

Independent study lab

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Conversational analytics

Confirm before relying. Quotas, prices, and names change.

Conversational analytics is Contact Lens under a new name

Contact Lens was previewed 3 December 2019 and generally available 23 July 2020. Real-time rules arrived 1 December 2020. Chat analytics arrived 29 November 2022. Post-contact summaries became generally available 25 March 2024. The 4 August 2026 document-history note says Contact Lens is now conversational analytics.

You enable it per contact with the recording and analytics block. Real-time concurrent calls default to a quota of 300. Post-call jobs are sized from duration and volume. The planning formula in the quota page is duration times 0.4 times calls per hour, divided by 60.

- Redaction is a setting. Confirm it before you promise it.
- Categories are rules. They are not Lex intents.
- Summaries can be wrong. The recording is the evidence.
- A contact with analytics off produces no transcript to search.

Source: Contact Lens GA, 23 Jul 2020

Turn conversational analytics on for the contact

New instances have conversational analytics enabled. Older instances, or instances where it was turned off, need Analytics tools, Enable conversational analytics, and Save in the console. The contact then needs a Set recording and analytics behavior block. New flows use Set recording, analytics and processing behavior. The enable page says the steps match.

Voice needs call recording On for the agent and the customer, then Enable speech analytics. You choose post-call or real-time, and a language. Chat analytics returns both real-time and post-chat results. Email uses the newer block, placed before the email is routed, and can add a contact summary.

- A transfer creates another contact ID. Add the block again. A queue-to-queue transfer copies the configuration.
- With several analytics blocks, real-time uses the first. Post-call agent analytics uses the last.
- From October 2026, automated-interaction analytics moves toward real-time and uses the first block. The page says Customer Basic instances stay on post-contact analytics using the last block.
- Sentiment starts on when the language supports it. Redaction can miss sensitive data. The page says it is not a HIPAA de-identification.

Source: Enable conversational analytics

Evaluation forms, from a blank page to a rule

You can create a form from a sample, from a PDF of at most 2 MB, from a blank form, or from JSON exported by another instance. The create permission named on the page is Analytics and Optimization - Evaluation forms - manage form definitions - Create. Sections and questions can carry weights.

Automation can answer questions from contact categories or from a model that reads the question title, the instructions, and the transcript. Fully automated submission has to be turned on before you activate the form. Activation then asks you to create a rule that chooses which contacts get that form.

- Sample forms cover agent-handled and self-service interactions.
- The page names five outcome metrics on sample forms: customer satisfaction, churn propensity, successful sale, and full or partial self-service success.
- A PDF import comes back as a draft, typically within one minute, for you to review.
- You can save a draft and leave. Activation is a later step, after preview and validation.

Source: Create an evaluation form

Configure conversational analytics and fix the empty transcript

Enable the analytics behavior on the recording block for the flows that need it, including the outbound whisper if outbound matters. Confirm the language. Confirm redaction. Check the real-time quota if supervisors say rules never fire during a storm. Post-call jobs scale with

minutes. Use the quota page's 40 percent rule of thumb to see if you are out of job concurrency.

Names: the console may say conversational analytics. Your old diagram may say Contact Lens. Search both.

- A flow that sets recording off 'for this queue' also kills the transcript.
- Rules on keywords need the real-time path.
- Summaries are absent until the post-contact job finishes.
- Chat analytics is a separate enablement from voice. It arrived later and is configured on the chat contact.

Source: Conversational analytics quotas

Sources and go deeper

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- [Connect Customer agent event streams - Amazon Connect Customer](#) AWS docs. last checked 2026-10
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- [Enable conversational analytics in Connect Customer conversational analytics - Amazon Connect Customer](#) AWS docs. last checked 2026-10
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- [Use Connect Customer Customer Profiles - Amazon Connect Customer](#) AWS docs. last checked 2026-10
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- [Customer relationship management - Wikipedia](#) Wikipedia. last checked 2026-10

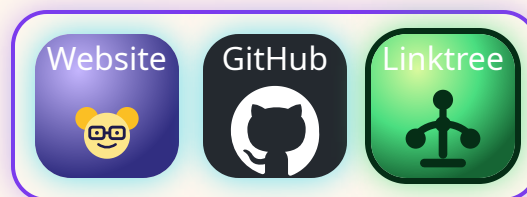
[sources.json \(an-lens\)](#) [sources.json \(lens-on\)](#) [sources.json \(lens-eval\)](#) [sources.json \(eco-lens-ops\)](#)

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