Intelligent Automation
Digital Expert-assisted contact center transformation

Challenges
The high cost of poor customer experiences

Enterprises with large-scale business and consumer contact center operations are facing increased pressure to keep customers happy. That often means that contact center agents are faced with more complex in-call tasks and disparate requests across multiple systems, all in bespoke and disconnected processes. Plus, customers expect a personalized, engaging, end-to-end experience. Yet, dealing with traditional contact centers is slow, frustrating and overly complex. No matter what the issue, connecting with the right person with the knowledge to solve problems in a reasonable timeframe requires a delicate balance of both humans and machines that is often ineffective. The result is long handling times, high agent turnover, lower customer satisfaction (CSAT) scores, unhappy customers, and decreased revenue.
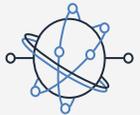
Introducing Blue Prism Service Assist with CLEVVA for AWS
The fast, seamless contact center experience

Blue Prism Service Assist with CLEVVA for AWS combines **Amazon Connect** and **Amazon ElastiCache** with **CLEVVA Digital Experts** in the **Blue Prism Service Assist** contact center automation for a scalable, comprehensive, interactive, cloud-based contact center solution. Service Assist with CLEVVA Digital Experts for AWS encompasses native integrations with:

- **Amazon Connect –** a seamless, front-end omnichannel experience, including a unified contact center for voice, integrated voice response (IVR) technology and chat.
- **Amazon Elasticache** – an in-memory data store
- **CLEVVA Digital Expert** – customized, auditable expertise, reducing the need for handoffs by enabling universal agents
- **Blue Prism Service Assist** – intelligent automation with a scalable, core digital workforce of "software robots" that gives agents a break from repetitive system tasks, plus simplifying and guiding customer interaction functions.

Blue Prism Service Assist with CLEVVA for AWS can help organizations reap the benefits that come from the most efficient call center operation. Contact centers that see the most value have substantial investment in omnichannel technologies, as well as extensive key performance indicators (KPIs) and service level agreement (SLA) measurements for client satisfaction.

Benefits

Blue Prism Service Assist with CLEVVA for AWS is ideal for enterprise contact centers with up to 25,000 agents in highly regulated industries where the value of cost savings and impact on customer satisfaction is important to the customer mission.

Easier to manage
Service Assist digital worker interfaces with legacy data sources to populate a screen with customer data. Agents access digital experts and trigger digital workers to execute requests.

Reduced risk
Unburden agents from multiple systems and screens, such as customer relationship management, enterprise resource planning, and mainframes. This enables the best responses with contextual expertise.

Better overall service
Improves talk time and net promoter scores, decreases average handle time (AHT) and increases ability to support self-service inquiries.

Improved organizational agility
CLEVVA augments call agents and Service Assist to provide executive level decision navigation. This reduces the number of processes requiring human intervention.

Blue Prism Service Assist with CLEVVA for AWS

Blue Prism combined with AWS helps enterprises create value with every customer interaction. Layering in CLEVVA's Digital Experts provides agents with access to knowledge normally spread across many company divisions. Amazon Connect gives agents access to all the information they need in one simple view to quickly resolve any issue. Amazon Elasticache captures data to start the customer journey – from IVR, chatbot or other channels – reserving it for when the agent needs it. Blue Prism native integrations with Amazon SageMaker, Amazon Comprehend and Amazon Translate mean that Service Assist digital workers can generate personalized advice based on past and current information or actions, as well as other critical back-end data, and send it to agents. **The result is a solution that gives agents what they need to effectively help your customers – instantly retrieving customer information, in near real-time, for every incoming call.**

Features

Blue Prism Service Assist, CLEVVA Digital Expert, Amazon Connect & Amazon Lex

Blue Prism Service Assist interacts with Amazon Connect to reduce AHT and deflect Tier 0 and Tier 1 interactions – without escalating to an agent. CLEVVA enables regulated organizations to have a digital expert to empower better customer support and experience. AWS Connect represents the omnichannel front-end – connecting the dots between self-service channels like IVR, chatbots built with Amazon Lex, and email, and then passing data to Blue Prism digital workers.

### Blue Prism Service Assist, CLEVVA and Amazon Elasticache

Digital workers complete lookup tasks faster with the IVR for calls in queue, either increasing containment rates, or reducing ASA times. CLEVVA Digital Experts navigate agents through consistent and contextual conversations. The addition of Amazon Elasticache contributes a richer data set, which means agents get better insights in near real-time to drastically reduce response times from seconds to milliseconds.

Blue Prism Service Assist, CLEVVA, Amazon Translate, Amazon Comprehend and Amazon SageMaker

Predictive data retrieval and leveraging the cognitive and AI capabilities of Amazon Translate, Amazon Comprehend and Amazon SageMaker ensures that agents get the big picture of each customer scenario and can resolve the issue in context. This more intelligent, personalized service opens the door for businesses to create a genuine connection with their customers.

Service Assist Reference Architecture
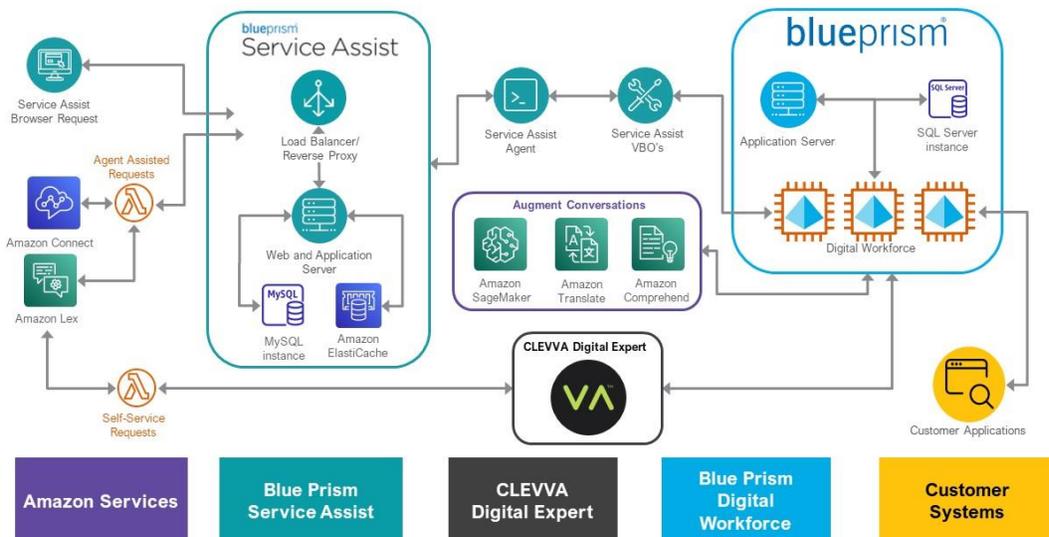
Get started with Blue Prism and CLEVVA solutions on AWS

Visit AWS Marketplace or Blue Prism to purchase or explore a trial today.