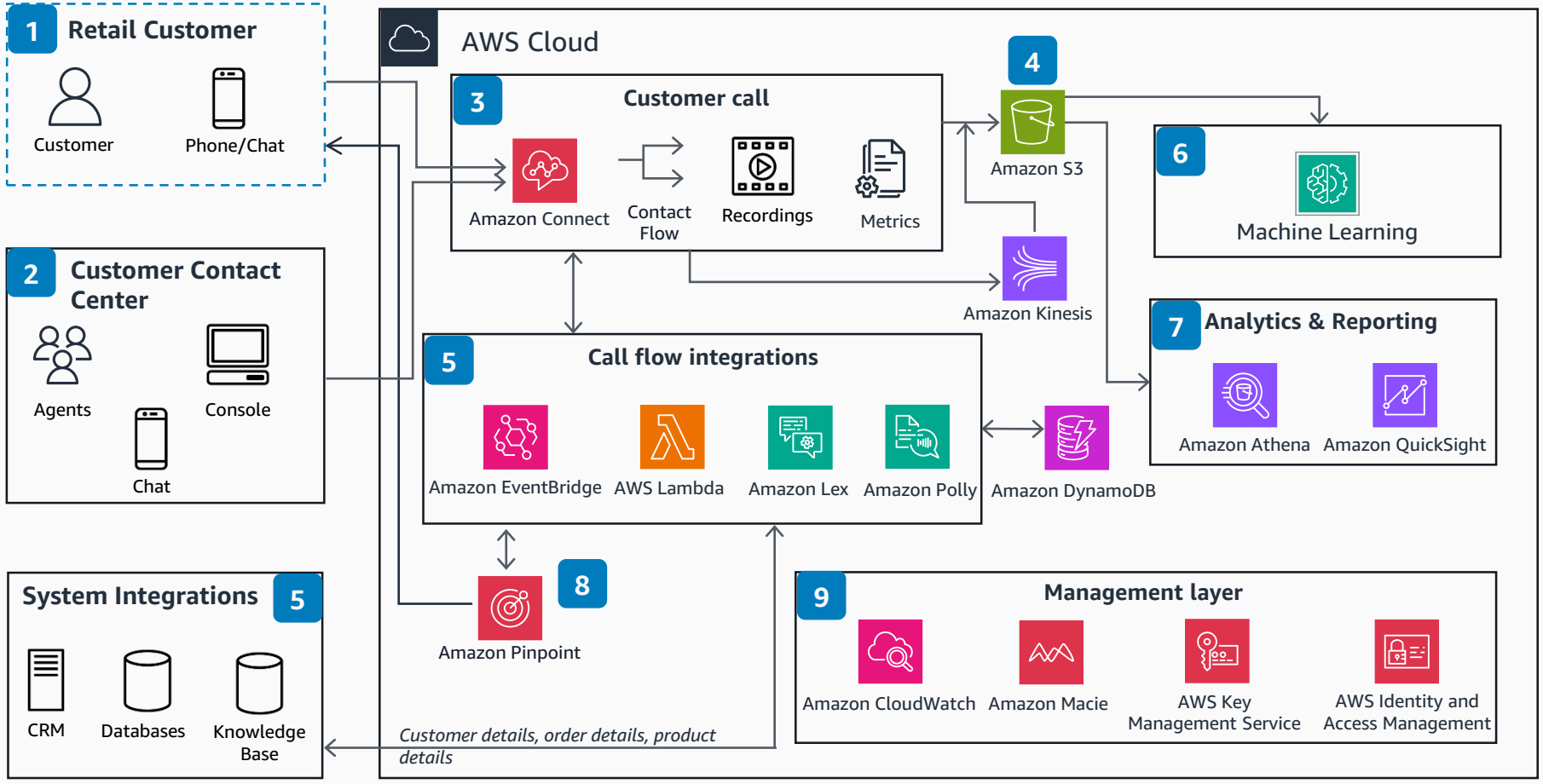
Guidance for a Modern Contact Center for Retailers on AWS

This diagram shows how retailers and merchants can build a modern contact center on AWS.



1. Retail customers contact the retailer's customer service team using their phone or chat feature, initiating a call or chat session on **Amazon Connect**.
2. Customer contact center receives or dials customer calls. Multiple agents, supervisors, or administrators can use various devices and channels, such as phones or chat through computers.
3. The retailer's **Amazon Connect** instance captures the call details, including contact flow, call recordings, and call metrics.
4. Call details, including recordings, are stored in **Amazon Simple Storage Service** (Amazon S3). **Amazon Kinesis** prepares, redacts, or encrypts any payment card industry (PCI) or personally identifiable information (PII) before storing in **Amazon S3**.
5. Call flow integrations use **Amazon EventBridge**, **AWS Lambda**, **Amazon Lex**, and **Amazon Polly.** These services invoke event related processes and data dips with multiple source systems, or databases, to check the inventory, product, customer, and transaction history.
6. **Amazon Connect Contact Lens** provides real-time analytics of customer sentiment and their conversation using machine learning (ML).
7. **Amazon Athena** and **Amazon Quicksight** provide data analytics on the details from the stored calls.
8. **Amazon Pinpoint** is used for marketing or customer communication over channels like short message service (SMS), voice, or emails.
9. **Amazon CloudWatch**, **Amazon Macie**, **AWS Key Management Service** (AWS KMS), and **AWS Identity and Access Management** (IAM) monitor, scan for PCI or PII information, and secure the customer's data.

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AWS Reference Architecture