

YakTrak MyFocus

Developing
conversational
excellence using
Amazon Connect AI



Operationalising AI for conversation excellence

As automation and self-service handle simpler transactions, frontline teams are increasingly responsible for more complex, higher-value and higher-risk customer conversations.

Traditional QA relies on small samples, inconsistent scoring and delayed feedback – limiting its ability to improve conversation quality at scale.

At the same time, organisations now have access to powerful AI capabilities through platforms such as Amazon Connect, including conversational intelligence and AI-driven evaluation.

These technologies create unprecedented visibility into customer interactions. But visibility alone does not improve conversation quality.



To achieve measurable improvement, organisations must operationalise insight – translating it into clear behavioural standards, structured coaching, and consistent leadership routines.



A new solution to an old problem

In most contact centres today:

- Only a small proportion of conversations are reviewed through QA
- Assessment can vary between reviewers and calibration cycles
- Feedback to agents often arrives days or weeks after the interaction
- Leaders struggle to consistently translate insight into coaching and development

As a result, conversation quality can vary widely.

Amazon Connect can analyse and evaluate customer interactions at scale using AI.

This creates the opportunity to understand conversation quality across an entire operation rather than a small sample.

However, many organisations are discovering that **more data does not automatically lead to better conversations or improved performance.**

Evaluating more conversations is valuable – but improvement requires more than visibility.



Why QA and insight alone doesn't improve conversations

AI-driven evaluation now makes it possible to analyse customer conversations at scale.

But two things must happen before that visibility improves performance:

AI cannot evaluate what has not been defined.

Organisations must clearly define the behaviours that make a conversation effective for them and train AI to assess these behaviours

Insight does not change behaviour.

Improvement only occurs when insight drives practice, self-directed learning, coaching and reinforcement.

Without these elements, organisations gain more insight – but conversation quality and performance remain inconsistent.

The missing layer: operationalising conversation quality

Improving conversation quality requires more than evaluation. It requires an operational system that:

1. Defines what good looks like

Setting clear micro-behavioural standards that describe effective interactions.

2. Calibrates teams

Consistently building a shared understanding of what great looks like.

3. Assesses customer interactions at scale

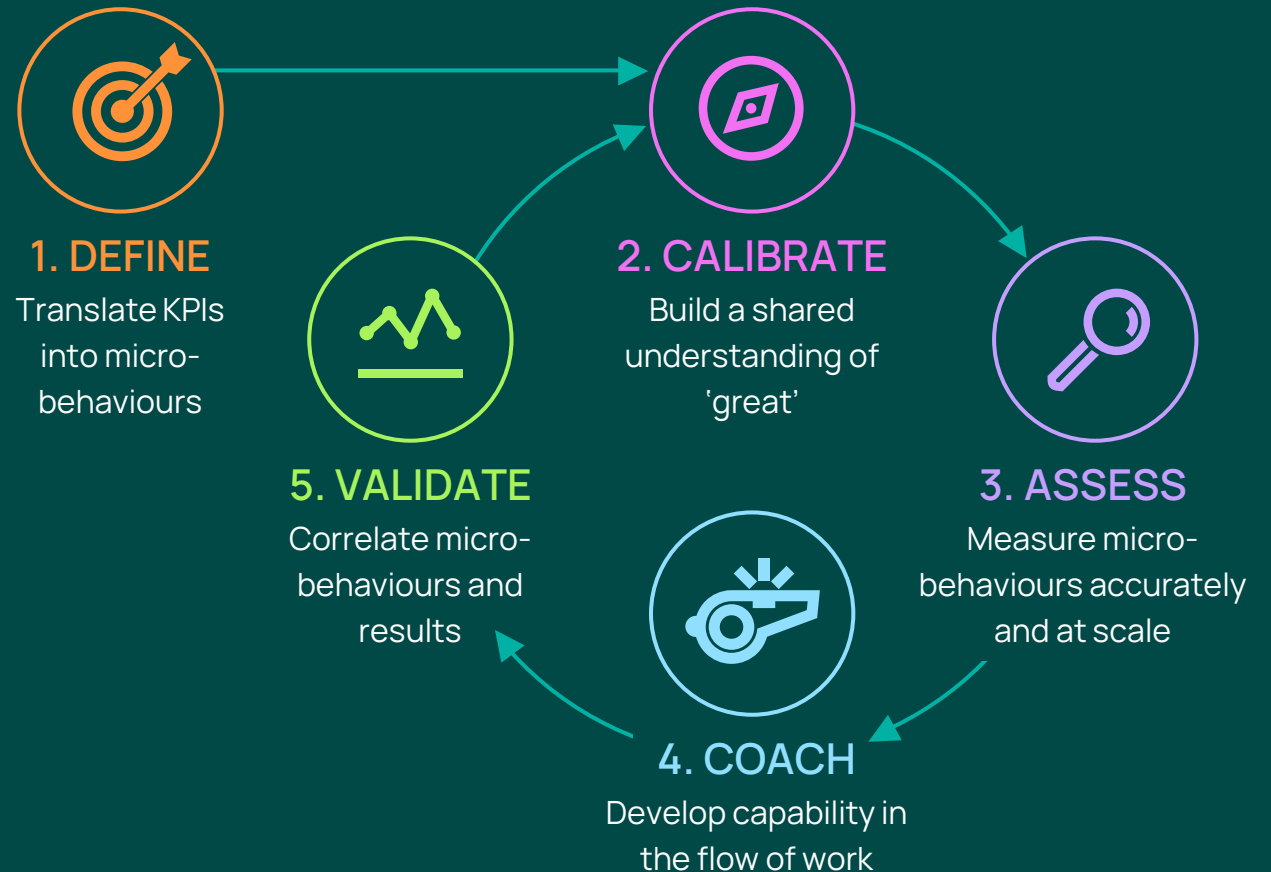
Accurately assesses the micro-behaviours that matter, daily.

4. Turns insight into development

Enabling self-directed learning, deliberate practice and coaching.

6. Validates the link between behaviour and performance

Highlighting the correlation between key micro-behaviours and KPIs



YakTrak provides the platform that operationalises this system at scale.

How YakTrak and Amazon Connect work together

Amazon Connect provides the AI foundation for analysing and evaluating customer interactions at scale.

This includes capabilities such as:

- Conversational intelligence
- AI-driven conversation evaluation
- AI-enabled customer interactions

YakTrak builds on this foundation by operationalising interaction quality improvement.

YakTrak enables organisations to:

- Define behavioural standards that describe effective conversations
- Align AI evaluation to those behavioural standards
- Translate insight into self-directed learning and coaching
- Embed conversation quality into daily leadership routines

Together, Amazon Connect and YakTrak enable organisations to **translate AI insight into measurable improvement in customer interactions.**



What happens when conversation quality improves

When conversation quality improves consistently across frontline teams, organisations see measurable improvement in:

- **Commercial outcomes:** higher conversion and revenue per interaction
- **Customer experience:** more consistent and effective customer conversations
- **Risk and compliance:** stronger alignment to regulatory and conduct expectations
- **Capability development:** faster agent improvement and reduced performance variability
- **Operational efficiency:** improved first call resolution and reduced average handling time

AI evaluation provides visibility. Operationalising conversation quality turns that visibility into **measurable performance improvement.**

nib (health insurer) pilot using Amazon Connect + YakTrak

- AI evaluation accuracy **85%+ across CX micro-behaviours**
- Pilot team went from underperforming on sales (-17%) to a **27% uplift** compared to the control group
- Agents gained real-time visibility into behaviours driving performance

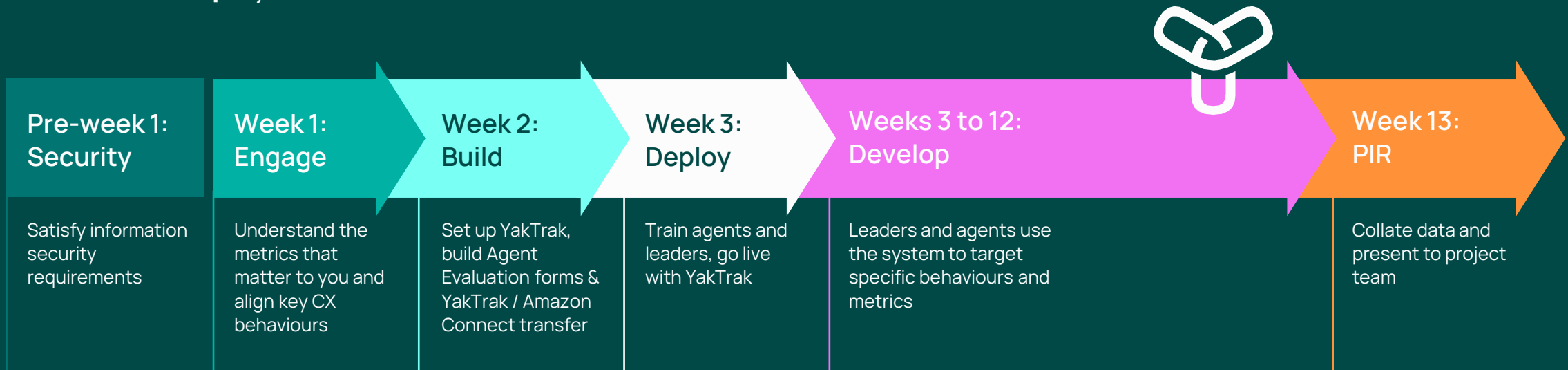
Sales results

Sales uplift comparison



Want to pilot?

YakTrak will work with you to set up a pilot that demonstrates the value of linking Amazon Connect AI with YakTrak's MyFocus feature. A standard pilot with up to 20 agents and their team leader/s costs **\$12,500 AUD** excl GST.



**Deploying an API between YakTrak/Metric data can require more effort than is justified for a pilot, if this is the case we recommend a manual upload of data into YakTrak during the pilot.*

Contact us

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