
AWS
re:Invent
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BIZ102

# How women leaders are transforming customer experience


Laura Fraser

Principal BD Manager
AWS

Delia Medina

VP Customer Care Innovation
First Advantage

Hexin Wilson

VP Customer, Experience Servicing
Saks.com

Kim Honeywell

AVP Strategic Solutions
Symetra

Joanna Bird

VP Sales of Amazon Connect
NeuraFlash



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# Our panel



**Delia Medina**
VP Customer Care Innovation

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SYMETRA
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**Joanna Bird**
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Moderated by:



**Laura Fraser**
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# Attend Amazon Connect sessions

## Wednesday

**WORKSHOP**

BIZ308 @ 3:15pm: Route contacts based on emotion models with Amazon Connect and AI/ML




## Thursday

**BREAKOUT SESSION**

BIZ207 @ 4:15pm: How NAB transformed the self-service experience with Amazon Connect & ML

- Jim Kraeutler, Principal Product Manager, AWS
- Alex Kocher, Head of Assisted Experience Technology, National Australia Bank
- Rebecca Condon, Sr Manager, Channels & Business Product Owner Contact Centre Capabilities, National Australia Bank

**CHALK TALK**

BIZ305 @ 11:00am: How to use Amazon Connect to optimize agent productivity

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# Thank you!

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