



PegaWorld

JUNE 7-9 | LAS VEGAS

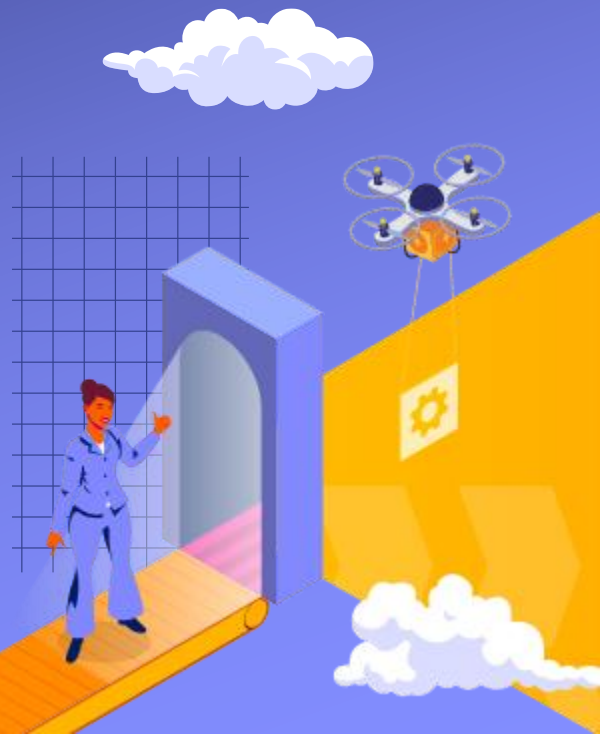
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Smarter Service at Scale: Amazon Connect powered by Pega Customer Service

Customer Service, Reimagined

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Sr. Partner Solutions Architect
AWS

**Customers Demand
Exceptional Service**

**Reduce
Cost to Serve**



Exceptional CX

Should look like this

Effortless resolution in first contact

Consistent, connected journeys across channels

Personal and situational

Proactive and anticipatory

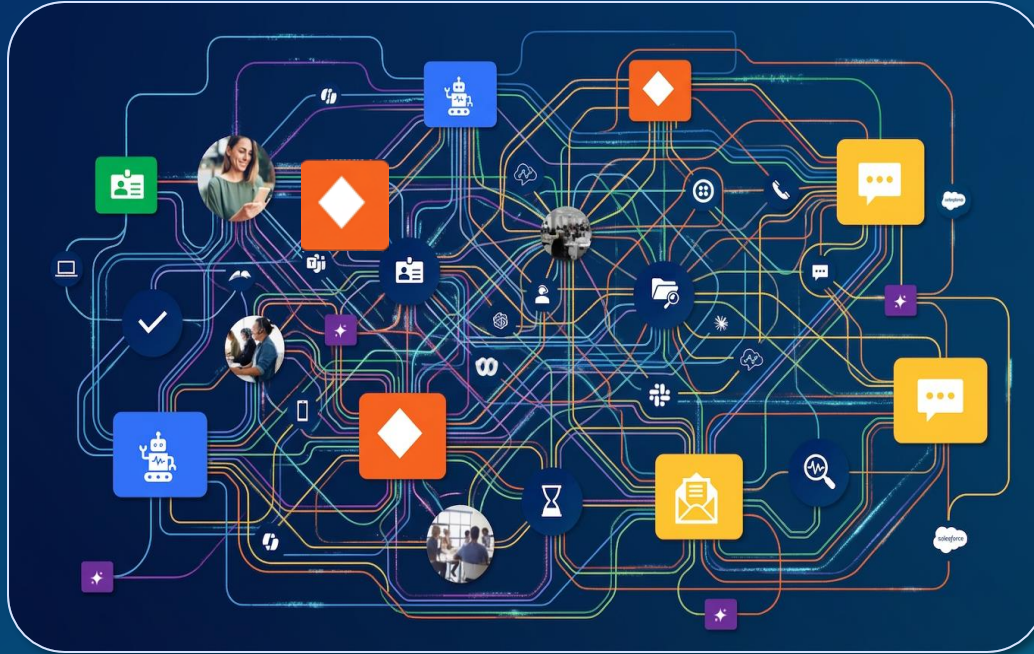
Trust-building and predictable



BUT Service operations are complex



This is a really nice conversation
BUT I still to wait for human



Our systems are clunky
where is the info,
what do I do next
I don't feel like I'm helping

When service is fragmented, no AI can fix it



Interaction Layer

Voice | Chat | Email | SMS | In-App | Social

AI Agents

Human Agents

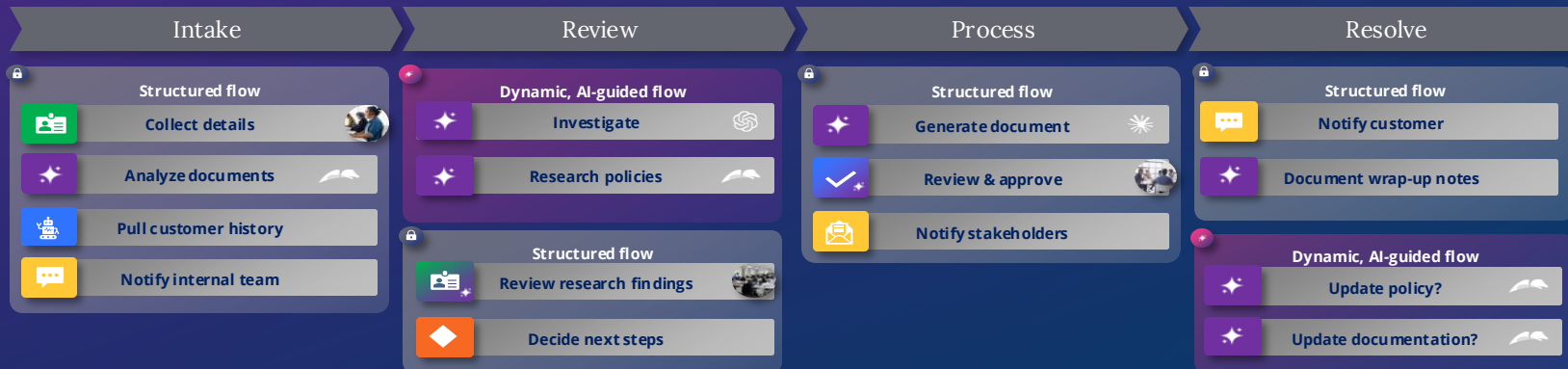


Orchestration Layer

Deliver outcomes seamlessly across AI, People, Systems

Consistency across channels

Center-out agent architecture



AWS Bedrock

Knowledge & documents

AWS Cloud services

Legacy systems & databases



Customer Service, Reimagined

On a powerful platform architected for the AI era

AI-powered cloud contact centre solution

Workflow automation powered by best-in-class case management



Genworth 

The Hanover Insurance Group®



Amazon Connect



Customer Service

CENTENE® Corporation

us bank®

Allied Solutions®

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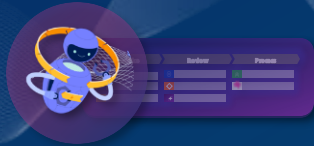
NHS
24

Smarter Service at Scale

Sun Life

Customer Service, Reimagined

On a powerful platform architected for the AI era



Automate with AI you can trust

Any AI Agent Anywhere
Orchestrate Amazon Agents and Lex

Empower Employees for complex work

Give CSRs real-time guidance, context &
actions with a Unified Agent Desktop

Orchestrate resolution end-to-end

Coordinate work across self service,
contact center, back office & AI agents

Modernize service capabilities fast

Design & modernize
service journeys, & launch
in days - not months

Automate with AI you can trust

Self Service that works



Amazon Connect
AI Agents



Agentic workflows ✨ fuel Agent Experiences with

- 📄 What **data** needs to be collected
- ✅ What **validations** need to be driven
- 🔍 What **business rules** needs to be run
- 📁 What **systems** need to be updated
- 📍 Where work should be **routed**
- 🕒 How **urgency & SLA's** should be managed



Core processes

Empower Employees

Optimize performance with real-time AI



Single pane of glass

Channel and Interaction management, work, knowledge and workflow in a single UI



Scale expertise

Direct employees with AI-powered coaching based on your specific best practices & policies.



Focus on work that matters

Save time by automating manual work, auto-completing tasks, and drafting messages.



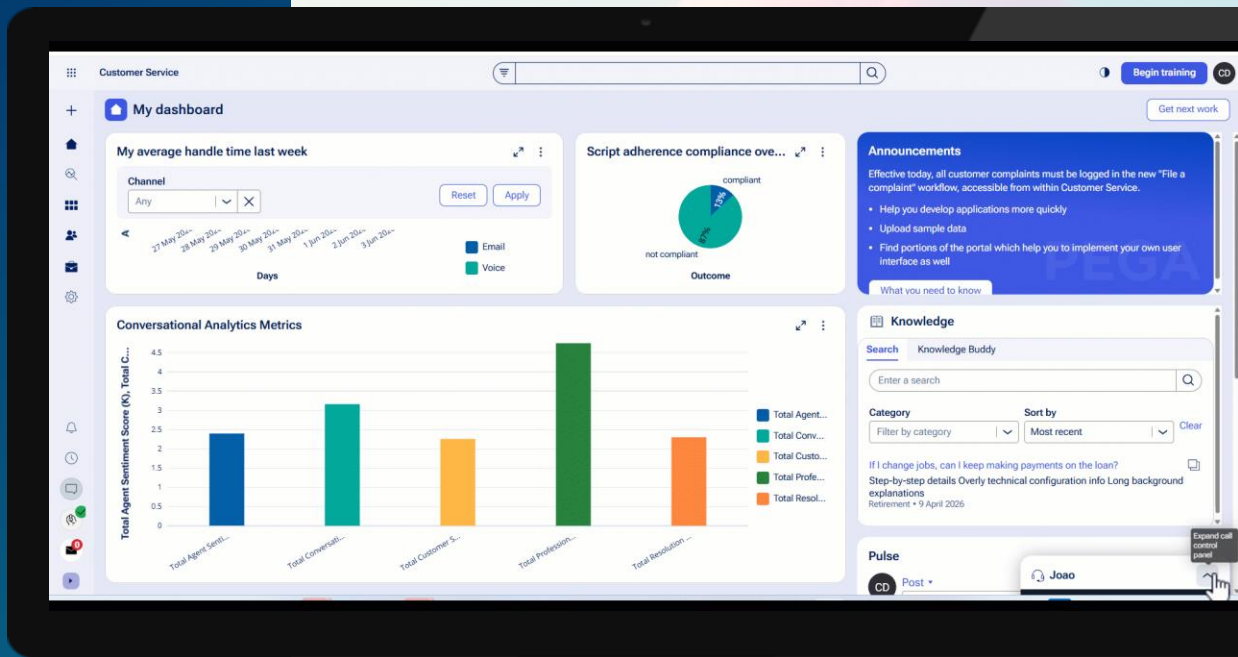
Gain instant knowledge

Connects employees with instant answers from the collective knowledge of your enterprise.



Customer 360 View

The right data and the right time no matter the System of Record



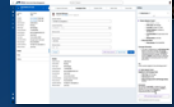
Orchestrate resolution **end-to-end**



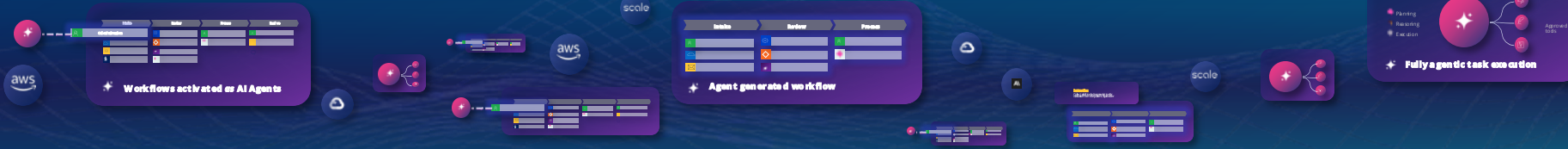
Customers
24/7 self-service
that spans channels



Frontline teams
Contact Center
across process, AI, people



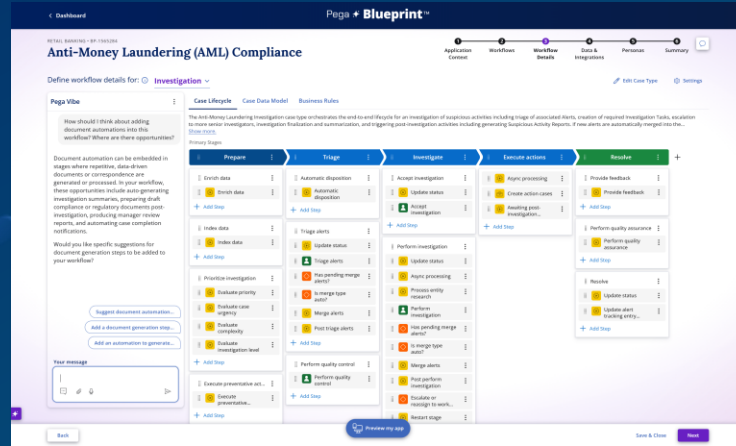
Operations
Back office
unified work, guidance, & assistance



Modernize *Fast*



**Rapid
analysis**



**Intuitive
Blueprint**



**Future-proof
architecture**



DEMO



Exceptional CX



Effortless resolution in first contact

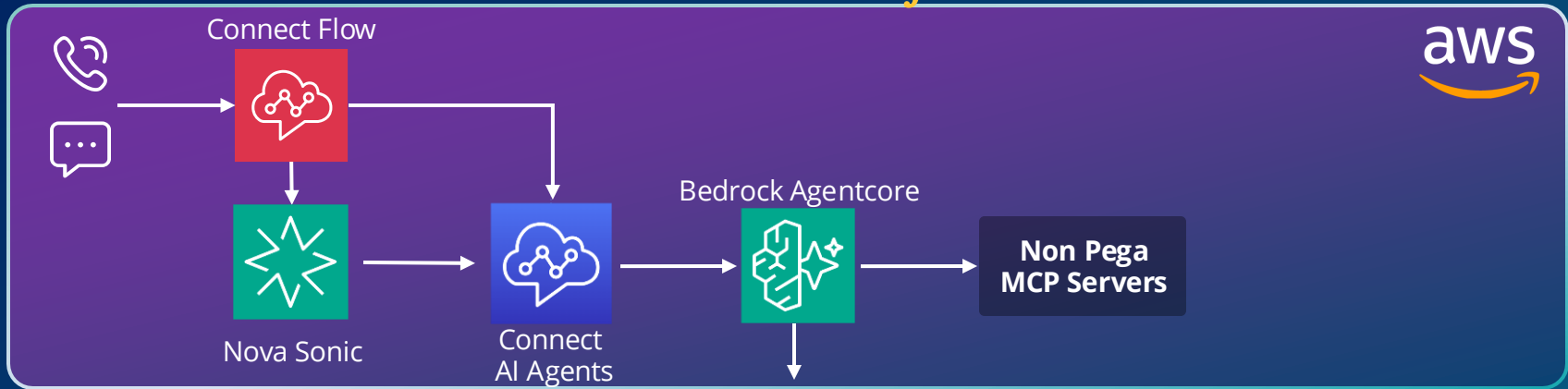
Consistent, connected journeys across channels

Personal and situational

Proactive and anticipatory

Trust-building and predictable

Architecture – Self Service



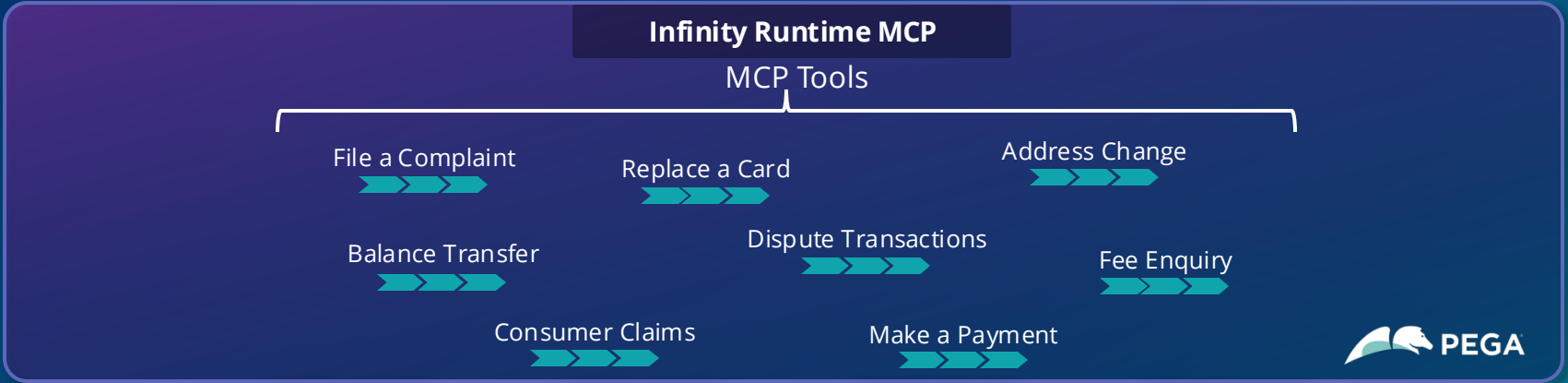
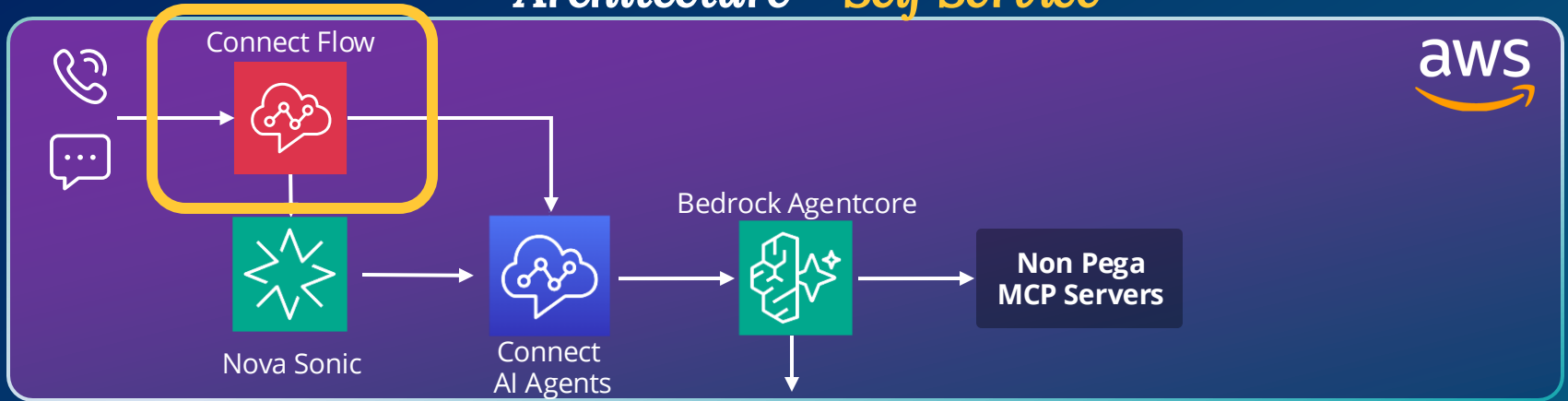
AWS Bedrock

Knowledge & documents

AWS Cloud services

Legacy systems & databases

Architecture – Self Service



AWS Bedrock

Knowledge & documents

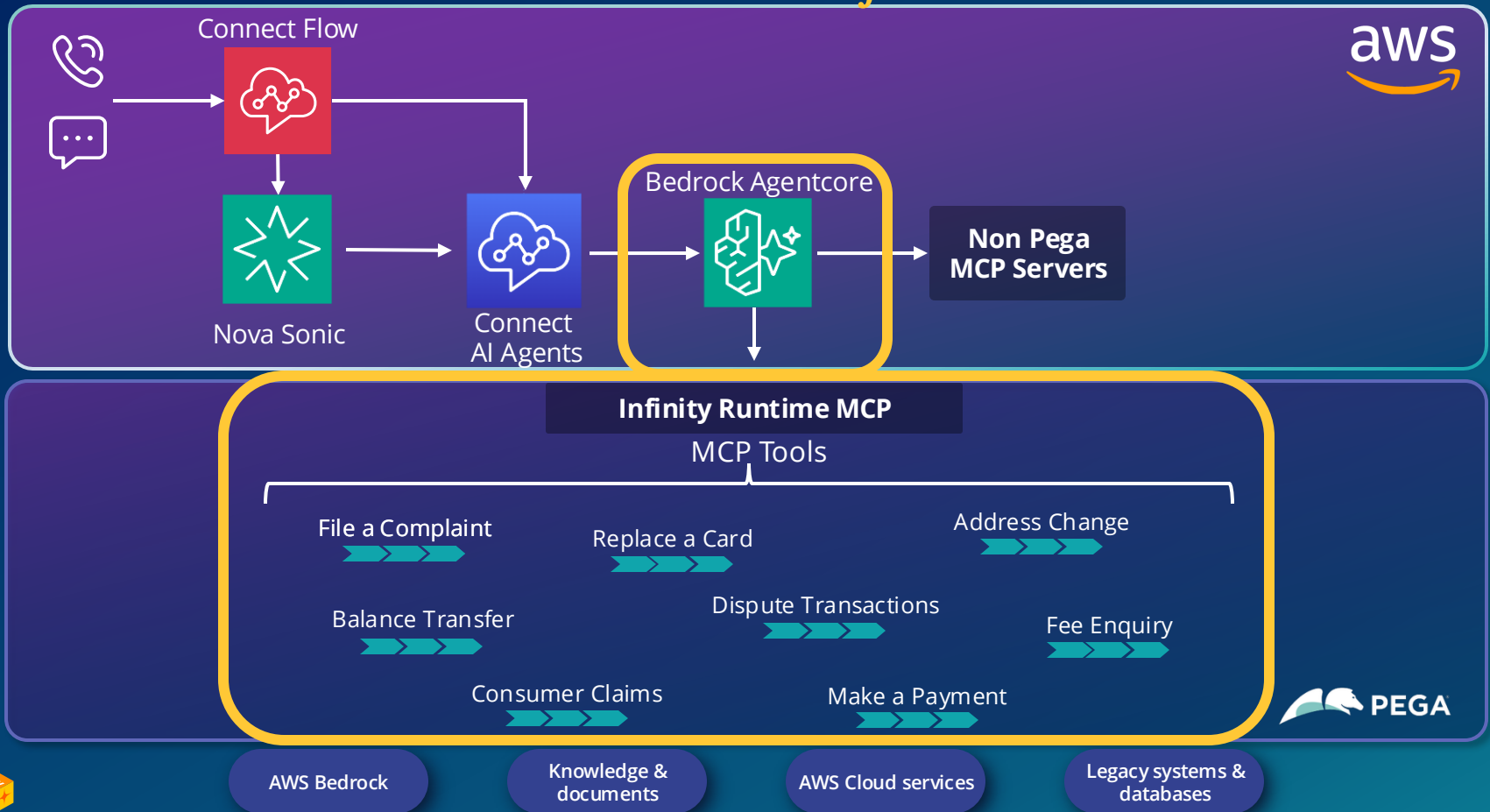
AWS Cloud services

Legacy systems & databases

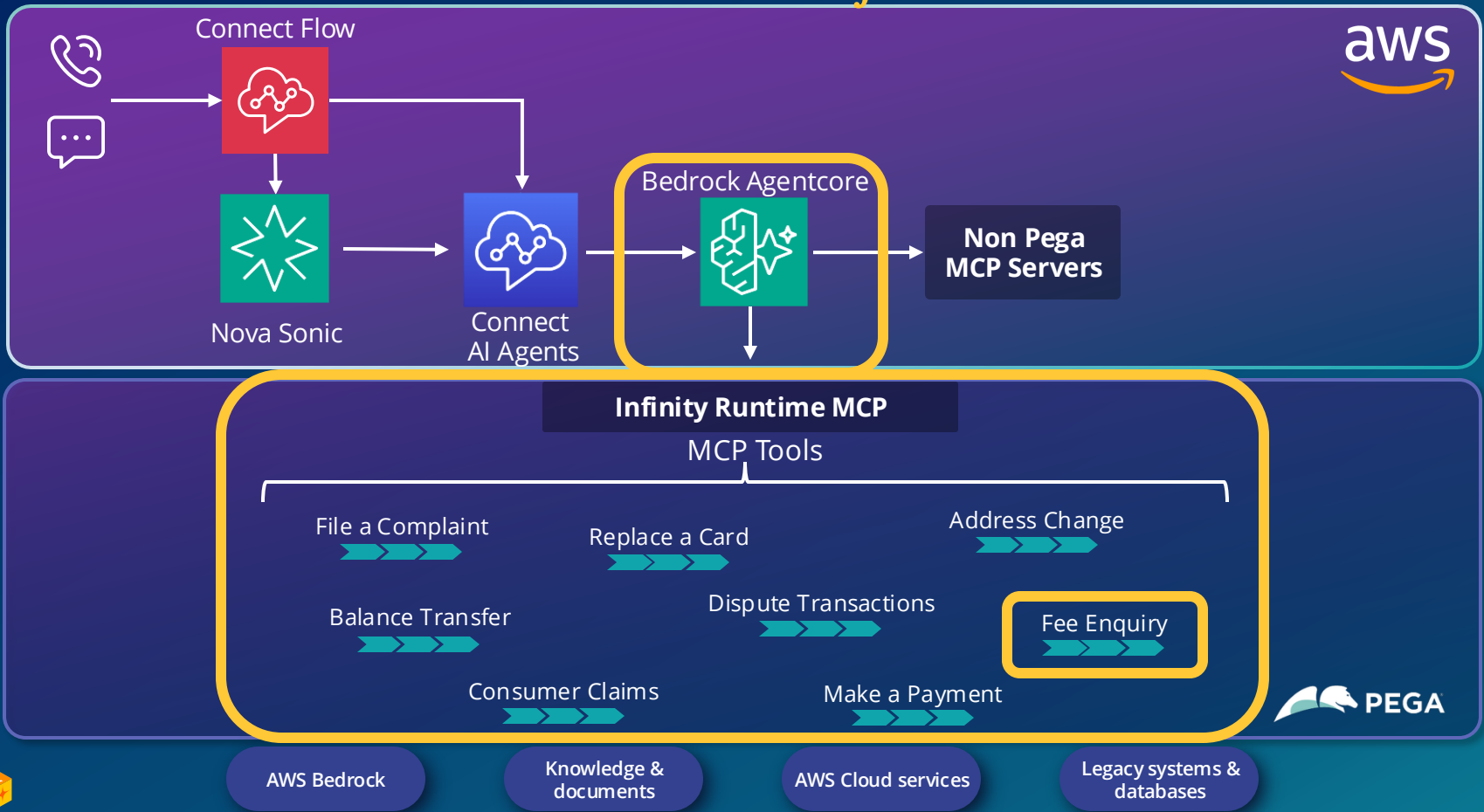
Architecture – Self Service



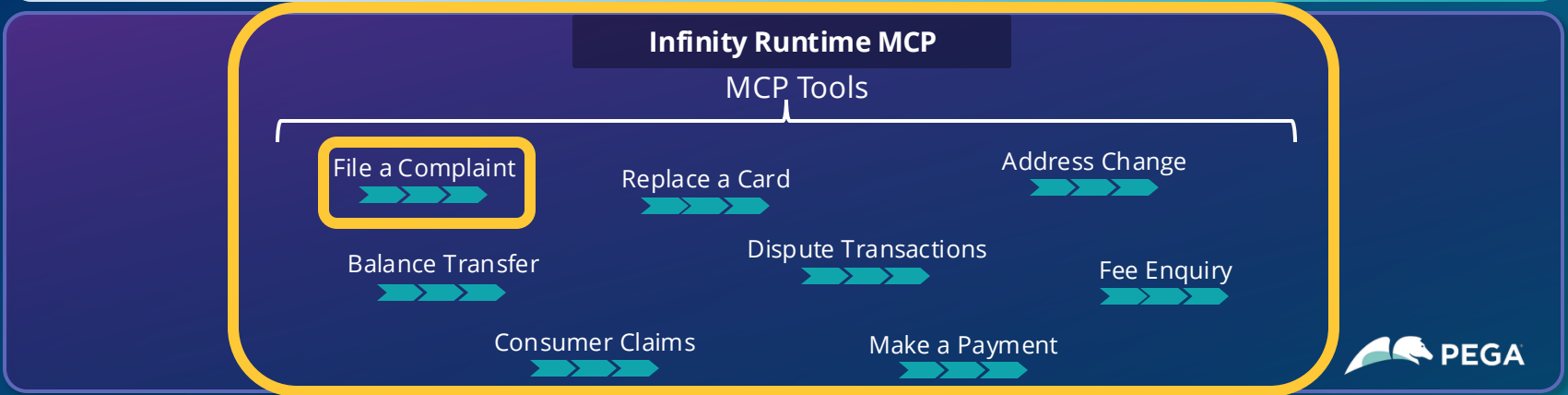
Architecture – Self Service



Architecture – Self Service



Architecture – Assisted Service



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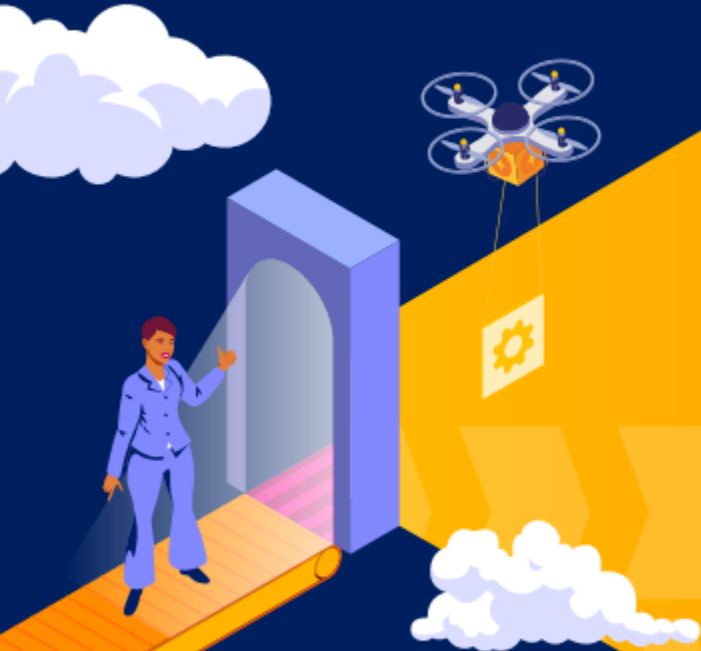
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Questions





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