

# Your quick guide to using Amazon **Q** Business



## Introducing: Amazon Q Business

Amazon Q Business is a generative AI assistant from Amazon Web Services (AWS) that empowers employees with their company's knowledge and data. It can answer questions, provide summaries, generate content, and securely complete tasks based on the data and information in their enterprise systems.

Amazon Q Business uses retrieval augmented generation (RAG), a process that helps it understand your questions (or "prompts"). RAG enables Amazon Q Business to search through large amounts of data, and generate relevant, accurate responses based on your data.



#### QUICK TIP

The output provided by Amazon Q Business can be generated from three sources: your organization's data you connect to (like a wiki or knowledge base); any documents uploaded directly into the conversation (like an earnings release or contract); and general LLM knowledge, or world knowledge, which is not limited to your organization's data.

## What is a prompt, and why does it matter?

Prompts are questions you ask Amazon Q Business to complete specific tasks. The quality of your questions (the "inputs") will influence the helpfulness of the answers you receive (the "output"). To get the most out of Amazon Q Business, it is important to know how to craft an effective prompt.

Review this guidance to get the most accurate, complete, and helpful answers with Amazon Q Business.

## **Getting started with Amazon Q Business prompts**

#### Ask questions or give commands, don't just type keywords

RAG is not like a traditional search where you input keywords and get a result. It operates better with complete questions that are asked in specific and clear language rather than standalone phrases.

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How do I block pop-ups on my computer? Please provide instructions step by step

Don't just type keywords, ask questions or give commands.





**QUICK TIP** 

While you use natural language in a prompt, remember that AI does not have subjective perspectives like humans. The instructions must be explicit enough that another person could perform the task by only reading the prompt.

💢 DON'T

#### The four primary elements

The more elements you provide will enable Amazon Q Business to generate the most accurate, complete, and helpful answers.

### PRIMARY ASK

**INPUT DATA** 

The main action or information you want from Amazon Q Business

My laptop is broken. I want some troubleshooting steps.



#### QUICK TIP

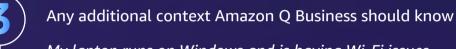
Every prompt should include at least a guestion (how can I install antivirus software?) or a command (tell me how to install antivirus software).

## Useful data points that you want included to influence

the answer

I already tried updating it and restarting.

# CONTEXT



My laptop runs on Windows and is having Wi-Fi issues.

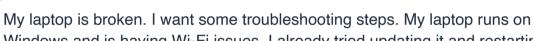


## **OUTPUT REQUEST**

How Amazon Q Business should format or style the output

Format steps as a numbered list, in the order of steps I should take.





FINAL PROMPT

Windows and is having Wi-Fi issues. I already tried updating it and restarting. Format steps as bullet points, in the order of steps I should take. Responding from approved sources







## Interacting with content using Amazon Q Business

To get the best experience when interacting with your content in Amazon Q Business, you should consider the source type of your data: indexed content, chat uploaded content, and general LLM knowledge ("world knowledge"). Here are some examples to help you get started started using Amazon Q Business based on what data you are interacting with:

**SOURCE TYPE** 

YOU WANT TO...

**SAMPLE PROMPT** 

## Indexed



Get answers from existing

documents or knowledge bases across your company's data sources that have been connected to Amazon Q Business. Ask for instructions or

- guidance for specific processes Ask for summaries on
- Ask who, what, or why type questions
- specific topics

What is the policy for replacement laptops?

Why are some Android phones not allowed for mobile email? Summarize the airline travel

policy. Include details about any

Who do I contact to submit a laptop service request?

medical exception processes.

# **Chat Uploaded**



Get information specific to the content you have uploaded—and that content only. Summarize documents

- and extract insights such as key themes
- Identify action items

and owners

Compare and contrast specific documents

What is the difference between these two contracts?

Summarize this document.

Highlight the pros and cons of each suggested approach in this PDF.

and who owns those next steps?

What next steps were discussed.

## ("world knowledge")

General LLM Knowledge



creative answers. Create a catchy title

• Write a blog introduction

Ask questions of the large

language model (LLM) that need

want to discuss [topic 1] and [topic 2].

Outline a presentation for an

upcoming investor call where we

Create an agenda for a half-day event. Focus the event agenda topics on helping employees get to know each other.

Don't stop there!

## Continue iterating on your prompts for even better results.



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You can tell Amazon Q Business to take on a certain persona when crafting its

You can ask follow-up questions to get

response. For example, "You are a detective from the 1800's based in London. Word your response as if you were solving a case. What are the key insights



gradually increase the complexity.

Starting a new conversation to remove

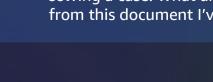
accuracy especially when the conversation

any prior context will help increase

history and context is not helpful.

Refine prompts based on the response

quality. Start with simpler prompts and



from this document I've uploaded?"

# Ready to start doing more with your company's knowledge and data?

Meet Amazon Q Business >

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