



Customer Engagement
Leadership Council
FROST & SULLIVAN

CUSTOMER ENGAGEMENT LEADERSHIP COUNCIL

NAVIGATE THE FUTURE OF CUSTOMER ENGAGEMENT WITH CONFIDENCE



Today's Agenda

Introductions

History – Then & Now

The Purpose & Value

What We Do – Member Voted Critical Issues

How We Do It – Deliverables & Collaboration

Community & Network

Overview of the Council Program

Q&A, Next Steps

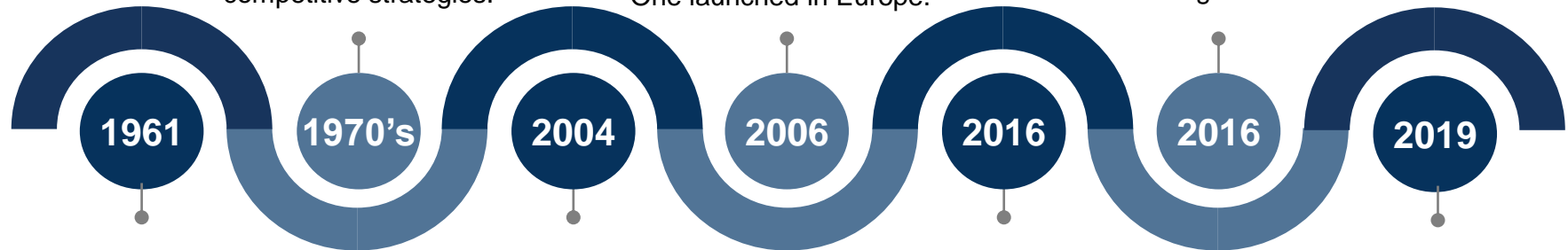
Then & Now:

The Beginnings of The Customer Engagement Leadership Council

Frost & Sullivan launched an Executive Events division to provide senior-level management execs with insights into market opportunities, competitive threats, technical trends, emerging markets and competitive strategies.

Two Customer Contact Executive MindXchange Events launched in the US; One launched in Europe.

The Customer Engagement Leadership Council was founded as a member-driven organization. The Council serves as an enabler for business leaders to deepen customer engagement by focusing on the intersection of critical business and technology issues that will drive growth for themselves and their organizations.



Frost & Sullivan was founded as a research and consulting firm focused on new technologies, distribution channels, and business trends.

Frost & Sullivan flipped the traditional model of a conference upside down and launched the Executive MindXchange series, which places event participants at the center of the agenda - delivering true value based on participant best-practice sharing.

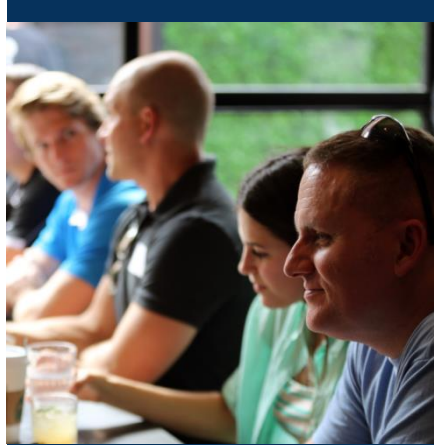
The Frost & Sullivan Research and Growth Consulting practices launched a program to recognize companies who are breaking new ground in customer service excellence.

The Customer Engagement Leadership Council expands with the founding of the European Customer Engagement Leadership Council.

Purpose: Serving the Needs of the Community



Executives want an opportunity to **engage with a cross-industry network of peers** on a continual basis to explore critical issues.



Executives want a forum where content is **member-driven**, aligned with critical issues, and constantly evolving.



Executives want a platform with impactful insights from peers to **develop the next generation of leaders** from within their own teams.

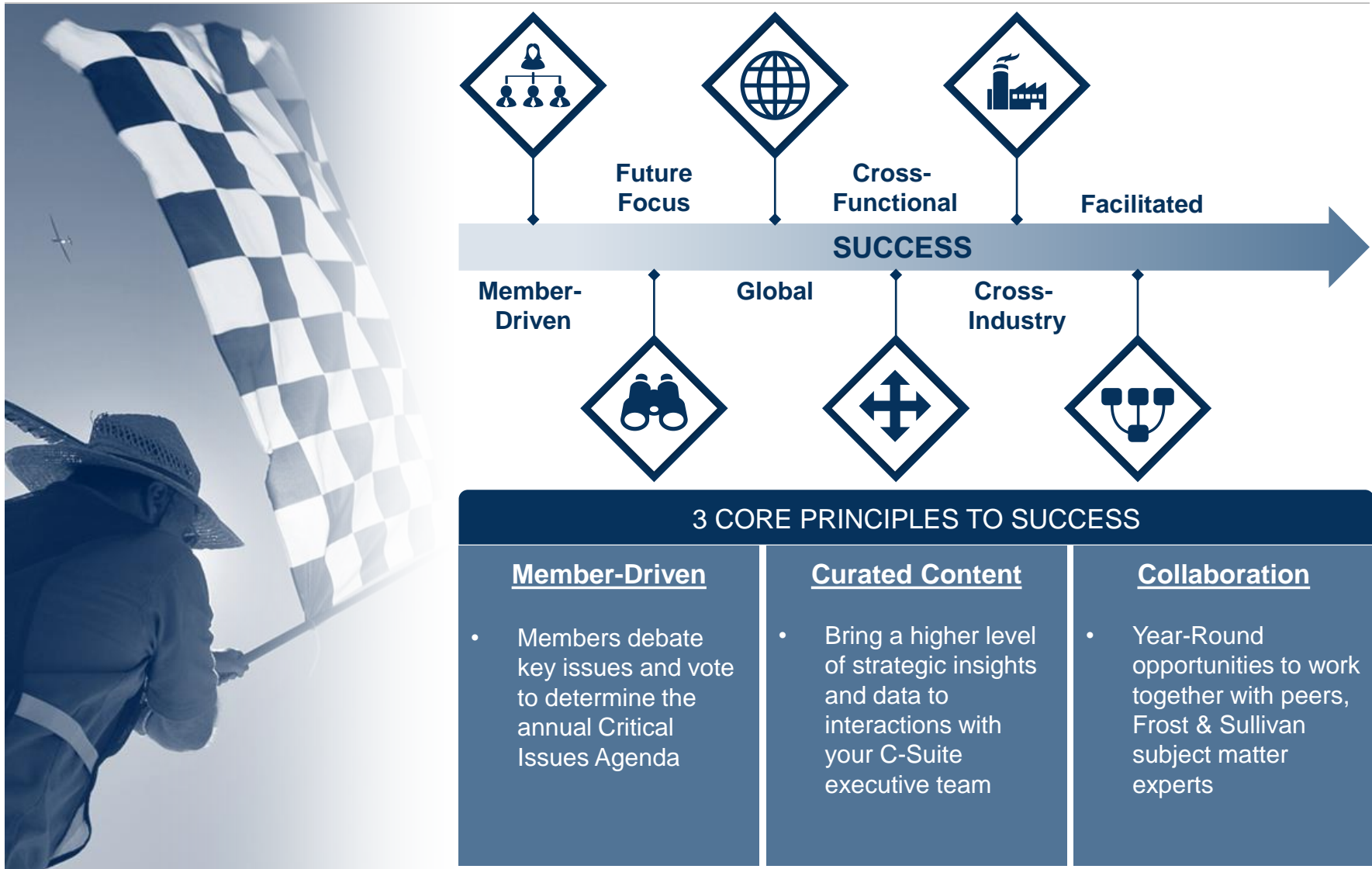


Executives are searching for **current thought leadership** – relevant content, curated easily and accessible to them.

Value: Customer Engagement Leadership Council



A Unique Value Proposition





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MEMBER VOTED CRITICAL ISSUES AGENDA



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Annual Council Meeting

**Part of a Customer Contact West: A Frost & Sullivan Executive MindXchange Event.*

October 2020 – Tucson, Arizona



Each year, Council members come together to meet one another and collaborate to set the Critical Issues Agenda for the year ahead. These issues then guide the development of our live events, virtual events, and curated content on the Portal. Setting the Critical Issues Agenda is a key role in ensuring the content for the Council is driven by its members.

What We Do - Critical Issues Agenda: 2020

PREDICTIVE, PROACTIVE, AND PERSONAL CARE

Driving an effortless experience by meeting the unexpressed needs of your customer, and allocating resources for greater impact.

SELF-SERVE

Aligning your brand strategy (high touch, low touch) with self-serve strategy is critical to the successful automation of your customer interactions. Mapping the self-serve customer journey experience is a success factor for understanding and enhancing those interactions, and delivering ROI.

AUTOMATION

Practical application of automation: what you can do today to move the needle.

What We Do - Critical Issues Agenda: 2020

OPERATIONAL EFFICIENCY AND EFFECTIVENESS

The C-Suite demand for operational efficiency and effectiveness remains unabated. Finding ways to continuously improve processes and keep your CFO happy is critical to long term success in any contact center. Plan for the “must have” people, process, and technology needed to meet the expectations placed on you by senior management.

EFFORTLESS AGENT EXPERIENCE

Getting the agent experience right is your first step in delivering a true effortless experience for your customers.

TRANSFORMATION- AL TALENT

Navigating the changing dynamics of the contact center workforce, paired with technological advances, is key to the future.



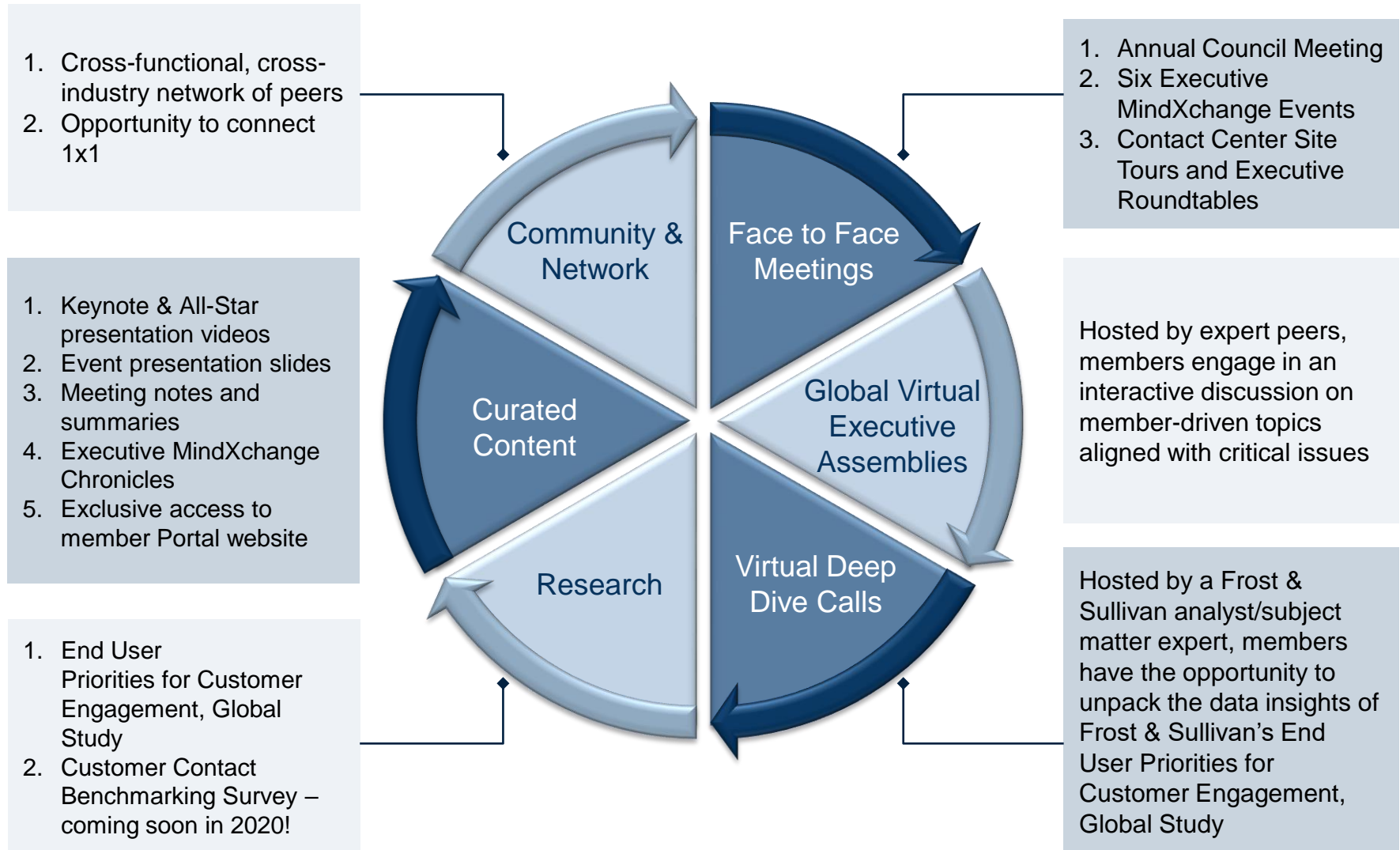
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CUSTOMER ENGAGEMENT LEADERSHIP COUNCIL PROGRAM BENEFITS



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How We Do It - Program Benefits





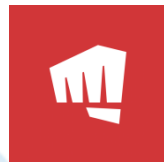
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CUSTOMER ENGAGEMENT LEADERSHIP COUNCIL MEMBERS



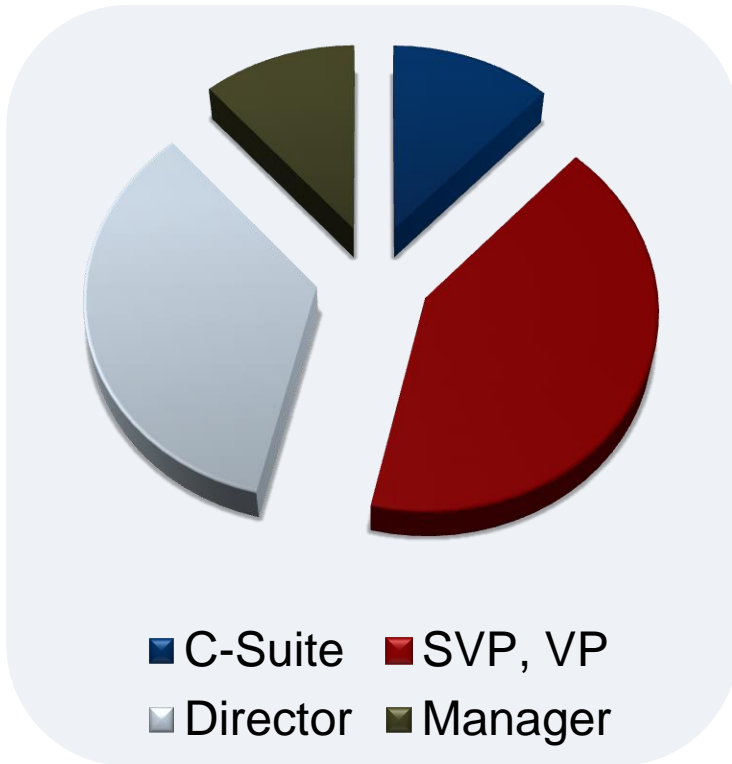
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Community & Network: Extensive Global and Cross-Industry Membership



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Community & Network - Demographics



INDUSTRIES REPRESENTED

- Consumer Goods, Services, and Retail
- Financial Services, Banking, and Insurance
- Healthcare, Pharmaceuticals, Biotech
- Industrial, Energy, and Manufacturing
- Information & Communication Technologies
- Travel & Hospitality

FUNCTIONAL ROLES REPRESENTED

- Customer Care
- Customer Channels
- Customer Experience
- Customer Contact Center
- Customer Service
- Marketing
- Operations

Community & Network - Member Snapshot



ELLIE BROUGHTON

Assistant Director, Customer Experience
A2Dominion Group



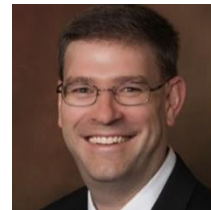
CLAUDIA COMTOIS

Assistant Vice President, Support Services
Nationwide Insurance



ROB GOFOURTH

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



MATT HAYES

Principal Program Manager
Microsoft



KATERINA KAKANAS

Senior Director of Customer Service,
Americas
Audible



ERIC THALMANN

Director, Customer Service Central
European Region
Danfoss

Community & Network: Kind Words from Members

“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.”

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

“This is my second year as a Council Member and I enjoy networking with other council members and Frosties along with access to all of the Curated Content materials, the opportunity to attend all Frost & Sullivan events, and the opportunity to provide input on future meetings. The Frost & Sullivan team is amazing to work with and they always go above and beyond to ensure that you have what you need to be successful.”

- Manager, Operations, **Mayo Clinic Ventures**



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RESEARCH & MEMBER PORTAL CONTENT



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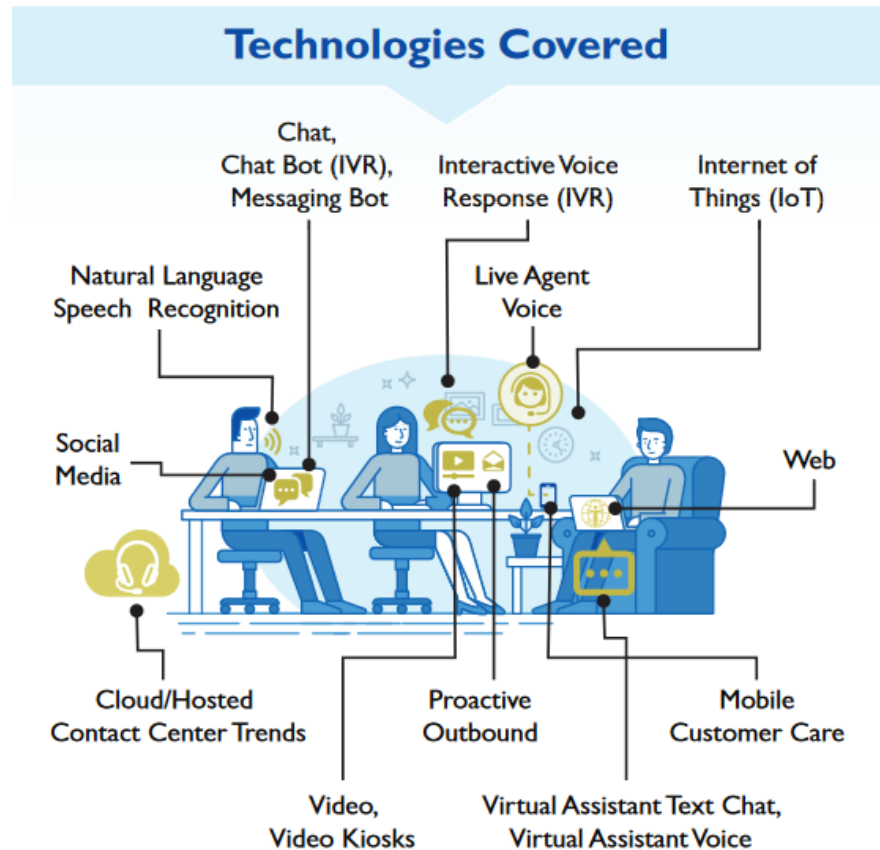
Research – Frost & Sullivan’s End User Priorities for Customer Engagement, Global Study 2019

WANT MORE DATA ON CUSTOMER EXPERIENCE TRENDS AND CONTACT CENTER METRICS?

Valuable resource for navigating digital transformation in the contact center.

Delivers critical information for benchmarking and identifies cross-industry global best practices.

Available to you via a PDF, downloadable and shareable.



<http://www.customerleadershipcouncil.com/research.php>

Member Connections

<http://www.customerleadershipcouncil.com/member.php>

- Year-round access to fellow Council members
- Profiles include professional summary, areas of expertise, and contact information
- Helpful filters to search member profiles by region and by their area of expertise

MEMBER CONNECTION

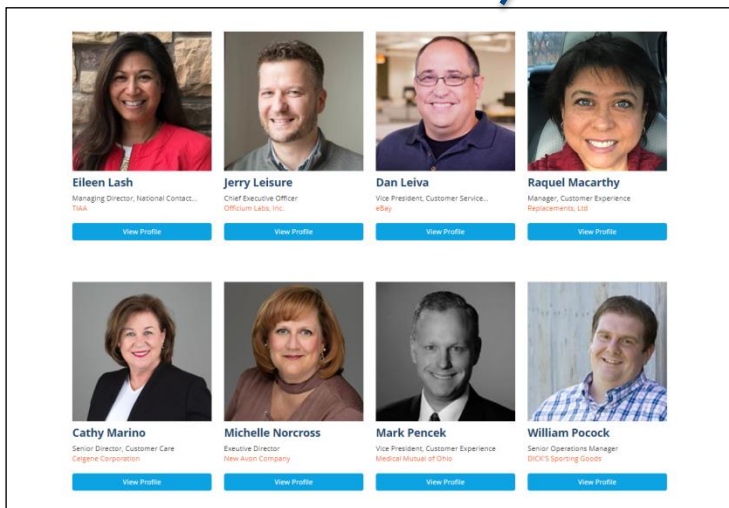
Meet Your Fellow Members









Filter By Region

American European

Filter By Expertise

Interaction and Customer Experience Customer Contact Tech




 Eileen Lash Managing Director, National Contact... View Profile	 Jerry Leisure Chief Executive Officer Offitium Labs, Inc. View Profile	 Dan Leiva Vice President, Customer Service... eBay View Profile	 Raquel Macarthy Manager, Customer Experience Homebrews, Ltd. View Profile
 Cathy Marino Senior Director, Customer Care Calgene Corporation View Profile	 Michelle Norcross Executive Director New Avon Company View Profile	 Mark Pencek Vice President, Customer Experience Medical Mutual of Ohio View Profile	 William Pocock Senior Operations Manager DICK'S Sporting Goods View Profile

Fellow Members BIO

[Go to Members Page](#)

BIO OF Nicole Carter



Nicole Carter
 AVP Customer Engagement and Operations
 Chesapeake Utilities

ncarter@chpk.com
 7038698126

Favorite Quote: Life is 10% circumstances and 90% attitude. Wake up everyday and decide to make it a great day.

Professional Summary: Strategic leader with a passion for excellence and innovation. Proven track record of leading organizations through growth, transformation, and change. Strong commitment to creating top performing teams, people development, and succession planning. Consistently delivers balance results through projects, efficiencies, and skill development. Excels in driving customer experience metrics and financial discipline. Experience presenting to the C-Suite and Board of Directors. Experience in developing strategic plans and compelling business cases. Key influencer and thought leader with a strong commitment to customers and the community. After spending 15 years at Citibank and Capital One, I took the leap into Energy and Utilities. Now that's a story to share over cocktails. I am passionate about leading and developing winning teams.







Areas of expertise: Customer Contact Strategy & Operations, Customer Interaction and Customer Experience, Customer Contact Technology, Agent Engagement, Outsourcing.

Additional area expertise: Change Management (PROSCI and ADKAR) Business case development Home basing agents Regulatory and compliance









Curated Content

<http://www.customerleadershipcouncil.com/curated.php>





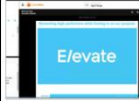



Keynote and All-Star Presentation Videos

 2019: Marketing: Perpetual Cycle of Disruption Alex Goyachev - Cisco	 2019: The Artistry and Impact of Great Storytelling Rachel McClary PhD - Ardsive	 2019: Customer Experience as the New Competitive Advantage Steve Robidel - Casper
 2019: Strong Your Future: You Too Can Be a Modern Marketer! Vanessa Carr - Donmar Paper	 2019: Reengineering Processes for Greater Effectiveness and Enhanced Customer Support Experiences Gabrielle 'G' Masil - Microsoft	 2019: Practical Application of AI: Leveraging for an Intuitive and Personalized Experience Kandy White - ADP









Event Presentation Slides

 2019: Content Marketing and the Socially Valuable Business Carles Abler Chief Content Marketing Strategy	 2019: Consumer Experience: How to Optimize Your Conversions by Using Micro-Moments Junar Delane Chief Strategy, Digital Define, Founder Digital Branding Institute	 2019: Executive Insight - The Artistry and Impact of Great Storytelling Rachel McClary, PhD Chief Marketing Officer Ardsive	 2019: A Marketing Transformation Journey: The People, Process and Timeline Karen Possemato Vice President, Corporate Marketing & Communications Illumin
 2019: Building Winning Strategies with Market Intelligence	 2019: Modern Marketing	 2019: Marketing: The Future of Marketing with AI	 2019: The Future of Marketing with AI









Virtual Meeting On Demand

 2019: AI-Powered Automation for Voice and Chat Bots: Use Cases in the Contact Center Recording	 2019: AI-Powered Automation for Voice and Chat Bots: Use Cases in the Contact Center Presentation	 2019: The Gig Economy and the Workforce of the Future Presentation	 2019: Agent Culture and Engagement Part I
 2019: Agent Culture and Engagement	 2019: Agent Culture and Engagement	 2019: Robotic Process Automation	 2019: Robotic Process Automation

Newsletters

 Star Newsletter 2019 Q2 Issue Read This Issue Now	 Star Newsletter 2019 Q1 Issue Read This Issue Now	 Customer Contact Newsletter 2019 Q3 Issue Read This Issue Now	 Customer Contact Newsletter 2019 Q2 Issue Read This Issue Now
 Customer Contact Newsletter 2019 Q1 Issue	 Marketing Insights Newsletter 2019 Q1 Issue	 New Product Innovation & Development Newsletter 2019 Q2 Issue	 New Product Innovation & Development Newsletter 2019 Q1 Issue

Summaries and Chronicles

 Chronicles eBook 2019: Marketing Impact 2023: A Frost & Sullivan Executive MindExchange	 Executive Brief 2019: AI-Powered Automation for Voice and Chat Bots: Use Cases in the Contact Center Summary	 Virtual Executive Assembly Brief 2019: Agent Culture and Engagement	 Executive Brief 2019: The Gig Economy and Workforce of the Future
 The Value Proposition	 Policy One of the Next of Your Company - Your Success	 Support	 Support



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FACE TO FACE MEETINGS



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Face to Face: Live Events

Click on each icon for more event details.



[3rd Annual Sales Team Accelerator Retreat: A Frost & Sullivan Executive MindXchange](#)



[16th Annual Customer Contact East: A Frost & Sullivan Executive MindXchange](#)



[14th Annual Customer Contact Europe: A Frost & Sullivan Executive MindXchange](#)



[16th Annual Customer Contact West: A Frost & Sullivan Executive MindXchange](#)

Face to Face: Live Events Coming in 2020!

February 25, 2020, New York City, New York



[Customer Experience Ecosystem: A Frost & Sullivan Executive MindXchange](#)

May 20, 2020, New York City, New York*



[The Future of Work: A Frost & Sullivan Executive MindXchange](#)

July 13-15, 2020, Minneapolis, Minnesota*



[Customer Experience Ecosystem: A Frost & Sullivan Executive MindXchange](#)

November 9-11, 2020, West Coast Locale*



[The Future of Work: A Frost & Sullivan Executive MindXchange](#)

**Date and Location subject to change*

Face to Face: Site Tours & Executive Roundtables Host and Themes

Where We've Been

	<i>Effortless Experience</i>
	<i>Omni Channel Customer</i>
	<i>Effortless Experience</i>
	<i>Being Human: Making Emotional Connections in a Digital Economy</i>
	<i>Digital Transformation and the Integration of Digital Channels into the Contact Center</i>
	<i>Technology & Human Connection</i>
	<i>Customer Service Excellence from a New Perspective</i>
	<i>Effortless Customer Experience</i>
	<i>Effortless Agent Experience</i>
	
	





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VIRTUAL MEETINGS



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Global Virtual Executive Assemblies



Facilitated and moderated interactive discussions led by peer expert(s)

Engage in an easily accessible & collegial environment from anywhere in the world

Harness collective knowledge from Council members on member-driven topics aligned with Critical Issues

Virtual Deep Dive Calls



Take a
Deep Dive

Hosted by a Frost & Sullivan
Analyst/subject matter expert

Analyze critical data insights and
information for benchmarking

Gain understanding of cross-industry,
global best practices

PREVIOUS DEEP DIVE TOPICS

- **End User Priorities for Customer Engagement, Global**
Alpa Shah, Vice President of Research, Frost & Sullivan
- **Omni Channel Customer**
Nancy Jamison, Principal Analyst, ICT, Frost & Sullivan
- **Robotic Process Automation**
Nancy Jamison, Principal Analyst, ICT Frost & Sullivan

Upcoming Global Virtual Meetings



European Virtual Executive Assembly: Voice of the Customer & Voice of the Employee
23 January 2020 | 9:00am EST/14:00 GMT



Virtual Executive Assembly: Mapping Root Cause
January 30, 2020 | 2:00pm EST



Virtual Executive Assembly: Artificial Intelligence
February 13, 2020 | 2:00pm EST*

**Dates, times, and topics subject to change*



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OVERVIEW OF BENEFITS



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Review of Benefits

Cross-Functional, Cross-Industry Network of Peers
End User Priorities on Customer Engagement, Global Study
A Customer Engagement Leadership Council Benchmark Survey
Six Executive MindXchange Events
Annual Council Meeting
Voting on Council Critical Issues Topics
Site Tours & Executive Roundtables
Virtual Executive Assemblies
Virtual Deep Dive Calls
European Site Tours & Executive Roundtables
European Virtual Executive Assemblies
Curated Content
Newsletters/eBulletins
eBroadcasts/Webinars
Membership Services Manager

Membership Services Manager



Brittney Gasca-Pena

Our Membership Services liaison will provide you with concierge service, and ensure you fully leverage the Council and gain the greatest value of your membership.



Customer Engagement Leadership Council | Frost & Sullivan

