

CUSTOMER EXPERIENCE STRATEGY AND TACTICS IN A PIVOTAL TIME



CUSTOMER CONTACT WEST: A FROST & SULLIVAN EXECUTIVE MIND CHANGE

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





Customer Strategy

• Customer Support

• Quality Assurance

• Operations

5 REASONS WHY YOU MUST ATTEND



YOUR CUSTOMER IS YOUR TRUE NORTH

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

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.



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.



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.



YOU STILL HAVE TO BE "ALL THAT"

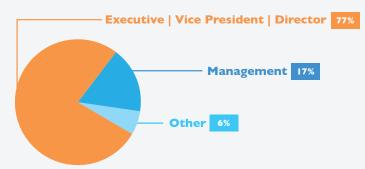
Amidst all the disruption, innovation, and consumer upheaval comes the unabated demand for operational efficiency and effectiveness. Plan for the "must have" people, process, and technology needed to meet the expectations placed on you by senior management.



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 Experience Customer Satisfaction
- and Loyalty
 - Customer Service
- Customer Care Customer Contact
- *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!



Source: TechValidate Survey of Customer Contact Executive MindXchange Participants

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CUSTOMER CONTACT WEST EXECUTIVE MIND, CHANGE ADVISORY BOARD

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 Mind change Events



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DENOTES CONTENT SESSIONS

Schedule-AT-A-Glance

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					
Zone I. Strategic Boardroom Zone 2. Analytics in Action Zone 3. Agents, Automation, and Al					
	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, O	CTOBER 27, 2019 NETWORKING DAY				
	of business cards, relax, meet-and-greet during this fun-filled day deve e Networking Day is open to all event participants and sponsors. See				
10:00am 3:00pm	Wine Tour & Tasting Customer Engagement Leadership Council Mixer and *Please note participation is restricted to Council Members only.	Annual Meeting			
3:15pm	Sponsor Workshop				
4:45pm	Sponsor Registration & Orientation Reception				
6:00pm 6:45pm	Speaker & Thought Leader Orientation Participant Meet 'n' Greet				
	This end-user/practitioner networking activity is your opportuni	ty to identify – right out of the gate – those peers who share challe	enges similar to your own. It's a great way to find		
7.20	participants who have thought leadership you can benefit from a	nd to facilitate later dialogues throughout the event.			
7:30pm	Welcome Networking Reception & Event Kickoff				
	OCTOBER 28, 2019 GENERAL SESSION AND EXHIBITION				
7:30am	Registration, Continental Breakfast, and Exhibition	L Frankriger			
8:15am 9:10am	WELCOME and KEYNOTE – Leadership for the Digital Navigating the 15th Anniversary Customer Contact W				
9:20am	BEST PRACTICE – Building Out Your Tool Set	est. A Frost & Sunvar Executive Findexchange			
9:50am	Networking, Refreshment, and Exhibition Break				
10:20am	CONCURRENT COLLABORATION ZONES - The Strate	gic 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 <u>one</u> of the following zones:				
	Zone I. 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		
I I: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 le sponsors – both intense and fulfilling. (OR) FROST & SULLIVAN VISIONARY INSIGHT – Why People Must be a Critical Aspect of Every Digital Transformation					
	– Followed By –				
		dget Optimization: Ideas for Driving Out Cost in the Co	ntact Center		
12:40pm		losted by Industry Leaders cussions on pertinent industry issues. Dine and dish with industry e	xperts. The list of discussion topics will be available on-site.		
1:45pm	Session to Session Travel Time 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 <u>one</u> of the following zones:				
	Zone I. 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

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Schedule-At-A-Glance

DENOTES CONTENT SESSIONS

DENOTES NETWORKING EVENTS

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WEDNEEDAY OCTOBED 20 2019 | GENERAL SESSION EXUBILION AND SITE TOUR

www.frost.com/linkedinCC

Schedule-AT-A-Glance

DENOTES CONTENT SESSIONS

DENOTES NETWORKING EVENTS

W EDNESDA	Wednesday, October 30, 2019 General Session, Exhibition and Site Four		
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		
l 2:00pm	CONTENT FOR THE 15TH ANNIVERSARY CUSTOMER CONTACT WEST CONCLUDES		
	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

recommend this event to a

networking opportunities allow and solutions and **CONTACT group.** to this group for solutions

to this group for solutions **colleague and/or industry peer.** 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



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 <u>ask about our</u> Team Experience Program.

of participants would broaden

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

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In the past, I have turned

MAXIMIZE YOUR NETWORKING

Sunday, October 27, 2019

F R

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.		
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: DETERMENT DETERMENT DETERMENT		
Monday, October 28, 201	9		
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 Al, 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, 20	Tuesday, October 29, 2019		
Early Risers Run/Walk 6:45am OR Beach Yoga 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! 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.		
I 5th 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

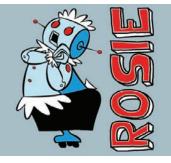
Beach Yoga 7:15am

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.



7

Rewarding Excellence. Culture & Team Spirit



...

Artificial Intelligence



Process Automation



Self Serve



Analytics



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 I 5th Anniversary Customer Contact West: A Frost & Sullivan Executive Mind change, 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

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.

Customer Engagement Leadership Council Mixer and Annual Meeting

10:00am Wine Tour & Tasting

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.



3:00pm



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.

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:





Monday, October 28, 2019

AGENDA

Monday, Ocotober 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?

9:50am Networking, Refreshment, and Exhibition Break

Featured Demonstration Hosted by:



- 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

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 I. 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 I. 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.

- 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

Monday, October 28, 2019

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.

- 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 Zurat Director, Engagement Solutions Cognosante

FACILITATOR:

Danielle Morales Enterprise 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

I I:20am Session-to-Session Travel Time

II:25am CONCURRENT SESSIONS -

Choose <u>one</u> 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.

FROST & SULLIVAN VISIONARY INSIGHT – Why People Must be a Critical Aspect of Every Digital Transformation

Alpa Shah

(OR)

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

I: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 I. 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 Al-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 Al-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 lero General Manager, Digital Solutionss 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 ChiefTechnology 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!

- 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 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



Monday, October 28, 2019

AGENDA

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

CO-FACILITATORS:

Jacob Britt Senior 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





Monday, October28, 2019

AGENDA

3:40pm	CONCURRENT SESSIONS – Choose <u>one</u> 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, GeotabTHE Fix on Migrating to the CloudHosted By: Aarde Cosseboom, Senior Director, GMS Technology & Product, TechStyleTHE Fix on Making B2B CX PersonalHosted By: Steven Carleton, Vice President, Customer Experience, Premera Blue CrossTHE Fix on Small Contact CentersHosted By: Mari Urrea, Contact Center Manager, Clark Pest ControlTHE Fix on Handling Social Media DetractorsHosted By: Jen Staben, Head of Customer Success, ShiftTHE Fix on Regulated IndustriesTHE Fix on Workforce OptimizationTHE 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 KEY TAKE-AWAYS:		

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?

- 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



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 Al, analytics, self-serve, social media and robotic process automation, and we'll 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, Ocotober 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: In a Unit O (0)





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 ChiefTechnology Officer, Customer Service and Support Microsoft

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

Featured Demonstration Hosted by:

Tuesday, Ocotber 29, 2019

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 I. 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.

- 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

Tuesday, Ocotber 29, 2019

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 Al 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.

- 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.



I: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 I. 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.

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:

- 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

- 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

Tuesday, Ocotber 29, 2019

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.

- 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

Tuesday, October 29, 2019

AGENDA

m 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 I. 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 LogMeln

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 Al
- 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



Wednesday, October30, 2019

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



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



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

- 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, October30, 2019

AGENDA

II: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*



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- Robert T. Gofourth
 - Vice President, Operational Strategy and Performance BlueCross BlueShield of North Carolina

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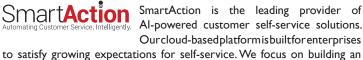
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October 27 - 30, 2019 | Hyatt Regency Huntington Beach Resort and Spa | Huntington Beach, California



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Event Registration Complete Series	\$3,240.00
(Inclusive of Event Registration, Executive MindXchange	\$2,740.00*
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A real Golden Nugget that continues to add value post-event! As a thorough and focused set of notes, the Customer Contact 2019 West 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!

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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 I 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/ccw. 8/28/19