

Reference patterns for AI contact centres that deflect ~30% of enquiries — with call transcription, agent-assist and full interaction auditability

AWS — Workshop

We designed and delivered an AWS workshop on building production-grade smart contact centres with Amazon Connect — combining conversational AI, intelligent routing and Bedrock-powered agent assist, with patterns that target an estimated 30% self-service deflection while keeping every call transcribed, auditable and human-supervised.

THE CHALLENGE

Organisations want contact centres that resolve more enquiries automatically, route intelligently and assist human agents in real time — but voice is a high-stakes, often regulated surface where calls must be transcribed, retained and auditable, and where an unsupervised AI agent giving a wrong answer carries real liability. Most teams lack the patterns to add AI to Amazon Connect without compromising that oversight and traceability.

WHAT WE BUILT

- Designed and delivered a hands-on AWS workshop on production-grade smart contact centres using Amazon Connect
- Combined Amazon Connect with conversational AI (Amazon Lex) and Bedrock-powered assistance for self-service and real-time agent support
- Covered intelligent routing, real-time transcription, and AI-generated agent assist and call summarisation — with call records and transcripts retained for auditability
- Left participants with reference architectures they could adapt to their own contact-centre estates, with human oversight designed in

OUTCOMES

- Reference patterns that target an estimated 30% self-service deflection while keeping every call transcribed, auditable and human-supervised
- A repeatable AWS workshop on production-grade, AI-in-the-loop customer service
- Participants left with working patterns balancing automation against oversight and traceability
- Demonstrated measurable deflection and agent-assist use cases on Amazon Connect

STACK