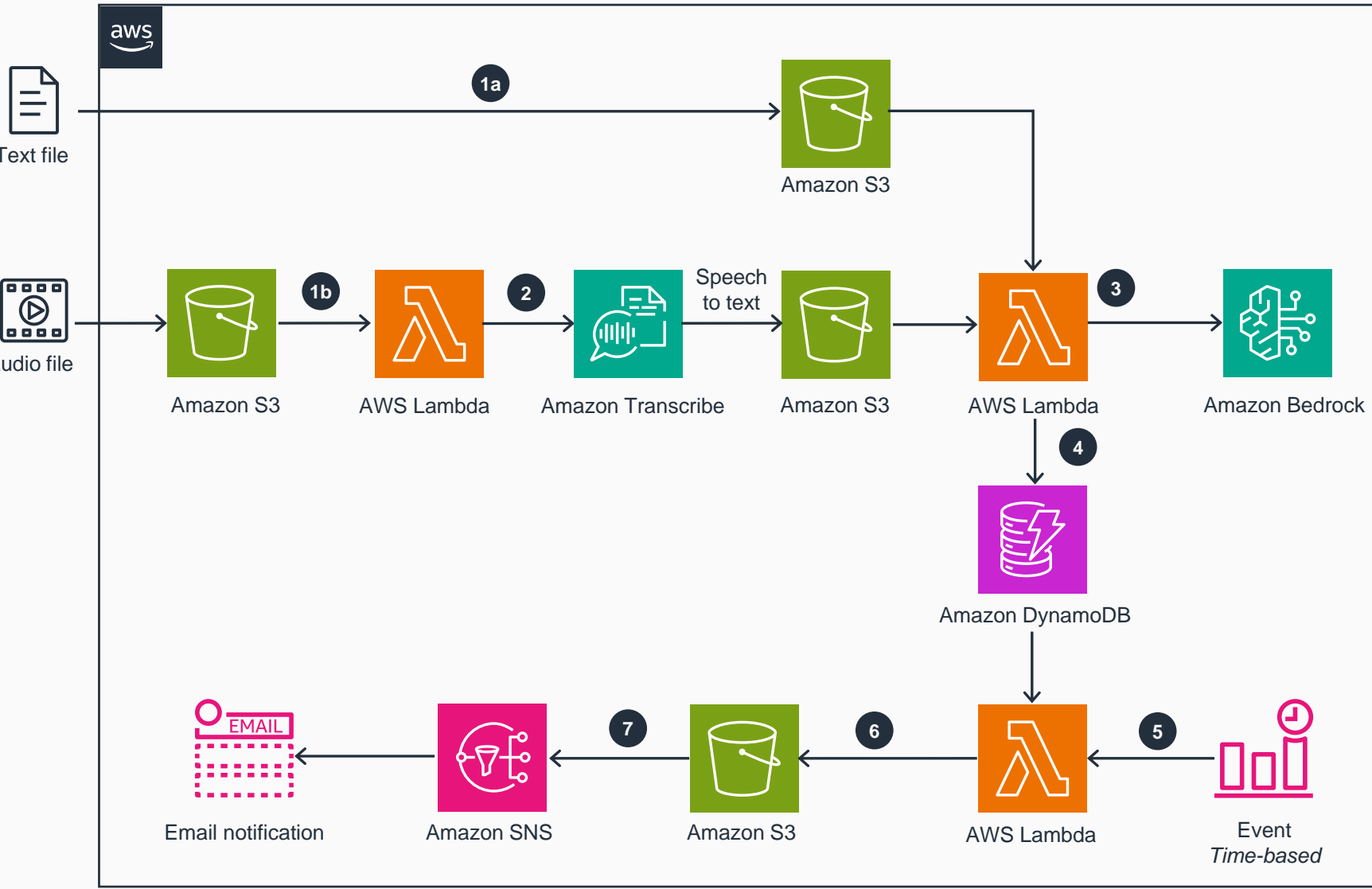


Guidance for Analyzing Customer Conversations on AWS

This architecture diagram shows how to build an automated workflow for analyzing contact center customer conversations (such as voice calls and chat) using foundation models hosted on Amazon Bedrock.



- 1a A user uploads contact center chat transcripts as text files to an **Amazon Simple Storage Service (Amazon S3)** bucket.
- 1b The contact center call recordings are stored on another **S3** storage bucket, which is configured to call an **AWS Lambda** function when an object is created.
- 2 The **Lambda** function uses **Amazon Transcribe** to convert the audio call into a text file and stores the resultant text files in the output **S3** location.
- 3 The **S3** buckets storing text transcripts (from Step 1a) and output of **Amazon Transcribe** (from Step 1b) are configured to call **Lambda** when a new object is available. This **Lambda** function uses an **Amazon Bedrock**-hosted Anthropic Claude 3.5 Sonnet model to generate summary and sentiment of the contact center conversations in the input file. This function also uses a prompt template that can be customized as needed to control input context passed to the foundation models.
- 4 **Lambda** parses the JSON output from **Amazon Bedrock** and persists the key details such as conversation summary, customer and agent sentiments, confidence scores, and action items derived from the conversations in **Amazon DynamoDB**.
- 5 **Amazon EventBridge** scheduler calls another **Lambda** function at a pre-set time.
- 6 The **Lambda** function reads the data from **DynamoDB** to generate a CSV file with the analysis results of the contact center conversations in the past 24 hours that have sentiment scores below a pre-defined threshold. This CSV file is then stored on **Amazon S3**.
- 7 **Amazon S3** then initiates an event to call **Amazon Simple Notification Service (Amazon SNS)**, which sends an email to the subscribed users. These business users can review the analysis results and take necessary actions to improve the customer experiences.