

Bridging the Digital Gap: Leveraging Amazon Connect & UiPath for Enhanced Customer Experience



Amazon Connect



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Stronger Together



Amazon Web Services (AWS) is the worldwide leader in public cloud platform, offering cloud infrastructure technologies and AI/ML capabilities to help businesses lower costs, become more agile, and innovate faster



UiPath is the leader in the automation space, providing intelligent software robots to automate business processes that drive enterprise value.

Together, UiPath and AWS can scale intelligent automations and modernize enterprise productivity

Partnership Pillars



Auto-scale as needs evolve

Easily scale and manage your digital workforce

Rapidly implement and scale your automations as needs evolve with pre-built auto deployment capabilities. AWS Quick Stars are available for UiPath [Robots](#), [Orchestrator](#) and [Automation Suite](#) (entire UiPath platform).



Easily bring AI to your workflows

Automate more and solve complex business challenges with the power of AWS AI services

With its AI integration capabilities, UiPath makes AI “real”, offering a delivery mechanism for AWS AI/ML services, including SageMaker and Bedrock.



Alignment to boost productivity

UiPath has teams worldwide to work directly with AWS and mutual customers for rapid joint solutioning and delivery, including via GSIs.

Harness the power of AWS cloud and infrastructure to empower your organization with efficient and affordable services, and intelligent process automation.

UiPath purchase is seamless, including via the AWS Marketplace.



Contact center automation

Boost customer experience and free your agents by automating the contact center with Amazon Connect and UiPath

Automate functions within the contact center, enabling more self-service, decrease average call handling times, and boost customer loyalty.



+ Amazon Connect

Automating tasks to improve
agent contact handling

Clarence Choi

Partner Solution Architect

Amazon Connect



Agenda

- What is Amazon Connect
- Agents are taking so LONG to finish a call
- How UiPath + Amazon Connect can help
- Architecture
- Call To Action

Amazon Connect differentiators

ACCELERATE CX INNOVATION WITH AMAZON'S NATIVE CLOUD CONTACT CENTER

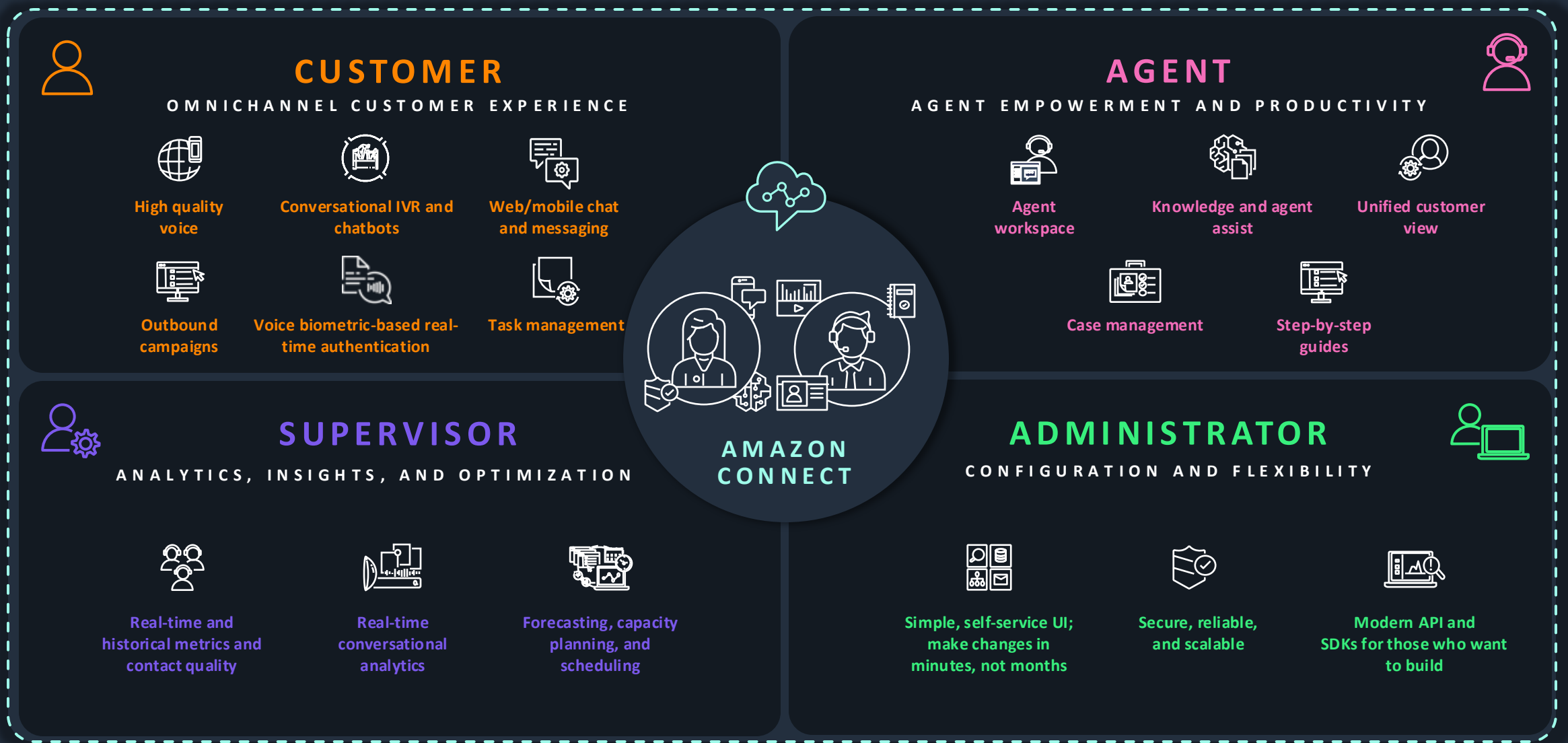


Globally redundant telephony +30 providers, +85 inbound, and +230 outbound countries

Instant access to **+200 fully featured AWS services**

app built by





One application. One seamless experience.

Can we do more to help agents?

1

New or struggling agents reach proficiency faster

2

All agents **adhere to best practices** for resolving, following up on, and documenting issues

3

Business operations teams identify where **issue resolution is stalling** and drive efficiency improvements



CUSTOMER

OMNICHANNEL CUSTOMER EXPERIENCE



High quality
voice



Conversational IVR and
chatbots



Web/mobile chat
and messaging



Outbound
campaigns



Voice biometric-based real-
time authentication



Task management



AMAZON
CONNECT

AGENT

AGENT EMPOWERMENT AND PRODUCTIVITY



Agent
workspace



Knowledge and agent
assist



Unified customer
view



Case management



Step-by-step
guides

AI at the heart of every interaction

- ✓ Listen and deliver information agents need in real-time
- ✓ Automatically capture and identify key parts of the conversation

app built by



Agent experience

AMAZON CONNECT AGENT WORKSPACE



The screenshot displays the Amazon Connect Agent Workspace interface, which is divided into several sections:

- Left Panel (Agent List):** Shows a list of agents. The selected agent is **Nikki Wolf**, with a status of **Available** and a timer showing 02:52. Other agents listed include María García, Mary Major, and Sofia Martínez.
- Chat Window:** Displays a conversation with **Nikki Wolf**. The chat history shows a customer asking for help with their account, followed by a virtual assistant response and then Sarah (Agent) providing assistance. The current message from the customer is "Can you please help reset my account?".
- Customer Profile:** Shows the profile for **Nikki Wolf**. The profile ID is **865asDF876ADFS**. The profile is marked as **Associated**. The profile includes fields for Full name, Phone number, Birthdate, Email address, Mailing Address, Account number, Additional Info, Gender, and Billing Address.
- Case Results:** A table showing case results from Connect, Service Now, and Zendesk. The table has columns for Status, Reference Id, Title, Updated, and More. The cases listed are:

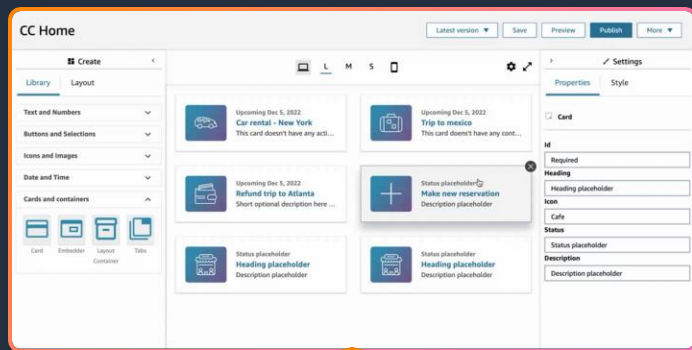
Status	Reference Id	Title	Updated	More
Closed	U12345	Fraud activity - transaction declined	8/22/2023	>>
Closed	Z21345	Add authorized user	5/15/2023	>>
Closed	L23453	Card lost	10/12/2022	>>
Closed	Cw4352	Change of address	08/08/2022	>>
Closed	S12345r	New card request	01/04/2022	>>

Rows per table: 5 1-5 of 13

- Right Panel (Wisdom):** Shows a search bar and a list of suggestions. The suggestions include "Hi. I need some help with my account.", "Hello Nikki. My name is Sarah, your customer service representative. How can I help you with your account?", and "This is how you can help a customer with their account.".

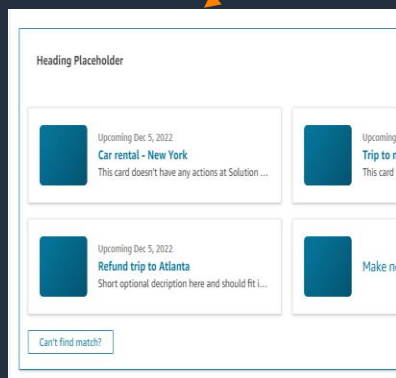
Step-by-Step guides

NO-CODE UI BUILDER

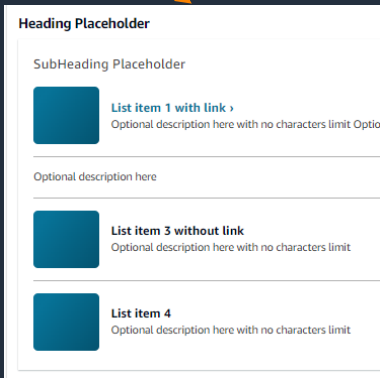


- Quickly create custom UI pages for agents using a drag-and-drop interface
- Easily build forms to surface to agents in step-by-step guides so they can resolve customer issues
- Create interactive messages to send to end-customers via webchat to enable self-service

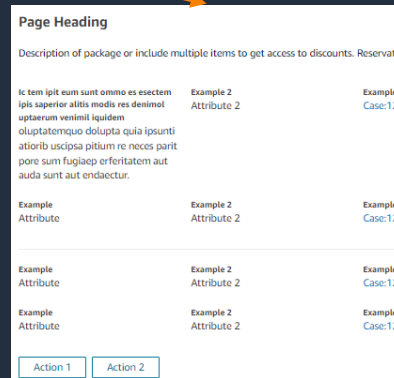
Forms



Cards



Lists



Details

How UiPath + Amazon Connect can help

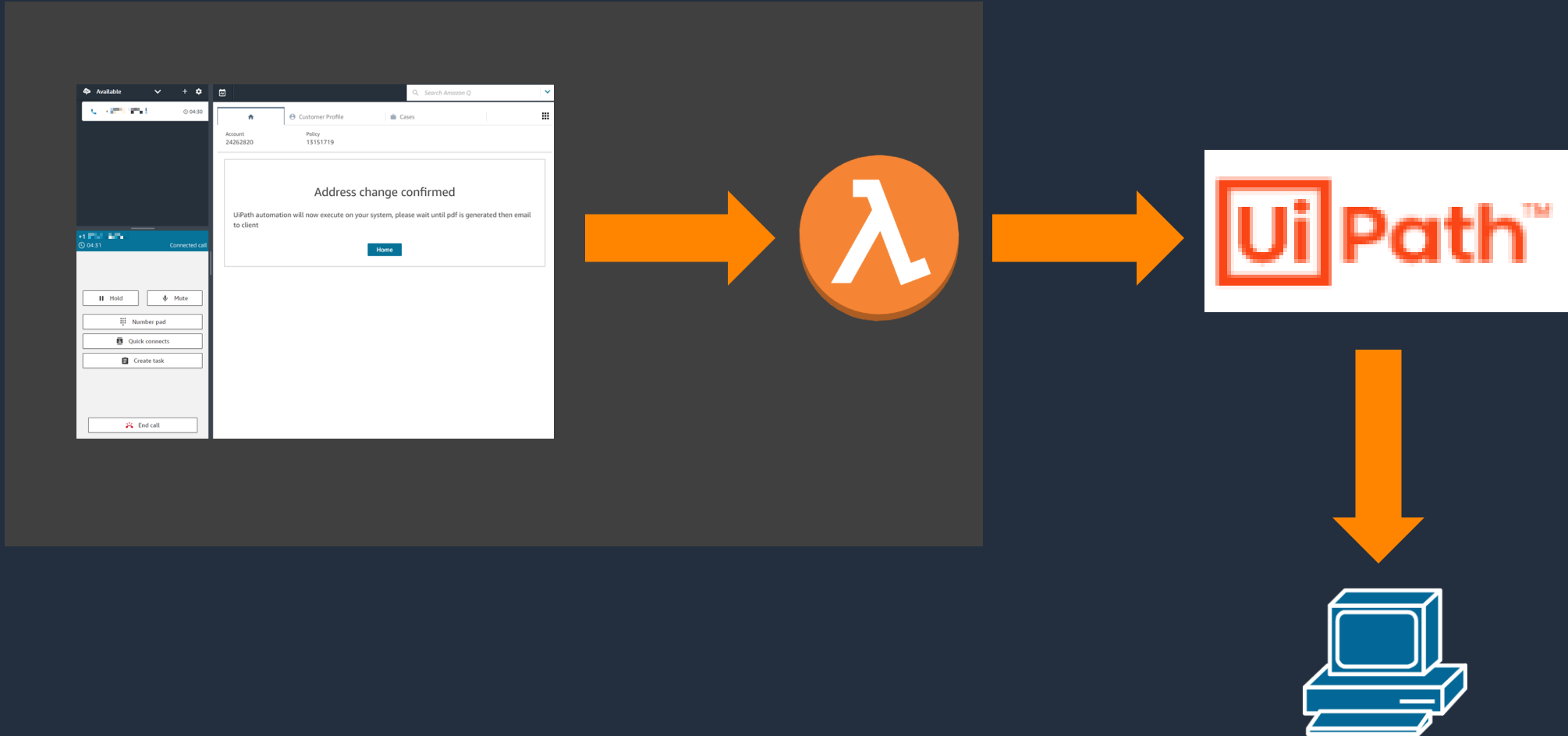
The screenshot displays a desktop environment with a video call interface on the left and a PDF document in Adobe Acrobat Reader on the right. The video call interface shows a 'Connected call' status with a timer at 04:31. It includes buttons for 'Hold', 'Mute', 'Number pad', 'Quick connects', 'Create task', and 'End call'. The PDF document, titled '20200500122008.pdf', is a letter from a company to Mr. Jones. The letter contains the following information:

- Bath
- Somerset
- BA2 5SQ
- Date: 06 May 2020
- Account Number: 24262820
- Policy Number: 13151719
- Reference: 77283774.229.1
- Purpose: Change of policy documents due to address change

The letter concludes with a greeting 'Dear Mr Jones,' and a statement: 'Following your recent enquiry, we're please to enclose your new policy documents.'

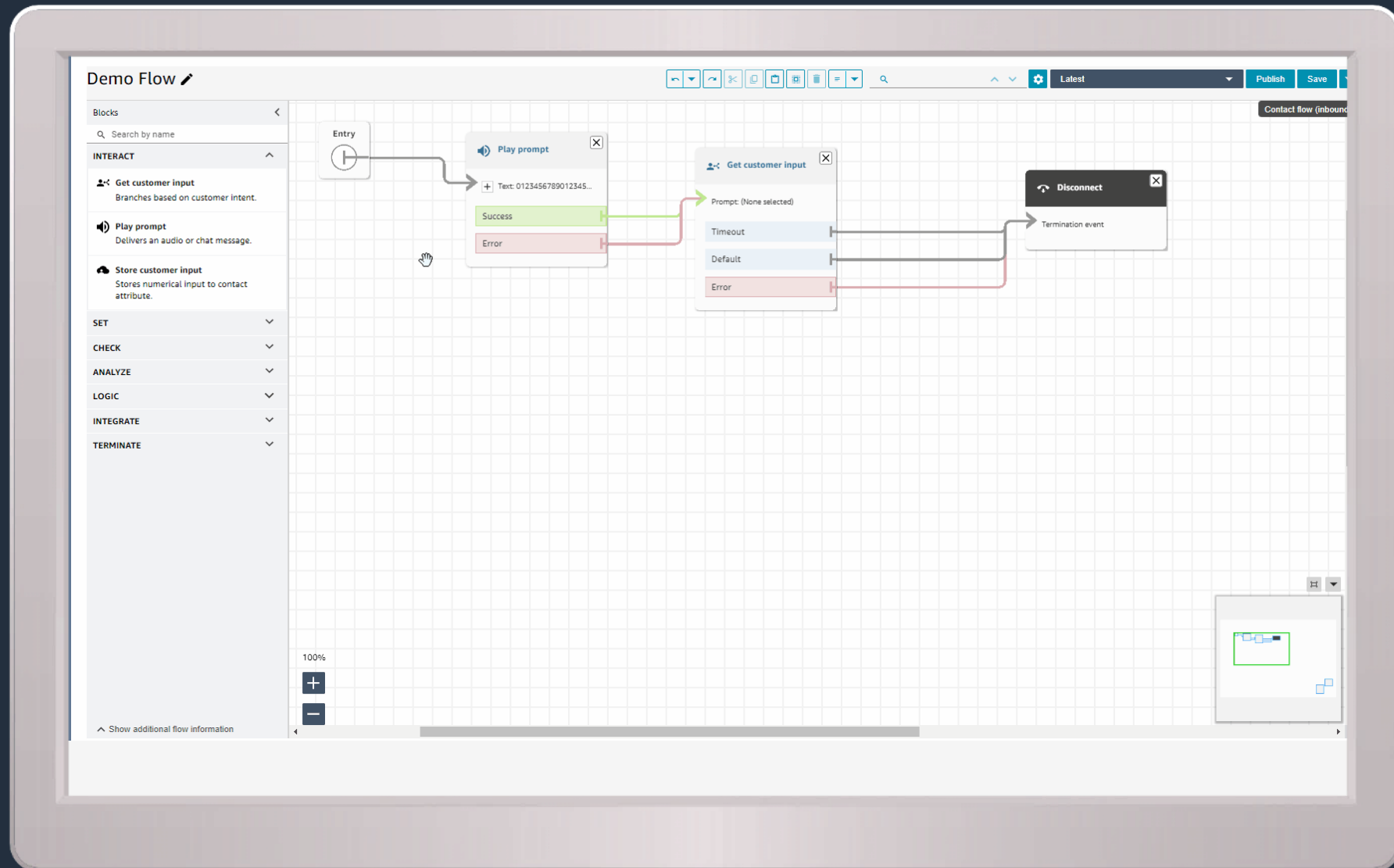
Architecture

HOW STEP BY STEP GUIDE INTEGRATES WITH UIPATH



Administrator experience

WORKFLOW BUILDER, OMNICHANNEL & SKILLS-BASED ROUTING, RULES ENGINE, AND MORE



Next steps

HOW TO GET STARTED WITH AMAZON CONNECT WITH UIPATH



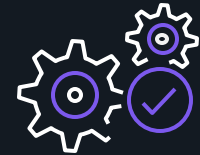
**Define use case
and timeline**



**Proof of concept to
validate**



**Pilot for use case or
subset of traffic**



Production



Thank you!

Learn more about UiPath and AWS contact center solutions



UiPath Contact Center solutions

See the dedicated Contact Center solution page on the UiPath website.

<https://www.uipath.com/solutions/department/contact-center-automation>



AWS and UiPath customer experience industry whitepapers

Customer experience in **Telecom** [E-Book](#)

Customer experience in **Banking** [E-Book](#)

Customer experience in **Insurance** [E-Book](#)

Customer experience in **Healthcare** [E-Book](#)



Customer experience in Telecom

Powering a better customer experience with AI and automation

