



Customer Engagement  
Leadership Council  
FROST & SULLIVAN

**NAVIGATE THE  
FUTURE OF  
CUSTOMER  
ENGAGEMENT  
WITH CONFIDENCE**

*The Growth Pipeline™ Company  
Powering clients to a future shaped by growth*



## TODAY'S AGENDA

- Then & Now
- Our Shared Mission
- Designed to Support You
- Critical Issues
- What We Do & How We Do It
- Benchmarks & Growth Diagnostic
- Associate Membership (Team Benefits)
- Testimonials, Investment & Contact Information



## THEN & NOW

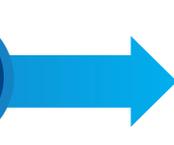


# THEN & NOW: THE BEGINNINGS OF THE COUNCIL

Executive Events division launched.

The Events Division Launches: Customer Contact East & West: A Frost & Sullivan Executive MindXchange.

The CC Awards are Launched recognizing Best Practices in the Customer Contact Community.



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

The traditional events model is flipped and the Executive MindXchange is born.

The Customer Engagement Leadership Council is founded as a member-driven organization.

Virtual events are redefined and Council activities move forward unhindered.

AVON



WILEY





## OUR SHARED MISSION





## OUR SHARED MISSION: GROWTH

Member-Driven ● Global ● Future Focus



Cross-Functional ● Facilitated ● Cross-Industry



SUCCESS



Executives want an opportunity to **continuously engage with a cross-industry network of peers** to explore future focused critical issues.



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



Executives are searching for **current thought leadership** to bring a higher level of strategic insights and data to interactions with senior management and the C-Suite.



## DESIGNED TO SUPPORT YOU



/Administration  
/Human Resources  
/Legal  
/Accounting  
/Finance  
/Marketing  
/Publicity

/Promotion  
/Research  
/Business  
/Development  
/Engineering  
/Manufacturing  
/Planning

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## DESIGNED TO SUPPORT YOU: YOUR STRATEGIC OBJECTIVES



### **Propelling Leadership & Recurring Inspiration**

Timely, unique ideas and how to overcome perennial obstacles are shared through peer-to-peer discussions, workshops and an internationally recognized executive coach. The takeaways are driven to enrich and inspire our members by delivering real world success stories, lessons learned and best practices you can immediately apply to your strategy, processes and operations.

### **Industry & Community Relationships**

The Council features access to a series of events throughout the year to provide virtual and in-person interaction with executives across industry and related lines of business. Get fresh perspectives on your challenges, collaborate with peers and share insights generated from curated content and Frost & Sullivan research.

### **Experiential Learning**

Experience excellence in action by touring cutting edge Contact Centers and directly interact with the innovators driving change.

### **Advancing the Organization and Growing Your Future Leaders**

Award access to Council thought leadership and best practices with peers and rising stars. Identify and support future leaders with content and conversations that will prepare them for the next step in their career.

### **Benchmarking Your Company**

Identify the areas you are excelling and where you may be falling behind by participating in Frost & Sullivan's three unique proprietary benchmark studies (Contact Center, Marketing and Growth Diagnostic). Upon completion, your team will receive a personalized readout, inclusive of recommendations by an Industry analyst.



## CRITICAL ISSUES



Personal  
Enrichment

Team  
Enrichment



## CRITICAL ISSUES: 2021 AGENDA\*

*\*Access the Critical Issue homepage via hyperlink.*

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 member-only portal. Setting the Critical Issues Agenda is a key role in ensuring the content for the Council is driven by its members.

**Enabling First-Class Self-Serve**

**Leveraging Data-Driven Insights**

**Optimizing the CX Journey**

**Navigating Workforce Trends  
and Disruptions**

**Achieving Digital Transformation**

**Driving Operational Efficiency  
and Effectiveness**



## WHAT WE DO & HOW WE DO IT



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Growth



## DELIVERABLES & COLLABORATION

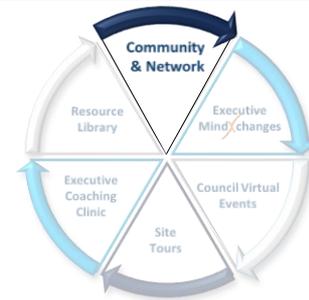




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## COMMUNITY & NETWORK: GLOBAL & CROSS-INDUSTRY MEMBERSHIP

### COUNCIL SNAPSHOT



**STEVE FLORENCE**

AVP – Customer Care Center  
State Farm



**ROB GOFOURTH**

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



**WILLA HIGHTOWER**

Director of Strategic  
Planning  
Exelon



**DESHAUNDR A JONES**

Director of Customer Experience  
WGL



**CHRISTOPHER KEENAN**

Head, Worldwide Medical  
Customer Engagement,  
Bristol-Myers Squibb



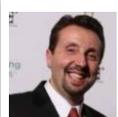
**EILEEN LASH**

Managing Director,  
National Contact Center  
TIAA



**LAUREN MEYER**

Assistant Vice President  
National Contact Center Operations  
Safelite Group



**RUSSEL TREZISE**

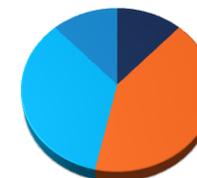
Vice President, Direct Banking Centers  
Fulton Bank

### INDUSTRIES REPRESENTED

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

### FUNCTIONAL ROLES REPRESENTED

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



■ C-Suite    ■ SVP, VP  
■ Director    ■ Manager



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## FROST & SULLIVAN EXECUTIVE MINDXCHANGES\*

*\*Click on an event icon for more event details.*



**Customer Contact East:**  
A Frost & Sullivan Executive MindXchange



**Customer Contact West:**  
A Frost & Sullivan Executive MindXchange



**Customer Contact Europe:**  
A Frost & Sullivan Executive MindXchange



**Customer Experience Ecosystem:**  
A Frost & Sullivan Executive MindXchange



**Sales Team Accelerator Retreat:**  
A Frost & Sullivan Executive MindXchange



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## MONTHLY VIRTUAL EVENTS

- **Virtual Roundtable** - Interactive discussions focused on one of the Council's Critical Issues, with members sharing their best practices, lessons learned, insights and experiences as it relates to the issue at hand. (60 minutes)
- **Case History** - Combination of a presentation by an industry leader and an interactive Q&A session enabling deeper discussion. (60 minutes)

### SCHEDULE SNAPSHOT\*

#### MARCH 2021

04

MARCH

FEATURED

MEET 'N' GREET  
Council Virtual Event

11

MARCH

ACHIEVING DIGITAL TRANSFORMATION  
Council Virtual Event

18

MARCH

ASSOCIATE MONTHLY MEETING  
Council Virtual Event

25

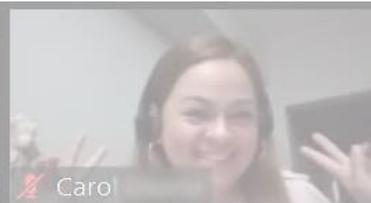
MARCH

REGENERATE: RENEWING YOUR ENERGY OPTIMAL PERFORMANCE  
Council Virtual Event

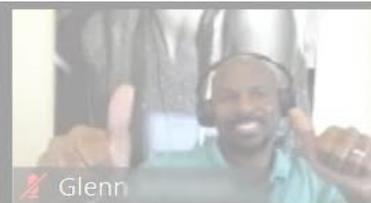
\*Review the full calendar [HERE](#).



Scott



Carol



Glenn



John



gina



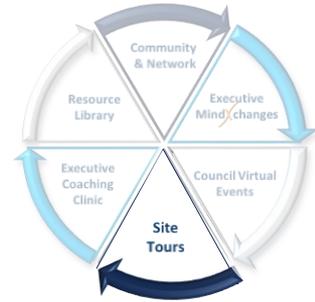
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## CUSTOMER CONTACT CENTER SITE TOURS

**Hertz**

**intuit.**

**Emirates**

**RoyalCaribbean  
INTERNATIONAL**

**BANK OF AMERICA**

**KOHL'S**

**Go Daddy .COM**

**sky**

**Disney**

**jetBlue  
Park**

**Florida Blue**





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## EXECUTIVE COACHING CLINIC



Michael O. "Coop" Cooper  
Founder

 **Innovators + Influencers**

**Interactive Group Coaching Call**

**Gain Clarity, Create Change, and Make Progress on Your Goals, Outcomes or Strategies**

**Bring a Current Management Problem that You Want to Change, or Just Listen In and Learn Vicariously**

Coop is an internationally recognized executive coach, advisor, facilitator, and trainer who specializes in working with executive teams to develop the leadership skills, alignment, and strategies to grow and thrive in a constantly changing environment.

He has worked with leaders at Accuray, eBay, Genentech, Google, Novell, Sony Computer Entertainment America, Southwest Airlines, TeleNav, Wells Fargo, Yahoo, Yammer, and hundreds of other organizations large and small. He has also been selected to coach the prestigious TED Fellows.



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## RESOURCE LIBRARY: MEMBER PORTAL

Search the content library



Critical Issues



Videos



Benchmarks and  
Growth Diagnostic



Executive  
MindXchange Events



Virtual Events On-Demand



Newsletters



## BENCHMARKS AND GROWTH DIAGNOSTIC



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## BENCHMARK SURVEY FOR CONTACT CENTERS



### WHO

Customer  
experience and  
customer service  
leaders



### WHAT

A survey to help  
you assess  
customer  
satisfaction and  
performance



### WHY

Spark change  
within your contact  
center and help  
drive your  
customer  
experience strategy  
decisions

Insight on how your contact center metrics compares to others, both within your industry and across industries and geographies

- Assessment of the range of valuable metrics the industry is leveraging, and how to determine which ones are right for your business and organization
- The metrics central in identifying, balancing, and improving both CX and EX

**BONUS:** As a Council member, you will also have an opportunity to meet with a Frost & Sullivan analyst to examine the results of the survey and hear their recommendations.



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## BENCHMARK SURVEY FOR **MARKETERS**



### WHO

B2B Marketing  
Leadership



### WHAT

A survey to help  
you benchmark  
your marketing  
organization,  
strategy and plans



### WHY

Strategic insights as  
to what's hot,  
what's not, where  
you stack up and  
how your peers are  
planning for  
uncertainty

What's trending in the  
digital and non-digital  
landscape

- How are marketing departments measured and what's the average return in my industry
- What % of revenue is falling into the marketing budget for a company my size
- How many accounts should make up my ABM strategy
- What are my greatest lead conversion challenges and how do I overcome them

**BONUS:** As a Council member, you will also have an opportunity to meet with a Frost & Sullivan analyst to examine the results of the survey and hear their recommendations.



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## GROWTH DIAGNOSTIC FOR EXECUTIVES



### WHO

The C-suite and the CEO's growth team



### WHAT

First level diagnosis of your relative strengths and weaknesses regarding core aspects of your corporate growth potential



### WHY

Benchmark the best practices of the top 10% of companies that consistently achieve their growth potential

Ten best practice questions from 50 years of experience

- Perspectives on both Growth and Innovation in relation to your future growth potential
- Benchmark yourself against companies past and present
- Understand which part of the growth pipeline engine your company needs to focus on
- Develop a clear alignment with your colleagues

**BONUS: As a Council member, you will also have an opportunity to meet with a Frost & Sullivan analyst to examine the results of the survey and hear their recommendations.**



## ASSOCIATE MEMBERSHIP



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## TEAM BENEFITS

Designate UP TO FIVE business executives within your organization to join you as an associate member.



“I really appreciate how easy you have made this onboarding process for us!”

- *Customer Care Center Director*

### BENEFITS

Access to the Community: Members-Only Council Portal Credentials and Networking	✓
\$1,000 savings* on Select Executive MindXchange Events	✓
Subscription to Bi-Weekly Council Communications	✓
Full Access to Virtual Events	✓
1 Group Call per Month with a Personal Concierge	✓

*\*May not be combined with other offers.*



## TESTIMONIALS, INVESTMENT & CONTACT INFORMATION



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## TESTIMONIALS



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.

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.



**TechStyle  
Fashion  
Group**



I highly recommend Frost & Sullivan Executive MindXchanges to anyone who is looking to learn and participate in a community of like-minded professionals

This is hands down, the best virtual event layout, support and seamless experience I have ever had.



**Homesite**



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## SOLUTIONS WHEN YOU NEED THEM



### COUNCIL MEMBER BENEFITS

- ✓ Critical Issues Workshop Participation
- ✓ Critical Issues: Voting Rights
- ✓ Executive MindXchange Events
- ✓ Council Virtual Events
- ✓ Quarterly Experiential Networking Activities
- ✓ Live & Interactive Industry Workshops
- ✓ Call Center Tours
- ✓ Executive Coaching Clinics
- ✓ Full Portal Access
- ✓ Custom Portal Profile
- ✓ Personalized Benchmark Survey Results
- ✓ Transferable & Includes Five Associate Members
- ✓ Full Concierge Service

**Investment: \$9,500**



## CONTACT INFORMATION



Thank You

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The Growth Pipeline Company

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