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CONTACT CENTRE INSIGHTS
JDS + AWS + SPLUNK

AMAZON CONNECT CONTACT CENTRE

+ SPLUNK VISIBILITY

+ JDS EXPERTISE

= **POWER OF 3**

Empower your organisation to deliver superior customer service

Comprehensive cloud-based contact centre

Having insights into how your contact centre responds to customers can improve efficiency, effectiveness, quality of service and overall customer experience.

The Power of 3 partnership will modernise your contact centre to derive better value and performance through improved visibility of current customer sentiment and call metrics. It helps you understand in real-time what your customers are experiencing and how your contact centre platform and agents are performing.

Utilise the data to improve agent productivity at scale, continuously enhancing customer and staff experience. Data-driven organisations will acquire and retain more customers and are more likely to be profitable, with research showing:

- **A 3-second delay in handling time could cost a large call centre $500K a year**

- **96% of customers who had high-effort experiences reported being disloyal**

- **46% of customers indicated they would stop doing business with a company if its employees lacked the knowledge needed to solve their problem**

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The Power of 3 - Amazon Connect, Splunk App for Amazon Connect, and JDS

Amazon Connect allows you to personalise customer interactions, simplify operations, and save money. It's an easy-to-use omnichannel cloud contact centre that sets up in minutes, helping organisations provide seamless customer experiences across voice and chat - and at lower cost since it scales to whatever a business requires.

This includes scaling to support millions of customers from the office or as a virtual contact centre. In addition, built-in artificial intelligence and machine learning provide a deeper understanding of customer sentiment for more personalised interactions.

The Splunk App supports an integrated view of Amazon Connect usage by providing a better insight into contact centre performance - historically and in real-time. A variety of data sources can be ingested into the Splunk platform, with the Splunk App then creating dashboards to monitor the contact centre, run analytics for operations teams, and oversee web traffic for service teams.

It uses data generated by several sources such as contact records, agent events, reports and transcripts, connect application logs, contact flow logs and metrics via cloud watch, to help understand current state and customer service impacts in the contact centre. Key features include:

- **Call trace record (CTR) correlation**

- **Agent status**

- **End-to-end agent and instance performance monitoring**

- **Call queue statistics with regionally-based thresholds**

- **Priority call and missed call metrics**

- **Capacity management visibility**

- **Bidirectional sentiment analysis via Amazon Contact Lens**

JDS partners with AWS and Splunk to drive performance improvements by unlocking this vital visibility, whether you're working with centralised call centres or remote agents. As a Splunk premier partner, and AWS Consulting Partner, JDS is a safe pair of hands to architect, deploy and implement the solution.

JDS leverages Amazon Connect and the Splunk App to make more effective use of the available data, anticipating customers' needs and resolving their issues faster and more efficiently. With proven technical proficiency and customer success, JDS has the skills and expertise to transform data into meaningful business knowledge and insights.

Benefits of Contact Centre Insights

JDS has extensive experience working directly with Amazon Connect customers to understand their most significant challenges and leveraging the Splunk platform. JDS uses its proficiency to correlate and visualise data to solve call centres' unique challenges, improving customer experience and outcomes at lower cost.

The Power of 3 solution provides the analytics and knowledge for you to:

- **Reduce customer wait times.**

- **Improve customer satisfaction.**

- **Improve agent retention.**

- **Optimise your workforce, scheduling and forecasting.**

- **Make better decisions from accurate real-time reporting of agent and customer activity.**

Benefits include:

Data driven outcomes - faster responses to customer questions, full visibility into customer service interactions and better understanding of the relationship between product performance and service enquiries. This includes clear visual knowledge for management teams on agent performance and activity, including availability, call and post-call tasks, callback details, training and breaks.

A single dashboard - multiple platforms across inbound calls, emails, chatbots and logs can result in teams spending too much time managing inquiries across disparate platforms. A single centralised view helps you better meet customers' needs. Teams can easily see and analyse high call volume, active platform users, email themes, and chatbot conversations to better understand customer service interactions; and prepare for escalating call queues during particular situations.

Real-time operational intelligence - with actionable insights, overall operations won't lag, and you'll be able to provide faster responses. More contextual information and improved visualisation of data - with alerts, traffic light reporting and geographic mapping to understand regional activity, empowers teams to make better decisions. Service teams have a clearer understanding of what customers are talking about and how they are interacting, which improves customer service response times if problems occur.

Agent productivity - detailed drill-down into specific agents' performance with a visual timeline across all work activities during each hour for the whole day. Personal insights for each agent allows them to compare their metrics against acceptable levels and team averages. This helps agents self-manage their own time and performance, and make changes that improve overall contact centre performance. Optimise contact centre agents' time, with better allocation and queue assignment decisions - for improved morale and productivity.

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Customer insights

"One day I looked at the call queue and it was empty. I thought the reports must be broken, originally our figures had been an average one hour waiting time. So I phoned the call centre number and the call was answered immediately. Call waiting time of zero. All these performance improvements were achieved in six months and without additional staff."

"Splunk is key to providing the visibility and actionable insights of Amazon Connect that we need to understand and act on our data. JDS helped us derive value faster by accelerating the transition to our Splunk dashboard."

"With the Power of 3, our team now has the ability to observe in real-time how our customers experience and interact with our products, which helps us better address their questions. What was once a 10-minute window to react to an issue has decreased to around two minutes - an 80% improvement."

"By using Splunk with Amazon Connect, the team is empowered to make call capacity decisions by smoothing out call spikes, providing timely responses to customers for a better customer experience."

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