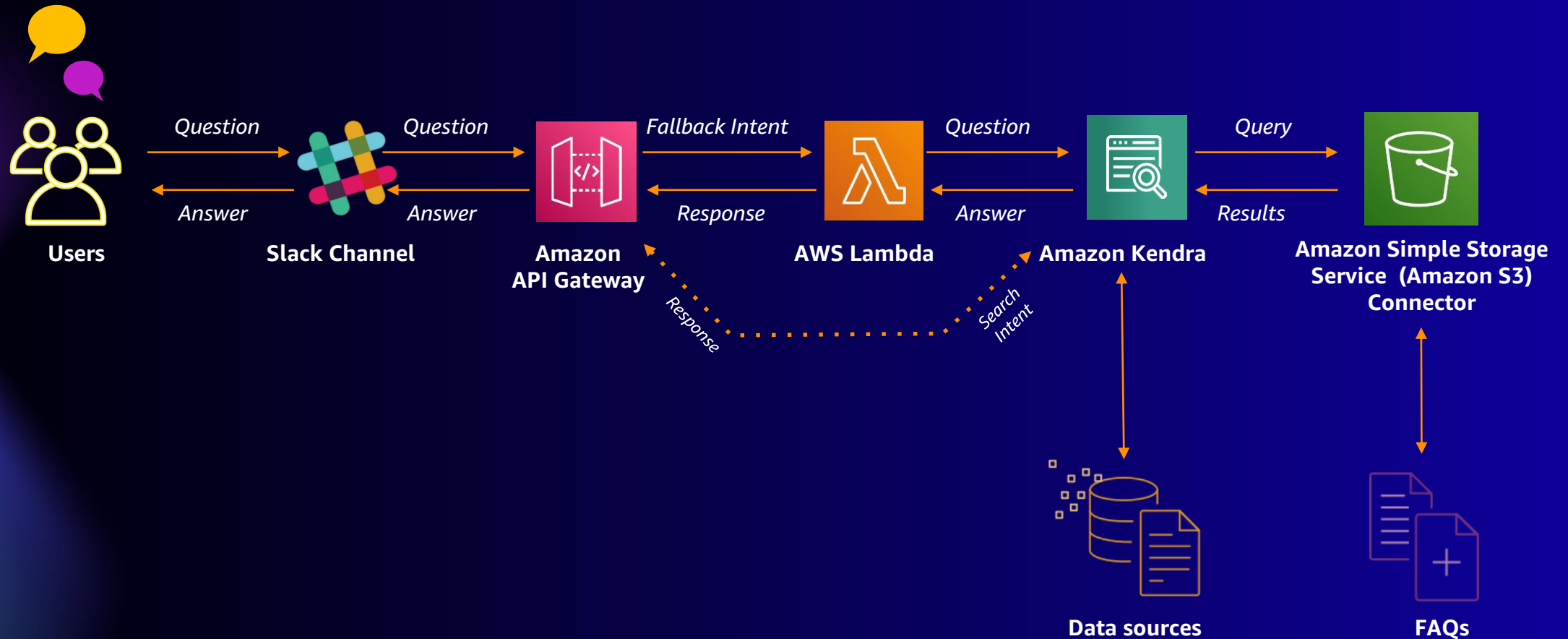
- Organizations provide support for addressing customer enquires
- L1 support provides such basic help through various mechanisms
- Customer feels the pain of long hold times to get to a person
- Good use case for ML driven interactive chat bot

Solution

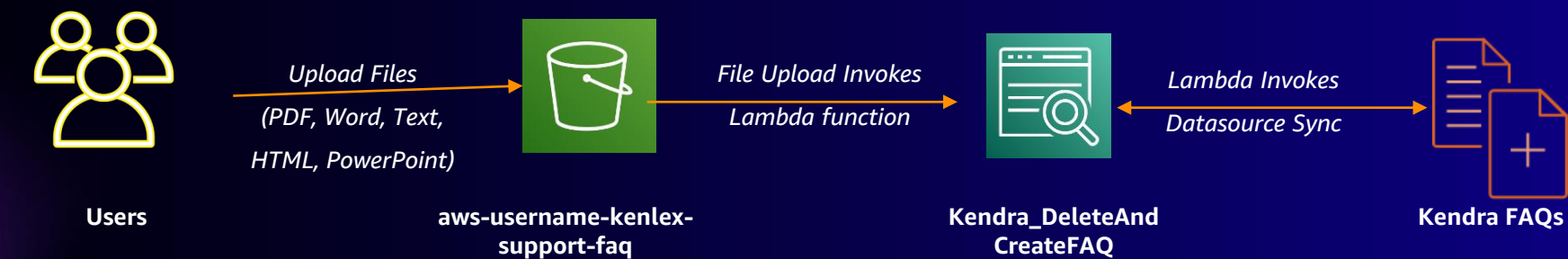


- Support helper bot can integrate into collaborating tools or customer websites
- Customer can use natural language questions to get help on their queries
- Support helper can extract answers from unstructured data
- Support helper can search other knowledge bases for the best information source
- Ability to loop in L2 and L3 appropriately in some scenarios

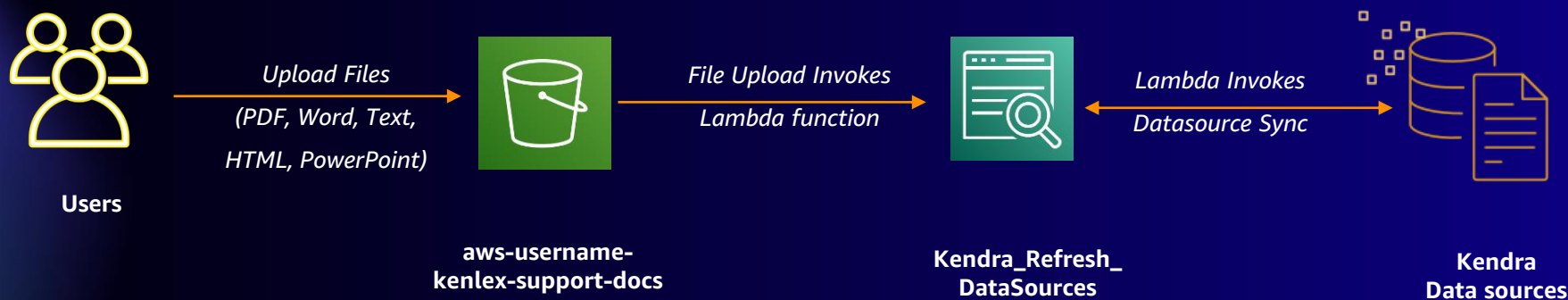
Architecture – Support helper bot



Support helper bot - auto create / update FAQ



Support helper bot - auto sync data source



Demo

Closing thoughts

- Customers deserve better experiences
- Support teams are on the frontline literally
- We need to make it easier for both the customer and the support
- And more importantly, we want the support to be empowered to deal with issues that truly matter

"It's our job every day to make every important aspect of the customer experience a little bit better." ~ Jeff Bezos

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!

Bharath Sridharan

Uma Vedula

Gauri Bodkhe

