Amazon Connect: What's New?

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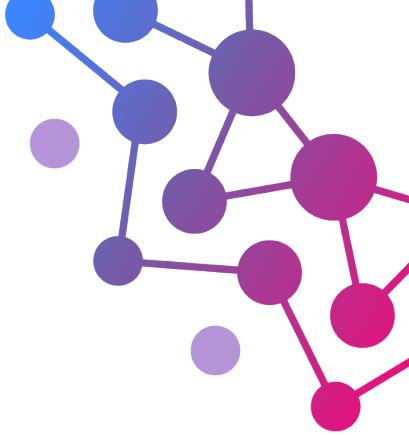
Cloud Interact

The Next Generation of Amazon Connect



- Announced at Enterprise Connect 2025.
- Amazon Connect now delivers first-party AI across all channels, with a new all-you-can-eat billing model.

- Pay-as-you-go per channel, including all AI features:
  - Contact Lens (incl screen recording and performance evaluation).
  - Agent scheduling.
  - AI powered voice and chat.
  - Amazon Q in Connect.

- Still need to pay for the communication services (telephony, web calling etc).

Read More in the AWS Blog

The Next Generation of Amazon Connect

Amazon Connect

With Amazon Connect, you are charged pay-as-you-go per channel (voice, chat, email, task, and step-by-step guide). Included in the channel prices are these optimization capabilities: Contact Lens (conversational analytics, performance evaluation, screen recording), agent scheduling, AI-powered voice and chat, and Amazon Q in Connect. Amazon Q in Connect is a generative AI assistant for customer service, including end-customer self-service and agent assistance. Amazon Connect charges apply to all channel usage in your account. When you enable Amazon Connect, there is a minimum 30-day billing period.

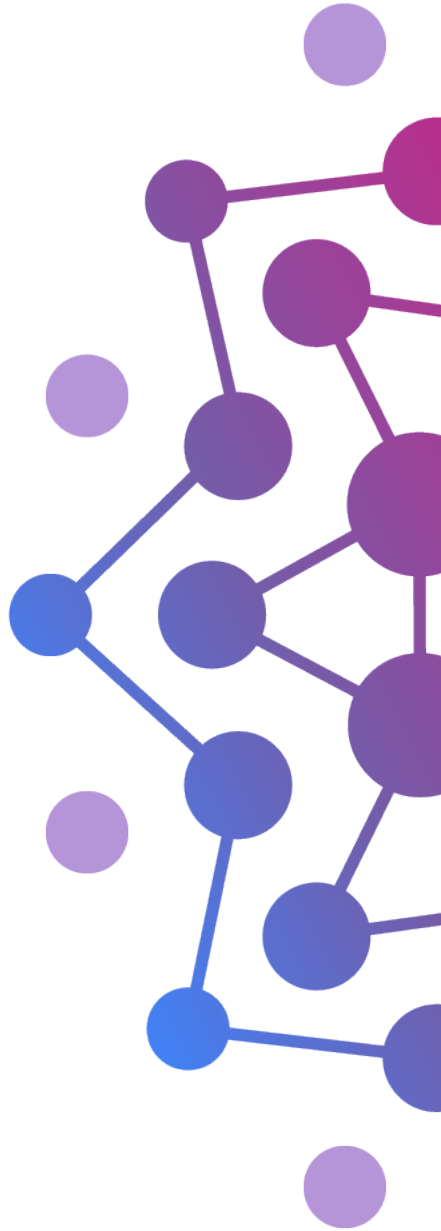
Included channels	Pricing
Inbound voice usage - per minute	$0.038
Outbound voice usage - per minute	$0.038
Chat usage - per message	$0.010
Email usage - per email	$0.08
Task usage - per task	$0.07
SMS usage - per message	$0.014
Apple Messages for Business - per message	$0.014
WhatsApp Business messaging - per message	$0.014
Step-by-step guide messages - per message	$0.010
Outbound campaigns using voice - per minute	$0.045

Updates to Amazon Connect Analytics

- Amazon Connect Analytics Data Lake provides a unified source for contact center data, including contact records, agent performance metrics, Contact Lens insights, and more.
- Updated tables for Contact records, Contact Evaluation records, Lex, and Outbound Campaigns.

Read More in the Release Notes

Read More in the Admin Guide



Released List & Update to Preview APIs

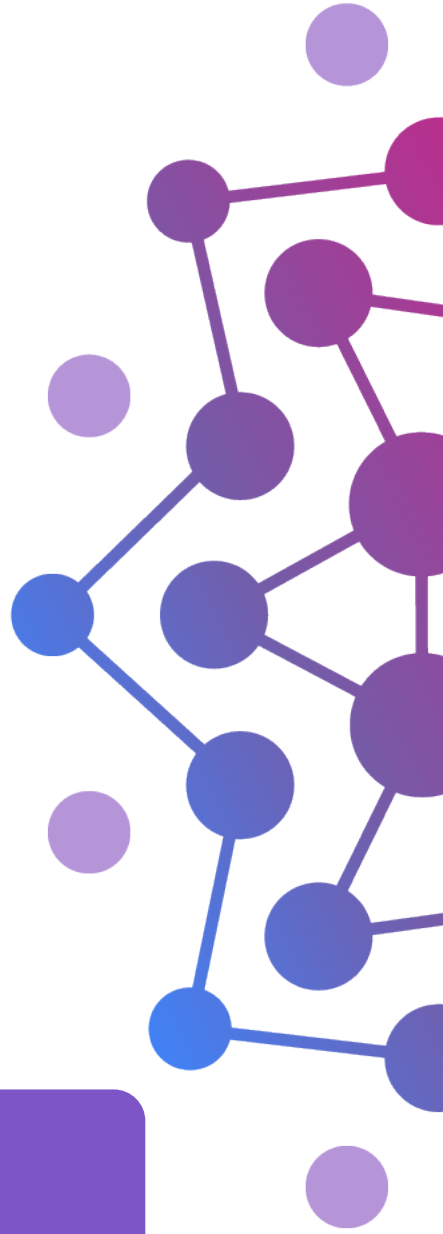
- Released the ListAnalyticsDataLakeDataSets API.
- Use this API to list the data lake datasets available to associate with for a given Amazon Connect instance.
- In addition, updated the following preview APIs with ClientToken, a unique, case-sensitive identifier that you provide to ensure the idempotency of the request.
    - AssociateApprovedOrigin
    - AssociateBot
    - AssociateInstanceStorageConfig
    - AssociateLambdaFunction
    - AssociateSecurityKey
    - DeleteInstance
    - DisassociateApprovedOrigin
    - DisassociateBot
    - DisassociateInstanceStorageConfig
    - DisassociateLambdaFunction
    - DisassociateLexBot
    - DisassociateSecurityKey
    - UpdateInstanceAttribute
    - UpdateInstanceStorageConfig

See Data Lake List Sets

Read More in the Release Notes

Agent shift bidding/shift exchange in FCS

- Agents can initiate shift trades directly with each other, allowing them to manage unexpected life events without using time off.
- Managers can automate some approvals while ensuring others are approved manually.
- Reduces manager work without sacrificing controls when needed.
- For example, supervisors can automate approvals for agents handling non-critical tasks, such as routine customer inquiries, while manually approving requests from agents who handle sensitive customer segments, like healthcare or high-value enterprise accounts.



Watch You Tube Video

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Dynamically Update Questions

on an evaluation form

- You can now create dynamic evaluation forms that automatically show or hide questions based on responses to previous questions.
- Reduces manager effort in selecting the relevant evaluation form and determining which evaluation questions are applicable to the interaction, helping managers perform evaluations faster and more accurately.

- For example, when a manager answers "Yes" to the form question “Did the customer try to make a purchase on the call?”, the form automatically presents a follow-up question: “Did the agent read the sales disclosure?”

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Increased limit on number of routing criteria updates per queued contact

- Previously, routing criteria could be updated only up to three times while a contact was in queue.
- You can now update the routing criteria on a queued contact an unlimited number of times.
- Caveat - If you update the routing criteria more than 3 times on a queued contact, only the latest 3 updates will be stored on the contact record and used to calculate metrics such as Step Expired % and Step Contacts Queued.

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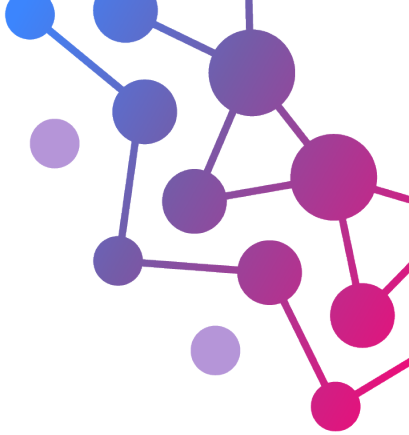
Read More in the Release Notes

Track agent acknowledgements of performance evaluations



- Capture and review agent acknowledgements of performance evaluations within Contact Lens.
- Helps you ensure that agents have reviewed evaluation feedback and understand performance expectations.
- Agents can acknowledge their review of evaluations within the Amazon Connect console, and add optional notes.

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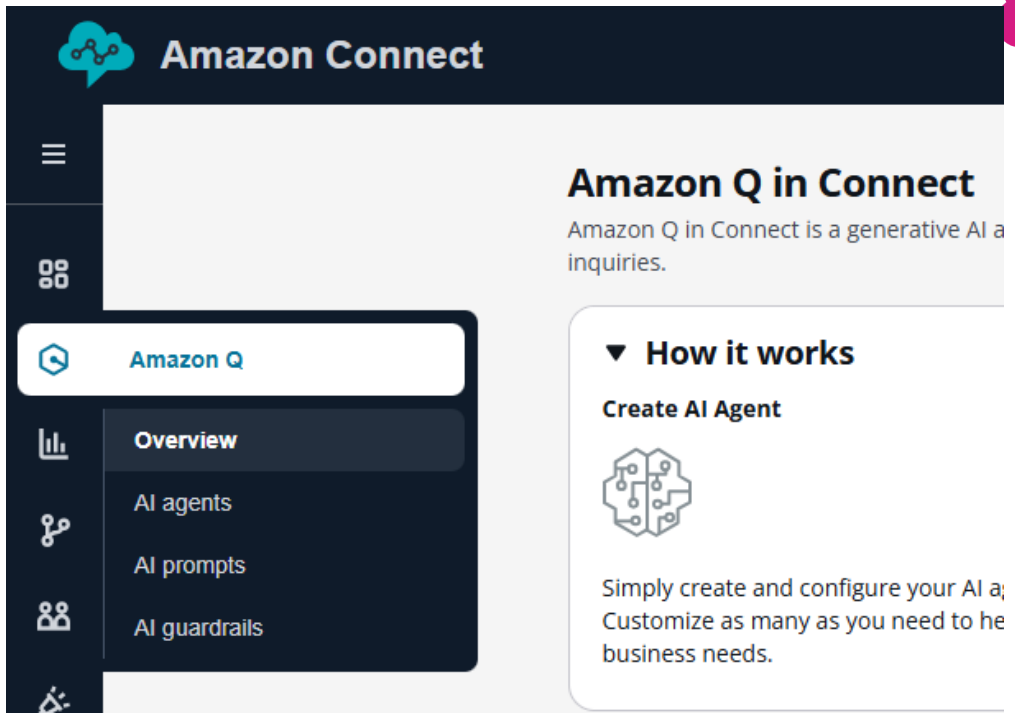
Configure Amazon Q in Connect directly from the Amazon Connect admin website

- You can now customise your Amazon Q in Connect experience directly from the Amazon Connect admin website.
- Configure AI agent behaviours, create or edit custom prompts and set appropriate guardrails.
- For example, users can update AI prompts when launching new products, adjust AI guardrails to filter inappropriate content, or refine AI agents.



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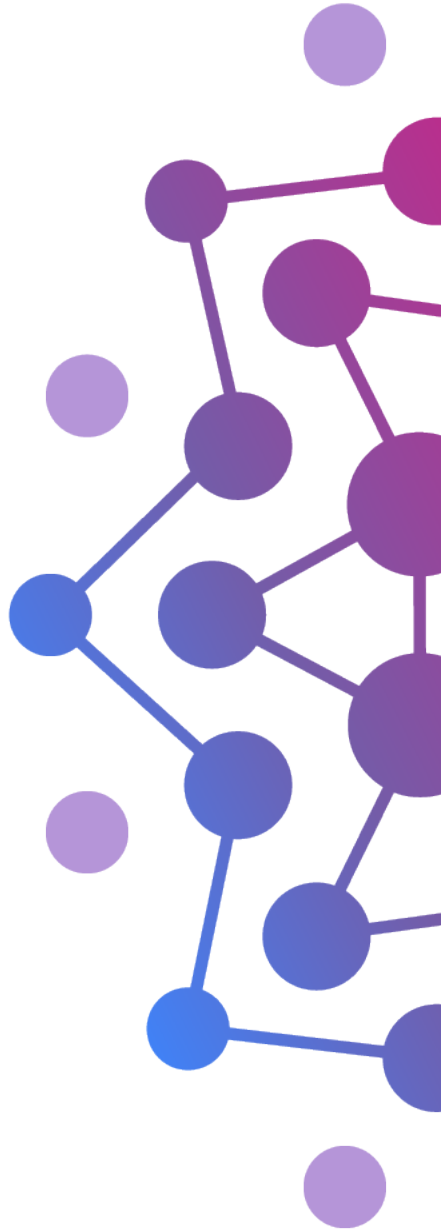
Amazon Q in Connect Workshop

- Updated workshop which details the various features of Amazon Q in Connect.
- Covers the following:
    - Configuring Q in Connect.
    - Self-service.
    - Content segmentation.
    - Step by step guides with Q.
    - Agent assistance.
    - Self service customisation.

See all AWS Workshops

Amazon Q in Connect Workshop

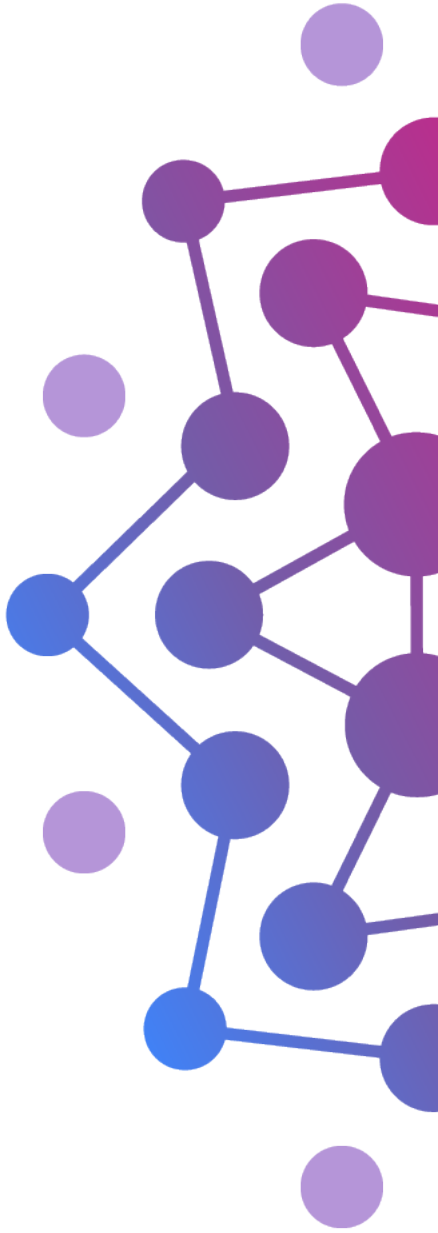


AWS-provided voicemail solution - Github

- New Github project released by Aurelien Plancque, AWS SA.
- Uses the recently-announced native automated interaction recording (recording IVR leg of contact).
- Creates routable tasks for agent access to recordings.

Go to Github Page

See LinkedIn Update – Aurelien Plancque



Any Questions?
Want to chat more?

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