

The background features a dark blue gradient with large, overlapping, semi-transparent shapes in shades of purple, pink, and orange, creating a modern, abstract design.

AWS re:Invent

NOV. 27 – DEC. 1, 2023 | LAS VEGAS, NV

Attendee Guide: Customer experience with Amazon Connect

Recommendations

Explore the top CX-focused re:Invent sessions to stay up to date on providing superior customer service at a lower cost with Amazon Connect, the AI-powered cloud contact center.



INNOVATION TALK

BIZ225-INT | C-suite leaders talk generative AI and applications

Join AWS Applications VP, Dilip Kumar, for a panel session with C-suite leaders from Asana, U.S. Bank, and Woodside Energy on how generative AI is changing the way we think about business outcomes, customer service, and employee happiness. This innovation talk covers the processes and systems that generative AI will transform in organizations and the challenges leaders expect when integrating technology into their tech stack. Hear about new capabilities from the AWS Applications group, including new generative AI features and services.

SPEAKERS:

Dilip Kumar, VP of Applications, AWS

Alex Hood, Chief Product Officer, Asana

Kent Lemon, SVP Contact Center Customer Engagement, US Bank

Meg O'Neill, CEO, Woodside Energy Group



BREAKOUT SESSION

BIZ216 | What's next in contact centers with Amazon Connect and generative AI

The cloud is helping companies modernize their contact centers, accelerate innovation, and deliver better customer service at scale. Today, business and contact center leaders are looking to AI technologies like generative AI to accelerate innovations that better service customers, assist and empower agents, and uncover customer and business insights from their data. Join this session to hear what's new with Amazon Connect and how companies are optimizing their operations and everyday agent work to deliver better outcomes for their customers and business.

SPEAKERS:

Pasquale DeMaio, VP of Amazon Connect

Chris Short, Sr. Director Product Management, Capital One

Ram Mepperla, Director of Software Engineering, Capital One



Join us for an evening of fun and game-changing CX insights!

AWS re:Invent

**CUSTOMER EXPERIENCE
NETWORKING RECEPTION**

November 29, 2023 | 6:00PM – 9:00PM PST
Villa Azure Las Vegas at The Venetian
3327 South Las Vegas Boulevard, Las Vegas, NV 89109

[Learn more and RSVP to reserve your spot.](#)



Amazon Connect track sessions

BUSINESS APPLICATIONS TRACK SESSIONS LED BY AMAZON CONNECT CUSTOMERS AND AWS EXPERTS

BREAKOUTS

- [BIZ216](#) | What's new in contact centers with Amazon Connect – Speakers: Capital One and AWS
- [BIZ217](#) | How DISH scaled contact center and agent success with Amazon Connect – Speakers: DISH and AWS
- [BIZ218](#) | Personalize omnichannel customer experience with Amazon Connect and AI – Speakers: Adobe and AWS
- [BIZ219](#) | Uncover insights and optimize workforce performance with Amazon Connect – Speakers: John Hancock and AWS
- [BIZ226](#) | Transform self-service with AI and Amazon Connect – Speakers: DoorDash and AWS

BUILDER

- [BIZ309](#) | How to use your contact center data to optimize workforce performance

WORKSHOPS

- [BIZ302](#) | Deliver compliant routing across channels with Amazon Connect
- [BIZ303](#) | Leverage real-time contact center insights to improve customer service
- [BIZ304](#) | Use LLMs to analyze data and provide guidance to contact center agents

CHALK TALKS

- [BIZ308](#) | Empower your contact center agents with Amazon Connect & generative AI
- [BIZ310](#) | The opportunities and challenges of generative AI in contact centers
- [BIZ311](#) | Automate agent evaluations with Amazon Connect and generative AI



Amazon Connect industry and partner sessions

INDUSTRY AND PARTNER SPONSORED SESSIONS LED BY AWS EXPERTS, PARTNERS, AND CUSTOMERS

AI/ML TRACK

- [AIM222](#) | Amazon Lex reshapes CX with conversational workflows and generative AI (Breakout)
- [AIM355](#) | Build conversational experiences with Amazon Lex and generative AI (Workshop)

INCLUSION, DIVERSITY, AND EQUITY

- [IDE201](#) | Building neuroinclusive cloud experiences (Breakout)

TRAVEL AND HOSPITALITY

- [TRV201](#) | From modernization to innovation: The tales of two hospitality leaders (Breakout) – Speakers: Best Western Hotels & Resorts and DoorDash
- [TRV203](#) | How Choice Hotels is unifying guest profiles to drive personalization (Lightning Talk)

PUBLIC SECTOR

- [IMP104](#) | Improve outreach with cost-effective contact center solutions (Lightning Talk)
- [IMP205](#) | Modern digital experiences to accelerate mission impact (Breakout) – Speaker: Mercy Corps

PARTNER SPONSORED

- [BIZ224-S](#) | Transform your service organization with AI and automation (sponsored by Salesforce)
- [AIM312-S](#) | Implement, scale, operate & innovate: TennCare's cloud strategy (sponsored by Deloitte)
- [CEN101-S](#) | Personal AI: KBC Group's Assistant To Ease your mind (Kate) (sponsored by Cognizant)
- [CEN102-S](#) | Reimagining the client experience at Truist (sponsored by Accenture)



Useful resources

Stay up to date with the AWS Events mobile app and build your schedule.



Session types



KEYNOTES

The most important cloud announcements of the year happen during re:Invent keynotes. Attend keynotes in-person to hear news and product launches that will change the cloud landscape and help you build applications and power your business with AWS.



INNOVATION TALKS

Discover the latest innovations on a range of cloud computing topics from visionary AWS leaders. Innovation Talks are 60-minute sessions that spotlight how AWS is empowering customers to innovate and overcome their most important business challenges.



BREAKOUT SESSIONS

AWS re:Invent breakout sessions are lecture-style and one hour long. These sessions take place across the re:Invent campus and cover all topics at all levels (200–400). For our virtual attendees, breakout sessions will be available as on-demand video.



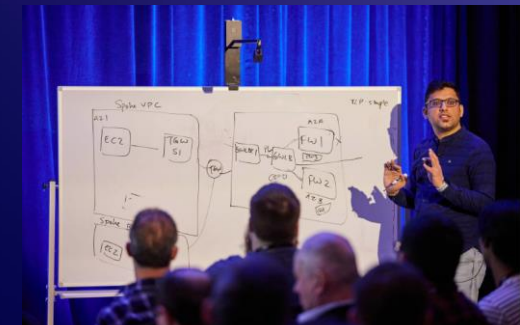
WORKSHOPS

Workshops are two-hour hands-on sessions where you work in teams to solve problems using AWS services. Workshops organize attendees into small groups and provide scenarios to encourage interaction, giving you the opportunity to learn from and teach each other.



BUILDERS' SESSIONS

These are 60-minute small group sessions with up to five attendees and one AWS expert per table, who is there to answer questions and provide guidance. It's just you, your laptop, and the AWS expert.



CHALK TALKS

Chalk talks are highly interactive whiteboarding sessions with AWS experts. Expect a lively technical discussion, centered around real-world architecture challenges, with a small group of experts and peers. These sessions run for 60 minutes.



Got free time on your schedule?

There are many learning opportunities across the re:Invent campus in Las Vegas that require no reservation. Drop by the Expo, visit a content hub, or practice your craft in one of our labs.



EXPO

Learn from AWS experts and partners. The Expo at The Venetian will host the AWS Village, AWS Partner Network booth, AWS Marketplace booth, Builders' Fair, Developer Lounge, a demo theater, Jam Lounge, Startup Central, and sponsor booths. Come by and see all that the Expo has to offer!



CONTENT HUBS

Breakout session repeats will take place all week in all re:Invent venues, along with overflow sessions in our content hubs (centralized overflow rooms in every venue). We will also stream live content to the content hubs as the sessions fill up.



SELF-PACED LABS

Gain cloud experience in a live AWS lab environment and explore real-world scenarios in the AWS Management Console. You'll get step-by-step guidance as you apply your knowledge to tasks that cover machine learning, security, networking, and more.

Whether you're new to AWS or diving deeper with your technical skills, learn by doing with our 150+ self-paced AWS Builder Labs. And if you have any questions, you'll find AWS experts available to help.



Mobile app

The AWS Events mobile app is your companion in planning and navigating your re:Invent experience.

- Explore the sessions, experts, and exciting new services and features that will be available at re:Invent
- Plan your experience by adding sessions of interest to your planner
- Get updates on the latest content, speakers, and services added to the catalog
- Complete session survey questions and provide feedback
- View a map of the re:Invent campus
- Get notifications for activities happening throughout the event

[Learn more](#)



Your re:Invent checklist

- ✓ Register for re:Invent, book your hotel, book your travel reservations, upload your badge photo
- ✓ Visit the [re:Invent website](#) to stay up to date on announcements
- ✓ Add all five [keynotes](#) to your agenda
 - Pro tip:** This is where you'll catch the biggest AWS launches
- ✓ Add your favorite Leadership sessions to your agenda
- ✓ Get ready for reserved seating: favorite the learning sessions of interest to you
- ✓ Familiarize yourself with sponsors in the [Expo](#), along with the Expo map
- ✓ If you're attending with a team, connect with your colleagues to plan how to maximize the learnings
 - Pro tip:** Don't forget to find time to reconvene with your team and debrief on everyone's experiences
- ✓ Check out the [community](#) activities and add them to your agenda
- ✓ Follow AWS on Instagram, Facebook, LinkedIn, and Twitter

Thank you



Any feedback/suggestions?

Please email us at reinventsalesupdates@amazon.com

