



CUSTOMER EXPERIENCE STRATEGY AND TACTICS IN A PIVOTAL TIME

15th
ANNIVERSARY

CUSTOMER CONTACT WEST:
A FROST & SULLIVAN EXECUTIVE MINDXCHANGE

Part of our 2019 International Customer Contact Executive MindXchange Series
FEATURING THE CC AWARDS - REWARDING EXCELLENCE, CULTURE & TEAM SPIRIT

October 27 - 30, 2019
Hyatt Regency Huntington Beach Resort and Spa
Huntington Beach, California

 #FrostCC
 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 YOUR WORKFORCE IS CHANGING

We are witnessing radical change in the workforce. You must be prepared to build a new vision and new strategy to engage with talent in the future.

3 TECHNOLOGY IS MOVING FAST

An era of unprecedented change is upon us, driven by the pace of digital technologies. Get a grip on a fast moving landscape of solutions and find innovative ways to provide data-driven customer support.

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”

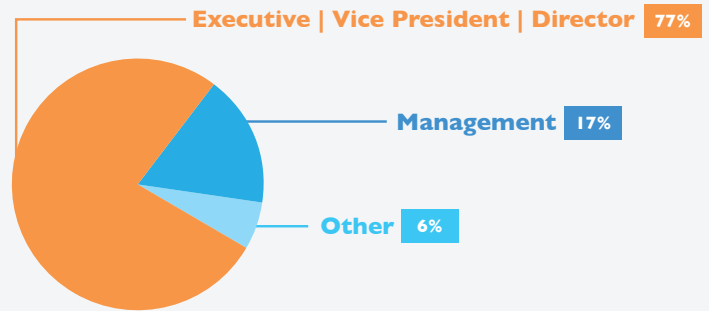
Amidst all the disruption, innovation, and consumer upheaval comes the unabated demand for operational efficiency and effectiveness. Plan for the “must have” people, process, and technology needed to meet the expectations placed on you by senior management.



Hyatt Regency Huntington Beach Resort and Spa

Relax and rejuvenate your thinking in this magnificent oasis overlooking the Pacific Ocean. From surfing adventures to sipping cocktails at the lagoon-style pool, it's a perfect mix of business and pleasure.

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.

CELEBRATE A SPIRIT OF EXCELLENCE

You will want to join us for The CC Awards, an unforgettable and fun twist to the usual formality of award ceremonies!

+69 Net Promoter Score®

Source: TechValidate Survey of Customer Contact Executive MindXchange Participants



CUSTOMER CONTACT WEST 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.

Ed Ariel

Vice President, Customer Service
ezCater
Customer Engagement
Leadership Council Member

Matt Beckwith

Contact Center Director
Clark Pest Control

Nate Brown

Head of Customer Experience
UL

Sue Cloutier

Manager, Operations
Mayo Clinic
Customer Engagement
Leadership Council Member

Claudia Comtois

Assistant Vice President,
Support Services
Nationwide Financial
Customer Engagement
Leadership Council Member

Robert Gofourth

Vice President, Operational Strategy
and Performance
BlueCross BlueShield
of North Carolina
Customer Engagement
Leadership Council Member

Mike Epstein

Leader, Customer Experience Analytics
Vanguard

Matt Hayes

Principal Program Manager
Microsoft
Customer Engagement
Leadership Council Member

Regan Heckethorn

Director of Call Center/
Customer Care Operations
Allegiant Air Inc.

Chris Helzerman

Vice President
Kaiser Permanente

Eileen Lash

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

Stephen Loynd

Global Program Director,
Digital Transformation Practice
Frost & Sullivan
Customer Engagement
Leadership Council Member

April Sealy

Vice President of Operations
Elevate
Customer Engagement
Leadership Council Member

Steve Schneider

Executive Director, Service Operations
Aetna Health Plans
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 | Zone 2. Analytics in Action | Zone 3. Agents, Automation, and AI
Zone 4. Efficiency and Effectiveness in the Contact Center | Zone 5. The Integrated Customer Journey | Zone 6. Enhancing the Customer Experience

SATURDAY, OCTOBER 26, 2019 | ARRIVAL DAY

7:00pm Suggested Arrival Time

Arrive Saturday to participate in Sunday's Wine Tour & Tasting.

SUNDAY, OCTOBER 27, 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. See page 8 for details on the Council.

10:00am Wine Tour & Tasting

3:00pm Customer Engagement Leadership Council Mixer and Annual Meeting

*Please note participation is restricted to Council Members only.

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, OCTOBER 28, 2019 | GENERAL SESSION AND EXHIBITION

7:30am Registration, Continental Breakfast, and Exhibition

8:15am WELCOME and KEYNOTE – Leadership for the Digital Future

9:10am Navigating the 15th Anniversary Customer Contact West: A Frost & Sullivan Executive MindXchange

9:20am BEST PRACTICE – Building Out Your Tool Set

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: Gaining **Top Down Support** for the Digital Future of Customer Care

Zone 2. Case History: Employee Experience – Leveraging Data to Drive Down **Employee Effort**

Zone 3. Case History: Omni Challenge – **Overcoming Legacy Mishmash** for Agent Experience and Productivity

Zone 4. Case History: Global **BPO Pricing Trends** and Models

Zone 5. Case History: Integrating **Mobile App Support** in the Customer Journey

Zone 6. Case History: **Measuring the Cross Channel** Customer Experience

11:20am Session to Session Travel Time

11:25am 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 – Why People Must be a Critical Aspect of Every Digital Transformation

– FOLLOWED BY –

EXECUTIVE PRESENTATION AND CROWDSOURCE – Budget Optimization: Ideas for Driving Out Cost in the Contact Center

12:40pm 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: Getting Ahead of the Game: **Early Adopter vs. Fast Follower**

Zone 2. Roundtable: Leveraging Data for **Customized Interactions**

Zone 3. Roundtable: 3 Things I Hate About My **CRM**

Zone 4. Roundtable: Connecting **VOC** with Operational Drivers

Zone 5. Roundtable: Cracking the Nut on **Omnichannel CX** – A Practical Guide and Key Considerations

Zone 6. Roundtable: **Employee Experience (EX)** – Unlocking a Better Customer Experience

3:10pm Networking, Refreshment, and Exhibition Break

SCHEDULE-AT-A-GLANCE

DENOTES CONTENT SESSIONS

DENOTES NETWORKING EVENTS

MONDAY, OCTOBER 28, 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 SUCCESS STORY – Creating a CX Task Force

5:27pm THE CC AWARDS – REWARDING EXCELLENCE, CULTURE & TEAM SPIRIT

6:00pm TRUTH OR DARE NETWORKING RECEPTION

TUESDAY, OCTOBER 29, 2019 | GENERAL SESSION AND EXHIBITION

6:45am Early Risers Run/Walk

6:45am Beach Yoga

8:00am Continental Breakfast and Exhibition

8:45am ICE BREAKER AND KEYNOTE – Embracing the Workforce of the Future

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

9:50am ASK THE EXPERTS! PANEL DISCUSSION – Socializing CX Across the Organization

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: Meeting the Unique Challenges of the **Enterprise Contact Center**

Zone 2. Roundtable: **STOP** Admiring the Problem – and **START** Driving **Real Value with Analytics**

Zone 3. Roundtable: **Integrating Conversational AI** into the Call Center Environment

Zone 4. Roundtable: Technology Integration: **Closing Operational Silos** at the Business Level

Zone 5. Roundtable: Delivering **Personalized Care** Across Channels

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: **If I Only Knew Then** What I Know Now

Zone 2. ThinkTank: **Data Driven** Customer Experience

Zone 3. ThinkTank: **RPA** – Efficiency in Operations and Customer Experience

Zone 4. ThinkTank: Equipping Your Agents to Deliver **Proactive, End-to-End Service**

Zone 5. ThinkTank: Strategic Mapping of an **Integrated Self-Serve Journey**

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

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.

Choose **one** of the following zones:

Zone 1. Best Practice: Transitioning from **TBot to Live Chat**

Zone 2. Best Practice: Analytics-Driven **Training, Coaching and Quality Monitoring**

Zone 3. Best Practice: How **AI** is Helping to Create **Empowered and Efficient** Support Teams

Zone 4. Best Practice: Six Sigma: **Process Improvement** in the Contact Center

4:50pm Session to Session Travel Time

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

★ Hiring for Staying Power and Brand Fit

★ Continuous Improvement of the Customer Experience

5:30pm General Session Concludes

6:00pm 15th ANNIVERSARY CUSTOMER CONTACT WILD WEST OLYMPICS & COOKOUT

SCHEDULE-AT-A-GLANCE

DENOTES CONTENT SESSIONS

DENOTES NETWORKING EVENTS

WEDNESDAY, OCTOBER 30, 2019 | GENERAL SESSION, EXHIBITION AND SITE TOUR

7:15am **Early Risers Yoga**

8:30am **Continental Breakfast and Exhibition**

9:10am **KICKOFF AND KEYNOTE** – Customer Trust and Its Enabling Technologies

9:55am **EXECUTIVE INSIGHT** – Mapping Root Cause for Proactive Solutions

10:25am **Networking, Refreshment, and Exhibition Break**

10:55am **SUCCESS STORY** – Customer Experience Measurement

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

12:00pm **CONTENT FOR THE 15TH ANNIVERSARY CUSTOMER CONTACT WEST CONCLUDES**

BANK OF AMERICA CONTACT CENTER TOUR AND EXECUTIVE ROUNDTABLE

1:00pm **BANK OF AMERICA 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 Huntington Beach Resort & Spa 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 **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 McSweeney at 516-255-3812, or email him at Matthew.McSweeney@frost.com

MAXIMIZE YOUR NETWORKING

Sunday, October 27, 2019

Wine Tour & Tasting 10:00am

Napa and Sonoma are not the only two areas of California that can produce some amazing wine. Kick off Customer Contact West by joining your peers on a very chill wine tour & tasting around Southern California. We'll learn about different types of wine and get a chance to pair flavorful bites with delicate, fresh wines and bold barrel-aged blends. Build relationships and cap off this networking activity with a gourmet lunch fit for the VIP you are! Sign up today as space is limited.

Hosted by: **SmartAction**
Automating Customer Service. Intelligently.



Participant Fee: \$50.00

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:



DATAMARK
INCORPORATED



Monday, October 28, 2019

The CC Awards 5:27pm



Let's kick off the evening with a bang! Come join us as we unveil and celebrate the winners of the CC Awards. These dynamic and forward-looking candidates are pushing the envelope in AI, analytics, omnichannel customer service and web customer care, and we'll be toasting them with a reception worthy of their achievements (and awesomeness!).

Truth or Dare Networking Reception 6:00pm

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, October 29, 2019

Early Risers Run/Walk 6:45am



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 6:45am

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.



15th Anniversary Customer Contact Wild West Olympics & Cookout 6:00pm



Gear up for a night of Olympic games with Western flair. Dinner will be served throughout the night and our top teams will be draped in Gold, Silver & Bronze, YEEHAW! Saddle up and show us your wild west side!

Wednesday, October 30, 2019

Beach Yoga 7:15am

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.





Rewarding Excellence. Culture & Team Spirit



Artificial Intelligence



Self Serve



Analytics



Process Automation



Social Media



Show Us Your Culture and
Team Spirit!

Who are the Candidates?

Any company that is engaged in the goal of delivering a superior customer experience is encouraged to nominate itself for accomplishments in any or multiple categories. Particular attention will be given to companies whose achievements have enabled them to set themselves apart from their competitors and that have delivered compelling value to their customers and the enterprise as a whole. *Please Note: Service Providers may nominate themselves for the Work Hard, Play Hard award; all other categories are practitioner only.*

**CC Award Winners will be honored at the
15th Anniversary Customer Contact West:
A Frost & Sullivan Executive MindXchange,
October 27 – 30 in Huntington Beach, California.**

AGENDA

Saturday, October 26, 2019 | Arrival Day

7:00pm Suggested Arrival Time

Arrive Saturday to participate in Sunday's Wine Tour & Tasting.

Sunday, October 27, 2019 | Networking Day

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Hosted by:



3:00pm Customer Engagement Leadership Council Mixer and Annual Meeting



Customer Engagement
Leadership Council
FROST & SULLIVAN

Members of the Council discuss and debate the challenges and opportunities that they face, and agree upon key Critical Issues. These Critical Issues will then be put forth to the membership at large for a vote on the most relevant areas of interest. The top Critical Issues then serve as the foundation for the content of both the Council's live events, virtual events, and curated thought leadership throughout 2020.

*Please note participation is restricted to Council Members only.

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:



Monday, October 28, 2019

AGENDA

Monday, October 28, 2019 | GENERAL SESSION AND EXHIBITION

7:30am Registration, Continental Breakfast, and Exhibition

Registration Items
Hosted by:

Featured Demonstration

Hosted by:

8:15am WELCOME AND KEYNOTE – Leadership for the Digital Future

Gary Magenta

Senior Vice President, Customer Experience
Root

SESSION ABSTRACT: The only constant in today's workplace is change, and much of what's required to evolve means new tools and technology, as well as adopting the mindset of a disruptor. All change is hard - that's human nature - and it rarely sticks. But leaders have a unique responsibility to help their people embrace it. Successful change means breaking free from traditional employee communication and engagement approaches. It means breaking free from the one view-point you're comfortable with and getting used to thinking about things holistically. Businesses need to think like customers - and leaders need to consider things from the frontline perspective. The time for changing our behaviors, and our mindsets, is here. Leaders must tell their people a story, paint them a picture that shows where the company is headed and how each person helps make that happen.

KEY TAKE-AWAYS:

- Guide to the “why” behind change in order to help people develop a change mindset that resonates both emotionally and intellectually
- Best practices for engaging people in translating change from a concept to reality through successful storytelling
- Strategies and tactics for getting clear on your desired change including understanding common organizational “canyons” that cause disconnects at the leader, manager and individual contributor levels; building an organizational movement around that change; and sustaining it for long-term results

9:10am Navigating the 15th Anniversary Customer Contact West: A Frost & Sullivan Executive MindXchange

9:20am BEST PRACTICE – Building Out Your Tool Set

Nate Brown

Head of Customer Experience
UL EHS

SESSION ABSTRACT: The role of the contact center agent is harder today than it has ever been. Transactional volume has declined drastically, leaving those tricky tickets which require a vast array of skills. The solution for many centers has been the implementation of new technologies to supplement the abilities of the agent and to try and make their lives easier. Sadly, as has been the case with the majority of digital transformation projects, many of these tools have failed to bring the desired results. How can we ensure that the technology we bring into our organizations will help rather than hinder?

KEY TAKE-AWAYS:

- Transparent guide into the agent impact of new technology implementations, the good and the bad
- Framework to strategically identify a gap in the contact center toolset
- Best practices for adopting a holistic mindset to ensure the tools of the contact center fit into the larger organization for optimal exchange of knowledge and an enhanced customer experience

9:50am Networking, Refreshment, and Exhibition Break

Featured Demonstration
Hosted by:

Monday, October 28, 2019

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 | Zone 2. Analytics in Action | Zone 3. Agents, Automation, and AI
Zone 4. Efficiency and Effectiveness in the Contact Center | Zone 5. The Integrated Customer Journey | Zone 6. Enhancing the Customer Experience

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: Gaining Top Down Support for the Digital Future of Customer Care**FACILITATOR:****Gary Magenta**

Senior Vice President, Customer Experience

Root

SESSION ABSTRACT: This dynamic workshop allows everyone in the room to start thinking and talking about what companies need to do to survive and thrive in the future. Using guided dialogue and visualization, and imagining themselves as customer experience radicals, the audience works in small groups to take a hard look at their current state and the future they could create through that lens.

KEY TAKE-AWAYS:

- Insight on changing consumer expectations, technology, and competitive trends and what they mean for the future of business
- Opportunities to radicalize customer experiences in your own industry and the potential barriers to change
- Guide to the changing customer experience trends could have on your customers and your industry
- Potential outcomes of leading the way or reacting to changes made by your competitors

Zone 2. Case History: Employee Experience – Leveraging Data to Drive Down Employee Effort**FACILITATOR:****Neil Crane**

Vice President, IT and Product

Cicero

SESSION ABSTRACT: Employee Effort has an impact of cost and the customer experience. The ability to quantify that cost of impact helps drive a business case for change. Come learn how forward-thinking practitioners are using new data points, tools and techniques to cast new light on existing KPIs.

KEY TAKE-AWAYS:

- Insight on the metrics that matter - where are the gaps in traditional measures as they effect employee effort and experience
- Guide to 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
- Blueprint of 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

AGENDA

Zone 3. Case History: Omni Challenge – Overcoming Legacy Mishmash for Agent Experience and Productivity

SESSION ABSTRACT: Despite years of technology investments, employee needs have been forgotten. They too, want simple, automated, intuitive, guided experiences – the same experiences you are looking to provide your customers through investments made in self service capabilities. Instead, live agents struggle to provide exemplary customer service given the complexity of their business processes and supporting application stack. Join us for an interactive session to unpack how to solve the “Forgotten Agent” problem by combining best in class RPA, real time guidance and industry leading AI together in a one of a kind virtual assistant for employees.

KEY TAKE-AWAYS:

- Best practices for elevating and automating a legacy ridden customer service desktop
- Insight on how robots and agents working side by side to deliver superior customer experiences
- Guide to harnessing increased agent productivity with instant access to the right information and processes
- Tips on how to create shorter handle times through automation implemented during and after customer interactions

Zone 4. Case History: Global BPO Pricing Trends and Models

FACILITATOR:

Corey Kotlarz

Chief Executive Officer

Outsource Consultants

SESSION ABSTRACT: Are you battling growing call center expenses? You're not alone. Low US unemployment rates are causing a ripple effect on BPO costs worldwide and complicating the market. Discover the reasons behind this trend and learn how to find a BPO partner that saves money without sacrificing service.

KEY TAKE-AWAYS:

- Guide to how unemployment rates in the US and Canada are impacting call center agent costs both domestically and abroad
- Insights on evaluating market maturity in foreign call center industries and the corresponding effect on pricing
- Key concepts to selecting a nearshore or offshore outsource call center or BPO partner that will provide the best value for the cost

Zone 5. Case History: Integrating Mobile App Support in the Customer Journey

SESSION ABSTRACT: When it comes to supporting your customers in the digital age, mobile customer service should not be an afterthought. Today's customers are on-the-go, and they expect customer service that is quick, convenient and effortless. The best way to deliver on these expectations is by providing messaging right within your brand's mobile app.

KEY TAKE-AWAYS:

- Blueprint for getting started with in-app messaging, and optimizing for the best customer experience
- Tools and tactics for increased mobile app retention (while reducing cost to serve)
- Real-world examples of brands that successfully utilize messaging with automation for improved CSAT

Monday, October 28, 2019

AGENDA

Zone 6. Case History: Measuring the Cross Channel Customer Experience

CASE HISTORY WITH:

Michael ZuratDirector, Engagement Solutions
Cognosante

FACILITATOR:

Danielle MoralesEnterprise Account Executive
Talkdesk

SESSION ABSTRACT: With the proliferation of customer interaction channels it's more important than ever for contact center leaders to track and measure the customer experience across channels. Despite the promise of a unified omnichannel experience, channel silos still pervade.

KEY TAKE-AWAYS:

- Best practices for ensuring each channel delivers a consistent high quality, secure experience to ensure a trusted relationship
- Guide to making the customer journey across channels unified and seamless
- Tricks and tips for tapping into customer sentiment to optimize the customer experience

11:20am Session-to-Session Travel Time

11:25am 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 – Why People Must be a Critical Aspect of Every Digital Transformation**Alpa Shah**Vice President, Digital Transformation
Frost & Sullivan

SESSION ABSTRACT: People, processes and technologies have long been the key elements of a CRM strategy. As 99% of businesses are now in some stage of digital transformation, the people aspect is the most important, and best place to start. Customers and employees play a key role in a company’s success. Investing in emerging technologies and updating dated processes to serve their needs can be the way to gain a competitive edge.

KEY TAKE-AWAYS:

- Data from Frost & Sullivan research that proves why your company needs to invest in CEX
- Guide to how workforce engagement is helping to solve one of the biggest and ongoing customer contact challenges - improving employee retention
- Discover the pitfalls of investing in technologies before understanding “people”

– FOLLOWED BY –

EXECUTIVE PRESENTATION AND CROWDSOURCE – Budget Optimization: Ideas for Driving Out Cost in the Contact Center**Nigel Henry**Director, Customer Experience & Compliance
Pizza Hut

12:40pm 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:



Monday, October 28, 2019

AGENDA

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: Getting Ahead of the Game: Early Adopter vs. Fast Follower****FACILITATOR:****Gabriele Masili***Chief Technology Officer, Customer Service and Support
Microsoft*

SESSION ABSTRACT: Artificial intelligent is disrupting the customer service and support space. Are you looking to better understand the value of embracing AI-powered digital solutions? Are you struggling with where to start and how to prioritize your CX projects? This interactive session will arm you with best practices and lessons learned to accelerate your digital transformation and enrich your customer support experience.

KEY TAKE-AWAYS:

- Best practices for getting started with AI-powered digital solutions, like virtual agents and machine learning to solve customer issues
- Techniques for prioritizing your CX projects
- Framework for how to get stakeholders onboard and engaged

Zone 2. Roundtable: Leveraging Data for Customized Interactions**FACILITATOR:****Tony Iero***General Manager, Digital Solutions
VHT*

SESSION ABSTRACT: Research shows 56% of CEOs said digital improvements have led to revenue growth and more than 40% of all data analytics projects will relate to customer experience by 2020. In this interactive session, we'll uncover how your customer data can impact positive custom interactions with your customers. Interactions your customers expect to be effortless and seamless.

KEY TAKE-AWAYS:

- Insight on how to use data to provide a more complete understanding of your customers
- Best practices for eliminating digital dead ends and provide an effortless experience
- Guide to encouraging lasting relationships with your customers

Zone 3. Roundtable: 3 Things I Hate About My CRM**CO-FACILITATORS:****Fred Lee***Chief Technology Officer
Cars.com***Lynn Olson***Vice President, Customer Experience
PTP*

SESSION ABSTRACT: Ok. Let's get real for a minute. Does anyone love their CRM? I don't. Let's talk about the top three reasons I hate my CRM. Customer experience should be the top priority. Yet, we constantly make it about the CRM. Everyone agrees that providing great CX is an important competency. Since when did we start equating CRM with great customer experience? This session is for you if you are fed up with making the CRM the priority. Join me in the revolution!

KEY TAKE-AWAYS:

- Insight on why having a customer experience strategy and vision is most important
- Examples of why customers don't care about your CRM
- Blueprint of how CRM is the tool; not the strategy

Monday, October 28, 2019

AGENDA

Zone 4. Roundtable: Connecting VOC with Operational Drivers

SESSION ABSTRACT: This interactive session will enable participants to capture proven strategies designed to interweave the customer voice within the service delivery framework. Leaders will leave this session with a roadmap containing actionable strategies to design, plan and execute key elements that are tailored and aligned to achieving company objectives while harnessing the power of your greatest source of information; your customers. Your individual plan will enable you to immediately begin working toward creating an optimized service environment based on a sustainable continuous improvement culture that facilitates and rewards service excellence.

KEY TAKE-AWAYS:

- Sound tactics to navigate through barriers such as 'paralysis by analysis', limited resources (dollars and people), conflicting priorities, among others
- Strategies that apply across industries
- Best practices for utilizing a collaborative approach to build a network of champions while gaining positive momentum
- Personalized roadmap based on the STAR model; Strategy, Structure, Processes, Rewards and People

Zone 5. Roundtable: Cracking the Nut on Omnichannel CX – A Practical Guide and Key Considerations

FACILITATOR:

Rob McDougall

Chief Executive Officer

Upstream Works

SESSION ABSTRACT: Omnichannel is getting a bad rap as the latest panacea for everything that's wrong in the contact center. As a result, its potential to provide real business and consumer benefits isn't being realized. As the cornerstone of your organization's digital strategy, your omnichannel approach will need help in order to fly. Let's boil it down to the basics and figure out how to ensure that you can offer your customers the choice they want within a scope you can implement.

KEY TAKE-AWAYS:

- Key elements of a successful omnichannel implementation
- Best practices for overcoming implementation obstacles and avoiding common pitfalls
- Insights and practical guidance on how to derive the most benefit from your solution

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!"

Monday, October 28, 2019

AGENDA

Zone 6. Roundtable: Employee Experience (EX) – Unlocking a Better Customer Experience

CO-FACILITATORS:

Jacob BrittSenior Manager, Business Development
Aceyus**Sharon Bradbury**Experience Manager, Customer Service
& Support - Tools & Technology
Microsoft**Kim Hall**GWFO Director and Ops Senior Function
Group Manager
Citigroup

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)
- Gain a 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

3:10pm **Networking, Refreshment, and Exhibition Break**

Featured Demonstration

Hosted by:



DAILY

servicenow 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
ServiceNow
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.

AGENDA

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 Revitalizing SurveysHosted By: Sylvain Jette, Assistant Vice President, Customer Experience, **Geotab****THE FIX on Migrating to the Cloud**Hosted By: Aarde Cosseboom, Senior Director, GMS Technology & Product, **TechStyle****THE FIX on Making B2B CX Personal**Hosted By: Steven Carleton, Vice President, Customer Experience, **Premiera Blue Cross****THE FIX on Small Contact Centers**Hosted By: Mari Urrea, Contact Center Manager, **Clark Pest Control****THE FIX on Handling Social Media Detractors**Hosted By: Jen Staben, Head of Customer Success, **Shift****THE FIX on Regulated Industries****THE FIX on Workforce Optimization****THE FIX on Preparing for Catastrophic Events**

4:55pm

Session-to-Session Travel Time

5:00pm

SUCCESS STORY – Creating a CX Task Force**Teddi Burress**

Senior Consultant, Customer Experience
Nationwide

SESSION ABSTRACT: In an organization of any size, it can be challenging to operationalize the customer experience mindset. Many, if not most companies know that customer experience is a critical part to their competitive advantage in today’s marketplace, but where should you start and how do you weave it into the strategic focus of an organization?

KEY TAKE-AWAYS:

- Insight into how to gain buy-in into the importance of customer experience in an organization and influence change
- Examples of how to bring together key partners from across the organization to drive the experience strategy and eliminate barriers
- Guidelines of how to incorporate customer experience into all organizational decisions

5:27pm

**THE CC AWARDS – REWARDING EXCELLENCE, CULTURE AND TEAM SPIRIT**

Let’s kick off the evening with a bang! These forward-looking candidates are pushing the envelope in AI, analytics, self-serve, social media and robotic process automation, and we’ll be toasting them with a reception worthy of their achievements (and awesomeness!)



6:00pm

**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 fabulous prize!

Tuesday, October 29, 2019

AGENDA

Tuesday, October 29, 2019 | GENERAL SESSION, EXHIBITION

6:45am 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

6:45am 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.

8:00am Continental Breakfast and Exhibition**Featured Demonstration****Hosted by:****8:45am ICE BREAKER AND KEYNOTE – Embracing the Workforce of the Future****Anne Bibb**

Senior Director, Customer Care
Hilton

9:45am Frost & Sullivan Customer Contact Executive MindXchange Advisory Board and Member Recognition**9:50am ASK THE EXPERTS! PANEL DISCUSSION – Socializing CX Across the Organization****MODERATOR:****Nate Brown**

Head of Customer Experience
UL EHS

PANELISTS INCLUDE:**TS Balaji**

Vice President, User Experience
Cox Communications

Jerry Leisure

Vice President, Customer Success
Forte Labs

Matt Beckwith

Director, Customer Service
Clark Pest Control

Brian Martin

Director, Contact Center
ResortCom

Teddi Burress

Senior Consultant, Customer Experience
Nationwide

Gabriele Masili

Chief Technology Officer, Customer Service and Support
Microsoft

10:40am Briefing Sessions, Networking, Refreshment and Exhibition Break**Featured Demonstration****Hosted by:**

**- Reminder -
Set Your Alarm**



AGENDA

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: Meeting the Unique Challenges of the Enterprise Contact Center

MODERATOR:

Jared Benesh

Executive Director, Product

Quicken Loans

Customer Engagement Leadership Council Member

SESSION ABSTRACT: Contact centers are complex with many stakeholders, many opinions, many objectives – in this session you will gain tools for deploying a strategy for gaining alignment for major transformations across organizational units.

KEY TAKE-AWAYS:

- Learn how to deploy a data driven decisioning model to remove bias from disparate organizational biases
- Blueprint of strategies for leveraging data to drive change to overcome transformational adversity
- Tips for gaining buy in more creative way – program branding

Zone 2. Roundtable: STOP Admiring the Problem – and START Driving Real Value with Analytics

FACILITATOR:

Paul Ignasinski

Senior Vice President, CX & Digital Transformation Consulting

TTEC Digital

SESSION ABSTRACT: Your customer journeys – from your online experience to your customer care operations – are awash with data and valuable information about customer experiences, employee performance, and internal operations is likely hidden in plain sight. While most leaders understand the need to turn this data into actionable insight, actually doing it remains a challenge. Join us to discuss ways to be pragmatic about the use of analytics to focus on the right areas and drive measurable impact for both customers and your business.

KEY TAKE-AWAYS:

- Insight on where to prioritize analytical efforts
- Guide to integrating data from many sources to create a holistic picture
- Tips and tricks for overcoming common barriers to success in the use of analytics
- Best practices to reduce costs and drive revenue

AGENDA

Zone 3. Roundtable: Integrating Conversational AI into the Call Center Environment

CO-FACILITATORS:

Dan Fox

Vice President, Emerging Markets
SmartAction

Chris Gillen

Vice President, Operations
Purchasing Power

SESSION ABSTRACT: So you're looking to implement virtual agents to automate more calls and chats? There's just one problem: it's hard. Join this interactive session where Purchasing Power's Chris Gillen will detail the nitty-gritty on how to integrate conversational AI into the call center flow.

KEY TAKE-AWAYS:

- Step by step process for conversational AI self-service implementation
- Insights from a contact center leader who's already done it and proven success
- A plan for your contact center to introduce AI automation in the next six months

Zone 4. Roundtable: Technology Integration: Closing Operational Silos at the Business Level

FACILITATOR:

Will McLaughlin

Senior Manager Solution Leads, North America
Genesys

SESSION ABSTRACT: What is your current business strategy, are you outwardly focused on customer outcomes or inwardly focused on your organization's needs? Most organizations are inwardly focused. This creates silos for both their customers and employees. To break down these silos requires a different way of doing business.

KEY TAKE-AWAYS:

- Guide to avoiding the pitfalls of exposing your operational silos to your customers
- Insight on how to budget, plan and spend – align sales, marketing and delivery
- Lessons learned on how the employee experience supports the end to end customer cycle
- Best practices to break down the silos, from companies including Telus, UPMC and United Health Group

Zone 5. Roundtable: Delivering Personalized Care Across Channels

SESSION ABSTRACT: It's more important than ever to keep in touch with customers and help them resolve issues before they become a problem. Many companies don't make it easy for customers to respond when they receive a notification and want to take immediate action. At the same time, channel preferences are changing for both companies and their customers – for instance, customer preference for text-based channels is increasing, and companies benefit with over 90% of SMS messages reach their intended recipient within 3 minutes.

KEY TAKE-AWAYS:

- Strategies for turning one-way notifications into two-way conversations
- Best practices in proactive outreach that can keep customers engaged, informed and on schedule – whether for appointments, bill payments, or other events and activities
- Insights on channel preferences for both companies and their customers

Tuesday, October 29, 2019

AGENDA

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.

Hosted by:



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: If I Only Knew Then What I Know Now

FACILITATOR:

Jerry Leisure

Vice President, Customer Success

Forte Labs

SESSION ABSTRACT: Looking back through the prism of time, I am reminded of the “What If” scenario that enters our mind, when we reflect on the past. More to the point, “If I Only Knew then What I Know Now” and what would I do differently. As humans we are an anxious and ever learning species. We don’t accept the status quo. We must push ourselves, we must learn, we must be better, and that means we drive ourselves to be our best self.

KEY TAKE-AWAYS:

- Peer collaborated answers and strategies on What they Know now
- Framework for ideation and feedback inside your organization
- Best practices on how to implement changes inside a large organization

Zone 2. ThinkTank: Data Driven Customer Experience

FACILITATOR:

Parikshit (PK) Kalra

Senior Vice President, Solutions & Capabilities

HGS

SESSION ABSTRACT: Are you listening to the voice of your customer (VoC) and connecting that to the right metrics and processes to achieve your business objectives? In this interactive session, we will discuss moving from reactive data and tactical operations management to proactive data and strategic management by using analytics as a tool to facilitate VoC decision making. Each participant will unpack opportunities to evaluate their business insights framework and assess where their organization currently resides within each stage of proactive data management.

KEY TAKE-AWAYS:

- Benchmark your approach to determine if you are pro active or reactive in use of business insights
- Apply best practices to measure the right metrics
- Identify opportunities to create action from your insights

AGENDA

Zone 3. ThinkTank: RPA – Efficiency in Operations and Customer Experience

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

SESSION ABSTRACT: Are BOTs taking over the world? Will RPA and NLP replace all human interactions? 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. This 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 – and will bring to life methods to adapt and adopt these technologies today and create a roadmap for the future.

KEY TAKE-AWAYS:

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

Zone 4. ThinkTank: Equipping Your Agents to Deliver Proactive, End-to-End Service

FACILITATOR:**Andrew Papparides***Head of Support Strategy**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 5. ThinkTank: Strategic Mapping of an Integrated Self-Serve Journey

SESSION ABSTRACT: Today's customer care market is ever-changing and enterprises are facing increasing customer demands. While it can be overwhelming to manage these expectations coupled with a growing list of customer care channels, the best place to start is by strategically outlining your customer experience journey. One of the most critical aspects to consider is how to incorporate self-service. Join this interactive session on the mapping of your self-serve experience.

KEY TAKE-AWAYS:

- Insight on the rapid progression of customer care and what that means for businesses
- Best practices for mapping out and integrating a self-service strategy into your overall CX initiatives
- An understanding of the impact that customer engagement has on overall business strategy and success

AGENDA

3:05pm

Briefing Sessions, Networking, Refreshment and Exhibition Break**Featured Demonstration****Hosted by:**

interactions

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 1. Transitioning from Bot to Live Chat**Zone 2. Best Practice: Analytics-Driven Training, Coaching and Quality Monitoring****FACILITATOR:****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 we need to look inwards at what our data tells us about our employees performance. Join this interactive session to learn new approaches to understand employee engagement and retention by using analytics and the data you already have to guide your training and coaching strategy on the floor.

KEY TAKE-AWAYS:

- Guide regarding how to leverage data to guide coaching opportunities
- Insights on employee engagement during training
- Best practices on real time QA monitoring

Zone 3. Best Practice: How AI is Helping to Create Empowered and Efficient Support Teams**FACILITATOR:****Chris Savio**

Senior Product Marketing Manager

Bold360 by LogMeIn

SESSION ABSTRACT: When it comes to support, AI is positioned by many as the death knell for customer service jobs. However, for many organizations this isn't only inaccurate, the truth is quite the opposite. AI is actually enabling customer service agents to be even better at their jobs. In this interactive session, you'll learn how turning AI from customer-facing to support team-facing can help organizations be more efficient and deliver differentiated customer experiences.

KEY TAKE-AWAYS:

- Insight on why consistent access to information can drive consistent customer experiences
- Best practices for using AI to deliver actionable insights on support team knowledge gaps
- Guide to driving greater agent satisfaction and employee empowerment with AI
- Real world examples of how brands are using AI to drive greater team productivity and better business outcomes

Zone 4. Best Practice: Six Sigma: Process Improvement in the Contact Center

4:50pm

Session-to-Session Travel Time

Tuesday, October 29, 2019

AGENDA

4:55pm **SUCCESS STORY – Join us for a Burst of Insight on:**★ **Hiring for Staying Power and Brand Fit****Regan Heckethorn***Vice President, Operations**Allegiant Air*

SESSION ABSTRACT: Contact Center employees directly reflect your business and are instrumental in the success of your brand. Are you having challenges with finding the best talent? Do you feel like your employees don't reflect your companies service values? This session will unpack how Allegiant launched a focused customer experience culture by reinventing the recruiting and selection process - in the process transitioning from a typical "fill a seat" task to an aspirational, "fill the future" mindset.

KEY TAKE-AWAYS:

- Insight on why identifying passion, desire, drives and "heart" in the first interaction has proven successful for both the employee and the company
- Blueprint for successfully letting the trainers train skill for success
- Best practices for engaging leadership in the hiring process and incorporating behavioral, conversational and personality trait recognition techniques

★ **Continuous Improvement of the Customer Experience****Kal Kuchimanchi***Director, Global Planning & Programs**Uber*

SESSION ABSTRACT: Continuous improvement is a great idea! However, creating a sustained program for continuous improvement in an organization is quite difficult. After several not-so-successful attempts, Uber created a new, game-changing model for continuous improvement. This session will closely inspect what made this new model successful and while illustrating best practices that can be ported to any organization.

KEY TAKE-AWAYS:

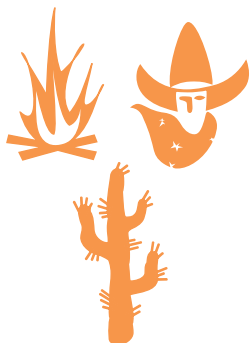
- Best practices for creating a culture of continuous improvement – inspiring and empowering everyone in the organization to contribute to it
- Guide to measuring benefits of improvements – advice on how it should reflect in your KPIs
- Common pitfalls and pragmatic ways to avoid them

5:30pm **General Session Concludes**

6:00pm

15th Anniversary Customer Contact Wild West Olympics & Cookout

Gear up for a night of Olympic games with Western flair. Dinner will be served throughout the night and our top teams will be draped in Gold, Silver & Bronze, YEEHAW! Saddle up and show us your wild west side!



AGENDA

Wednesday, October 30, 2019 | GENERAL SESSION, EXHIBITION, AND SITE TOUR

7:15am 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. 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 – Customer Trust and Its Enabling Technologies

9:55am EXECUTIVE INSIGHT – Mapping Root Cause for Proactive Solutions

Aisha Ponds

Director, Stakeholder Escalations

BlueCross BlueShield of North Carolina

SESSION ABSTRACT: The handling of customer complaints and concerns is a challenge shared by all contact centers. But just resolving a specific issue should not be a one and done approach. Learn BlueCross BlueShield of North Carolina's process to identify root causes and how they use that analysis to develop strategies to prevent or minimize future occurrences.

10:25am Networking, Refreshment, and Exhibition Break

Featured Demonstration

Hosted by:

talkdesk

10:55am SUCCESS STORY – Customer Experience Measurement

Katrina Schiedemeyer

Senior Manager, Global Quality and Continuous Improvement

Oshkosh Corporation

SESSION ABSTRACT: Metrics are a top priority for many Customer Experience initiatives. However, there are hundreds of different metrics which makes it difficult to select one without it feeling like a 'new flavor of the month'.

- Reminder -
Set Your Alarm



KEY TAKE-AWAYS:

- Best practices to establishing escalation processes with your business partners
- Fresh perspectives on how to use learnings from escalations to better train/coach your frontline staff
- Techniques on how to creatively educate the organization (across silos) on lessons learned to make process improvements outside of your business area

KEY TAKE-AWAYS:

- Proven ways on how to select a metric that is relevant to your organization
- Alternative metrics if the traditional NPS (Net Promoter Score) is not working for you
- Strategies to communicate the benefit of your metric to leadership

Wednesday, October 30, 2019

AGENDA

11:25am

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

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.

MODERATOR:**Alpa Shah**

Vice President, Digital Transformation
Frost & Sullivan

PANELISTS INCLUDE:**Raquel Macarthy**

Head of Customer Experience
Replacements
Customer Engagement Leadership
Council Member

Derek Carder

Vice President, Customer Experience
& Technical Operations
Geotab
Customer Engagement Leadership
Council Member

Joel Kell

Director, Service Operations
Elevate
Customer Engagement Leadership
Council Member

12:00pm

Content For The 15th Anniversary Customer Contact West Concludes**BANK OF AMERICA CONTACT CENTER TOUR AND EXECUTIVE ROUNDTABLE**

1:00pm

Contact Center Site Tour – Bank of America

3:30pm

CUSTOMER ENGAGEMENT LEADERSHIP COUNCIL EXECUTIVE ROUNDTABLE

4:30pm

SITE TOUR AND EXECUTIVE ROUNDTABLE CONCLUDE – Shuttle Transportation to Huntington Beach Resort & Spa Provided.



“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:

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— **Robert T. Gofourth**

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



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Aspect is on a mission to simplify and improve customer engagement. Our best-of-breed contact center and workforce optimization applications help companies keep agents engaged while providing exceptional customer experiences. Our flexible, scalable solutions for self-service, interaction management and workforce optimization are available as on-premises, hosted, private or public cloud deployments

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By leveraging the power of A.I., 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 A.I. and agent-based interactions. Bold360 delivers groundbreaking intelligence with out-of-the-box simplicity and helps agents do what they do best – be human.

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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.

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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.

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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.

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Helpshift's next-generation digital customer service platform enables B2C brands to scale their support while offering differentiated experiences through web, in-app, email and messenger app channels. Serving over 450 businesses worldwide, including Xfinity Home, Microsoft, Tencent and Supercell, Helpshift is headquartered in San Francisco, with offices around the globe.

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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.

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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.

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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.

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ServiceNow makes work better across the enterprise. Getting simple stuff completed at work can be easy, and getting complex multi-step 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.

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www.smartaction.ai



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8/28/19