



Intelligent Interactions

Assuring accelerated Amazon Connect migrations

Experience centers and the rise of Amazon Connect

Contact centers are at the heart of enterprise customer engagement and are vital to providing quality customer service and relationship building. Over the last couple of decades, advancements in cloud, digital and AI have brought a new way of seeing contact centers—as **experience centers** that drive personalized journeys and business value.

Amazon Connect, one of the most exciting and fast-growing contact center platforms today, has revolutionized the area of Contact Center as a Service (CCaaS). It has created a niche with its market leading **AI-first** approach, and unique **pay-per-use pricing** model and open architecture that lets clients create and customize their own experiences.



Cloud / CCaaS

- CPaaS-based platform
- Fully hosted on AWS
- Pay as you go (per minute)
- Voice and Digital engagements
- Work from anywhere



AMAZON CONNECT



AI / ML

- Conversational AI
- Speech and text analytics
- Dynamic personalization
- Cognitive engagement
- Natural Language Understanding

Amazon Connect is supported by a wide range of AWS Services in AI and machine learning (ML) that provide cutting edge differentiation to the platform. These AI/ML services are all available as APIs that clients can use to build their own UX, ensuring that the right technology is brought to life for the right users to achieve the most impactful business use cases and targeted business outcomes.

Introducing Cognizant Intelligent Interactions

Cognizant Intelligent Interactions (CII) is our in-house engineering suite for Amazon Connect transformation engagements, consisting of **25+ solutions, assets and connectors**. Formed by Cognizant in close collaboration with AWS, CII acts as a catalyst to address feature gaps in Amazon Connect. CII also provides easy-to-access user interfaces and connectors that drive **faster delivery, cut costs and improve business value**.

CII can help you to:

- Identify gaps in the Amazon Connect product portfolio and build plug & play solutions for day one usability
- Build connectors to integrate with third-party/CRMs not available in Amazon Connect
- Access readymade UI layers that support design thinking and usability, therefore reducing dependency on IT
- Demonstrate 'Digital art of possible' for industry specific scenarios

CII solution snapshot

CII solutions are built based on the learning we have accumulated over the years from our multiple Amazon Connect engagements, with an industry wrapper that makes them future proof. CII solutions stay true to AWS' DNA of creating experiences with world-class engineering and are built over AWS services to ensure unlimited scalability and security.



Amazon Connect

Cognizant Intelligent Interactions

- Contact center features
- AI/ML-first capabilities
- Pay-per-use
- Solution accelerators
- CRM/3rd party connectors
- Re-usable assets & frameworks

Total X'perience

Agent experience | Business experience | Customer experience | Developer experience

CII provides all of the capabilities required for clients to accelerate their Amazon Connect migrations and design a complete Total Experience offering suite.



Here is how the CII stack and Amazon Connect complete the full-scale transformation suite:

Cognizant Intelligent Interactions - Enabling Total X'Perience with Amazon Connect						
Agent Experience	Agent Assist	Real-time transcriptions	Real-time Customer sentiments	Anytime Anywhere Any device login	Standard CCP (Agent Desktop)	Customer Profiles (360 view)
	Custom CCP with advanced AI/ML	Customer Journey Map (IVR/Bots)	MS Teams Integration	Automated Dispositions	Screen PoP (Pega / ServiceNow, Dynamics 365)	CTI Integration (Zendesk, Salesforce)
Business Experience	Automated call categorization	Conversational Search	Real-time event alerts	Real-time Dashboards	Call Summarization	Interaction Analyzer (Topic, Sentiment cloud)
	Dynamic Content Routing	Utterance Generator	Multi Channel interaction surveys	OOTB & Custom Reports	Workforce Management	Outbound Dialer
Customer Experience	Conversational IVR & Voice	Whatsapp - Bots & Agent assist	SMS (Bot & Inbound)	Digital Humans	Voice Biometrics	Text to Speech
	Chatbot & Chat	Brand Voice (Life-like Speech)	Advanced Voicemail	Position in Queue & Call-back	Context Store - personalization	Skill based routing
Developer Experience	SDKs – Code Library	Code Documentation	Developer Community & Forums	Ease of Build, test & deploy	Co-innovation with AWS	Define Custom Business rules
	API Emulator	Deployment Pipeline	One X Framework	CII Configuration Manager		

Amazon Connect

CII - Solutions

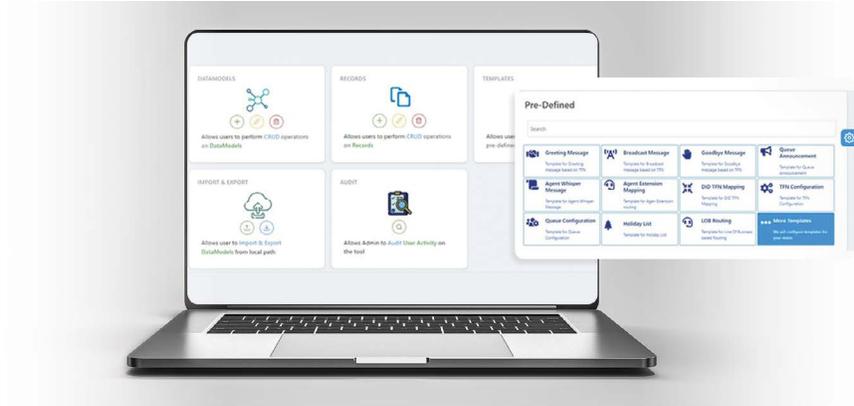
CII benefits:



- Accelerate Amazon Connect implementation cycles for clients by 50%
- **Reduce build cost by up-to 60%** leveraging re-usable codes, assets & frameworks
- Ready to use UI for customers, agents and business fostering design thinking
- Robust solutions with roadmap in collaboration with AWS
- Extensible solution which can easily integrate with client's ecosystem

Customer Success with CII

Here are few examples of how CII helped our clients when they were facing challenges commonly experienced with Amazon Connect:



Problem statement

A leading US bank was depending heavily on its IT team to change IVR prompts and queue messages in Amazon Connect and wanted to establish a self-service approach and release IVR changes faster

CII solution

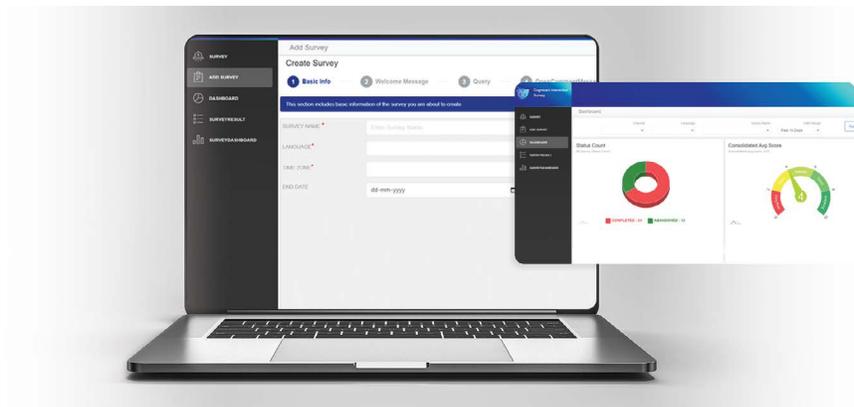
Dynamic Content Routing

About the solution

Dynamic Content Routing, a business tool that was built for the bank's Contact Center business users and admin staff allows configuration of IVR prompts, holiday and Out of office messages, alerts and more from a readymade UI for queues, TFNs or LoBs. It also enables language translations to support multi-country operations

Client benefits

Faster releases of IVR Changes, reduced IT dependency, improved business experience



Problem statement

A leading US insurance provider wanted to capture customer feedback after self-service and agent interactions in Amazon Connect, but wanted to shorten the long development and release cycles required

CII solution

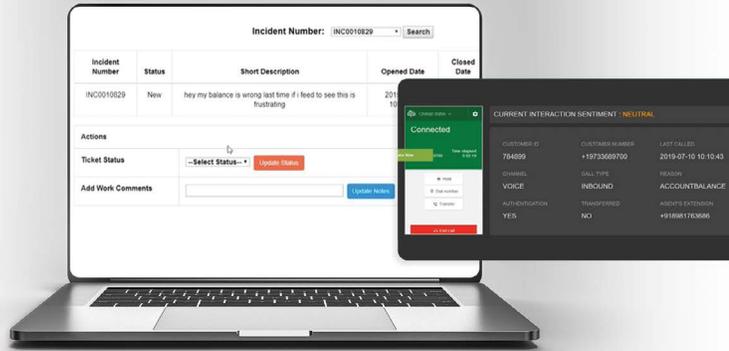
Multi channel interaction surveys

About the solution

CII Survey enables Admins/Supervisors to build survey questionnaires using UI and configure them for IVR/Agent/Chat channels via contact flows. It can capture voice, text and DTMF inputs, and aggregate responses at the queue and agent level for consolidated analysis

Client benefits

Voice of customer, improved customer experiences



Problem statement

A leading US toll management company wanted to integrate Amazon Connect with ServiceNow for its internal IT helpdesk business unit. This required custom integration of connectors for screen pop and would delay the planned go live

CII solution

CTI Connector (ServiceNow)

About the solution

CII has built a custom adaptor to integrate Amazon Connect with ServiceNow that displays caller details, open cases associated with the caller number and screen pop. This solution was deployed in less than four weeks, saving the company time and money

Client benefits

Improved agent and customer experience, reduced development time

To learn more about the 25+ CII solutions and how we helped clients address their challenges or to arrange a solution demo and sales workshop, please reach out to cimbizdev@cognizant.com.



Cognizant (Nasdaq-100: CTSH) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 185 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow us @Cognizant.

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