



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

1 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.



DO

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



DON'T

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.

2 The four primary elements

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



QUICK TIP

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

PRIMARY ASK

1

The main action or information you want from Amazon Q Business

My laptop is broken. I want some troubleshooting steps.

INPUT DATA

2

Useful data points that you want included to influence the answer

I already tried updating it and restarting.

CONTEXT

3

Any additional context Amazon Q Business should know

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

OUTPUT REQUEST

4

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

My laptop is broken. I want some troubleshooting steps. My laptop runs on 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 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 specific topics
- Ask who, what, or why type questions

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 medical exception processes.

Who do I contact to submit a laptop service request?

Chat Uploaded



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

- Summarize documents and extract insights such as key themes
- Compare and contrast specific documents
- Identify action items and owners

Summarize this document.

What is the difference between these two contracts?

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

What next steps were discussed, and who owns those next steps?

General LLM Knowledge ("world knowledge")



Ask questions of the large language model (LLM) that need creative answers.

- Create a catchy title
- Write a blog introduction

Outline a presentation for an upcoming investor call where we want to discuss [topic 1] and [topic 2].

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.



You can ask follow-up questions to get more clarity.



Refine prompts based on the response quality. Start with simpler prompts and gradually increase the complexity.



You can tell Amazon Q Business to take on a certain persona when crafting its 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 from this document I've uploaded?"



Starting a new conversation to remove any prior context will help increase accuracy especially when the conversation history and context is not helpful.

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

Meet Amazon Q Business >