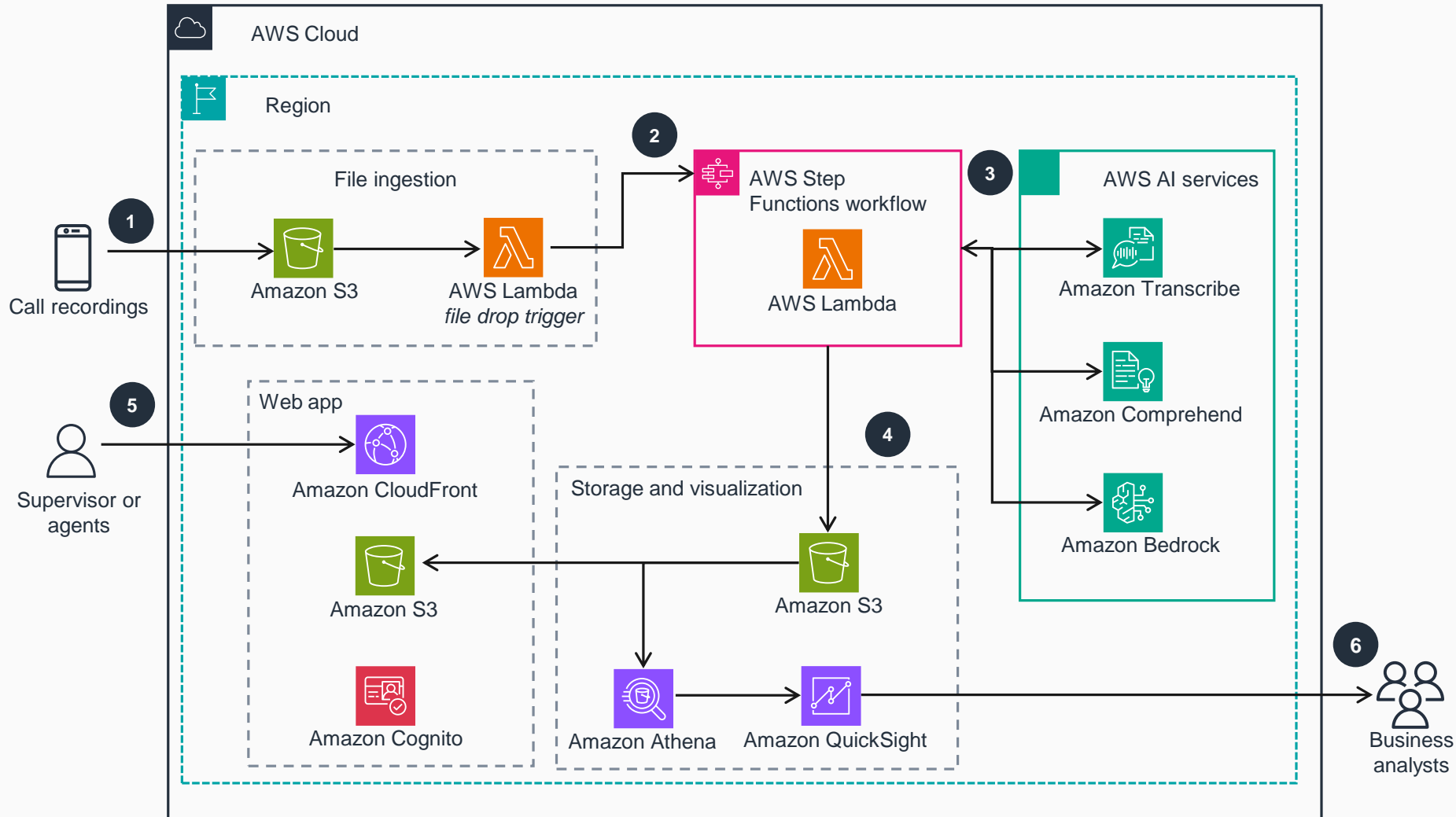


Guidance for Post Call Analytics on AWS

This architecture diagram illustrates a machine learning-powered approach that captures intent and context from call center conversations, offering dashboarding capabilities to assist business analysts in identifying trends within agent and customer call segments and experiences.



- 1 Call audio is delivered from the telephone system to an **Amazon Simple Storage Service (Amazon S3)** bucket.
- 2 This event initiates the creation of an **AWS Step Functions** workflow, which orchestrates the entire analytics process.
- 3 AWS pre-trained artificial intelligence (AI) services are called by the workflow at the appropriate times for speech-to-text and text analytics functions.
 - **Amazon Transcribe** is called to convert audio call recordings into text transcripts, forming the basis for further analysis.
 - **Amazon Comprehend** is called to perform sentiment analysis, entity recognition, and key phrase extraction on the transcribed text.
 - **Amazon Bedrock** is called to apply advanced natural language processing tasks for deeper insights into the transcribed text.
- 4 Transcript text and AI insights data are delivered to an **Amazon S3** bucket to facilitate further analysis.
- 5 Supervisors or agents can log in to the Guidance's user interface to review transcripts and insights for specific calls.
- 6 Business analysts can log in to **Amazon QuickSight** to build dashboards based upon the AI insights data, including sentiment trends, agent performance, hot topic trends, and entity insights.

