

CASE STUDY

AWS Customer Advisory Board

AWS Event Strengthens Customer Relationships and Shapes QuickSight Roadmap

OBJECTIVE

As AWS prepared to host its 2025 North America QuickSight Customer Advisory Board (CAB) in San Diego, the team faced a key challenge: planning and executing its largest CAB to date – nearly 60 attendees – without sufficient internal bandwidth or dedicated event resources. The goal was to create a high-impact forum for customers to share success stories, preview roadmap developments, and provide feedback to shape future product direction.

To overcome this challenge, AWS turned to The Channel Company, a trusted partner for this event for the last three years, to manage the end-to-end event planning, strategy, and logistics.

SOLUTION

Over six months of preparation, TCC worked closely with AWS stakeholders to ensure a flawless CAB experience. TCC researched and contracted the two-day meeting space, coordinated AV, arranged food and beverage menus, and managed room block reservations and attendee lists. To create memorable experiences beyond the sessions, TCC sourced a private dinner venue, organized guest transportation, and arranged an off-site dinner on the first night. The team also designed and produced all event collateral, including banners, name badges, and printed agendas, while curating thoughtful swag and attendee gifts to round out the event experience.

By offloading these responsibilities to TCC, AWS was able to focus on delivering impactful content and fostering deeper customer engagement, confident that every logistical detail was expertly handled.

BENEFITS & OUTCOMES

Product Feedback to Accelerate Roadmap

Customers validated early-stage innovations and shared clear product needs:

- Strong interest in GenAI, Highcharts integration, and Data Engine V2
- Appreciation for custom permissions functionality
- Clear asks for improvements to Pixel Perfect Reporting pricing, Office integrations, and GovCloud security features

Stronger Customer Sentiment and Advocacy

- CSAT score: 4.9/5
- Attendees described the experience as “collaborative,” “empathetic,” and “strategic”
- Customers expressed a desire for more in-person user groups and intimate, high-value virtual forums

Action-Oriented Follow-Up

AWS walked away with a clear list of next steps:

- Address pricing feedback (e.g., PPR)
- Accelerate roadmap delivery in high impact areas
- Maintain structured follow-up with CAB participants
- TCC gained AWS’ trust to plan their 4th annual CAB next year