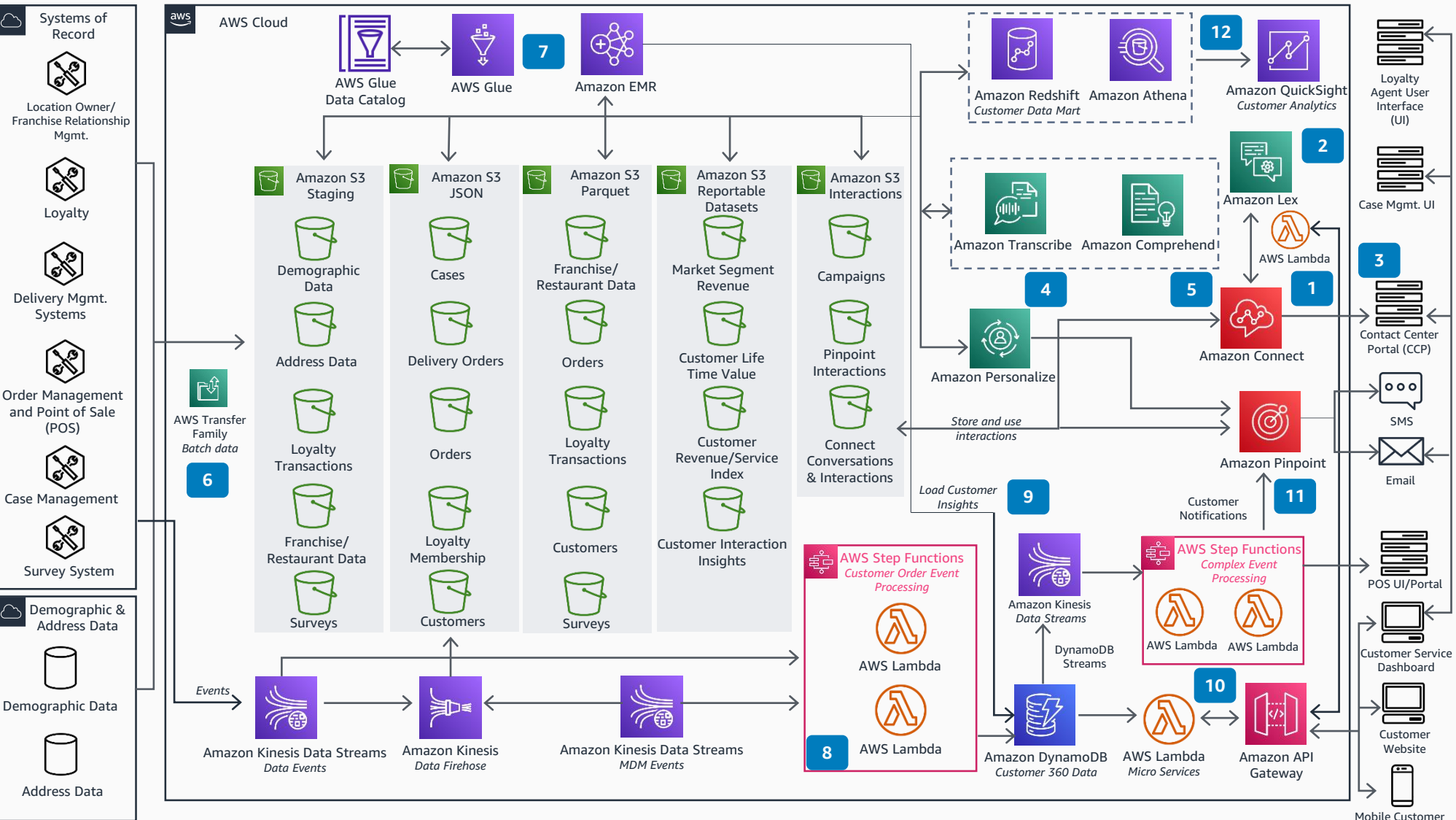


Guidance for Contact Center Modernization for Restaurants on AWS

This diagram shows how restaurants can personalize guest interactions to enhance the customer experience and increase brand loyalty. Restaurants can improve contact center and telephone call response time, quickly recognize their guests, their needs and goals, and optimize the interaction between guest and service agent.



- 1** Use **Amazon Connect** to implement call center capabilities in the Cloud. **AWS Lambda**, a serverless function, can use your operational data platform for improved customer interactions. **Amazon Connect** provides skill-based call routing and workflows to streamline call center operations.
- 2** Use **Amazon Lex** to build conversational chatbots to automate user interactions.
- 3** Integrate **Amazon Connect** Contact Control Panel (CCP) with order management, loyalty, and case management for improving call handling times for complex scenarios.
- 4** Use **Amazon Transcribe**, **Amazon Comprehend**, or **Amazon Personalize** to perform sentiment analysis, identify frequent customer intents, and appropriately change call center operations and automation based on the user interactions.
- 5** Use Contact Lens for Amazon Connect to better understand the sentiment, trends, and compliance of customer conversations. This helps to effectively train agents, replicate successful interactions, and identify crucial company and product feedback.
- 6** To support the back-end data for call center operations through **Amazon Connect**, use **AWS Transfer Family** to ingest batch data and **Amazon Kinesis Data Streams** for real-time data from systems of record such as loyalty, order, and delivery Management. Store the data on **Amazon Simple Storage Service (Amazon S3)**.
- 7** **AWS Glue** and **Amazon EMR** can further process and transform this data on **Amazon S3** to create call center intent and interactions.
- 8** Populate complex Customer Order Events in **Amazon DynamoDB** using **Lambda**, orchestrated using **AWS Step Functions**.
- 9** Populate customer data and insights in **DynamoDB** from **Amazon S3** to create a central Customer 360 Database.
- 10** Expose customer data through REST API using **Amazon API Gateway**.
- 11** Use **Steps Functions** to create complex customer events processing workflow and send personalized notifications with messages or email through **Amazon Pinpoint**.
- 12** Optionally, perform Customer Orders and Interactions Analytics using **Amazon Redshift**, **Amazon Athena**, and **Amazon QuickSight**.