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Personalize Customer Service With Machine Learning
Deliver customer insights and improved business outcomes.

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On my role as an AWS Enterprise Strategist, I talk to hundreds of executives every year who struggle with how to use their data to innovate on behalf of their customers. I can relate, having led a cloud transformation with AWS and answering that same question when I was a senior leader at Capital One Financial Corporation. Customers now expect highly personalized experiences when they interact with organizations in all facets of their everyday life, like recommended shows to stream, clothes to buy, and the next restaurant to order from. Personalization makes us feel valued as customers and can make our lives easier, from making faster decisions with product recommendations to receiving more personalized customer service support.

Experience personalization is often a key starting point for a business's digital transformation initiative because it has an immediate impact on customer actions and results. Businesses have a lot of information about their customers: what they bought, what they returned, what they researched. Customers expect to have tailored information based on the information they give.

But personalization is hard today because information lives in multiple places, and even when it's accessible, a business needs to estimate what a customer might be interested in and serve that recommendation at the right time.

A more personalized relationship with your customers is possible using machine learning (ML) to gain deeper insights from your customer information. A great example of where we are seeing this today is in the customer service center space. We have helped thousands of organizations use the power of ML to give contact center agents a full view of their customers and create customized automated interactions to deliver more personalized service.

Seeing the big picture

Personalization starts by having a unified view of customers, such as which products they use and how many times they've reached out previously. Yet, customer data often exists in disparate systems like customer relationship management (CRM) databases and order management applications. ML helps consolidate this information into a single profile and

remove duplicative information when similar profiles are detected. This way, customer service agents can quickly view accurate, complete information about a customer in a single place. At the same time, ML helps capture customer information and monitor sentiment in real-time so that agents are empowered to deliver great service.

Our customers tell me they are using ML-powered **Amazon Connect**, AWS's omnichannel cloud contact center solution, to optimize the customer journey and route customers to agents with the right skill set based on customer characteristics. When a customer reaches out, the agent already has context about them, such as any open service requests, so they can better anticipate questions and be ready to help. Our customers also say that by offering more personalized service, their customer satisfaction scores have increased.

Ring is a smart home security company that provides support to their customers, who they call "neighbors." Using the ML features of Amazon Connect, Ring's customer support team can understand neighbor sentiment, needs, and safety issues in real time. When a neighbor calls in with an issue that requires additional support, agents have context about their account so they can help resolve the customer issue quickly. This helps Ring deliver faster, more personalized service right from the start of a conversation.

Personalizing automated interactions

ML also helps organizations personalize automated interactions that get customers answers quickly. Instead of navigating frustrating menus of "Press 1 for sales or 2 for support," customers can naturally explain what they need help with. ML understands customer intent, makes sense of the request, and formulates a response, like providing specific information to the customer.

For example, early in the COVID-19 pandemic, **MetroPlus Health**, part of the largest municipal health system in the United States, needed to reach thousands of members quickly. This scale was impossible to accomplish without automation, but they didn't want to lose the personal touch. MetroPlus Health used an Amazon Connect interactive chatbot powered by ML to quickly understand people's health needs, then reached out to as many as 10,000 people per day with proactive, personalized messages that connected people with care, resources, and support.

At AWS, we obsess over helping our customers leverage their data in simple, meaningful ways to delight their customers. With ML, experience personalization is not only possible, but it also continues to improve over time to help both agents and customers, and delivers great outcomes for businesses. Disparate customer data is consolidated for agents, automated experiences are personalized, and customer satisfaction improves.

To discover more ways to leverage ML in your contact center with Amazon Connect, click here.

To read all the pieces in our "Contact Center in the Cloud" series click here.