Avanade AWS Connect Accelerator

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Agenda

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Key Features of Avanade AWS Connect Accelerator

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Channel Integration Framework

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System Personas

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Inbound call user journey

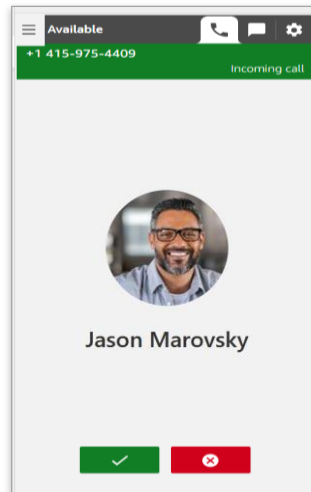**05**

Outbound call user journey

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Chat User Journey

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System Showcase with Scenarios
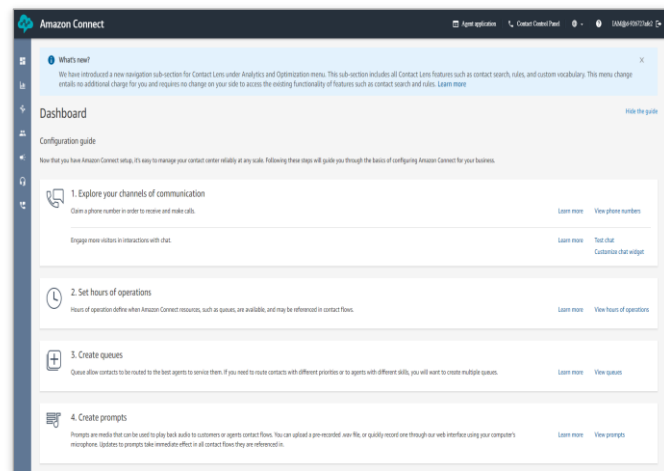
Key Features of Avanade AWS Connect Accelerator

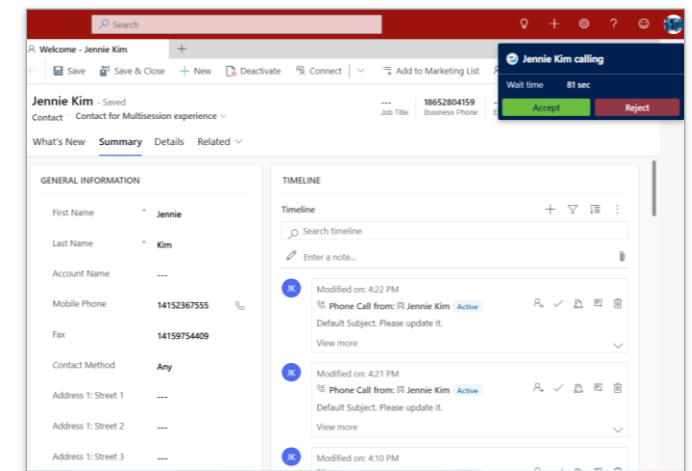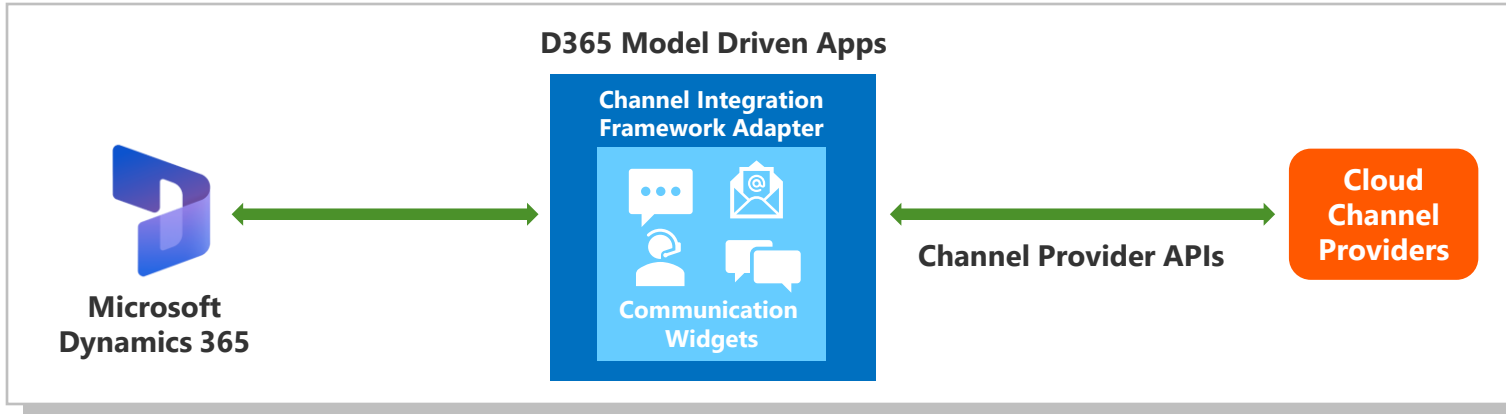| Inbound / Outbound Call	AWS Capabilities	Customer Identification
Built on D365 CIF, it links every Communication channel to build a seamless customer journey.	AWS contact center capabilities allows IVR configuration, queue-based routing, call recordings, chat transcripts and many more features to customize and configure.	Detection scripts automatically identify incoming callers and surfaces all relevant data for that customer in the CSA's dashboard.

Channel Integration Framework

D365 Model Driven Apps

Channel Integration Framework Adapter

Communication Widgets

Microsoft Dynamics 365

Channel Provider APIs

Cloud Channel Providers

Cloud to Cloud Extensible Framework to integrate third party channel providers with D365 Model Driven apps

Set of APIs (methods, events, and protocols) that enable developers and partners to build immersive communication experiences

Configure the channel in the model-driven app so that agents can access and serve customers

CIF Version 1

For single-session Dynamics 365 model-driven apps, such as:

- Dynamics 365 Customer Service
- Dynamics 365 Sales
- Dynamics 365 Project Service
- Dynamics 365 Field Service

CIF Version 2

- For multi-session Dynamics 365 apps, such as Omnichannel for Customer Service and Customer Service workspace.
- Enables agents to simultaneously work on multiple sessions catering to different customers on different channels, where each session can belong to different channel provider.

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Personas

Jennie

CUSTOMER

- Is a Registered Customer.

- Is facing issues with installing new updates for Axis Smart Oven App.

- Connects via chat and Provides Unique ID for verification.

Jason

AGENT

- Gets a call from Jennie and accepts it.

- Is able to view Jennie's information as soon as he accepts the request and see how many times, she has connected with service center in past 7 days.

- Jason shares an email with Jennie with details to help her with installation.

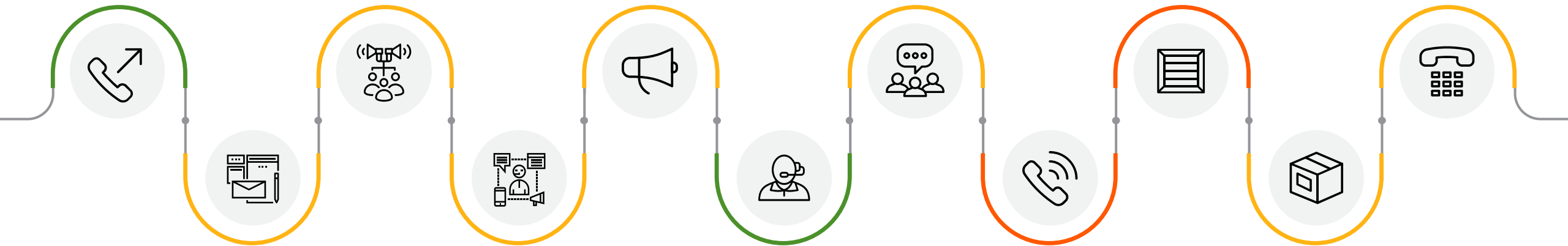# Inbound call user journey

Customer initiates a call

IVR is triggered automatically and identifies the customer

IVR guides the customer through the available options

Call is diverted to the available agent

Agent provides the product information to customer

Call recordings are stored in S3 Bucket

Call gets connected via AWS

Customer hears a welcome message

Customer selects 'connect with agent'

Agent accepts the call

For tracking purpose, call details are stored as phone call activity in CRM
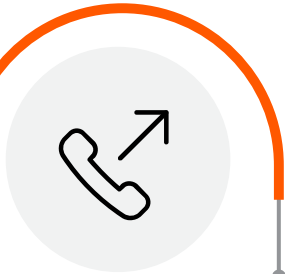
Outbound call user journey

Agent navigates to customer page and clicks on the 'Dial on mobile phone' option

Customer answers the call and provide relevant information
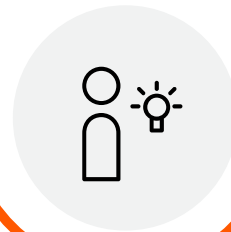
System notes that this is an outbound call and stores this data as Phone call Activity

AWS connect triggers call to customer

Agent helps customer for resolution of their issue and call is disconnected

Chat User Journey

Customer sees a new product and connects with customer service centre via chat bot from Website

Customer identification is performed using Client Unique ID

Agent resolves customer issue

Chat Transcripts are stored in AWS – S3 Bucket

Customer provides the Client ID for verification

Customer is directed to an agent

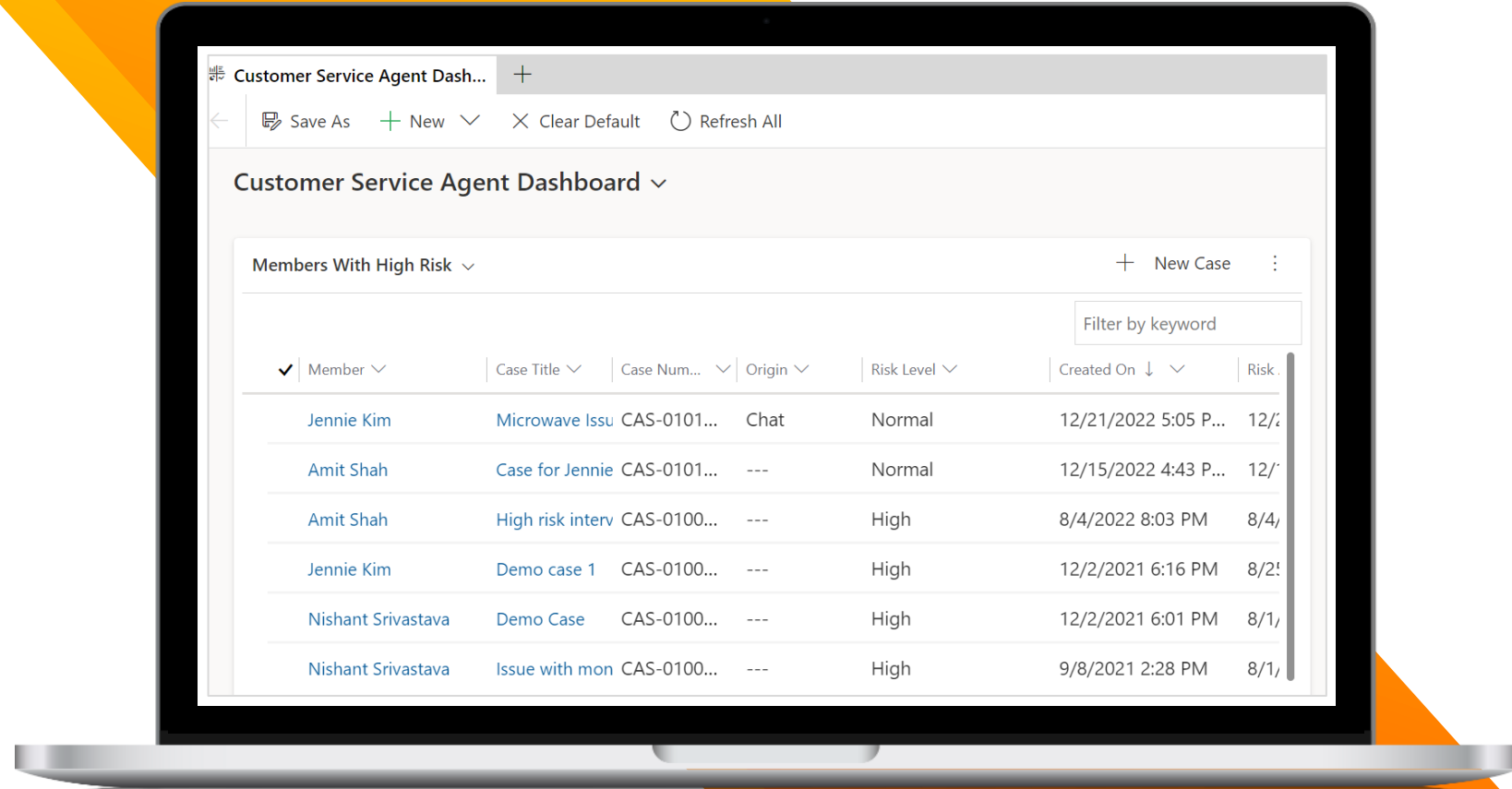For tracking purpose, chat details are stored as phone call activity

Recent chat transcripts and call or chat count for past 7 days will be displayed on contact form

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System Showcase with Scenarios

CSA Dashboard

- Easy Accessibility tools
- Customized screens for each CSAs
- Auto identification of customers and cases that needs attention

Inbound and Outbound Calls

- System automatically identifies the customers for incoming calls and presents all relevant information in the dashboard

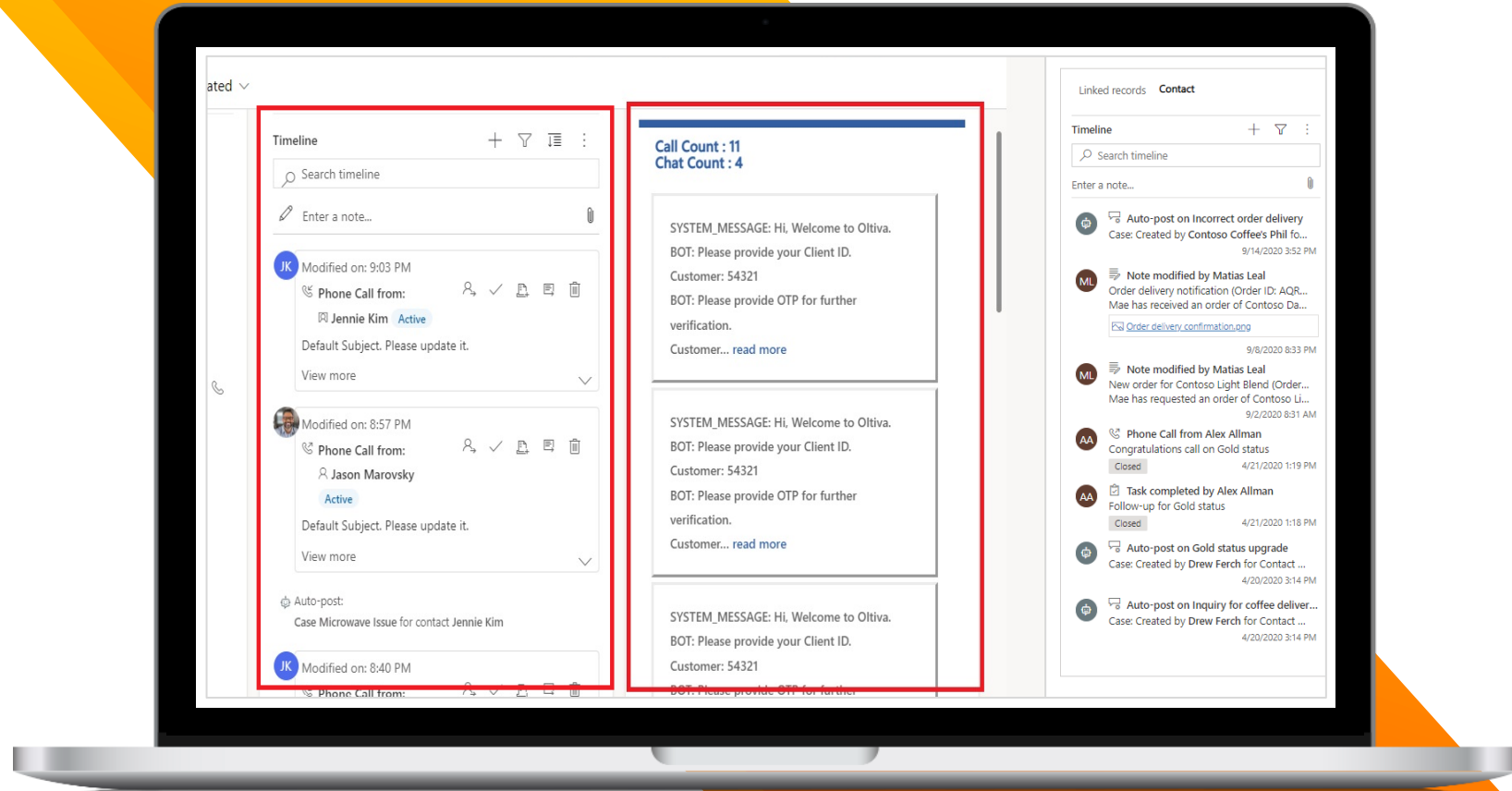- All outbound calls are auto recorded as phone call activities
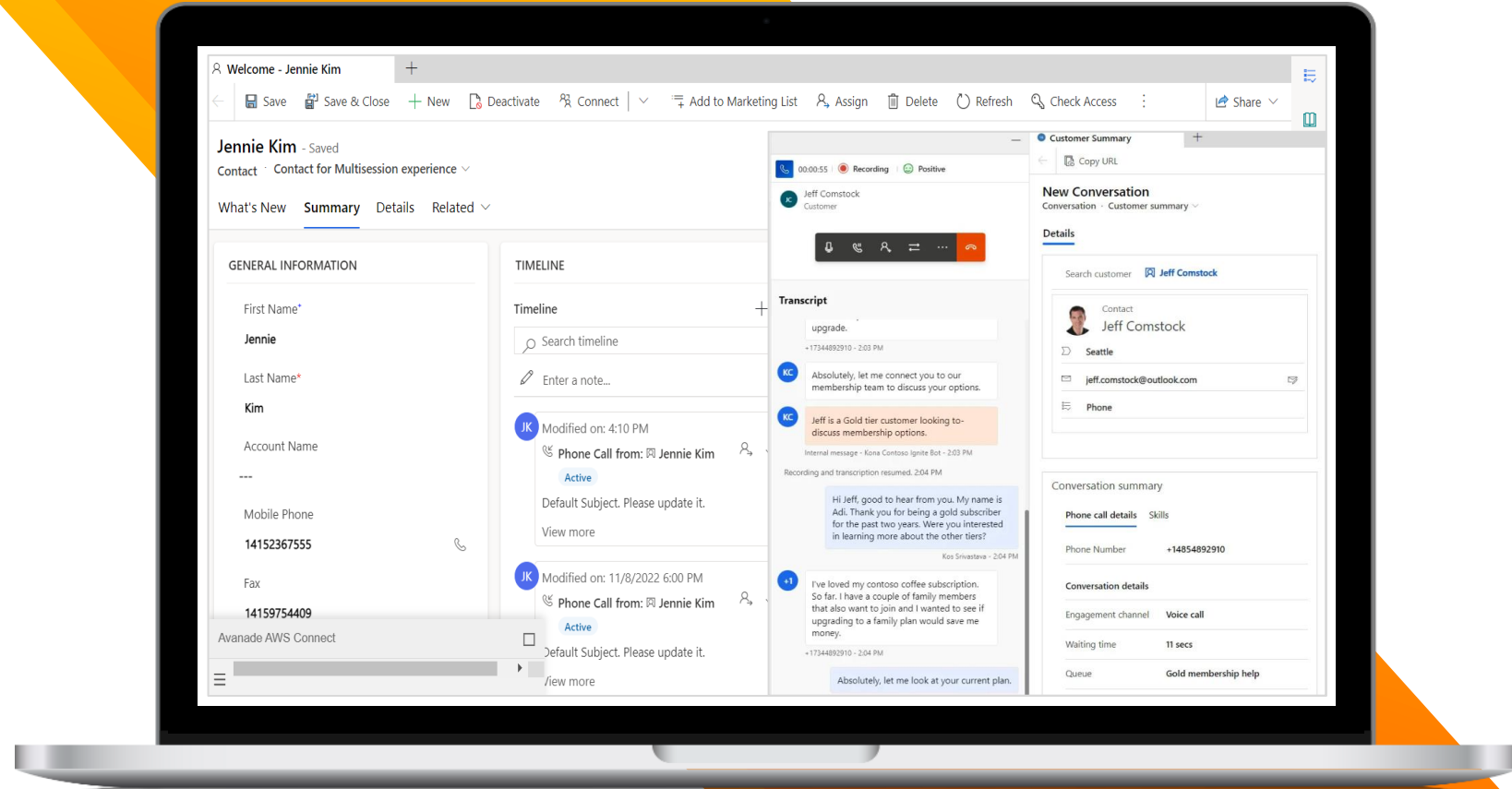
Multitasking

- Agent can connect with multiple users at the same time

- Seamlessly switch between calls, chats and customer profiles
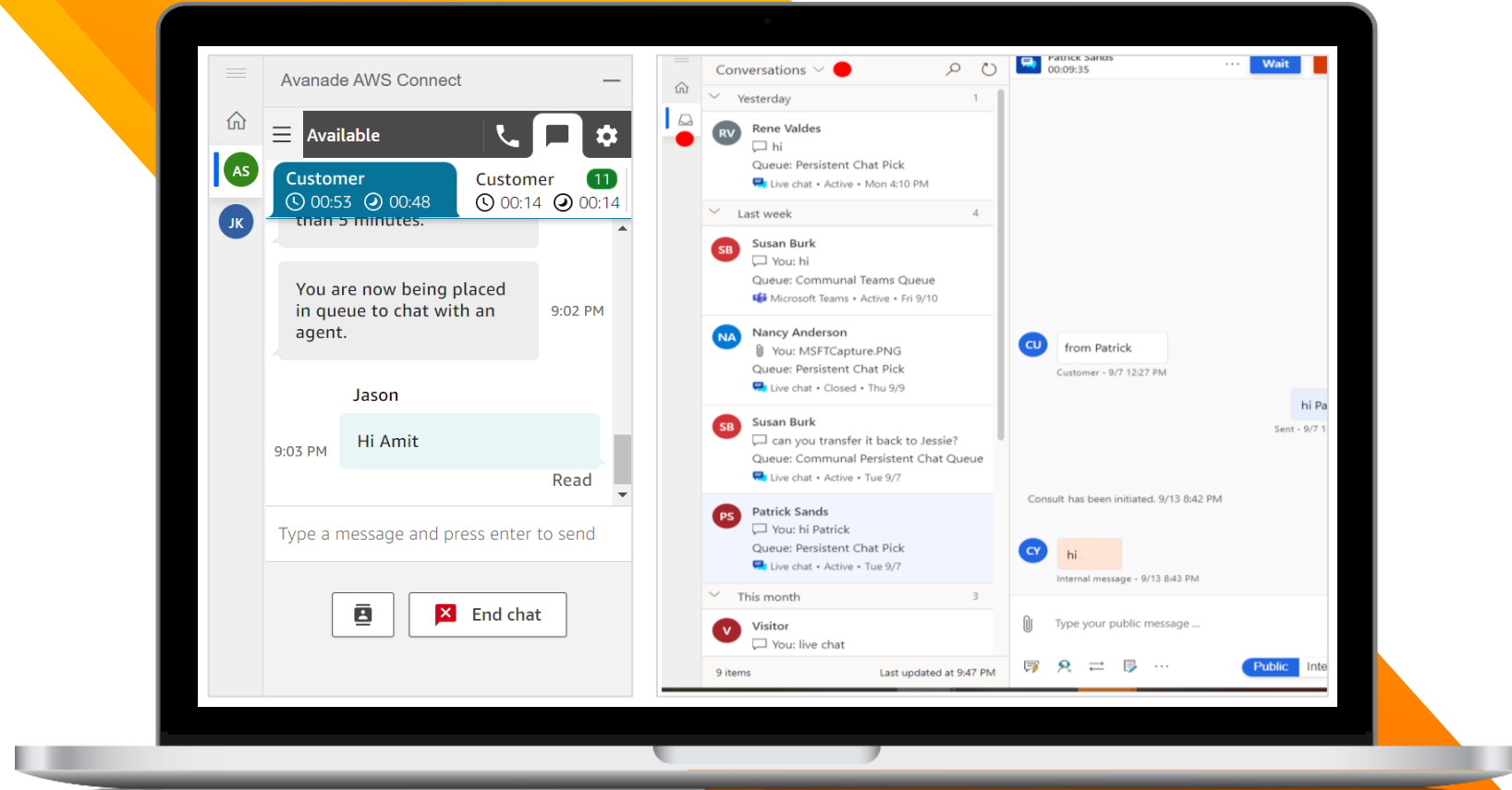
Interaction History

- Recent chat transcripts and call/chat details displayed on contact form

- Customized reports for all calls, chats and interactions

Thank you

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