# Amazon Contact Center

This full-day course provides a practical and in-depth exploration of Amazon Connect, AWS's cloud-based contact center solution. Participants will learn how to set up an Amazon Connect instance, configure routing profiles, build contact flows, integrate with AWS services (like Lambda, S3, and Lex), and manage real-time and historical reporting. The course emphasizes customer experience design, automation, and cost-effective operations.

## Course objectives

By the end of this course, participants will be able to:
- Understand Amazon Connect architecture and key components
- Set up a contact center instance and configure users, routing, and queues
- Build and manage contact flows (IVRs) using Amazon Connect's visual editor
- Integrate with AWS services like Lambda, Lex, S3, and CloudWatch
- Apply best practices for real-time metrics, call recording, and customer engagement
- Analyze contact center performance using reports and analytics.

## Prerequisites

- Basic understanding of cloud computing
- Familiarity with customer service or contact center operations is helpful
- AWS basics (IAM, Lambda, S3) recommended but not mandatory

## Target Audience
- Contact center managers and IT professionals
- Cloud engineers or architects implementing customer service solution
- CX designers looking to automate and enhance customer experience
- Developers integrating Amazon Connect with other applications or CRMs
- Business analysts and operations teams involved in contact center analytics

## Course outline

**Module 1: Introduction to Amazon Connect**

- What is Amazon Connect?
- Use cases and benefits
- Comparison with traditional contact centers
- High-level architecture

**Module 2: Setting Up an Amazon Connect Instance**

- Account setup & IAM permissions
- Creating and configuring an instance
- User management and security profiles
- Telephony and contact flows overview

**Module 3: Contact Routing and Flow Design**

- Queues and routing profiles
- Contact flow types: inbound, transfer, error handling

**Module 4: Voice & Chat Channels, Call Recording**

- Managing voice and chat interactions
- Call recording settings and S3 integration
- Real-time contact control panel (CCP) walkthrough
- Configuring contact attributes

**Module 5: AWS Service Integrations**

- Using Lambda for backend integrations
- Amazon Lex for natural language IVR
- Storing data in S3 and using DynamoDB
- Using Amazon Polly for text-to-speech

**Module 6: Monitoring and Reporting**

- Real-time metrics dashboard
- Historical reports and KPIs
- Custom metrics with CloudWatch