



REALIZING YOUR CUSTOMER FIRST VISION



CUSTOMER CONTACT EAST:
A FROST & SULLIVAN EXECUTIVE MIND XCHANGE

Part of our 2019 International Customer Contact Executive MindXchange Series

April 7 – 10, 2019
JW Marriott Marco Island Beach Resort
Marco Island, Florida

 #CCFrost

 www.frost.com/linkedinCC

5 REASONS WHY YOU MUST ATTEND

1 YOUR CUSTOMER IS YOUR TRUE NORTH

Every person, every process, every tool must embed the customer in its DNA. Ignore this at your peril.

2 TECHNOLOGY IS MOVING FAST

An era of unprecedented change is upon us, driven by the exponential acceleration of digital technologies. Get a grip on a fast moving landscape of solutions.

3 PEOPLE ARE MORE IMPORTANT TO SUCCESS THAN EVER BEFORE

Although technology is enabling personalization, it is your people who forge the customer bonds so critical to your brand. Investment here is an imperative.

4 INSPIRE YOUR PEERS, COLLEAGUES AND YOUR INTELLECTUAL CURIOSITY

Our events are designed for you to open up most formidable challenges and forge lasting connections with your industry peers. Ultimately, you will leave the event feeling invigorated, inspired and ready to enact purposeful change.

5 YOU STILL HAVE TO BE “ALL THAT”

Amidst all the disruption, innovation, and consumer upheaval comes the unabated demand for operational efficiency and effectiveness. Plan for the “must have” people, process, and technology needed to meet the expectations placed on you by senior management.

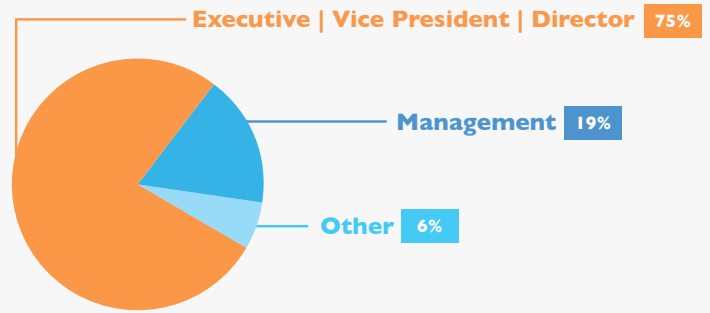


LOCATION, LOCATION, LOCATION

JW Marriott Marco Island Beach Resort

Set on three miles of private white sand beach on the Gulf of Mexico, this luxury hotel offers a haven of waterfront tranquility; a beautiful setting where sunsets dazzle and the ocean refreshes.

EXECUTIVE PROFILE / WHO WILL PARTICIPATE



Join our growing community of customer contact, customer experience, and operations executives seeking and sharing new ideas and creative approaches to common challenges. Network with Vice Presidents, Directors and Senior Managers of:

- Call Centers
- Contact Centers
- Customer Analytics
- Customer Care
- Customer Contact
- Customer Experience
- Customer Satisfaction and Loyalty
- Customer Service
- Customer Strategy
- Customer Support
- Operations
- Quality Assurance

*please note this profile is based on past Executive MindXchange events.

YOUR NEW FAVORITE EVENT

COLLABORATE, COLLABORATE, COLLABORATE

Engage in strategic conversations with customer care and experience executives, guaranteed to generate new ideas!

RELAX, HAVE FUN, AND MAKE NEW FRIENDS

Keep your contact list building and your engines revving while enjoying many unique networking events.

FIND SOLUTIONS FAST

Be sure to sign up for a Frost & Sullivan Exclusive: Solutions Wheel! Collaborate speed date style with leading solution providers and discover who will help you address your business challenges - without a hard sales pitch.

STAY AHEAD OF THE TECHNOLOGY CURVE

One-to-one personalized discussions will focus around new services that executives can take advantage of to meet the specific needs of their businesses.

SEE FOR YOURSELF

Join us for a contact center site tour and get tangible examples of customer engagement excellence.

+ 63 Net Promoter Score®

Source: TechValidate Survey of Customer Contact East 2018 Executive MindXchange Participants



**CUSTOMER CONTACT EAST
EXECUTIVE MINDXCHANGE ADVISORY BOARD**

ANNIVERSARY

An event shaped by a community of your peers!



Frost & Sullivan extends its appreciation to the following Advisory Board Members for their expertise and valuable support in ensuring the agenda delivers relevant and valuable content.

Kelley Bond

Director, Customer Care Operations
WalMart
Customer Engagement
Leadership Council Member

Greg Dewart

Managing Director, Administration
& Customer Experience
State of Maryland

Raquel Macarthy

Customer Experience Director
Replacements, Ltds
Customer Engagement
Leadership Council Member

Dave Russo

Senior Vice President, Services Operations
and Support
Erie Insurance
Customer Engagement
Leadership Council Member

Klaus Buellesbach

Director, Ace Care Center & Deployment
Ace Hardware Corporation

Jesse Hanz

Director, Experience Centers
Schneider Electric

William McGovern

Director, Support Services
& Customer Experience Lead
ABB US

Steve Schneider

Head of Contact Center Delivery
Aetna Health Plans
Customer Engagement
Leadership Council Member

Samuel Carrington

Former Help and Service
Design Manager
Lyft

Eileen Lash

Managing Director,
National Contact Center
TIAA
Customer Engagement
Leadership Council Member

Derek Pawsey

Vice President, Customer Success
Avanti

Andrew Turner

Senior Vice President,
Customer Experience
Cenveo

Sue Cloutier

Manager, Operations
Mayo Clinic
Customer Engagement
Leadership Council Member

Stephen Loynd

Global Program Director,
Digital Transformation Practice
Frost & Sullivan

David Richardson

Vice President, Customer Service
Infinity Insurance Company
Customer Engagement
Leadership Council Member

James Vick

Vice President, Customer Service
Acer America
Customer Engagement
Leadership Council Member

**Snapshot Of Companies Represented At
Previous Executive MindXchange Events**



SCHEDULE-AT-A-GLANCE

DENOTES CONTENT SESSIONS

DENOTES NETWORKING EVENTS

CHOOSE BETWEEN SIX DIFFERENT COLLABORATION ZONES:

Customize your agenda! Stay the course with one zone or bounce around to others. All collaboration zones are Power-Point Free, participant-driven discussions featuring creative thinking and idea generation.

- Zone 1. Strategic Boardroom Conversations
- | Zone 2. Analytics and AI
- | Zone 3. Agents and Automation
- Zone 4. Efficiency and Effectiveness
- | Zone 5. Multichannel and Omnichannel
- | Zone 6. Customer and Digital Experiences

SATURDAY, APRIL 6, 2019 | ARRIVAL DAY

7:00pm Suggested Arrival Time

Arrive Saturday to participate in Sunday's Networking Activity.

SUNDAY, APRIL 7, 2019 | NETWORKING DAY

Bring plenty of business cards, relax, meet-and-greet during this fun-filled day devoted to making new contacts and new friends.

*Please note Networking Day is open to all event participants and sponsors.

7:00am Networking Golf Scramble

8:00am Dolphin Watching & Island Escape

3:15pm Sponsor Workshop

4:45pm Sponsor Registration & Orientation Reception

6:00pm Speaker & Thought Leader Orientation

6:45pm Participant Meet 'n' Greet

This end-user/practitioner networking activity is your opportunity to identify – right out of the gate – those peers who share challenges similar to your own. It's a great way to find participants who have thought leadership you can benefit from and to facilitate later dialogues throughout the event.

7:30pm Welcome Networking Reception & Event Kickoff

MONDAY, APRIL 8, 2019 | GENERAL SESSION AND EXHIBITION

7:45am Registration, Continental Breakfast, and Exhibition

8:30am WELCOME and KEYNOTE – Customer Experience: Creating Long Term Growth and Financial Success

9:20am Navigating the 15th Anniversary Customer Contact East: A Frost & Sullivan Executive MindXchange

9:30am CASE STUDY – Practical Application of AI: Leveraging for an Intuitive and Personalized Experience

9:50am Networking, Refreshment, and Exhibition Break

10:20am CONCURRENT COLLABORATION ZONES – The Strategic Boardroom and Case Histories

Case Histories explore a specific use case and include informal conversations that draw upon the experience and expertise of the featured executive and participants.

The Strategic Boardroom engages participants in high level debate and discussion around preparing for C-Suite conversations on customer experience and customer care issues facing the organization. *Please note: The Strategic Boardroom is reserved for senior level, seasoned executives and seating is limited to encourage maximum participant interaction.*

Choose **one** of the following zones:

Zone 1. Strategic Boardroom: Telling the CX Story to the C-Suite	Zone 2. Case History: The AI Impact - How AI Drives Business Strategy , New Ideas and Enterprise Value	Zone 3. Case History: Automate More without Sacrificing an Ounce of CX
Zone 4. Case History: Nurturing Continuous Development and Engagement of the Workforce	Zone 5. Case History: Putting the Customer First – Easing the Transition from Digital to Voice	Zone 6. Case History: Creating Legendary Social Experiences Using AI, Analytics, Bots and Automation

11:15am Session to Session Travel Time

11:20am CONCURRENT SESSIONS –

Choose **one** of the following concurrent sessions:

INTERACTIVE – Solutions Wheel –

Play the “wheel” to find out which of the industry’s products and services will help you solve your challenges. It is a series of rapid fire, one-on-one meetings with leading sponsors – both intense and fulfilling.

(OR)

FROST & SULLIVAN VISIONARY INSIGHT – Cybersecurity – The Ins & Outs

– FOLLOWED BY –

EXECUTIVE PRESENTATION AND CROWDSOURCE – Tools and Tactics for a True Holistic Brand Experience

12:35pm Food For Thought Luncheon – Networking Roundtables Hosted by Industry Leaders

Practitioners and solution providers host a menu of luncheon discussions on pertinent industry issues. Dine and dish with industry experts. The list of discussion topics will be available on-site.

1:40pm Session to Session Travel Time

1:45pm CONCURRENT COLLABORATION ZONES – The Strategic Boardroom and Roundtables

Roundtable sessions capture the power of all participants’ voices, insights and experiences via group discussion and exploration of the issue at hand.

The Strategic Boardroom engages participants in high level debate and discussion around preparing for C-Suite conversations on customer experience and customer care issues facing the organization. *Please note: The Strategic Boardroom is reserved for senior level, seasoned executives and seating is limited to encourage maximum participant interaction.*

Choose **one** of the following zones:

Zone 1. Strategic Boardroom: Journey Maps vs Highly-Effective Journey Maps : Are You Using the Right Tools to Design a Powerful Customer Experience?	Zone 2. Roundtable: Insights and Analytics - A New Approach to Employee Engagement and Retention	Zone 3. Roundtable: RPA - Efficiency in Operations and Experience
Zone 4. Roundtable: The Top 5 Things You Don't Know You Don't Know...and How They Impact Efficiency, Effectiveness and Experience	Zone 5. Roundtable: Personalization, Persistence, and Context - What it Means to be Truly Omnichannel	Zone 6. Roundtable: Integrating Chatbots in the Customer Experience

3:10pm Networking, Refreshment, and Exhibition Break



SCHEDULE-AT-A-GLANCE

DENOTES CONTENT SESSIONS

DENOTES NETWORKING EVENTS

MONDAY, APRIL 8, 2019 | GENERAL SESSION AND EXHIBITION

3:40pm CONCURRENT SESSIONS –

Choose one of the following concurrent sessions:

INTERACTIVE – Solutions Wheel –

Play the “wheel” to find out which of the industry’s products and services will help you solve your challenges. It is a series of rapid fire, one-on-one meetings with leading sponsors – both intense and fulfilling.

(OR)

THE FIX – Crowdsourcing Tactical Solutions to Our Most Vexing Challenges

4:55pm Session to Session Travel Time

5:00pm CASE STUDY – Success Factors in Achieving a Customer Centric Culture Transformation

5:30pm TRUTH OR DARE NETWORKING RECEPTION

TUESDAY, APRIL 9, 2019 | GENERAL SESSION AND EXHIBITION

6:15am Early Risers Run/Walk

6:15am Beach Yoga

8:00am Continental Breakfast and Exhibition

8:45am ICE BREAKER AND KEYNOTE – Anticipating the Needs and Expectations of Your Future Consumer

9:45am Frost & Sullivan Customer Contact Executive MindXchange Advisory Board and Member Recognition

9:50am ASK THE EXPERTS! PANEL DISCUSSION – Understanding and Preparing for The Workforce of The Future

10:40am Briefing Sessions, Networking, Refreshments, and Exhibition Break

11:25am CONCURRENT COLLABORATION ZONES – The Strategic Boardroom and Roundtables

Roundtable sessions capture the power of all participants’ voices, insights and experiences via group discussion and exploration of the issue at hand. The Strategic Boardroom engages participants in high level debate and discussion around preparing for C-Suite conversations on customer experience and customer care issues facing the organization. *Please note: The Strategic Boardroom is reserved for senior level, seasoned executives and seating is limited to encourage maximum participant interaction.*

Choose one of the following zones:

Zone 1. Strategic Boardroom: Making the Case - **Employee Centricity** for Competitive Advantage

Zone 2. Roundtable: Getting **Hyper Personal** with Analytics

Zone 3. Roundtable: Equipping Your Agents to **Deliver Proactive, End-to-End Service**

Zone 4. Roundtable: Achieving Customer Experience **Excellence Across Multi-Sites**

Zone 5. Roundtable: **Omni is Dead: What Now?**

12:25pm Food For Thought Luncheon – Networking Roundtables Hosted by Industry Leaders

Practitioners and solution providers host a menu of luncheon discussions on pertinent industry issues. Dine and dish with industry experts. The list of discussion topics will be available on-site.

1:30pm Session to Session Travel Time

1:35pm CONCURRENT COLLABORATION ZONES – The Strategic Boardroom and ThinkTanks

ThinkTank sessions employ interactive team exercises in a “roll up your sleeves” learning environment. The Strategic Boardroom engages participants in high level debate and discussion around preparing for C-Suite conversations on customer experience and customer care issues facing the organization. *Please note: The Strategic Boardroom is reserved for senior level, seasoned executives and seating is limited to encourage maximum participant interaction.*

Choose one of the following zones:

Zone 1. Strategic Boardroom: Sharing Customer, Industry and **Competitive Insights**

Zone 2. ThinkTank: AI, Analytics, and Visualization - Game Changers for **Customer Journey Mapping**

Zone 3. ThinkTank: **Re-thinking CX** - Effortless Agent Experience for Increased Customer Lifetime Value

Zone 4. ThinkTank: Getting the Most from **Your Quality Management Process**

Zone 5. ThinkTank: How to **Eliminate Multichannel Friction** for the Agent

3:05pm Briefing Sessions, Networking, Refreshments, and Exhibition Break

3:50pm CONCURRENT COLLABORATION ZONES – The Strategic Boardroom and Best Practices

Best Practice sessions examine a real world use case, dissect the best practices employed, and explore how to apply them to your own initiative and company. The Strategic Boardroom engages participants in high level debate and discussion around preparing for C-Suite conversations on customer experience and customer care issues facing the organization. *Please note: The Strategic Boardroom is reserved for senior level, seasoned executives and seating is limited to encourage maximum participant interaction.*

Choose one of the following zones:

Zone 2. Best Practice: **Operationalizing Speech Analytics** - Getting The Biggest Bang for Your Buck

Zone 3. Best Practice: **Employee Experience (EX)** - The Key to Unlocking a Better Customer Experience (CX)

Zone 4. Best Practice: Mapping and Marrying the **Self-Serve Vision**

4:50pm Session to Session Travel Time

4:55pm SUCCESS STORY – Join us for a Burst of Insight on:

- ★ From Agent to VP: A Real World Career Journey
- ★ Being Transparent in Your Communication with Customers and Employees

5:30pm General Session Concludes

6:00pm 15th ANNIVERSARY CUSTOMER CONTACT EAST BEACH PARTY AND OLYMPICS

SCHEDULE-AT-A-GLANCE

- DENOTES CONTENT SESSIONS
- DENOTES NETWORKING EVENTS

WEDNESDAY, APRIL 10, 2019 | GENERAL SESSION, EXHIBITION AND SITE TOUR

- 6:45am Beach Yoga
- 8:30am Continental Breakfast and Exhibition
- 9:10am KICKOFF AND KEYNOTE – Mastering the Art of Customer Empathy
- 10:15am USE CASE – Practical Application of AI: Leveraging for an Intuitive and Personalized Experience
- 10:35am Networking, Refreshment, and Exhibition Break
- 11:05am EXECUTIVE PRESENTATION – Bracing for the IoT Impact
- 11:25am INSIGHTS AND IDEAS ROUNDUP – The Great Take-Away: Implementing the Best, Brightest and Boldest Ideas from the Program
- 12:15pm CONTENT FOR THE 15TH ANNIVERSARY CUSTOMER CONTACT EAST CONCLUDES

CONTACT CENTER SITE TOUR AND EXECUTIVE ROUNDTABLE

- 1:00pm SITE TOUR – Shuttle Check In. Lunch will be provided.
- 3:30pm CUSTOMER ENGAGEMENT LEADERSHIP COUNCIL EXECUTIVE ROUNDTABLE
- 4:30pm SITE TOUR AND EXECUTIVE ROUNDTABLE CONCLUDE – Shuttle Transportation to JW Marriott Marco Island Beach Resort Provided.

“I can’t stop talking about the value to me this event provided, all the way up to my CEO!” – Vice President, Customer Experience, AMEREN MISSOURI | “Robust!” – First Vice President, Director of Customer Contact Center, BIG LOTS | “I have been to several Frost & Sullivan events and I ALWAYS come back to work energized with many different ideas to try to better my contact center and teams.” –Vice President, Call Center Operations & Customer Care, PLEASANT HOLIDAYS, LLC| “High value, focused, collaboration and co-creation to solve problems and grow business.” – CX Innovator, VERIZON COMMUNICATIONS INC. | “...The networking opportunities allow me the chance to interact with my peers, share common issues and solutions and broaden my contact group. In the past, I have turned to this group for solutions to issues and they have responded positively, and I would not hesitate to do the same for someone else.” – Manager, Customer Service Operations, EMPIRE TODAY | “Good exposure to real world solutions.” –Vice President, Contact Center Services, MAXIMUS INC. | “WOW - The best I have ever attended!” –Vice President, Contact Center Solutions, J. KNIPPER COMPANY | “One of the most effective and essential events I have participated in.” –Vice President, Enterprise Contact Center, ST JUDE CHILDREN’S RESEARCH HOSPITAL | “Excellent networking opportunities and a great platform for introduction to new technologies and views.” –Technology Manager, SCHNEIDER ELECTRIC | “I have material from this event that I will use to present to my leadership team!” –Vice President, Customer Care, Xplornet Communications | “Many of the sessions were exactly what we were hoping for. The networking is a huge advantage for side conversations.” –Manager, Customer Relationship Center, UBISOFT



98% of participants would recommend this event to a colleague and/or industry peer.

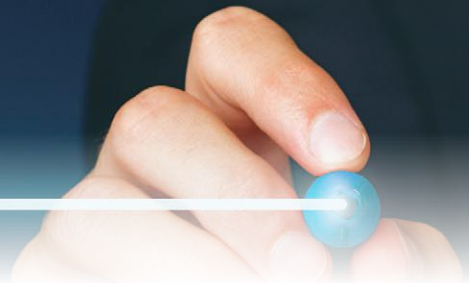


GROUP PACKAGES

100% of surveyed participants recommended sending 2 or MORE executives! Contact us today to learn about the savings and benefits you can receive and be sure to ask about our **Team Experience Program.**

For more information, please contact: **Matthew McSweegan** at 516-255-3812, or email him at Matthew.McSweegan@frost.com

Keynotes



Customer Experience: Creating Long Term Growth and Financial Success

Rachelle Dever

*Vice President of Customer Relations & Brand Experience
Signature Flight Support Corporation*

Rachelle has been in the hospitality industry for the entirety of her career. Her passion is to make a difference and inspire others to do the same. Whether it be through paying it forward to her team, innovating to improve the guest's experience, or founding a Women's affinity group, making a difference has been the foundation of Rachelle's career. Rachelle is presently the Vice President, Customer Relations & Brand Experience for Signature Flight Support Corporation, a division of BBA Aviation. In this role, she is responsible for leading the brand's Guest Experience Strategy, measurement, and hospitality innovation. Prior to joining Signature, Rachelle recently served as the Global Guest & Brand Experience Director for Holiday Inn. In this capacity, she created the first ever branded fast casual concept in less than six months, which drove revenue and growth for the brand. Prior to joining IHG in October 2017, she was with Popeyes Louisiana Kitchen for over 13 years, and held various roles, most recently as Head of Global Guest Experience. She was responsible for developing a multi-year guest experience strategic roadmap that improved Overall Satisfaction by 14% during her tenure. Prior to joining Popeyes, she worked for ServiceCheck Inc. There, she worked in various capacities including consulting with numerous clients of the Restaurant and Retail Industry; and was named Salesperson of the Year in 2003.



Anticipating the Needs and Expectations of Your Future Consumer

Bruce Millard

*Vice President, Digital & Customer Innovation
Safelite Group*

Bruce Millard serves as the Vice President of Digital & Customer Innovation for Safelite Group where he's responsible for experience creation and optimization, driving demand through digital advertising/social media and leading new customer innovations. He has more than 25 years of experience, creating programs for CPG brands such as Similac, Ensure and ZonePerfect and iconic internet brands such as AOL, Netscape and CompuServe.



Mastering the Art of Customer Empathy

Nate Brown

*Head of Customer Experience
UL EHS*

Nate is the Head of Customer Experience for UL EHS. While Customer Service is his primary expertise, Nate is able to leverage experience in professional services, marketing, and sales to connect dots and solve the big problems. From authoring and leading a Customer Experience program, to journey mapping, to managing a complex contact center, Nate is always learning new things and sharing with the CX community. Follow him on twitter using @CustomerIsFirst.



MAXIMIZE YOUR NETWORKING

Sunday, April 7, 2019

Networking Golf Scramble
7:00am



Join us at The Rookery at Marco! This shotgun start team versus team tournament is perfect for any level of golfing expertise. We welcome and encourage all levels to register for a great day of competition and conversation. *Lunch & transportation provided.*
Participant Fee: \$50

Hosted by: **VERINT**

Dolphin Watching & Island Escape
8:00am

Start off the day relaxing with a beverage and making new friends as we cruise the sea and watch dolphins swim alongside us. We'll keep the fun going on a private island universally recognized as having the finest shells in the world. *Transportation & lunch to be provided.* **Participant Fee: \$50**

Hosted by:  **CICERO**



Participant Meet 'n' Greet
6:45pm



This end-user/practitioner networking activity is your opportunity to identify – right out of the gate – those peers who share challenges similar to your own. It's a great way to find participants who have thought leadership you can benefit from and to facilitate later dialogues throughout the event.

Welcome Networking Reception & Event Kickoff
7:30pm

Meet your fellow peers and colleagues as we engage in an ice breaker over cocktails to get the conversations started and set you up for an event whose foundation is built on collaboration.

Hosted by:  **speechIQ**



Monday, April 8, 2019

Truth or Dare Networking Reception
5:30pm



Will you choose Truth... or Dare? Network, mix and mingle while playing the classic game of truth or dare. All who play will be entered to win a fabulous prize!

Tuesday, April 9, 2019

Early Risers Run/Walk
6:15am



Calling all walkers, joggers and runners! Lace up your sneakers and get your endorphins flowing with a little exercise. It's the perfect start to a great day of content and networking!

OR
Beach Yoga
6:15am

Calling all yogis! Get energized while building strength and flexibility with us. This upbeat, creative yoga practice, will link breath and movement to keep you present and centered.



15th Anniversary Customer Contact Beach Party & Olympics
6:00pm



Choose your teams and let your competitive spirit break free. After hors d'oeuvres and a buffet dinner, it's ALL ABOUT Beach Olympics fun! The winning teams will be draped in gold, silver and bronze.

Wednesday, April 10, 2019

Beach Yoga
6:45am

Calling all yogis! Get energized while building strength and flexibility with us. This upbeat, creative yoga practice, will link breath and movement to keep you present and centered.



AGENDA

Saturday, April 6, 2019 | Arrival Day

7:00pm Suggested Arrival Time

Arrive Saturday to participate in Sunday's Networking Activity.

Sunday, April 7, 2019 | Networking Day

Bring plenty of business cards, relax, meet-and-greet during this fun-filled day devoted to making new contacts and new friends.

*Please note Networking Day is open to all event participants and sponsors.

7:00am Networking Golf Scramble

Join us at the The Rookery at Marco! This shotgun start team versus team tournament is perfect for any level of golfing expertise. We welcome and encourage all levels to register for a great day of competition and conversation. *Transportation & lunch to be provided.*

Hosted by: **VERINT**

8:00am Dolphin Watching & Island Escape

Start off the day relaxing with a beverage and making new friends as we cruise the sea and watch dolphins swim alongside us. We'll keep the fun going on a private island universally recognized as having the finest shells in the world. *Transportation & lunch to be provided.*

Hosted by:  **CICERO**

3:15pm Sponsor Workshop

4:45pm Sponsor Registration & Orientation Reception

6:00pm Speaker & Thought Leader Orientation

An essential meeting for speakers, facilitators, and confirmed thought leaders to preview the event, highlight your roles, and network with fellow peers.

6:45pm Participant Meet 'n' Greet

This end-user/practitioner networking activity is your opportunity to identify – right out of the gate – those peers who share challenges similar to your own. It's a great way to find participants who have thought leadership you can benefit from and to facilitate later dialogues throughout the event.

7:30pm Welcome Networking Reception & Event Kickoff

Meet your fellow peers and colleagues as we engage in an ice breaker over cocktails to get the conversations started and set you up for an event whose foundation is built on collaboration.

Hosted by:  

AGENDA

Monday, April 8, 2019 | GENERAL SESSION AND EXHIBITION

7:45am Registration, Continental Breakfast, and Exhibition

Patrick Nugent
Executive MindXchange Chairperson
Frost & Sullivan

**Registration Items
Hosted by:**



**Featured Demonstration
Hosted by:**



8:30am WELCOME AND KEYNOTE – Customer Experience: Creating Long Term Growth and Financial Success

Rachelle Dever
Vice President of Customer Relations & Brand Experience
Signature Flight Support Corporation

SESSION ABSTRACT: In today's evolving and ever-competitive marketplace, it is more than ever that we seek to deliver a differentiated and branded Customer Experience. After all, research tells us that doing so will create brand advocates and drive growth for your organization. But delivering a seamless experience strategy that yields revenue and adds value across your organization is easier said than done. Whether you are a B2B or B2C company and regardless of your industry, this keynote session will provide practical and easy to implement solutions that can help you create the right strategy, build adoption throughout your organization, and yield financial success long term.

KEY TAKE-AWAYS:

- Guide to identifying areas of opportunity in your Customer Experience that will drive ROI
- Proven ways to devise a strategic framework for a seamless experience
- Best practices to build support for your plan with key stakeholders and the C-Suite

9:20am Navigating the 15th Anniversary Customer Contact East: A Frost & Sullivan Executive MindXchange

9:30am CASE STUDY – Practical Application of AI: Leveraging for an Intuitive and Personalized Experience

Kandy White
Vice President, Service Technology, Small Business Services
ADP

SESSION ABSTRACT: Artificial intelligence is changing how customers interact with brands, and the 2020 generation of digital natives is leading to rapid evolution of customer expectations. Leveraging real world examples, this session will help you discover how you can apply artificial intelligence and machine learning to make your customer and employee experiences better.

KEY TAKE-AWAYS:

- Best practices for leveraging analytics to predict the right use case scenarios-- balancing client needs with AI capabilities
- Concrete examples for utilizing technology to enhance and optimize business processes: AI, MLM, Robotics
- Guide to cultivating the right client journey from AI to human interactions
- Insights on balancing investments in technology with investments in process and people

9:50am Networking, Refreshment, and Exhibition Break

**Featured Demonstration
Hosted by:**



AGENDA

CHOOSE BETWEEN SIX DIFFERENT COLLABORATION ZONES:

Customize your agenda! Stay the course with one zone or bounce around to others. All collaboration zones are Power-Point Free, participant-driven discussions featuring creative thinking and idea generation.

Zone 1. Strategic Boardroom Conversations | Zone 2. Analytics and AI | Zone 3. Agents and Automation
 Zone 4. Efficiency and Effectiveness | Zone 5. Multichannel and Omnichannel | Zone 6. Customer and Digital Experiences

10:20am CONCURRENT COLLABORATION ZONES – The Strategic Boardroom and Case Histories

Case Histories explore a specific use case and include informal conversations that draw upon the experience and expertise of the featured executive and participants.

The Strategic Boardroom engages participants in high level debate and discussion around preparing for C-Suite conversations on customer experience and customer care issues facing the organization. Please note: The Strategic Boardroom is reserved for senior level, seasoned executives and seating is limited to encourage maximum participant interaction.

Choose one of the following zones:

Zone 1. Strategic Boardroom: Telling the CX Story to the C-Suite

MODERATOR:

Samantha Starmer

Vice President of Design

Capital One

SESSION ABSTRACT: Does your senior executive team understand the full value of providing a fantastic customer experience? Do you ever find yourself struggling to make the case for prioritizing CX? This interactive session will unpack war stories and provide specific, proven, and actionable take aways for telling the CX story that will drive support from the highest levels.

KEY TAKE-AWAYS:

- Best practices for advocating for Customer Experience
- Framework for how to get stakeholders excited about Customer Experience
- Tools and techniques for defining the CX Story within your organization

Zone 2. Case History: The AI Impact - How AI Drives Business Strategy, New Ideas and Enterprise Value

CASE HISTORY WITH:

Shannon Baxley

Senior Director, Dell.com North America

Consumer Connect

Dell

FACILITATOR:

Tracy Malingo

Senior Vice President, Product Strategy

Verint Systems

SESSION ABSTRACT: Have an artificial intelligence (AI) initiative and a bucket list of customer-first initiatives to solve? This highly interactive discussion with Dell will help you bridge the gap between business strategy and results with the power of AI. During the case history, we'll uncover how this multinational computer technology company transformed the way it approaches online sales and service with the adoption of conversational AI and best practices.

KEY TAKE-AWAYS:

- Framework for breaking down the mysteries about AI to solve business challenges and improve KPIs
- Insight into real-world applications, learnings, recommendations and successes
- Best practices for bridging the chasm between AI strategy and results
- Guide to identifying your customer-first challenges and initiatives where AI can benefit

Zone 3. Case History: Automate More without Sacrificing an Ounce of CX

CASE HISTORY WITH:

Aarde Cosseboom

Director GMS Technology & WFM

TechStyle

FACILITATOR:

Charlie Schrier

Director of Marketing

SmartAction

SESSION ABSTRACT: While most contact centers have a heavy reliance on live agents - even for the most rudimentary and routine calls and chat - TechStyle Fashion Group has transformed its CX with AI-powered virtual agents. Join Aarde Cosseboom, the contact center leader who helped make it possible, to learn his successful approach, from integration to design to ongoing improvements.

KEY TAKE-AWAYS:

- Best practices for implementing AI automation
- Guide to overcoming technical challenges and/or data integrity concerns with a proper transformation roadmap
- Framework for building a self-funding business case that gets prioritized in the organization

AGENDA

Zone 4. Case History: Nurturing Continuous Development and Engagement of the Workforce

CASE HISTORY WITH:

Nicole Sult

*Director, Customer Experience
Lippert Components*

FACILITATOR:

Nicole Granucci

*Senior Director, Product Marketing
Salesforce*

SESSION ABSTRACT: The growing demand for managers and agents with soft skills and business acumen is critical to building lasting customer relationships. How do you skill up your contact center workforce to meet the rising expectations of your customers? Join this interactive session to discover strategies that will help you attract, build, and retain a world-class customer service organization.

KEY TAKE-AWAYS:

- Examples of resources and opportunities which shore the gaps in contact center workforce training
- Success factors for empowering and motivating teams to drive employee success and customer loyalty
- Fresh perspectives around how to connect top performers with clear career pathways to drive individual and company wide success

Zone 5. Case History: Putting the Customer First – Easing the Transition from Digital to Voice

CASE HISTORY WITH:

Tony Mihalak

*Executive Director, Digital Self Service
Comcast*

FACILITATOR:

Tony Iero

*General Manager of Digital
VHT*

SESSION ABSTRACT: Comcast has been transforming their business model to be known leaders in the CX space by committing to delivering a world class customer experience. As part of reinventing their customer experience approach they discovered an opportunity to leverage technology across the enterprise in all channels.

KEY TAKE-AWAYS:

- Guide to why callback is the preferred method of hand off and supporting data around how it drives higher NPS vs. Chat
- Best practices on how a voice transition strategy drives higher digital usage for customers
- Insight on why customers are more willing to listen to cross-selling and upselling opportunities at the end of an effortless transition from a digital channel to the call center

Zone 6. Case History: Creating Legendary Social Experiences Using AI, Analytics, Bots and Automation

CASE HISTORY WITH:

Jamie Kennedy

*Senior Manager, Social Engagement
McDonald's*

FACILITATOR:

Bernie Lillis

*Vice President, Business Development
HGS*

SESSION ABSTRACT: Social media customer service has been around for longer than a decade. The difference between 10 years ago and now is that a new generation is taking to social media for help, and expecting a mind-blowing customer experience. Most brands have mastered how to respond to customers, but now it's time to take your service to the next level and create epic social care.

KEY TAKE-AWAYS:

- Insight into what 'epic' social care means
- Best practices for achieving fast response times
- Tips and tricks for leveraging AI to weed out non-actionable posts, as well as leveraging automation to route the right posts to the right team members
- Guide to training agents to spot a post that is a brand crisis waiting to happen
- Framework for tapping into the creative brand voice
- Blueprint for decoding the voice of the customer in social media space

11:15am

Session-to-Session Travel Time

AGENDA

11:20am CONCURRENT SESSIONS –

Choose *one* of the following concurrent sessions:

INTERACTIVE – SOLUTIONS WHEEL –

Play the “wheel” to find out which of the industry’s products and services will help you solve your challenges. It is a series of rapid fire, one-on-one meetings with leading sponsors – both intense and fulfilling.

(OR)

FROST & SULLIVAN VISIONARY INSIGHT – Cybersecurity – The Ins & Outs

Stephen Loynd

Global Program Director, Digital Experience
Frost & Sullivan

SESSION ABSTRACT: When it comes to the contact center, it is important to determine what the future of cybersecurity might look like. This is especially true at a time of increased regulation, as the GDPR has proposed the greatest change in data protection law for the online age, bringing with it a variety of impacts.

This session will be examining themes such as:

- The top challenges of both contact center & IT departments in 2019
- Who’s watching us? Who has access to all our personal data?
- Future trends and predictions

– FOLLOWED BY –

EXECUTIVE PRESENTATION AND CROWDSOURCE – Tools and Tactics for a True Holistic Brand Experience

Vanessa Hannay

Senior Strategist, Customer Success
Muck Rack

SESSION ABSTRACT: As the brand experience for the consumer shifts from demanding reactive to increasingly proactive responses and strategies, it is critical to align departments across the organization on the foundation of customer success. This session will unpack how a company going through rapid growth is focusing priorities across marketing, product, sales, HR, etc. to ensure each customer achieves success during every step of the customer journey.

KEY TAKE-AWAYS:

- Cyber criminals will be going after private data at an ever increasing rate
- AI and machine learning will play a central role
- Time is accelerating, and the ramifications are considerable

KEY TAKE-AWAYS:

- Best practices for improving internal processes and product offering with customer feedback loops
- Lessons learned from pursuing case study opportunities with customers and the lasting impact this has on company culture
- Guide to transforming customer engagement into improved sales through stronger relationship management

12:35pm Food For Thought Luncheon – Networking Roundtables Hosted by Industry Leaders

Practitioners and solution providers host a menu of luncheon discussions on pertinent industry issues. Dine and dish with industry experts. The list of discussion topics will be available on-site.

Hosted by:



1:40pm Session to Session Travel Time

AGENDA

1:45pm

CONCURRENT COLLABORATION ZONES – The Strategic Boardroom and Roundtables

Roundtable sessions capture the power of all participants' voices, insights and experiences via group discussion and exploration of the issue at hand.

The Strategic Boardroom engages participants in high level debate and discussion around preparing for C-Suite conversations on customer experience and customer care issues facing the organization. Please note: The Strategic Boardroom is reserved for senior level, seasoned executives and seating is limited to encourage maximum participant interaction.

Choose one of the following zones:

Zone 1. Strategic Boardroom: Journey Maps vs Highly-Effective Journey Maps: Are You Using the Right Tools to Design a Powerful Customer Experience?

MODERATOR:

Deb Zell

Director of Customer & User Experience

Dell

SESSION ABSTRACT: Many companies 'do' journey mapping, but few do it effectively. This interactive session will unpack what effective journey mapping looks like, which popular qualitative research methods (such as surveys, focus groups, interviews and ethnography) yield the most robust journey maps, and take home a template for effective journey mapping.

KEY TAKE-AWAYS:

- Guide to what effective journey mapping looks like
- Insights on the differences in data yielded by popular qualitative data collection methods
- Best practices for effective journey mapping and take home a template

Zone 2. Roundtable: Insights and Analytics - A New Approach to Employee Engagement and Retention

CO-FACILITATORS:

Sigrid Penner

Vice President, Insights & Analytics

24-7 Intouch

Brent Stevenson

Senior Vice President, Sales & Marketing

24-7 Intouch

SESSION ABSTRACT: We use data in the contact center to generate insights and paint a picture of how our customers want to be interacted with. But brands fail to look inwards on their interactions with their own employees. Join this interactive session to learn new approaches to understand employee engagement and retention by using analytics and the data you already have to drive both employee and customer satisfaction.

KEY TAKE-AWAYS:

- Guide to leveraging data to allow for positive change management with your employees
- Insights on employee engagement and retention through analytics
- Best practices on how employee engagement drives customer engagement

Monday, April 8, 2019

AGENDA

Zone 3. Roundtable: RPA - Efficiency in Operations and Experience

FACILITATOR:**Deb Schweizer***Senior Vice President, Global Business Development
Teleperformance*

SESSION ABSTRACT: Are BOTs taking over the world? Will RPA and NLP replace all human interactions? Does everyone need a Watson to get started with AI? There is a lot of chatter, and noise, about digitization and its impact on the customer experience. In the age of the connected customer, it's more important than ever for companies to figure out the best mix of human and digital support for their customer interactions. The balancing act between efficiency and experience. This interactive session will explore practical ways to incorporate these newer paradigms to improve the agent experience, the customer experience, and optimize business processes to bring about digital transformation. Through use cases, we will bring to life methods to adapt and adopt these technologies today – and create a roadmap for the future.

KEY TAKE-AWAYS:

- Guide to the practical applications of RPA in the contact center
- Tips and tricks for understanding the equation between efficiency and experience
- Insight on how RPA works and where it does not
- Best practices for implementing an RPA/BOT solution

Zone 4. Roundtable: The Top 5 Things You Don't Know You Don't Know... and How They Impact Efficiency, Effectiveness and Experience

FACILITATOR:**Neil Crane***Vice President, IT and Product
Cicero*

SESSION ABSTRACT: Decisions are only as good as the data that supports them and we have more data today than ever before ... but how do we use it and what for? This interactive session will leverage real world examples to look at metrics that matter and how they are being applied to better understand how and why work happens and we'll consider how empirical process analysis is being used to drive out cost while improving the employee and customer experience.

KEY TAKE-AWAYS:

- Five things you know you don't know
- Insight on why all the data matters ... use corroborating sources to guard against misinformed analysis; watch out for patterns that reveal lowest common denominator rather than best practice by majority
- Framework: what are the metrics that matter? Where are the gaps in traditional measures and how can we add discipline in the back-office
- Guide on assessing how are the benefits realized by the business, IT and the customer? Focus on application of the data; what are the planned outcomes for IT, business, employee & customer

Zone 5. Roundtable: Personalization, Persistence, and Context - What it Means to be Truly Omnichannel

FACILITATOR:**Phil Gray***Executive Vice President, Corporate Development
Interactions*

SESSION ABSTRACT: Today's busy consumers are demanding more from companies — from the ability to easily start, stop and restart conversations on different channels, to expecting companies to thoughtfully use data and recent interaction information to anticipate their needs. Companies are realizing that being multichannel is no longer enough, but what does it mean to be truly omnichannel using conversational AI?

KEY TAKE-AWAYS:

- Best practices for how to deal with the changing customer care landscape
- Framework for building a truly omnichannel solution using conversational AI
- Proven ways to implement an omnichannel strategy at your organization

Monday, April 8, 2019

AGENDA

Zone 6. Roundtable: Chatbots: A Pragmatic Approach to Implementation & Getting Results**FACILITATOR:****Ryan Lester***Director, Customer Engagement Technologies*

Bold360 by LogMeIn

SESSION ABSTRACT: Chatbots are opening up a new opportunity for organizations to deliver richer customer experiences than ever before. But before brands jump in, they're eager to understand how to integrate AI technology into their current processes and workflows, and best practices for success. In this interactive session, we'll discuss pragmatic approaches to integrating chatbots into your customer experience.

KEY TAKE-AWAYS:

- Framework for implementation and how to avoid common chatbot mistakes
- Tools for measuring the success and effectiveness of chatbots
- Best practices for prioritization and maintenance of chatbots post-implementation

3:10pm Networking, Refreshment, and Exhibition Break**Featured Demonstration****Hosted by:****3:40pm CONCURRENT SESSIONS –**Choose *one* of the following concurrent sessions:**INTERACTIVE – SOLUTIONS WHEEL –**

Play the “wheel” to find out which of the industry’s products and services will help you solve your challenges. It is a series of rapid fire, one-on-one meetings with leading sponsors – both intense and fulfilling.

(OR)

THE FIX – Crowdsourcing Tactical Solutions to Our Most Vexing Challenges

Share your smarts! Choose between eight themed brainstorming sessions and crowd source solutions to the most vexing challenges facing customer experience and customer contact today. These are twenty minute rapid fire sessions with four rotations. First come, first serve, so choose wisely! Each brainstorm group will build upon the other to build a list of readily operationalized ideas to these common challenges.

THE FIX on Tiered SupportHosted By: Amar Sidhu, *Senior Vice President, Service Delivery, ADP***THE FIX on Right Shoring**Hosted By: Michael DeSalles, *Principal Analyst, Digital Transformation - Customer Experience, Frost & Sullivan***THE FIX on Raising the Bar on Revenue Generation by the Contact Center**Hosted By: Mireille Godin, *Vice President, Customer Care, Xplornet Communications***THE FIX on Optimization on a Shoe String**Hosted By: Michael Pace, *Director, Member Services, Virgin Pulse***THE FIX on Vetting Vendors**Hosted By: Mike Maffei, *Vice President, Head of North America CxP Solutions, Staffmark Group***THE FIX on Making B2B CX Personal**Hosted By: Beth Marshall, *Senior Director, Customer Experience Management, Pharma Services Group, Patheon, part of Thermo Fisher Scientific***THE FIX on Cultivating Nimble Teams**Hosted By: Kerry Hennessey, *Senior Manager, Customer Experience, New Balance***THE FIX on CX Integrating Systems & Platforms Across the Enterprise****4:55pm Session-to-Session Travel Time**

Monday, April 8, 2019

AGENDA

DAILY

ConvergeOne GRAND PRIZE GIVEAWAY Fill out the entry form in your event padfolio on-site!



Monday Prize Drawing:
At the beginning of the 5:00pm general session.



Tuesday Prize Drawing:
At the conclusion of the networking lunch.



Wednesday Prize Drawing:
At the beginning of the 11:25am general session.

***Must be handed in to a ConvergeOne executive by Monday at 5:00pm.**

*Grand Prize is limited to end users/practitioners only and never expires. If you are unable to accept this prize, we encourage you to donate it to a charity of your choice. Sponsors, vendors, media, non practitioners excluded in all instances. Winners do not need to be present to win.

5:00pm SUCCESS STORY – Success Factors in Achieving a Customer Centric Culture Transformation

Dave Goes

*Global Head of Client Service
Morningstar*

SESSION ABSTRACT: We're all in customer service. Each part of your organization is engaged with your customers experience in some way. You get this. That's why you're here! This session will unpack Morningstar's transformation into a customer centric organization and be given practical and tactical suggestions to transform your organization to truly care about your customers.

KEY TAKE-AWAYS:

- Guide to creating a philosophical framework to transform your culture to care about your customers
- Best practices for building out an operational framework to deliver on that culture and doing so at scale, and globally
- Insight on establishing a transparent and performance-based service culture across all functions of your organization

5:30pm Truth or Dare Networking Reception

Will you choose Truth... or Dare? Network, mix and mingle while playing the classic game of truth or dare. All who play will be entered to win a special prize!

What Inspired You?

"The transparency of participants to share challenges & solutions."

"Conversations were natural and the relationships really built over the 3 days."

"Sense of community. Great connections made!"



"The passion of participants, guests and the Frost & Sullivan team."

"I loved the inspire pins!"

"Great insights from the speakers with actionable takeaways. This event re-energized me!"

AGENDA

Tuesday, April 9, 2019 | GENERAL SESSION, EXHIBITION

6:15am Early Risers Run/Walk

Calling all walkers, joggers and runners! Lace up your sneakers and get your endorphins flowing with a little exercise. It's the perfect start to a great day of content and networking!
OR

6:15am Beach Yoga

Calling all yogis! Get energized while building strength and flexibility with us. This upbeat, creative yoga practice, will link breath and movement to keep you present and centered.

8:00am Continental Breakfast and Exhibition

Featured Demonstration

Hosted by:



8:45am ICE BREAKER AND KEYNOTE – Anticipating the Needs and Expectations of Your Future Consumer

Bruce Millard

Vice President, Digital & Customer Innovation
Safelite Group

SESSION ABSTRACT: You may need to know a lot about your customer in order to provide service to them but that doesn't necessarily mean you have to ask them for all of the information. This session will illustrate through case studies how Safelite deployed technology to simplify the customer journey and improve the quality of the overall experience.

KEY TAKE-AWAYS:

- Insight on the lightweight ways to start the innovation process
- Criteria to use in order to vet partners and technologies
- Pragmatic ways to think about leveraging the data you already have to improve the customer experience

9:45am Frost & Sullivan Customer Contact Executive MindXchange Advisory Board and Member Recognition

9:50am ASK THE EXPERTS! PANEL DISCUSSION – Understanding and Preparing for the Workforce of the Future

MODERATOR:

Kandy White

Vice President, Service
Technology, Small Business Services
ADP

PANELISTS INCLUDE:

Samuel Carrington

Former Help and Service
Design Manager
Lyft

Julian Chu

Director, People Operations
Google

Michael Pace

Director, Member Services
Virgin Pulse

Josh Reynolds

Senior Director, Product and
Partner Engagement
EA (Electronic Arts)

Samantha Starmer

Vice President of Design
Capital One

Deb Zell

Director of Customer &
User Experience
Dell

SESSION ABSTRACT: Millennials, digital natives, work from home agents - paired with profound technological advances, cultivating not only a customer centric, but also an employee centric team, is key to the future. This panel discussion will examine the future contact center: skill sets to recruit for; assessment tools for retaining long-term, high-caliber talent, and tactics for investing in talent development for agent career pathing.

KEY TAKE-AWAYS:

- Understanding and evolving the talent profiles you need for the future
- Tools and tactics for recruiting and retaining next-generation talent
- Insights on how to cultivate long term career planning and pathing for your teams
- Best practices for creating an employee centric culture



AGENDA

10:40am Briefing Sessions, Networking, Refreshment and Exhibition Break

**Featured Demonstration
Hosted by:**



11:25am CONCURRENT COLLABORATION ZONES – The Strategic Boardroom and Roundtables

Roundtable sessions are participant-driven discussions focusing on your key challenges and concerns.

The Strategic Boardroom engages participants in high level debate and discussion around preparing for C-Suite conversations on customer experience and customer care issues facing the organization. Please note: The Strategic Boardroom is reserved for senior level, seasoned executives and seating is limited to encourage maximum participant interaction.

Choose one of the following zones:

Zone 1. Strategic Boardroom: Making the Case - Employee Centricity for Competitive Advantage

MODERATOR:

Jerry Leisure

Vice President, Customer Success
Forte Labs

SESSION ABSTRACT: Anna walks in the door. She is starting her dream job. She has always wanted to work for this company, doing this thing, and to be in this field. She has already imagined what the next few years will look like. She is ready to get to work, be productive, and make an impact. The question is, does the company she chose to work for really think about Anna like she thinks about herself? From the moment Anna opens the door, her relationship with the new company begins. This is the experience that is going to enable her to do what she loves—her job, and hopefully do it really well. Or perhaps maybe not.

It is at these moments that employee make or break their commitment and relationships with companies.

Customers are the heart of our companies and employees are the life blood. There is a symbiotic relationship that build strength or deteriorates and deprecates. What environment do we create for our employees, for Anna. Do we think about Anna first, in the middle, or as an afterthought. Do we do it on purpose or due to a variety of external constraints? Let's talk about what competitive advantages employee centricity can bring into your customer service experience and how to avoid pitfalls that seem interesting, but are not useful and don't deliver business or employee value.

KEY TAKE-AWAYS:

- Common success practices of how employee centricity has thrived and delivered great results
- Key pitfalls to avoid in setting up or considering an employee centric approach
- A simple model on how to determine when and how to deploy employee centric customer service and how to measure its impact

Zone 2. Roundtable: Getting Hyper Personal with Analytics

FACILITATOR:

Kathy Sobus

Senior Director, Customer Experience Strategy
ConvergeOne

SESSION ABSTRACT: Analytics has been an area of the business relied upon in operations and in marketing primarily. What is the health of our operation? How are we performing? What are customers buying? How can I market to them differently to retain existing customers and get new ones? Analytics is moving differently now than ever before. It is no longer just a place where we keep all the data and run reports for these purposes. Analytics and the power of the data can be transformational...in real-time. We can provide levels of personalization and shape the experience in ways we've only dreamed of... and we don't think it will stop there. How do you prepare for this evolution and use it to your advantage?

KEY TAKE-AWAYS:

- Insight and discussion on how others are using analytics today
- Best practices for Identifying the benefits of analytics
- Guide on how to prepare for analytics to be an integral part of the customer experience strategy in the next few years
- Blueprint for defining an action(s) that you're not doing today with Analytics, that you could be doing

AGENDA

Zone 3. Roundtable: Equipping Your Agents to Deliver Proactive, End-to-End Service

FACILITATOR:

Dean Robison

*Head of Global Technical Support
ServiceNow*

SESSION ABSTRACT: Customers expect a quick response to their issues. They want you to diagnose and recognize the problem and then provide relief as fast as possible. But you shouldn't stop there. After you've received their acceptance of the proposed resolution, fully removing the defect prevents other customers from experiencing the same issue. The 5 R's above—response, recognition, relief, resolution, and removal—are simple to list. Yet in a complex environment, such as when agents must work with other departments, completing all five steps rapidly and consistently is challenging without automation. This interactive session will explore a team support philosophy for the 5 R's and discuss how a blueprint for high-performance customer support could apply to your organization.

KEY TAKE-AWAYS:

- Best practices for resolving complex issues end-to-end
- Critical elements enabling problems to be fixed before customers know they have them
- Proven ways to instantly take care of common customer requests

Zone 4. Roundtable: Achieving Customer Experience Excellence Across Multi-Sites

FACILITATOR:

Aleks Bogdanovski

*President, North America
Acquire BPO*

SESSION ABSTRACT: What are you doing to enhance your customer experiences? For businesses operating across multiple sites, maintaining consistent and excellent customer experience can be challenging. Join us to discover how you can create a cohesive customer experience strategy that boosts customer satisfaction and loyalty.

KEY TAKE-AWAYS:

- Key statistics on customer expectations and how businesses view customer experience
- Guide to collecting and using customer data to create more relevant experiences
- Best practices for using omni-channel marketing to improve accessibility and communications
- Tips and tricks for leveraging AI and automation technology to personalize customer experiences

Zone 5. Roundtable: Omni is Dead: What Now?

CO-FACILITATORS:

Mike Asebrook

*Director of Product Marketing
Pegasystems*

Ben Barton

*Senior Business Consultant
Pegasystems*

SESSION ABSTRACT: Over the past decade, the race to become “omni-channel everywhere” for customers hasn't been a huge success. In fact, it's been reported that over 85% of organizations have fragmented engagement channels. The result – inconsistent experiences for your customers. Customers don't care how many channels you have. They just want fast, seamless, personalized customer service across their channels of choice – so why the obsession on adding more channels if you lack the right level of context to best serve them? Find out how leading contact centers are applying AI-driven context across next-generation desktops that go beyond the “360 degree” view to guide and automate processes, improve operational efficiency, and wow customers...one journey at a time.

KEY TAKE-AWAYS:

- Key barriers stand in the way of omni-channel engagement
- Insight on why omni is dead and how to go channel-less
- Guide to why channel-less customer engagement empowers your organization to deliver better customer service results

12:25pm

Food For Thought Luncheon – Networking Roundtables Hosted by Industry Leaders

Practitioners and solution providers host a menu of luncheon discussions on pertinent industry issues. Dine and dish with industry

Hosted by:



AGENDA

1:35pm CONCURRENT COLLABORATION ZONES – The Strategic Boardroom and ThinkTanks

ThinkTank sessions employ interactive team exercises in a “roll up your sleeves” learning environment.

The Strategic Boardroom engages participants in high level debate and discussion around preparing for C-Suite conversations on customer experience and customer care issues facing the organization. Please note: The Strategic Boardroom is reserved for senior level, seasoned executives and seating is limited to encourage maximum participant interaction.

Choose one of the following zones:

Zone 1. Strategic Boardroom: Sharing Customer, Industry and Competitive Insights

MODERATOR:

Samuel Carrington

Former Help and Service Design Manager

Lyft

SESSION ABSTRACT: Customer expectations and business needs evolve rapidly; maintaining alignment between the two is imperative for success in rapidly-changing environments. This session focuses on best practices for combining tried-and-true methods and cutting-edge technologies to fundamentally align business success to customer loyalty through qualitative and quantitative insights.

KEY TAKE-AWAYS:

- Techniques - including pitfalls and best practices - to develop the right action plan for individual businesses
- Fresh perspectives for establishing the right metrics and insights to implement a robust voice of the customer program
- Examples and resources across industries for establishing scalable programs

Zone 2. ThinkTank: AI, Analytics, and Visualization - Game Changers for Customer Journey Mapping

FACILITATOR:

Tommy Minta

Digital Solutions Lead

Genesys

SESSION ABSTRACT: Does Customer Journey Mapping still have value in today’s world? We’re all consumers ourselves, so we know that customer expectations are becoming more and more challenging to meet. Mapping Customer Journeys can be a first step, but what happens when customers don’t follow the journey you’ve mapped out for them? This interactive session will explore how Artificial Intelligence and Machine Learning can be used to take the next step beyond simply mapping customer journeys, and enable you to shape customer journeys to achieve the right outcomes.

KEY TAKE-AWAYS:

- Best practices for leveraging AI to identify patterns in Customer Journeys
- Blueprint for how to take action on the journeys your customers take
- Proven case studies that resulted in successful shaping of Customer Journeys

Zone 3. ThinkTank: Re-thinking CX – Effortless Agent Experience for Increased Customer Lifetime Value

FACILITATOR:

Rob McDougall

Chief Executive Officer

Upstream Works

SESSION ABSTRACT: A “Customer Experience First” strategy requires a holistic approach that spans your entire organization. With the rise of self-service, agents are required to transform into “super agents” – experts on your brand, processes, products, and services. Customers expect agents to be able to address more complex needs and resolve more difficult issues. An effective CX strategy needs to include a dedicated agent desktop, CX management tools, digital flexibility, and connectivity of all channels, journeys, data and systems. Incorporating all these components enables a personalized, proactive customer experience and greater lifetime value. Join this interactive session for a practical guide to optimizing your enterprise-wide CX strategy. Discover how to derive the most benefit from an omnichannel CX solution that empowers agents to amaze customers with a transformed CX, and provide your organization with better business outcomes.

KEY TAKE-AWAYS:

- Key elements to developing and executing a CX strategy that meets today’s business needs and anticipates tomorrow’s requirements
- Best practices for improving agent and customer engagement across all channels and interactions
- Insights into a practical guide for leveraging and enhancing the value of business systems across the enterprise

Tuesday, April 9, 2019

AGENDA

Zone 4. ThinkTank: Getting the Most from Your Quality Management Process

FACILITATOR:**Chrissy Cowell***Director, Workforce Optimization & Product Management
Aspect Software*

SESSION ABSTRACT: The quality management process is among the most fundamental activities in any contact center. In an era of increasing customer expectations, your ability to deliver high quality customer interactions in multiple channels, quickly and effectively, will largely determine the success or failure of your business. But most centers don't take the time to step back and think about how to re-invent their current process. In this highly interactive session, we'll explore some new ways of thinking about quality including new tools that make life easier for agents and quality analysts, how to create a self-improving process, and best practices that you should not overlook. If your quality process does not continuously improve, don't miss this session!

KEY TAKE-AWAYS:

- Best practices for a self-improving quality process
- Guide to ensuring agents are engaged in the quality process
- Insight on why calibration makes all the difference
- Blueprint of what you need to get started

Zone 5. ThinkTank: How to Eliminate Multichannel Friction for the Agent

FACILITATOR:**Matthew Storm***Vice President, Global Marketing
Jacada*

SESSION ABSTRACT: The main challenge for today's agent is not lack of information. It is the increased complexity of navigating multiple systems on different platform while addressing various interaction patterns. Information and knowledge only address the customer questions if they span business applications, processes and channels, and only if they are presented just-in-time to the agent. A customer service desktop that does not account for the above becomes just one more application on the agent's desktop. This interactive ThinkTank will explore how to make agent desktop environment efficient and eliminate multichannel friction while supporting customers' end-to-end journeys, and balancing automation and human relationships.

KEY TAKE-AWAYS:

- Best practices for intelligent agent engagement
- Insight on desktop unification and application orchestration
- Guide to robotic desktop automation
- Tips and tricks for real time process guidance
- Real world use cases of intelligent agent assistance

3:05pm Briefing Sessions, Networking, Refreshment and Exhibition Break

Featured Demonstration**Hosted by:**

interactions

AGENDA

3:50pm CONCURRENT COLLABORATION ZONES – BEST PRACTICES

Best Practice sessions examine a real world use case, dissect the best practices employed, and explore how to apply them to your own initiative and company.

The Strategic Boardroom engages participants in high level debate and discussion around preparing for C-Suite conversations on customer experience and customer care issues facing the organization. Please note: The Strategic Boardroom is reserved for senior level, seasoned executives and seating is limited to encourage maximum participant interaction.

Choose one of the following zones:

Zone 2. Best Practice: Operationalizing Speech Analytics - Getting the Biggest Bang for Your Buck

CO-FACILITATORS:

Nick Bandy
Chief Executive Officer
SpeechIQ

Chuck Baker
Senior Manager Training, Development and Quality Assurance
Royal Caribbean International

SESSION ABSTRACT: Curious to know if speech analytics can really be a difference-maker in your organization? This interactive session will explore firsthand how the combined power of speech analytics and QA can not only drive better agent and contact center performance, but can pave the path for improved operations and customer experience.

KEY TAKE-AWAYS:

- QA approaches to improve agent training and performance
- Guide to tackling the granular call categorization to inform and improve operations
- Insights and data that drive strategic direction

Zone 3. Best Practice: Employee Experience (EX) - The Key to Unlocking a Better Customer Experience (CX)

CO-FACILITATORS:

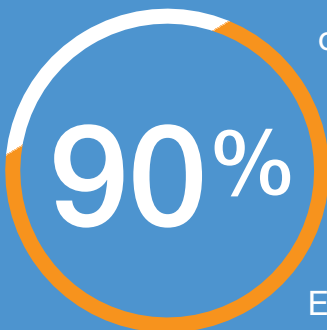
Jacob Britt
Senior Manager,
Business Development
Aceyus

Sharon Bradbury
OneCloud Experience Manager, Engineer & Advocate Support Technologies
Microsoft

SESSION ABSTRACT: In today's digital world a growing number of organizations are laser focused on Customer Experience (CX) as a way to drive improved profits and market share. Unfortunately, many have underestimated the impact that Employee Experience (EX) plays in delivering a memorable Customer Experience. As companies continue to add and embrace new digital channels the role of the Agent is becoming more critical and will have profound effects on company culture, employee engagement and bottom line profitability.

KEY TAKE-AWAYS:

- Insight into the key transactional and psychological issues that are directly impacting your employees (i.e. addressing the complicated problems employees deal with every day)
- Pitfalls of increased focus on technology growth and improved CX at the expense of addressing the needs of employees/agents (EX)
- Realistic perspective of your company's experiences based on the understanding of expectations and perceptions
- Proven ways to leverage analytics and track the metrics needed to identify, balance and improve both CX and EX



of surveyed participants would be more likely to inquire about future services if a solution provider sponsored the Frost & Sullivan Executive MindXchange.

BECOME A SPONSOR

For information on sponsorship, please contact:

Gary Robbins at 703-729-6386
or via email: grobbsins@frost.com

Research by  TechValidate

AGENDA

Zone 4. Best Practice: Mapping and Marrying the Self-Service Vision

CO-FACILITATORS:

Crystal Collier

Executive Consultant, Customer Experience
PTP

Lynn Olson

Vice President of CX
PTP

SESSION ABSTRACT: Every customer interaction is a journey that can involve multiple channels, including your website, contact center, mobile app, and social media. As customer experience (CX) becomes more of a differentiator, companies that strike the perfect balance of human touch with digital will win. Where does self-service fit in?

In this session, we will discuss success factors to map and marry your self-service vision. This interactive session will encourage participants to consider and document leading practices to determine the self-service journeys that offer the best CX in their organizations.

KEY TAKE-AWAYS:

- Knowledge of where and how brands offer self-service
- Proven benefits of self-service
- Key steps to take to plan, test, and launch self-service

4:50pm

Session-to-Session Travel Time

4:55pm

SUCCESS STORY – Join us for a Burst of Insight on:

★ From Agent to VP: A Real World Career Journey

April Sealy

Vice President, Operations & Customer Solutions
Elevate

SESSION ABSTRACT: Young, talented, high-potential people leave the industry every single day. How do we stop the attrition that is robbing us of our ability to attract and retain agents, to build excellent performance and achieve a fantastic customer experience? The challenge leaders face today is twofold – one, how can we retain workers in our contact centers, and two, how can we inspire potential high performers to stay with us for the long haul –and to build a career in call center leadership? This session will explore the opportunity to greatly influence talent in our organizations, how to leverage time, energy and focus to create opportunities for our agents, as well as a strong customer-centric strategy.

KEY TAKE-AWAYS:

- Steps leaders can immediately implement to retain staff, recognize potential future leaders and start them on the path to leadership within your organization
- Insight on what's most important to today's young workforce (friends, purpose, and progression)
- Guide to identifying high potential future leaders, get them hooked on the vision for their future in the contact center space, and show and tell them that you trust them

★ Being Transparent in Your Communication with Customers and Employees

Jared Benesh

Executive Director, Contact Center Technology & Product Strategy
Quicken Loans

SESSION ABSTRACT: Complete transparency with Customers and Employees is extremely difficult in large organizations - and yet, if done correctly and consistently, it is paramount to the delivery of successful CX initiatives. Large companies talk about transparency, but how transparent are they really with everyone?

KEY TAKE-AWAYS:

- Best practices to “Do it now” - Every person, every time, no exceptions, no excuses
- Tips and tricks for getting buy in – strategies to align your teams and customers to the same expectations
- Guide to breaking the traditional expectations with a simple approach

5:30pm

General Session Concludes

6:00pm

15th ANNIVERSARY CUSTOMER CONTACT EAST BEACH PARTY AND OLYMPICS

Choose your teams and let your competitive spirit break free. After hors d'oeuvres and a buffet dinner, it's ALL ABOUT Beach Olympics fun! The winning teams will be draped in gold, silver and bronze.



AGENDA

Wednesday, April 10, 2019 | GENERAL SESSION, EXHIBITION, AND SITE TOUR

6:45am Beach Yoga

Calling all yogis! Get energized while building strength and flexibility with us. This upbeat, creative yoga practice, will link breath and movement to keep you present and centered. We'll utilize Sun Salutations, strength building and connected movements to help you face the day with a courageous spirit.

8:30am Continental Breakfast and Exhibition

Featured Demonstration
Hosted by: 

9:10am KICKOFF AND KEYNOTE – Mastering the Art of Customer Empathy

Nate Brown
Head of Customer Experience
 UL EHS

SESSION ABSTRACT: Abstract: We've all been waiting patiently for the Customer Experience revolution to reach its spectacular pinnacle. It was widely predicted that 89% of businesses would be competing on the basis of CX by now. The reality is that a tremendous percentage of Customer Experience initiatives are failing. The time has arrived to look critically at our current approach and to seek out a new path. Could it be that one of the greatest keys to unlocking customer success lies in the Contact Center? Learn how great Customer Experiences begin in the contact center and inspire the entire organization!



KEY TAKE-AWAYS:

- Ignite design thinking in the contact center to move from reactive to proactive
- Tips for inspiring the business through Voice of Customer to honor customers as the greatest asset
- Insight on how to look critically at the skills and existing strategy of a CX function to maximize success
- Best practices for developing meaningful work to awaken a customer-centric mentality across the larger organization

10:15am USE CASE – Mapping and Reengineering Processes for Greater Effectiveness and Enhanced Experiences

Gabriele Masili
CSS Chief Technology Officer, Customer Service & Support
 Microsoft

SESSION ABSTRACT: AI is disrupting the customer support industry. This session will examine how to drive process changes and improvements to empower the ultimate customer support experience through the combination of virtual agents and human agents.

KEY TAKE-AWAYS:

- Guidance on the best approach to bringing automation to the customer support experience
- Recommendation on using a phased implementation plan
- Methodology for the best combination to ensure customer success

10:35am Networking, Refreshment, and Exhibition Break

Featured Demonstration
Hosted by:



AGENDA

11:05am EXECUTIVE PRESENTATION – Bracing for the IoT Impact

Brent Cogswell

Vice President, Customer Care Center
Schneider Electric

SESSION ABSTRACT: By 2020 there will be 80 Billion connected devices! This changes the game in terms of how customers will be supported. IoT devices can report their own problems and provide data that allows issues to be resolved before customers are even aware. This value stream opens the door to new capabilities and revenue streams never before seen in customer support.

KEY TAKE-AWAYS:

- Insights gained on how best to transform your support organization to support IoT devices and associated services
- Roadmap to follow in order to transform your organization to be prepared for this impact
- Best practices on ways to capitalize on this changes all while delivering improved customer success

11:25am INSIGHTS AND IDEAS ROUNDUP – The Great Take-Away: Implementing the Best, Brightest and Boldest Ideas from the Program

MODERATOR:

April Sealy

Vice President, Operations & Customer Solutions
Elevate

PANELISTS INCLUDE:

George Barbieri

Partner Success Supervisor
ezCater

Kelley Bond

Director, Customer Care
Operations
Walmart

Samuel Carrington

Former Help and Service
Design Manager
Lyft

Participants at each Customer Contact Executive MindXchange come away with a wealth of key learnings and it can be a challenge to take it all in. During this interactive session, members of the Customer Contact community will highlight the most important themes, key take-aways and lessons learned they can be readily operationalized once you are back in the office.

12:15pm Content For The 15th Anniversary Customer Contact East Concludes

1:00pm Customer Experience Site Tour - JetBlue Park at Fenway South

Join us for a tour of JetBlue Park at Fenway South, where members of the Customer Service team from the Boston Red Sox will discuss Spring Training and best practices for keeping 11,000 fans happy during each game, and on a year-round basis, to support the community of fans. What can I learn from a ballpark, you ask? Isn't this a bit out there in left field? Exactly. Join us on this non-traditional customer service tour and explore customer service excellence from a new perspective.



3:30pm CUSTOMER ENGAGEMENT LEADERSHIP COUNCIL EXECUTIVE ROUNDTABLE

4:30pm SITE TOUR AND EXECUTIVE ROUNDTABLE CONCLUDE – Shuttle Transportation to JW Marriott Marco Island Beach Resort Provided.

Update Your Business Playbook with The Executive MindXchange Chronicles

Take Control of Your Future

Benefit from All Session Summaries

These are not transcripts, but actual summaries focused on key observations and take-aways, featuring tactics and strategies for immediate implementation.

Video Access to the Event Keynotes

Watch and learn from lessons shared by event keynote speakers. These industry experts present case studies, lessons learned, and provide invaluable thought leadership and inspiration for senior executives.

Take the Event Home

For your colleagues who were not able to attend the event, you'll have key questions and answers, best practices, tactics, and strategies that work – and those that didn't – at your fingertips.

Find Event Information Fast

The entire event is catalogued and searchable so you can find what you are looking for quickly. Why waste valuable time looking when you could be learning?

Stay Connected

Take advantage of the ability to review all those great ideas you want to implement after the event and get info about expert presenters with whom you can follow up. Grow your professional network and guarantee your own ROI for years to come.

Capture the Hidden Agenda

Gauge where you are among your peers through on-site surveys that identify industry benchmarks, as well as question and answer sessions that go outside the pre-planned content.

Savings

Event participants will save up to \$300.

NOTE: Frost & Sullivan makes every effort to collect and ensure the quality of individual session chronicles; however, the summaries presented in the articles are the expert opinion of the writers and inclusion/exclusion of specific material is at the discretion of each speaker. While every effort is made, there is no guarantee that notes for each and every session will be submitted as requested.

Pricing

The Executive MindXchange Chronicles are now available for purchase. Additional savings apply when purchased prior to or on-site at the event.

PARTICIPANT PRICING

Pre-event: \$395

Post-event: \$495

NON-PARTICIPANT PRICING

Post-event: \$695

Reserve Your Chronicles Today

Matthew McSweegan

516.255.3812

Matthew.McSweegan@frost.com



“You are the average of the five people with whom you spend the most time.”

—Jim Rohn, *Entrepreneur*

SPEND TIME WITH THE BEST TO BECOME THE BEST.

**THE PREMIER
COMMUNITY FOR
EXECUTIVES IN
CUSTOMER EXPERIENCE,
MARKETING AND
CUSTOMER CARE**

Are the people in your world today bringing new perspectives and sharing insights from other industries?

To stay competitive in your world of customer engagement, spend time with others who have charted the course.

The Customer Engagement Leadership Council by Frost & Sullivan offers a unique opportunity to connect year-round with action takers and forward thinkers from across industries.

Join the Customer Engagement Leadership Council, and:

- Gain best practice learning based on real-world scenarios.
- Build an exclusive, executive network of peers in other industries.
- Develop your executive leadership capabilities.
- Remain a relevant and *high-performing leader* well into the future.

“The Leadership Council is an incredible network of executives that tackle the current challenges of the industry as well as work on developing thought leadership around tomorrow’s challenges. The level of engagement, problem solving and forward thinking has driven me to continue being a member of this community. Whenever I have a challenge or problem, I can count on one of my colleagues in the Council to have a thought provoking idea or solution around the topic. It is truly one of the most valuable organizations I belong to.”

— **Robert T. Gofourth**

Vice President, Operational Strategy and Performance
BlueCross BlueShield of North Carolina



**Customer Engagement
Leadership Council**
FROST & SULLIVAN

Visit www.customerleadershipcouncil.com
Email: Matthew.McSweegan@frost.com



24-7 Intouch is a global contact center outsourcing company that delivers customizable, quality-driven, customer service solutions, across all industry segments. Using the most advanced technology, comprehensive insights, and brand specialists for each account, 24-7 Intouch is able to provide a multichannel approach, via voice, live chat, e-mail and social media management.

www.24-7intouch.com



Aceyus, the expert in Contact Center technology, unifies multi-platform/omni-channel data through highly customizable dashboards and optimized reporting. As companies embrace new digital channels Aceyus is at the center, keeping the focus on Customer Experience with a goal of increasing satisfaction, employee engagement and bottom line profitability.

www.aceyus.com



Acquire BPO is a global outsourcer located in the US, Australia, Philippines and Dominican Republic. With 7,000+ staff and 12-years' experience, we deliver automated, intelligent contact center and back-office functions for global businesses. We're on IAOP's® best outsourcing providers' list and Stevie's Most Innovative Company of the Year.

www.acquirebpo.com/us



Aspect helps enterprises break down the walls between people, processes, systems and data sources, allowing organizations to unite around the customer journey. By developing fully native contact center interaction management, workforce optimization and self-service capabilities within a single customer engagement center, we enable dynamic, conversational interactions and create a truly frictionless omni-channel customer experience.

www.aspect.com



By leveraging the power of AI, Bold360 helps personalize and enhance every customer engagement – no matter where it takes place – allowing companies to deliver better and more consistent customer experiences seamlessly across both AI and agent-based interactions. Bold360 delivers groundbreaking intelligence with out-of-the-box simplicity and helps agents do what they do best – be human.

www.bold360.com



Cicero provides desktop process automation and analytics software that help organizations isolate issues and automate employee tasks in the contact center and back office. By realizing and removing the barriers to productivity, customers such as Nationwide and UBS use Cicero software to build enterprise value by improving performance, reducing cost, and transforming the employee and customer experience.

www.ciceroinc.com



ConvergeOne is a leading global IT service provider. Our comprehensive portfolio includes collaboration, enterprise networking, data center, cloud and security solutions which provides one of the broadest and deepest solution offerings in the industry. Our highly certified technical team supports clients throughout the project lifecycle, from consultation and design to implementation, optimization, and ongoing management.

www.convergeone.com



We serve as an extension to your brand. As a leading business process outsourcing (BPO) company, DATAMARK empowers Fortune 500 companies and large enterprises with the strategies, solutions, and workforce to streamline workflows, control risks and reduce costs.

www.datamark.net



Five9 is a leading provider of cloud contact center software, bringing the power of the cloud to thousands of customers and facilitating more than three billion customer interactions annually. Since 2001, Five9 has led the cloud revolution in contact centers, helping organizations of every size transition from premise-based solutions to the cloud.

www.five9.com



At Genesys we have been dedicated to helping organizations of all sizes deliver exceptional customer experiences. For over 25 years, we've delivered customer engagement, employee engagement, and business optimization solutions that have enabled great customer relationships and business results.

www.genesys.com



HGS provides business process management (BPM) services from contact centers to HRO, back-office, and marketing solutions. Taking a true "globally local" approach with over 44,200 employees in 75 worldwide locations, HGS combines technology-powered services in automation, analytics, and digital to deliver transformational impact to some of the world's leading brands across nine key verticals.

www.teamhgs.com



Interactions provides Intelligent Virtual Assistants that seamlessly combine AI & human understanding to enable businesses & consumers to engage in productive conversations. With flexible solutions designed to meet the growing demand for unified, multichannel customer care, Interactions is delivering significant cost savings & unprecedented customer experience for some of the largest brands in the world.

www.interactions.com



Jacada's automation expertise and IP within customer operations continues to deliver end-to-end customer service automation solutions to global enterprises. Our 27 years of experience in automating customer service processes for global enterprises, together with proven outcome-focused integration capabilities, enable worry-free deployments with lower Total Cost of Ownership.

www.jacada.com



Pegasystems Inc. is the leader in software for customer engagement and operational excellence. Using AI-powered Workforce Intelligence and Robotic Automation, Pega Customer Service leverages real-time and historical insights to optimize your agent workforce for improved productivity, retention, and customer experience.

www.pega.com/service





PTP collaborates with leading businesses to develop results-driven technology solutions that transform customer experience. PTP stays connected to your business drivers while enabling a 360° view of the customer to increase engagement enterprise wide by optimizing technology and business processes to breakdown silos and enhance customer connections through seamless omni-channel communication.
www.ptpinc.com



Salesforce.com is the enterprise cloud computing leader. Our social and mobile cloud technologies including our flagship sales and CRM applications — help companies connect with customers, partners, and employees in entirely new ways.
www.salesforce.com



ServiceNow makes work better across the enterprise. Getting simple stuff completed at work can be easy, and getting complex multistep tasks accomplished can be painless. Our applications automate, predict, digitize and optimize business processes and tasks, across IT, customer service, security operations, human resources and more, creating a better experience for your employees and customers.
www.servicenow.com



SmartAction is the leading provider of AI-powered customer self-service solutions. Our cloud-based platform is built for enterprises to satisfy growing expectations for self-service. We focus on building an environment where intelligent virtual agents are handling complex customer requests in every medium – voice, SMS text, chat, social media, and mobile.
www.smartaction.ai



SpeechIQ is a revolutionary, cost-effective speech analytics and quality management platform that makes it easy to unlock the vast amount of data within your call recordings. Now it's easier than ever to analyze calls for call categorization, compliance, script adherence, quality assurance, sales effectiveness, and more.
www.speechiq.com



Talkdesk Enterprise Contact Center Platform empowers companies to make customer experience a competitive advantage. With enterprise class performance and consumer-like ease of use, over 1,400 innovative companies rely on Talkdesk to power their customer interactions.
www.talkdesk.com



Teleperformance is the worldwide leader in outsourced omnichannel customer experience management. Teleperformance connects the biggest and most respected brands on the planet with their customers by providing customer care, technical support, customer acquisition, digital solutions, analytics, back-office and other specialized services to ensure consistently positive customer interactions.
www.teleperformance.com



TTEC (previously known as TeleTech) is a global customer experience company that designs, builds and operates captivating omnichannel customer experiences. With more than 49,000 employees and 85 customer engagement centers around the world, we offer customer care and tech support, customer acquisition and retention, CX consulting and omnichannel technology.
www.ttec.com



Upstream Works provides best-in-class Omnichannel Contact Center software to increase agent success and customer engagement. We bring the customer journey together for all channels, interactions, applications and platforms with a single agent desktop and management simplicity. Organizations worldwide benefit from Upstream Works solutions, connecting and transforming every customer experience.
www.upstreamworks.com



Verint® is a global leader in Actionable Intelligence® solutions. Our portfolio includes Customer Engagement Optimization software and services that capitalize on solutions from KANA®, A Verint Company to help organizations enrich customer interactions across communications channels, optimize their workforces, and improve business processes.
www.verint.com



VHT enables companies to keep the promises they make to their customers, creating lasting brand loyalty. For over two decades, VHT has been the world's number one provider of callback software and services. Today we extend our leadership by providing contact centers solutions that optimize customer interactions across all digital channels.
www.vhtcx.com



90% of surveyed participants would be more likely to inquire about future services if a solution provider sponsored the Frost & Sullivan Executive MindXchange.

BECOME A SPONSOR

For information on sponsorship, please contact:

Gary Robbins at 703-729-6386
 or via email: grobbsins@frost.com

Research by TechValidate

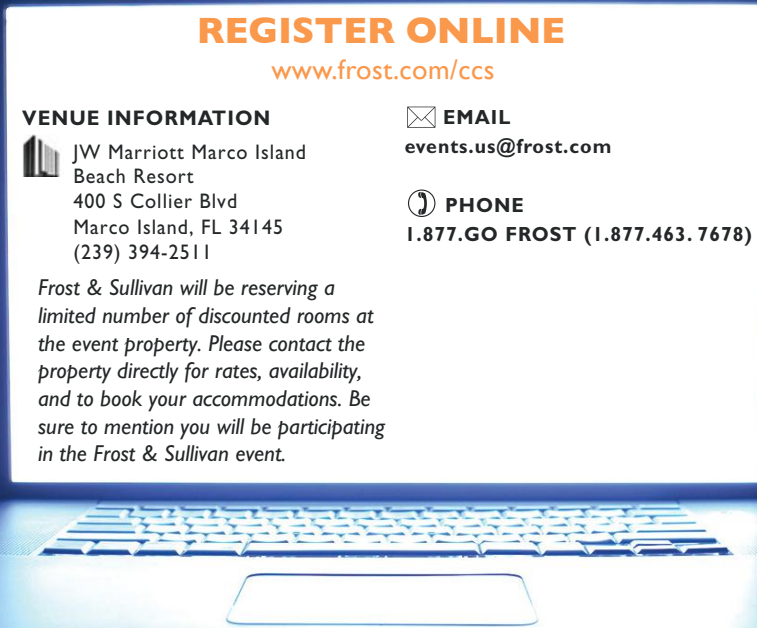
REGISTRATION

15TH ANNIVERSARY


CUSTOMER CONTACT EAST:

A FROST & SULLIVAN EXECUTIVE MINDXCHANGE

April 7 - 10, 2019 | JW Marriott Marco Island Beach Resort | Marco Island, Florida



REGISTER ONLINE
www.frost.com/ccs

VENUE INFORMATION
 JW Marriott Marco Island Beach Resort
400 S Collier Blvd
Marco Island, FL 34145
(239) 394-2511

EMAIL
✉ events.us@frost.com

PHONE
📞 **1.877.GO FROST (1.877.463.7678)**

Frost & Sullivan will be reserving a limited number of discounted rooms at the event property. Please contact the property directly for rates, availability, and to book your accommodations. Be sure to mention you will be participating in the Frost & Sullivan event.

REGISTRATION | PRICING SCHEDULE

- Event Registration | Complete Series **\$3,240**
(Inclusive of Event Registration, Executive MindXchange Chronicles, Golf Scramble or Dolphin Watching & Site Tour)
- Event Registration **\$2,795**
(Inclusive of General Session Only)

A-LA-CARTE OPTION

- Networking Golf Scramble** \$ 50
- Dolphin Watching and Island Escape** \$ 50
- Site Tour** \$ 100
- Customer Contact 2019 East Executive MindXchange Chronicles**
 - Pre-Event | On-Site \$ 395
 - Post-Event \$ 495
 - Non-Participant \$ 695

 **GROUP DISCOUNTS AVAILABLE**
Contact: 1.877.GO FROST for details

CUSTOMER CONTACT 2019 EAST EXECUTIVE MINDXCHANGE CHRONICLES

A real Golden Nugget that continues to add value post-event! As a thorough and focused set of notes, the Customer Contact 2019 East Executive MindXchange Chronicles ensures you don't miss out on any sessions that run concurrently with those that you selected. If you are unable to sign up for this now, you may order post event. Please note that post event purchases will be \$495 so get your hands on these collections at the lower rate now!

PAYMENT PROCEDURES

Payment in full is required immediately upon registration and is non-refundable and also must be received by Frost & Sullivan prior to the event start date. If payment has not been received by Frost & Sullivan prior to the event start date you will not be able to attend the Executive Event. If, for any reason, you are unable to attend the Executive Event for which you are registered, and notify Frost & Sullivan in writing more than 3 weeks prior to the event start date, a one-time credit will be issued for use toward registration at any other Frost & Sullivan Executive Event. The credit must be used within 90 days of the original registration date and can be applied to any Executive Event scheduled up to one calendar year from the event for which you originally registered. Credits may not be transferred more than once, and all unused credit(s) will be forfeited after 90 days. Cancellation within 1 days prior to the event will incur a one time fee of \$500. The remaining balance can be applied to any Executive Event up to one calendar year from the event for which you originally registered. Notification must be received by Frost & Sullivan in writing. If you do not attend the event and fail to notify Frost & Sullivan PRIOR to the event, no credit will be issued. Every effort is made to ensure that the speakers noted in this brochure are present, but changes beyond the control of Frost & Sullivan may occur. The program agenda will be updated biweekly and can be downloaded from www.frost.com/ccs.