



# Putting Customers First: Generative AI for Contact Centers

How to transform your customer service with AWS and Local Measure

In collaboration with

LOCAL  MEASURE

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# What generative AI means for contact centers

The conversation surrounding the impact of generative artificial intelligence (AI) on contact centers has gained significant momentum, with the consensus that the technology will revolutionize the way businesses operate. But much like the initial hesitancy towards Cloud Contact Centers and Contact Centers as-a-Service (CCaaS), the sudden emergence of generative AI is met with cautious optimism and a deliberation of potential benefits versus costs.

As contact centers contemplate the adoption of generative AI, they want proven benefits and clearer cost assessments before diving in. The good news is that generative AI is showcasing undeniable potential advantages, making the message increasingly clear: moving swiftly with generative AI is essential for staying competitive, but that move must be thoughtful and strategic.

## What is generative AI?

Generative AI, a sub-field of artificial intelligence, is powered by large machine learning (ML) models that mimic human-like behavior. As a result, it can create diverse content forms through pattern recognition using ideas from conversations, narratives, images, videos, and music. This form of AI marks the next evolutionary phase in artificial intelligence. It can be trained in diverse fields and on any intricate subject matter. Leveraging training data, generative AI adeptly tackles new challenges by applying its acquired knowledge. For instance, it can grasp the intricacies of English vocabulary and craft a poem from the words it processes. Contact centers can harness the capabilities of generative AI for various purposes, from deploying chatbots for better customer service to summarizing agents' interactions to generating insights that drive operational improvement.

This ebook covers how integrating generative AI with [Amazon Web Services \(AWS\)](#) and Engage from AWS Partner [Local Measure](#) can benefit contact center operations, from the agent experience to cost efficiency. It also provides detailed explanations of capabilities, applications, and use cases.



# Happy agents make happy customers

As customer expectations evolve, contact centers are looking at how technology can improve the service experience while also relieving operational burdens. Staffing demands and costs require that agents be able to do more with less, and that means providing agents with tools that will boost productivity and improve employee engagement and retention. Contact centers need to balance innovation that will help them personalize customer interactions with security and compliance. And as they seek to reduce reliance on expensive-to-maintain legacy technology, contact centers must navigate new systems—including integration of AI and ML to remain competitive—with limited in-house expertise.

**80%**

of customers want quicker responses from companies<sup>1</sup>

**29%**

of executive teams say they have the in-house expertise to adopt generative AI<sup>3</sup>

**50%**

more calls have been rated as “difficult” by agents since 2020<sup>2</sup>

**53%**

of customer experience leaders say their top challenge is recruiting and retaining talent<sup>4</sup>

At the center of eliminating friction-filled customer service interactions, which include long hold times and asking to repeat information, is the need for intelligent contact center platforms that enable agents to assist quickly and with context. The key is to work with a partner that has the expertise to create a secure, customizable, easy-to-use solution that allows contact centers to innovate effectively.

<sup>1</sup> [The Future of CX: 2022](#), Freshworks

<sup>2</sup> [Supporting Customer Service Through the Coronavirus Crisis](#), Harvard Business Review, 2020

<sup>3</sup> [CEO Decision-Making in the Age of AI](#), IBM, 2023

<sup>4</sup> [Customer Experience: 2030 Vision Report](#), Hanover Research, 2023





# Combine the power of AWS with proven industry expertise from Local Measure

With technology from AWS and industry expertise from Local Measure, contact centers don't have to wrestle with AI integration or constructing new platforms from scratch. As an Amazon Connect Global Service Delivery Partner that holds AWS Competencies in Retail, Hospitality, and Marketing and Advertising Technology (Digital CX), Local Measure helps businesses supercharge their customer experience with Engage, an advanced contact center platform that is ready to use right out of the box.

**90%**

of service reps think AI tools for routing improve the customer experience<sup>5</sup>

**50%+**

increase in productivity is possible once generative AI is implemented at scale<sup>6</sup>

**62%**

of agents agree that AI/automation tools help them understand their customers better<sup>7</sup>

**45%**

improvement in productivity cost as a result of applying generative AI to customer care<sup>8</sup>

## Ready-to-launch intelligence for every agent, every customer, and every channel

Engage by Local Measure is a pre-built contact center platform that utilizes the power of AWS and generative AI to provide customers with highly personalized and exceptional experiences. Through an intuitive interface, Engage orchestrates Amazon Connect, AI, and ML to deliver an omnichannel platform and a 360-degree view of customers. The technology can understand previous interactions across voice, email, social messaging, web chat, and SMS, giving agents what they need—in context, in one place, and from wherever they're working. To provide customers with even more capabilities, Local Measure infuses Amazon Bedrock generative AI into its platform.

<sup>5</sup> The State of AI in Customer Service, HubSpot, 2023

<sup>6</sup> How Generative AI is Already Transforming Customer Service, Boston Consulting Group, 2023

<sup>7</sup> See 3

<sup>8</sup> The Economic Potential of Generative AI: The Next Productivity Frontier, McKinsey, 2023





## What is Amazon Bedrock?

Amazon Bedrock is a fully managed service that lets businesses build and scale generative AI applications with high-performance foundation models through a unified API. It offers a diverse array of foundation models, allowing users to select the most fitting model for their specific use case. Amazon Bedrock ensures security, privacy, and responsible AI in the development of generative AI applications. The serverless experience of Amazon Bedrock facilitates rapid initiation, private customization of foundation models, and seamless integration into applications using AWS tools. This eliminates the need for infrastructure management while enabling experimentation, evaluation, and task execution with enterprise systems and data sources. See [page 8](#) for more information on how Local Measure employs Amazon Bedrock.



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With one customer, we’ve already been able to bring down average handle time by 29% and increase average order value by 18%. Local Measure and AWS have been an invaluable partner in helping us securely drive automation use cases using AI, resulting in savings for our client and a better overall experience for the end customer.”

**Nathan Yap**

CEO, SupportZebra

# Smart, cloud-based contact centers: benefits and capabilities

With Engage, businesses can confidently innovate and scale knowing that the security and privacy of their data is always a top priority. Engage's robust capabilities and features, which enable actionable business insights, positive agent experiences, omnichannel customer care and customer personalization, provide several benefits:



**Fast time to value.** Businesses can maintain operations as usual while Local Measure implements their solution. Quickly up and running, this reduces costs and delivers true business value fast.

- Accelerated setup and onboarding for faster ROI
- Ongoing feature updates eliminate maintenance and support continuous innovation
- Volume-based pricing frees contact centers from traditional agent licensing models



**More valuable insights.** Drive continuous improvement, identify problem areas, and make data-driven decisions with deeper intelligence from Engage.

- Real-time dashboards give a bird's eye view of agent productivity
- Resolution codes help businesses identify trends and generate reports
- Integration with existing business intelligence tools maximizes insights



**Productivity gains.** Engage's agent-assistive smart tools and baked-in automation reduce or eliminate repetitive and menial tasks to increase productivity.

- Skills-based routing connects customers with the best agent for them
- Access to third-party solutions via integrations or Utilities in Engage reduces toggling between applications and screens
- Task templates make repeatable activities easier
- AI chatbots offer more robust self-service



**Better security and compliance.** Data security and privacy are of the utmost importance to Local Measure. Data, including personally identifiable information (PII) is always within the customer's control and will never be shared with third-party providers. Local Measure does not train any generative AI models on customer data.

- Single sign-on improves IT security while making work easier for agents
- Data storage and sovereignty provides enterprise-level customer data protection
- Voice ID support enables real-time caller authentication
- Regulatory compliance with GDPR, CCPA, APP, and SOC2 Type II help set enterprise-level security as standard

## 3 ways to improve contact centers with generative AI

While cloud-based contact centers that incorporate generative AI and ML can save time and boost productivity, there are many use cases where the return on investment can be quickly realized. By using Engage's Smart Tools infused with Amazon Bedrock, contact centers can immediately save time, reduce costs, and increase accuracy per contact across channels.

Additionally, Local Measure prioritizes security, privacy, and innovation. To help call centers improve productivity and cost savings while also ensuring peace of mind, Local Measure has incorporated generative AI into its contact center platform in a way that puts security and privacy at the forefront. Each customer has their own Amazon Bedrock account, which means any organization's data, including PII, is always within its control. This provides assurance that data will not be used to improve base models or shared with third-party model providers.



### **Remove language barriers and reduce errors with Smart Composer.**

Agents need to interact with many different customers across all channels and can often find themselves writing a message about an unfamiliar topic. Composing and refining messages can slow response time and reduce information accuracy. Smart Composer solves this by reviewing and auto-updating messages so that they are correct, making the content shorter or longer as needed. It scans content on several levels, from verifying that the customer's name is spelled correctly to fixing grammar and inaccurate information. Smart Composer has a variety of industry applications. Agents at financial institutions can use it to assist customers with loan applications, while travel agents can leverage it to personalize tour itineraries for clients.





**Complete forms faster with Smart Tasks.** Agents have to complete cumbersome forms for a variety of customer interactions—for example, providing a refund. Normally, for an agent to submit a task for this, they have to scroll through contacts and search large volumes of data or take notes as they are on a call, which they then enter into forms. Agents can use Smart Tasks to auto-populate forms from transcripts, speeding up the process significantly and reducing rote work. Smart Tasks can help retail and supply chain businesses to automatically extract relevant details such as product names, quantities, and shipping addresses from conversation transcripts when a customer places an order. Travel companies can confirm or modify reservation communications with customers by extracting details such as travel dates, destination, and passenger information.



**Reduce call times with Smart Notes.** After Call Work (ACW), which requires agents to record notes on what happened during a customer engagement, is included in call handling time. For longer calls, agents must remember all the important details or re-read notes they have scribbled down, which can leave room for human error. Now agents can drastically reduce the average call handling time with Smart Notes, which goes through conversation transcripts and summarizes the interaction in seconds—not minutes. With Smart Notes, insurance agents can extract relevant information from conversation transcripts, such as time stamps, account details, and next steps. Retail agents can speed up the returns process. After a customer call regarding a product return, Smart Notes can quickly summarize the key points of the conversation, including the reason for the return and any customer instructions, for rapid documentation.

**Because Engage is infused with generative AI, the platform's Smart Tool offerings will continue to expand, further assisting agents in even more use cases. See how different industries are using Smart Tools on our [customer stories page](#).**

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The ability to summarize notes and suggest next actions based on generalized information will save a lot of time... with numerous regulatory documents and procedures to navigate. I really appreciate the low-risk, high-reward value that Local Measure provides with generative AI."

**Hani Rifai**

Head of Digital Transformation,  
The Good Meal Co.

# Supercharge customer loyalty in the cloud

Local Measure and AWS can help you improve the agent and customer experience across every channel, boost operational efficiency, gain actionable business intelligence, and accelerate time to value.

To start bringing AI and ML to your contact center, [book a demo with us](#) or visit us in the [AWS Marketplace](#).



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