



# EFFORTLESS AND EFFICIENT EXPERIENCES: A Win-Win for Customers and the Organization

16th Annual

## CUSTOMER CONTACT EAST: A FROST & SULLIVAN EXECUTIVE MIND XCHANGE

Part of our 2020 International Customer Contact Executive MindXchange Series

**April 26 - 29, 2020**  
**Fort Lauderdale Marriott Harbor Beach Resort and Spa**  
**Fort Lauderdale, Florida**

 **#FrostCC**  
 **[www.frost.com/linkedinCC](http://www.frost.com/linkedinCC)**

## 5 REASONS WHY YOU MUST ATTEND

### 1 YOUR CUSTOMER IS YOUR TRUE NORTH

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

### 2 TECHNOLOGY IS MOVING FAST

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

### 3 EFFICIENCY MUST BE WELL THOUGHT OUT

Amidst all the disruption and innovation comes the unabated demand for operational efficiency and effectiveness. Strategically deploy the “must have” processes and technology to stay ahead of both evolving customer expectations and the demands of your senior management.

### 4 POWER TO YOUR PEOPLE

Your workforce is transforming and in turn presenting new challenges and new opportunities for brand ambassadorship. You must grasp a new model to attract and develop modern talent, and transition your existing workforce to one that embraces and is empowered by automation.

### 5 INSPIRE YOUR PEERS, COLLEAGUES AND YOUR INTELLECTUAL CURIOSITY

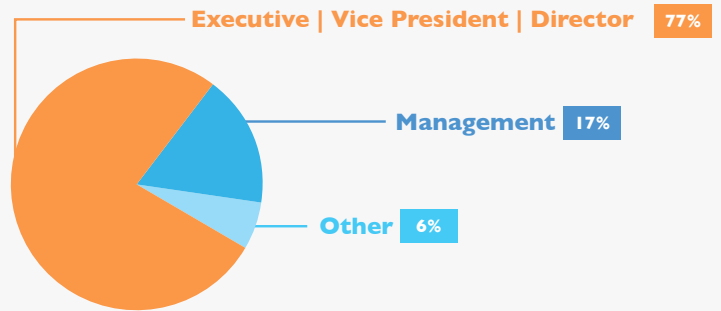
Our events are designed for you to open up about your most formidable challenges and forge lasting connections with your industry peers. Ultimately, you will leave the event feeling invigorated, inspired and ready to enact purposeful change.



### Fort Lauderdale Marriott Harbor Beach Resort and Spa

*Pristine, oceanfront location with unbeatable views and close proximity to the airport, the perfect setting for a 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:

- Contact Centers
- Customer Experience
- Customer Satisfaction and Loyalty
- Operations
- Customer Analytics
- Customer Care
- Customer Service
- Customer Support
- Customer Strategy
- 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.

# +69 Net Promoter Score®

Source: TechValidate Survey of Customer Contact East 2019 Executive MindXchange Participants

16th Annual
CUSTOMER CONTACT EAST
EXECUTIVE MINDXCHANGE 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.

Derek Carder
Vice President, Customer Experience and Technical Operations
Geotab
Customer Engagement
Leadership Council Member

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

Cathy Marino
Senior Director, Customer Care
Celgene
Customer Engagement
Leadership Council Member

Diane Zilko
Vice President, Revenue Cycle
UPMC

Michael DeSalles
Principal Analyst, Digital Transformation
Customer Care
Frost & Sullivan
Customer Engagement
Leadership Council Member

Matt Hayes
Principal Program Manager
Microsoft
Customer Engagement
Leadership Council Member

Trista Miller
Director, Customer Care
Frontier Airlines Inc.

Alpa Shah
Global Vice President,
Digital Transformation
Frost & Sullivan
Customer Engagement
Leadership Council Member

Navjeet Gill
Senior Director,
Customer Engagement Solutions
Microsoft
Customer Engagement
Leadership Council Member

Jamie Lancaster
Vice President
The Kroger Co.



Snapshot Of Companies Represented At
Previous Executive MindXchange Events

Grid of 60 company logos including AAA, adidas, aetna, amazon, Angie's list, audible, Bank of America, Florida Blue, BOEING, BNY MELLON, Coca-Cola, CVS CAREMARK, DHL, DICK'S SPORTING GOODS, DISCOVER FINANCIAL SERVICES, Disney, Dow, ebay, EA ELECTRONIC ARTS, facebook, Fidelity, Google, HILTON WORLDWIDE, THE HOME DEPOT, intel, IHG InterContinental Hotels Group, intuit, Johnson & Johnson, Kroger, Liberty Mutual, match.com, Microsoft, new balance, overstock.com, PG&E, PayPal, Pfizer, RESORT.COM, Royal Caribbean INTERNATIONAL, SAMSUNG SDS AMERICA, Schneider Electric, shopify, SOUTHWEST, Sprint, Square, STAPLES, STARBUCKS COFFEE, State Farm, Target, TD Bank, GENERAL INSURANCE, THOMSON REUTERS, TIFFANY & Co., T-Mobile, TXU energy, US Cellular, UBISOFT, ups, US AIRWAYS, USAA, Walgreens, Walmart, WISCONSIN UNIVERSITY OF WISCONSIN-MADISON, WYNDHAM VACATION OWNERSHIP, xerox, Zappos.

# SCHEDULE-AT-A-GLANCE

*Schedule-at-a-glance is preliminary and will be updated as further information is available.*

## 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.** Raising the Bar on Customer Effort & Experience | **ZONE 3.** Elevating the Agent Experience  
**ZONE 4.** Enhancing Agent Effectiveness | **ZONE 5.** Modernizing Contact Center Technology | **ZONE 6.** Excelling in Contact Center Operation

### SATURDAY, APRIL 25, 2020 – ARRIVAL DAY

**7:00pm** **Suggested Arrival Time**  
*Arrive Saturday to participate in Sunday's Networking Activity.*

### SUNDAY, APRIL 26, 2020 – NETWORKING DAY AND LEADERSHIP COUNCIL MEETING

*Link in, relax, meet-and-greet during special activities devoted to making new contacts and new friends.  
 Please note: Networking Day is open to all event participants and sponsors.*

- 8:30am** **Sip & Sail**
- 3:00pm** **Customer Engagement Leadership Council Meeting**
- 3:15pm** **Sponsor Workshop**
- 4:30pm** **Customer Engagement Leadership Council Meeting Concludes**
- 4:45pm** **Sponsor Registration & Orientation Reception**
- 6:00pm** **Presenter & Thought Leader Orientation**  
 An essential meeting for Headliners, Moderator presenters, Fab Facilitators, and confirmed thought leaders to preview the event, highlight your roles, and network with fellow peers.
- 6:45pm** **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.

### MONDAY, APRIL 27, 2020 – GENERAL SESSION AND EXHIBITION

- 7:45am** **Registration, Continental Breakfast, and Exhibition**
- 8:30am** **Welcome and Headliner** – Doing What's Right for the Customer: What They Want, Expect, and Value
- 9:20am** **Navigating the 16th Annual Customer Contact East: A Frost & Sullivan Executive MindXchange**
- 9:30am** **Success Story** – Determining and Measuring Outcomes for Impact!
- 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:

<b>Zone 1:</b> Strategic Boardroom – Identifying Your <b>Customer's Priorities</b>	<b>Zone 2:</b> Case History – The Critical Role of the Contact Center in the <b>Experience Economy</b>	<b>Zone 3:</b> Case History – Employee Experience: Leveraging Data to Drive Down <b>Employee Effort</b>
<b>Zone 4:</b> Case History – <b>Intelligent Automation:</b> Simplifying Complex Customer Interactions for the Agent	<b>Zone 5:</b> Case History – Ready Your Contact Center for <b>Next Gen Technology:</b> What You Don't Know You Don't Know	<b>Zone 6:</b> Case History – Deploying a <b>Center of Excellence:</b> How to Measure and Impact the Employee and Customer

- 11:15am** **Session to Session Travel Time**
- 11:20am** **Concurrent Sessions** –  
*Choose **one** of the following concurrent sessions:*  
**Interactive – Solutions Wheel** –  
 Play the “wheel” to find out which of the industry's products and services will help you solve your challenges. It is a series of rapid fire, one-on-one meetings with leading sponsors – both intense and fulfilling.  
 – OR –  
**Executive Presentations and Crowdsourcing** – Budget Optimization: Ideas for Driving Out Cost in the Contact Center  
 – FOLLOWED BY –  
**The Threat of Automation** – Ideas for Addressing Fear and Resistance
- 12:35pm** **Food For Thought Luncheon** – Networking Roundtables Hosted by Industry Leaders  
 Practitioners and solution providers host a menu of luncheon discussions on pertinent industry issues. Dine and dish with industry experts. The list of discussion topics will be available on-site.
- 1:40pm** **Session to Session Travel Time**

# SCHEDULE-AT-A-GLANCE

Schedule-at-a-glance is preliminary and will be updated as further information is available.

**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:

<b>Zone 1:</b> Strategic Boardroom – Meeting the Unique Challenges of the <b>Enterprise Contact Center</b>	<b>Zone 2:</b> Roundtable – Beyond the Contact Center: Championing an <b>Organization-Wide Effortless Experience</b>	<b>Zone 3:</b> Roundtable – <b>Measuring the Agent Experience</b> to Propel Contact Center Efficiencies
<b>Zone 4:</b> Roundtable – Transforming Service: Building Powerful <b>Knowledge Bases and Communities</b>	<b>Zone 5:</b> Roundtable – Soft Benefits Driving <b>AI Decisions</b> , More than ROI	<b>Zone 6:</b> Roundtable – Leveraging <b>Six Sigma</b> in the Contact Center

**3:35pm** **Session to Session Travel Time**

**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** – Overcoming the Challenges of Integrating Disparate Systems

**5:30pm** **Networking Reception**

**TUESDAY, APRIL 28, 2020 – GENERAL SESSION AND EXHIBITION**

**6:45am** **Early Risers Run/Walk**

**6:45am** **Beach Yoga**

**8:00am** **Continental Breakfast and Exhibition**

**8:45am** **Icebreaker and Headliner** – Transforming Your Capabilities, Tools and Processes for the Future

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

**9:50am** **Ask The Experts! Panel Discussion** – Earning an A for Effortless

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

**11:40am** **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:

<b>Zone 1:</b> Strategic Boardroom – Customer Support: Your Call is Very Important to Us! Balancing your <b>BPO and Internal Strategy</b>	<b>Zone 2:</b> Roundtable – Measuring the <b>Cross Channel</b> Customer Experience	<b>Zone 3:</b> Roundtable – Deflect Traffic, Reduce Costs and <b>Improve CX with AI:</b> Real World Use Cases
<b>Zone 4:</b> Roundtable – Using <b>Customer Journey Analytics</b> to Improve Agent Effectiveness and CX	<b>Zone 5:</b> Roundtable – Aligning the Brand and <b>Self Serve Strategy</b>	

**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.

**1:45pm** **Session to Session Travel Time**

**1:50pm** **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:

<b>Zone 1:</b> Strategic Boardroom – Gaining <b>Top Down Support</b> for Customer Centricity Across the Enterprise	<b>Zone 2:</b> ThinkTank – Designing the <b>(Conversational) AI</b> Experience with the Human Perspective	<b>Zone 3:</b> ThinkTank – Deepening the Link Between <b>Quality and Employee Engagement</b>
<b>Zone 4:</b> ThinkTank – <b>Finding the Ideal Balance</b> for Your CX - Automation, AI and Agent Support	<b>Zone 5:</b> ThinkTank – Tactical Mapping of the <b>Shift to Modern Technologies</b>	

# SCHEDULE-AT-A-GLANCE

Schedule-at-a-glance is preliminary and will be updated as further information is available.

**3:20pm** **Networking, Refreshments, and Exhibition Break**  
**3:50pm** **Concurrent Collaboration Zones** – The Strategic Boardroom and Best Practices  
**Best Practice sessions** examine a real world use case, dissect the best practices employed, and explore how to apply them to your own initiative and company.  
Choose **one** of the following zones:

<b>Zone 2:</b> Best Practice – <b>Driving Real Customer Value Using Analytics</b>	<b>Zone 3:</b> Best Practice – Continuous Learning. Continuous Practice, <b>Continuous Improvement!</b>	<b>Zone 4:</b> Best Practice – Enhancing <b>Agent Productivity and Performance, Real Time</b>
<b>Zone 5:</b> Best Practice – Design Thinking: Orchestrating the <b>Contact Center of the Future</b>		

**4:50pm** **Session to Session Travel Time**  
**4:55pm** **Success Story** – Join us for a Burst of Insight on:  
• Advancing an Agent’s Career Development  
• Nurturing Your Manager’s Professional Development  
**5:30pm** **General Session Concludes**  
**6:00pm** **16th Annual Customer Contact East Beach Party and Olympics**

**WEDNESDAY, APRIL 29, 2020 – GENERAL SESSION AND EXHIBITION**

**7:15am** **Early Risers Run/Walk**  
**7:15am** **Beach Yoga**  
**8:30am** **Continental Breakfast and Exhibition**  
**9:10am** **Kickoff and Headliner** – The Power of People:Transitioning to the Future of Work  
**10:15am** **Success Story** – Collaborating to Drive Efficiencies and Process Improvements Across the Enterprise  
**10:35am** **Networking, Refreshments, and Exhibition Break**  
**11:05am** **On the Radar** – Harnessing the Next Wave of Emerging Technologies in the Contact Center  
**11:35am** **Insights and Ideas Roundup** – The Great Take-Away: Implementing the Best, Brightest and Boldest Ideas from the Program  
**12:15pm** **Content for The 16th Annual Customer Contact East Beach Concludes**

**Contact Center Site Tour and Executive Roundtable**  
**1:00pm** **Site Tour** – Shuttle Check In. Lunch will be provided.  
**3:30pm** **Customer Engagement Leadership Council Executive Roundtable**  
**4:30pm** **Site Tour and Executive Roundtable Conclude** – Shuttle Transportation to Fort Lauderdale Marriott Harbor 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 broaden my contact group. In the past, I have turned to this group for solutions to issues and they have responded positively, and I would not hesitate to do the same for someone else.” – Manager, Customer Service Operations, EMPIRE TODAY | “Good exposure to real world solutions.” –Vice President, Contact Center Services, MAXIMUS INC. | “WOW - The best I have ever attended!” –Vice President, Contact Center Solutions, J. KNIPPER COMPANY | “One of the most effective and essential events I have participated in.” –Vice President, Enterprise Contact Center, ST JUDE CHILDREN'S RESEARCH HOSPITAL “Excellent networking opportunities and a great platform for introduction to new technologies and views.” –Technology Manager, SCHNEIDER ELECTRIC | “I have material from this event that I will use to present to my leadership team!” –Vice President, Customer Care, Xplornet Communications | “Many of the sessions were exactly what we were hoping for. The networking is a huge advantage for side conversations.” –Manager, Customer Relationship Center, UBISOFT



**100%** of surveyed participants would recommend this event to a colleague and/or industry peer.

## MAXIMIZE YOUR NETWORKING

Sunday, April 26, 2020

**Sip & Sail**  
**8:30am**

Sail down Las Olas River while creating unforgettable memories along the way. We'll journey down premier Las Olas Boulevard to taste the local cuisine before stepping aboard a cruise along Fort Lauderdale's waterfront. With a margarita or mojito in your hand, this will be a networking experience not to be missed!

*Hosted by:* **VERINT.****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, April 27, 2020

**Networking Reception**  
**5:30pm**

Cap off the day with newfound friends over cocktails & hors d'oeuvres!



Tuesday, April 28, 2020

**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.

**16th Annual Customer Contact East Beach Party and Olympics**  
**6:00pm**

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

Wednesday, April 29, 2020

**Early Risers Run/Walk**  
**7:15am****OR****Beach Yoga**  
**7:15am**

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

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.



# Update Your Business Playbook with The Executive MindXchange Chronicles

## Take Control of Your Future

### Benefit from All Session Summaries

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

### Video Access to the Event Keynotes

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

### Take the Event Home

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

### Find Event Information Fast

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

### Stay Connected

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

### Capture the Hidden Agenda

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

### Savings

Event participants will save up to \$300.

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

## Pricing

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

### PARTICIPANT PRICING

Pre-event: \$395

Post-event: \$495

### NON-PARTICIPANT PRICING

Post-event: \$695

## Reserve Your Chronicles Today

Contact Adam Geiger:

Ph: +1.305.807.8134

E: Adam.Geiger@frost.com





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

—Jim Rohn, *Entrepreneur*

## SPEND TIME WITH THE BEST TO BECOME THE BEST.

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

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

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

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

Join the Customer Engagement Leadership Council, and:

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

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

— **Robert T. Gofourth**

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



**Customer Engagement  
Leadership Council**  
FROST & SULLIVAN

Visit [www.customerleadershipcouncil.com](http://www.customerleadershipcouncil.com)  
Email: [Adam.Geiger@frost.com](mailto:Adam.Geiger@frost.com)



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

[www.aceyus.com](http://www.aceyus.com)



Acquire BPO is a global outsourcer located in the USA, Australia, Philippines and the Dominican Republic. With 7,000+ staff, 14 locations and 14-years' experience,

we deliver automated, intelligent contact center and back office services. We're proudly on IAOP's® world's best outsourcing providers' list and Stevie's Most Innovative Company of the Year.

[www.acquirebpo.com/us](http://www.acquirebpo.com/us)



Aspect's large-enterprise, best-of-breed contact center and workforce optimization software helps companies keep agents engaged while providing exceptional customer experiences. Our flexible, highly scalable applications are used by millions of agents every year and support billions of consumer interactions around the world. Available on-premises or in any cloud or hosted environment.

[www.aspect.com](http://www.aspect.com)



Front-office data mining and analytics for Process and People. Form a complete view of process data by gathering every endpoint entry from users,

systems, and applications— everything from the desktop, log files, direct database access, spreadsheets, and web services. Then analyze and make purposeful decisions that support your business transformation journey.

[www.ciceroinc.com](http://www.ciceroinc.com)



We serve as an extension to your brand. As a leading business process outsourcing (BPO) company, DATAMARK empowers

Fortune 500 companies and large enterprises with the strategies, solutions, and workforce to streamline workflows, control risks and reduce costs.

[www.datamark.net](http://www.datamark.net)



eventus

Eventus delivers Managed Solutions, Strategy and Consulting, and Experience Innovations with engagement models that Amplify CX Outcomes. Eventus has influenced over 1 billion customer interactions, reduced over \$100mm in Client costs, all while improving customer loyalty. Eventus provides industry expertise, a partner ecosystem, and proven methodologies that enable their Clients to exceed goals, minimize risk, and drive CX success.

[www.eventusg.com](http://www.eventusg.com)



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

[www.genesys.com](http://www.genesys.com)



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

[www.teamhgs.com](http://www.teamhgs.com)



interactions

Interactions provides Intelligent Virtual Assistants that seamlessly

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

[www.interactions.com](http://www.interactions.com)



Jacada's automation expertise and IP within customer operations continues to deliver end-to-end customer service automation solutions to global enterprises. Our 27 years of experience in

automating customer service processes for global enterprises, together with proven outcome-focused integration capabilities, enable worry-free deployments with lower Total Cost of Ownership.

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Lessonly is powerfully simple training software that helps teams learn, practice, and do better work. We are used by over 3 million learners at more than 900

leading companies including Trunk Club, Ibotta, U.S. Cellular, and Zendesk to share knowledge, develop skills, and reinforce best practices. The result is faster onboarding, higher NPS scores, more closed deals, and a superior customer experience.

[www.lessonly.com](http://www.lessonly.com)



Outsource Consultants is a call center referral and advisory firm that helps companies find the perfect outsource call centers.

Our experts simplify your search by matching you with BPO options that meet your exact requirements. If you want to eliminate the guesswork from your next call center search, contact us!

[www.outsource-consultants.com](http://www.outsource-consultants.com)



PTP collaborates with leading businesses to develop results-driven technology solutions that transform customer experience. PTP stays connected to your

business drivers while enabling a 360° view of the customer to increase engagement enterprise wide by optimizing technology and business processes to breakdown silos and enhance customer connections through seamless omni-channel communication.

[www.ptpinc.com](http://www.ptpinc.com)



service cloud

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

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

complex multistep tasks accomplished can be painless. Our applications automate, predict, digitize and optimize business processes and tasks, across IT, customer service, security operations, human resources and more, creating a better experience for your employees and customers.

[www.servicenow.com](http://www.servicenow.com)





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

[www.smartaction.ai](http://www.smartaction.ai)



Teleperformance is the global leader in outsourced omnichannel customer experience management and the trusted provider of Digital Integrated Business Services. Using technology to assist humans, Teleperformance offers exceptional customer experience, back-office, and knowledge services, ensuring consistently positive customer interactions on every channel, at any time.

[www.teleperformance.com/en-us](http://www.teleperformance.com/en-us)



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

[www.ttec.com](http://www.ttec.com)



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

[www.verint.com](http://www.verint.com)



77% of surveyed participants would be more likely to inquire about future services if a solution provider sponsored the Frost & Sullivan Executive MindXchange.

## BECOME A SPONSOR

For information on sponsorship, please contact:  
**Rebecca Witherington at 239.292.3763**  
 or via email: [Rebecca.Witherington@frost.com](mailto:Rebecca.Witherington@frost.com)

Research by  **TechValidate**



Source – TechValidate Survey of previous Customer Contact Executive MindXchanges.



78% of sponsors agree that Frost & Sullivan’s Executive MindXchange is the BEST SPONSORSHIP investment in the market.

# REGISTRATION

16TH ANNUAL

## CUSTOMER CONTACT EAST:

A FROST & SULLIVAN EXECUTIVE MINDXCHANGE

April 26 - 29, 2020

Fort Lauderdale Marriott Harbor Beach Resort and Spa | Fort Lauderdale, Florida

### REGISTER ONLINE

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#### VENUE INFORMATION

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#### PHONE

1.877.GO FROST (1.877.463.7678)

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

### REGISTRATION | PRICING SCHEDULE

- |  |                                   |
|--|-----------------------------------|
| <input type="checkbox"/> Event Registration   Complete Series<br>(Inclusive of Event Registration, Executive MindXchange Chronicles, Sip & Sail & Site Tour) | <b>\$3,240</b><br><b>\$2,740*</b> |
| <input type="checkbox"/> Event Registration<br>(Inclusive of General Session Only)   | <b>\$2,795</b><br><b>\$2,295*</b> |

\*Save \$500 by Friday, **February 7!**

### A-LA-CARTE OPTION

- |   |        |
|---|--------|
| <input type="checkbox"/> Sip & Sail   | \$ 50  |
| <input type="checkbox"/> Site Tour  | \$ 100 |
| <input type="checkbox"/> Customer Contact 2020 East<br>Executive MindXchange Chronicles |        |
| Pre-Event   On-Site   | \$ 395 |
| Post-Event  | \$ 495 |
| Non-Participant   | \$ 695 |

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

### CUSTOMER CONTACT 2020 EAST EXECUTIVE MINDXCHANGE CHRONICLES

A real Golden Nugget that continues to add value post-event! As a thorough and focused set of notes, the Customer Contact 2020 East Executive MindXchange Chronicles ensures you don't miss out on any sessions that run concurrently with those that you selected. If you are unable to sign up for this now, you may order post event. Please note that post event purchases will be \$495 so get your hands on these collections at the lower rate now!

### PAYMENT PROCEDURES

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