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| <p>9:00 AM PT /<br/>12:00 PM ET</p> | <p align="center"><b>Welcome &amp; Introduction</b></p> <p align="center"><i>Speaker: Victoria Webster, Amazon Connect Sales Specialist, AWS</i></p>  |  |
| <p>9:05 AM PT /<br/>12:05 PM ET</p> | <p align="center"><b>Keynote Fireside Chat</b></p> <p align="center">Sit down with Amazon Connect VP/GM Pasquale DeMaio as he shares his vision for Amazon Connect, what customers can be doing now to optimize their customer and agent experiences, and the latest innovations for Amazon Connect.</p> <p align="center"><i>Speaker: Pasquale DeMaio, Amazon Connect VP/GM, AWS</i></p>   |  |
| <p>9:35 AM PT /<br/>12:35 PM ET</p> | <p align="center"><b>Achieving Customer Amazement</b></p> <p align="center">Follow Shep Hyken, Customer Experience Expert at Shepard Presentations, as he walks through his top 10 findings from his ACA Study - where he surveyed over 1,000 consumers to find out their thoughts on customer service and customer experience (CX).</p> <p align="center"><i>Speaker: Shep Hyken, Customer Experience Expert, Shepard Presentations</i></p>  |  |
| <p>9:45 AM PT /<br/>12:45 PM ET</p> | <p align="center"><b>Break</b></p>  |  |
| <p>10:00 AM PT /<br/>1:00 PM ET</p> | <p align="center"><b>Business Track</b></p>   | <p align="center"><b>Technical Track</b></p>   |
|                                     | <p align="center"><b>Optimize Your Contact Center and Workforce with Actionable Insights (Level 100)</b></p> <p>Hear how Ameriflex is using Amazon Connect to make data driven decisions that can improve agent performance and customer experiences. Learn how managers can optimize agent productivity with ML-powered automation for workforce forecasting, capacity planning, and scheduling. Understand how they can assess more agent/customer interactions using automated performance evaluation forms populated by conversational analytics.</p> <p align="center"><i>Speaker: Anjanette DeCoudreaux, VP Project Management, Ameriflex</i></p> | <p align="center"><b>Raise the bar on quality management and improve agent performance with ML/AI powered automation (Level 100)</b></p> <p>Looking for more AI-driven efficiencies to help agents perform at their best? Learn how to use conversational analytics for automatic scoring to reduce bias and streamline the agent evaluation process. Reduce the need for managers to do manual reviews by using task-based evaluation routing to automate distribution of evaluations, and drive more efficiencies in your contact center.</p> <p align="center"><i>Speakers: Greg Thomas, Scaling Solutions Architect, Rob Pittfield, Principal Scaling Solutions Architect, AWS</i></p> |
| <p>10:30 AM PT /<br/>1:30 PM ET</p> | <p align="center"><b>Analyst Insights: Customer service trends &amp; predictions for 2023 and beyond (Level 100)</b></p> <p>Today's CX leaders face the ongoing challenge of improving customer experiences and reaching customers with more empathy. This comes at a time when business outcomes are more scrutinized than ever. Hear Max Ball, Principal Analyst at Forrester, share the latest customer service trends for 2023 and what you can be doing now in pursuit of business success for the rest of the year and beyond.</p>  | <p align="center"><b>Personalize customer service with an omnichannel approach (Level 100)</b></p> <p>Today's customers value fast, personalized service, no matter what channel they choose. In this session, learn how to personalize every touchpoint, optimize your customer engagement strategy with channels like SMS and outbound campaigns, and reduce costs by offering the right channel at the right time.</p>  |

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|                                     | <i>Speaker: Max Ball, Principal Analyst, Forrester</i>  | <i>Speakers: Hannah Bloking, Specialist Solution Architect Manager,<br/>Nelson Martinez, Solution Architect, AWS</i>  |
| <b>11:00 AM PT /<br/>2:00 PM ET</b> | <b>Break</b>  |   |
| <b>11:15 AM PT /<br/>2:15 PM ET</b> | <p><b>Operational Excellence: A culture of innovation (Level 100)</b></p> <p>Innovating through operationally busy times - from Cyber Monday to tax season to summer travel - demands successful collaboration across an organization. It's more than just a few meetings and shared objectives – innovation requires a cultural mindset shift. Listen in as an Amazon leader shares Amazon's culture of innovation and provides perspective on obsessing over customers and letting data lead the way in driving operational excellence.</p> <p style="text-align: center;"><i>Speaker: Coming soon!</i></p>                                     | <p><b>Increase agent productivity with guided workflows (Level 100)</b></p> <p>How can you help your agents know what to do and when? Providing discrete next steps for agents based on current context (such as a lost order) can help increase agent productivity and improve customer satisfaction. In this session we will show how Amazon Connect step-by-step guides help agents through actions to resolve an issue, such as initiating a replacement order, based on customer history and context from call queues and IVR responses.</p> <p style="text-align: center;"><i>Speakers: Elaine Mah, Solution Architect,<br/>Chad Hendren, Principal Solution Architect, AWS</i></p> |
| <b>11:45 AM PT /<br/>1:45 PM ET</b> | <p><b>Partnering up: Crafting a magical customer experience in mere days (Level 100)</b></p> <p>In this session, CX experts and current AWS Software Partner of the Year, Local Measure, will give you a practical guide on how to create magical omnichannel customer experiences (in mere days) that delight your customers and unlock hidden efficiency and cost savings in your business.</p> <p style="text-align: center;"><i>Speakers: Jonathan Barouch, Founder &amp; CEO,<br/>Hannah Milborrow, Chief Product &amp; Technology Officer, Local Measure</i></p>  | <p><b>Learn how a leading freight brokerage automated their contact center with the help of AWS partner ScaleCapacity (Level 100)</b></p> <p>In this session, learn how a leading freight brokerage leveraged Amazon Connect and its integration with AWS partner ScaleCapacity to implement a self-service solution and reshape its entire business process to deliver a better agent and customer experience.</p> <p style="text-align: center;"><i>Speaker: Vijay Musaligari, SVP and technical lead on the project, ScaleCapacity</i></p>   |
| <b>12:15 PM PT /<br/>3:15 PM ET</b> | <p><b>How we've delivered better CX outcomes (Level 100)</b></p> <p>How can you leverage the latest Amazon Connect innovations to improve the customer and agent experience? Hear from an Amazon Connect customer as they share how they've delivered tangible business results with Amazon Connect. You'll leave inspired about how to get started, harness the power of the cloud, and innovate continuously with Amazon Connect.</p> <p style="text-align: center;"><i>Speakers: Charles-Albert de Magistris, VP Operations,<br/>Stephen Ng, VP Technology Enablement, Telus Health,<br/>Carrie Niddrie, AABG Delivery Lead, Accenture</i></p> |   |
| <b>12:45 PM PT /<br/>3:45 PM ET</b> | <p><b>Take your next step towards the future of customer service</b></p> <p>Curious about how to get started? Hear the next steps you can take today to optimize your customer experience outcomes.</p> <p style="text-align: center;"><i>Speaker: Victoria Webster, Amazon Connect Sales Specialist, AWS</i></p>   |   |

1:00 PM PT /  
4:00 PM ET

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