serve7

Webinar Glossary

Amazon Connect for Higher Ed

Table of Contents

1 Using the Zoom Webinar Platform 2

1.1 Q&A 2

1.2 Surveys 2

1.3 Audio Setup 2

2 Glossary of Terms 3

1 Using the Zoom Webinar Platform

1.1 Q&A

To submit a question please click the **Q&A**  : Open the Question and answer window, allowing you to ask questions to the host and panelists. They can either reply back to you via text in the Q&A window or answer your question live.

To ask a question:

1. Enter your question into the Q&A box, then click **Send**.
   Notes:
   - Select **Send Anonymously** if you do not want your name attached to your question in the Q&A.
2. If the host replies via the Q&A, you will see a reply in the Q&A window. The host can also answer your question live (out loud). You will see a notification in the Q&A window if the host plans to do this.

1.2 Surveys

Polls and Quizzes: Polls and quizzes may be launched by the host or presenters, which will appear on your screen. These are a way to interact with the host, presenters, and their presentation.
For users on multiple screens, the location of the window will vary slightly.

- On Windows devices, the polls and quiz windows will appear on the initial screen the webinar was located when the poll was launched. So, if the Zoom Webinar window was on screen 1 when the host launched the poll, then all poll windows will appear on screen 1, unless the attendee moves the poll window to a different location, which becomes the new default location.
- On macOS devices, the poll will appear on the active screen, regardless of the location of the Zoom Webinar window.

1.3 Audio Setup

Audio Settings (only visible if the host hasn't granted you permission to talk): You can also click the upward arrow (**^**) next to change your speaker.

Unmute  **/ Mute**  : If the host gives you permission, you can unmute and talk during the webinar. All participants will be able to hear you. If the host allows you to talk, you will receive a notification about staying on mute or unmuting.
Note: You can still access the audio settings by click on the **^** arrow next to the Unmute/Mute button.

2 Glossary of Terms

Agent Assist
AI tools that analyze live conversations and automatically recommend next steps, forms, or guides to help agents respond faster and more accurately.

Agent Workspace
The unified interface within Amazon Connect where staff handle all student interactions including voice, chat, and email with full context, integrated data, and real-time AI support.

AI (Artificial Intelligence)
Technology that allows systems to simulate human reasoning, learn from data, and make predictions. In Amazon Connect, AI is used for self-service bots, real-time agent assistance, and automated conversation analysis.

Amazon Connect
A cloud-based contact centre platform from Amazon Web Services (AWS) that enables voice, chat, email, and SMS interactions in one unified environment. It scales automatically, integrates with your existing systems, and is billed based on usage rather than licenses.

Amazon Connect Assistant / Amazon Q in Connect
A GenAI-powered assistant that answers student questions and supports staff by drawing from approved institutional knowledge bases. It uses Natural Language Understanding (NLU) to interpret intent and respond conversationally.

ARR (Annual Recurring Revenue)
The projected yearly cost or revenue associated with cloud platform usage. AWS funding levels are often based on a percentage of ARR.

Assessment Funding
AWS funding that supports readiness assessments, architecture design, and cost modeling before migration.

Automated Coaching
The process of automatically assigning targeted training modules when a quality evaluation identifies a performance gap, ensuring timely and consistent improvement.

AWS (Amazon Web Services)
The world's leading cloud services provider, offering on-demand compute, storage, database, and AI services. AWS hosts and powers Amazon Connect and supports higher education institutions through funding, architecture, and migration programs.

AWS Funding Programs
Programs that provide financial support for cloud migrations and modernization projects. Proof of Concept (PoC): Funding to test and validate an idea before full production.

Assessment: Funding for readiness assessments, architecture planning, and cost modeling.
Mobilization: Funding to build readiness, train teams, and finalize production migration plans.
Migration: Usage credits provided after launch to reduce first-year operating costs.

Contact Lens
An Amazon Connect analytics feature that uses AI to analyze conversations for sentiment, compliance, and key topics, generating insights for QA and performance improvement.

Cost Forecasting
The ability to model and predict contact centre costs based on historical and seasonal usage trends, helping institutions build evidence-based ROI cases for modernization.

CX (Customer Experience / Student Experience)
The overall experience students have when interacting with your institution's services including admissions, financial aid, registration, and support. In higher education, CX directly impacts student satisfaction and retention.

Empathetic Service
A service philosophy focused on understanding and responding to student needs with care and clarity. Amazon Connect tools are designed to help agents deliver empathetic experiences efficiently.

Knowledge Base
A centralized repository of approved FAQs, policy documents, and reference materials that powers both the virtual assistant and agent support tools, ensuring responses remain accurate and compliant.

Load Spreading / Campaign Throttling
A technique used to schedule outbound communications in smaller, timed batches to prevent overwhelming staff with simultaneous responses.

Migration Bubble
The temporary overlap period where both old and new systems run concurrently during a transition. AWS funding helps reduce this cost overlap.

Migration Funding
AWS funding provided after launch in the form of usage credits to reduce first-year operating costs.

Mobilization Funding
AWS funding that helps institutions build readiness through production planning, training, and environment preparation for go-live.

Natural Language Understanding (NLU)
A subset of AI that interprets human language to identify intent and context, used by virtual assistants to understand free-form student questions.

PoC (Proof of Concept) Funding
AWS funding to create a small-scale prototype or pilot project to validate a new idea before full migration.

Proactive Engagement
Using automation to anticipate student needs and communicate before problems arise, such as sending transcript reminders before deadlines to reduce reactive call volume.

Proactive Outbound Communication
Automated notifications (SMS, email, or voice) triggered by backend systems such as the Student Information System (SIS). These remind students about missing documents, deadlines, or appointments before they become issues.

QA (Quality Assurance)
A process used by supervisors to evaluate and improve agent performance. In Amazon Connect, this is automated through AI-powered scorecards that evaluate 100 percent of interactions for tone, accuracy, and compliance.

Scorecard
A digital evaluation form used to assess staff performance and adherence to process. Amazon Connect's AI automatically completes these evaluations, highlighting where coaching is needed.

Self-Service
Tools that enable students to resolve their own issues without speaking to an agent, for example booking appointments, checking application status, or requesting document replacements via chat or voice.

Serve7
An AWS Advanced Tier Partner specializing in helping Canadian institutions modernize contact centres and student experience platforms using Amazon Connect, AI, and automation.

Serve7 CX Modernization Pathway
Serve7's structured approach combining AWS funding, AI enablement, and automation to help Canadian institutions modernize contact centres while lowering costs and improving both student and staff experiences.

SIS (Student Information System)
The primary system used by colleges and universities to manage student records,

enrollment, grades, and financial data. Amazon Connect integrates directly with SIS systems to access and update student information.

Step-by-Step (SBS) Guides
Guided workflows inside Amazon Connect that walk agents through processes such as updating addresses or confirming enrollment, reducing training time and errors.

Swivel-Chairing
The inefficiency caused when agents must switch between multiple systems such as CRM, SIS, and email to complete one task. Amazon Connect eliminates this by integrating data into one screen.

Usage-Based Pricing
A cost model where institutions pay only for the services they use such as voice minutes or chat sessions rather than paying fixed per-user licensing fees. This model significantly reduces costs during low-volume periods.

Visual IVR (Interactive Voice Response)
A modern version of the traditional phone menu that uses clickable options and visual prompts within chat or web interfaces instead of spoken lists, improving accessibility and speed.