

CUSTOMER EXPERIENCE MANAGEMENT IN TELECOMS AMERICAS

October 10th – 11th, 2018
Los Angeles, CA

CREATING A FUTURE-PROOF CUSTOMER
EXPERIENCE OF HIGH ENGAGEMENT,
TRUST AND LOYALTY THROUGH BALANCING
INNOVATION AND CUSTOMER CENTRICITY

LEADING CX EXPERTS INCLUDE:



Rizwan Kassim,
Co-Founder and Chief
Strategy Officer,
Ultra Mobile



Jennifer Fitzmaurice,
AVP, Customer Experience,
AT&T



Eric Burton,
VP, Customer &
Employee Tools,
Comcast



Justin Reilly,
Head of Customer
Experience Innovation,
Verizon



Lola Akinyinka,
Global Head of Digital
Experience,
Digicel Group



Daniel Herb,
Director, IoT,
T-Mobile US

More CX leaders inside! →

25+
Operators
Represented

100+
Participants

15+
Hours Dedicated
Networking

75+
Practitioner
Attendees

In Partnership With:



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Meet the speakers

CHAIR



Melissa Harris,
CEO and Founder,
Telecom Training Corporation



Rizwan Kassim,
Co-Founder and Chief Strategy
Officer,
Ultra Mobile



Ingrid Lindberg,
Chief Experience Officer,
Chief Customer



Claudia Nieves,
VP, Marketing & Digital,
Millicom (Tigo)



Jennifer Fitzmaurice,
AVP, Customer Experience,
AT&T



Justin Reilly,
Head of Customer
Experience Innovation,
Verizon



Marcos Arias,
Director, Premium Call Centers,
AT&T



Pia Baker,
Group Director, CX,
Digicel



Maria Marino,
VP, Customer Experience,
Windstream



Brooke Pruter,
VP of Customer Service
Strategy & Operations,
Comcast



Chitra Unnikrishnan,
Manager, CEM and
Digital Adoption,
Koodo Mobile



Eric Burton,
VP, Customer & Employee Tools,
Comcast



Lola Akinyinka,
Global Head of Digital Experience,
Digicel



Krista Sheridan,
Sr. Advisor, People and Culture,
TELUS



Oksana Schwartz,
VP, Initiative and Program Management,
Ultra Mobile



Daniel Herb,
Director, IoT,
T-Mobile US



Ivan Nikolaev,
Director, E2E Operations, Customer
Experience,
Rogers Communications



Denise Vidal,
Sr. Director, Frontline Experience,
Customer Service,
T-Mobile



Philippe Andres,
VP, Group Marketing NA,
Orange



Pritesh Patel,
SVP and Chief Operating Officer,
GIA



Steve Towers,
CEO,
BP Group



James Dodkins,
Founder,
Rockstar CX



Harlan Kennedy,
Founder, Director of Strategy,
VBP Orange



Peter Antonelli,
Design Director,
VBP Orange



Sherrie Simmons,
COO,
In STEPPS



Walter Neeft,
VP of Sales,
CALVI



Jim Seigler,
VP of Sales, Americas,
Soft-ex



Aaron Fullen,
Global Head of Sales,
BriteBill



Steve Smith,
VP, Strategic Industries,
ClickSoftware

Meet the team



Mark Lee
Portfolio Sales Director



Taya Prokopenko
Conference Director



Sofia Nicolaou
Marketing Manager



Rebecca Leak
Operations Manager



Phill Hiron
Divisional Director

Chair's welcome

Welcome to CEM in Telecoms North America 2018!

I'm Melissa Harris, CEO of Telecom Training Corporation, and will be the chairperson for this year's North American Summit. TTC provides innovative and practical CX solutions for global telecom and cable companies with our 850 industry-specialized facilitators, coaches and consultants. Since we work in such a competitive environment, you realize how important your CEM initiatives are as a major strategy in differentiating your company, increasing ARPU, growing market share, and reducing churn. With all of the new CEM innovation and tools, you also know how critical it is for everyone in your organization to understand the importance of embracing, implementing and supporting your CEM plans.

This year's Summit is in an exciting new location – Los Angeles – that will make travel easier for those from the U.S., Canada, Latin America, the Caribbean as well as from other regions. It will focus on two critical areas – “Creating and Delivering CX Opportunities” and “Adapting to the Changing CX Landscape.”

In addition to gaining new knowledge and best practices to support your CX strategies, you will have various opportunities to meet colleagues facing similar challenges. This can help you “sell” your ideas internally after the Summit with your C-Level leadership by sharing success stories from other companies.

I appreciate the IQPC CEM in Telecoms team for inviting me to chair this Summit in addition to their other CEM conferences during the past few years. As your chairperson, I will facilitate this Summit to provide an interactive, energized, and enjoyable experience to help exceed your expectations.

Looking forward to seeing you in October!

Melissa Harris,
CEO and Founder,
Telecom Training Corporation



“I am looking forward to CEM in Telecoms Americas for productive collaboration on what we as an industry can do to innovate CX within telecoms. How do we use the technologies that we develop and sell to delight our customers along every touchpoint in their journey?”

Maria Marino, VP,
Customer Experience,
Windstream - Speaker

CONFERENCE DAY ONE – Creating and delivering CX opportunities:

A day focused on ensuring E2E delivery of your CX strategies through process improvement, customer engagement and installing customer centricity throughout your organisation.

- ➔ **Unlock the frontline potential:** Learn from **TELUS** fostering a culture of innovation and leadership in their employees and **T-Mobile** installing creativity and excitement to drive CX initiatives
- ➔ **Interactive problem-solving discussions, led by experts in the field:** Simply choose the one that will benefit you the most, whether that be **strategic delivery, boosting customer engagement, installing a customer-centric culture or innovating customer services**
- ➔ Sit back and relax as **James Dodkins, Founder of Rockstar CX**, takes you on a musical journey on **how to create and maintain memorable customer experiences** through exploring frameworks and mindsets for true “**Rockstar CX**” success.
- ➔ **Make your customer drive your business:** Hear from the **Co-Founder and Chief Strategy Officer of Ultra-Mobile** on how to align business growth with customer wants and needs, break down barriers to CX success and lead CX innovation from the top
- ➔ **Learn how to safeguard your strategy from failure:** Hear how the likes of **Windstream** and **AT&T** have all ensured a long term vision of CX excellence through creating strong governance, improving communication and empowering their employees

CONFERENCE DAY TWO – Adapting to the changing CX landscape:

How do we ensure we step into the new era of CX well prepared? Learn to keep one step ahead of your competition by balancing customer centricity with innovation.

- ➔ **Successfully integrate AI-powered technologies to deliver tangible results and ROI:** Hear from the **Head of CX Innovation of Verizon** on maintaining competitive advantage using AI and getting “AI era ready”
- ➔ **Learn to balance the pros and cons of innovation for long-term success:** Listen to our panel discussion with **Verizon, Koodo Mobile** and **Comcast**, addressing the challenges of implementing technology into your CX strategy
- ➔ **Help your business grow in 2018 and beyond via blockchain technology:** Hear from **T-Mobile's Director of IoT** on what it is specifically blockchain can do for telecoms, before getting a **how-to guide from the GIA** on not only how to make the most of this technology for improving CX, but the **details in how to go about implementing it in your business**
- ➔ **Receive an Accredited Customer Experience Masters (ACXM) qualification** after participating in a 90 min **BP Group** led workshop on balancing innovation with customer centricity
- ➔ **Create smart partnerships and services for customer engagement:** Join **Ultra Mobile** and they keep us up to date on the latest market trends of the rise of **OTT communications**, and where it should fit in the wider mobile ecosystem.

Why attend?

Join our **exclusive panel of telecoms professionals** from operators across North, Central and South America, including the Caribbean to:

- ➔ **Enhance your existing CX strategies** through process improvement and innovative measure to achieve successful E2E delivery
- ➔ **Make your business truly customer centric on all fronts** by engaging your executives to lead on transformation and your employees to drive customer satisfaction
- ➔ Master how to effectively **integrate technology and business strategy to deliver a proactive, interactive and engaging experience for your customers**
- ➔ Smooth out your omni-channel strategy by discovering how to **maintain a consistent brand presence and demonstrate customer care across all customer touch-points**
- ➔ Innovate ideas for customer engagement through services and partnerships by **thinking outside the box**

**4 exclusive
interactive
discussion
sessions**



You will get a chance to take part in a 1.5 hour in depth interactive discussion and problem solving session customized to what your biggest challenges are, led by absolute experts in the field.

Introducing:

Invite-only

“C-Level Executives Boardroom Discussion”:

Join this senior executive workshop and walk away with thoughts and input from some of the best strategic minds in the business, offering their guidance to your unique challenges.

“LatAm & Caribbean Forum”:

Designed specifically to help those from the CALA regions, use this chance to network and discuss the most pressing issues you're currently facing.

“Boosting Customer Engagement Through Existing Customer Touch Points And Innovative Services”:

Master the most effective ways to engage your customers with your brand using existing touch-points and expanding your thinking outside the box to new innovative offers.

“Designing A Culture Of Customer Centricity”:

Learn real-world tools for creating a customer-focused culture at your organization, alongside strengthening conditions that will make it thrive.

**Walk out
with an Accredited
Customer
Experience
Masters (ACXM)
qualification**



Take part in a brand new workshop on **“Maximizing Business Success: Balancing Customer Centricity And Innovation In The New Era Of CX”**, led by Steve Towers, the CEO of BP Group, who's worked closely with huge multinational companies like **Apple, Zara, Zappos and Emirates.**

Learn how to use a powerful technique that will immediately **reveal opportunities to reframe the customers' wants and needs** with the 'how to' for the organization to action them and **deliver immediate impact**, receiving a CX qualification at the end of completion!

Who will you meet?

The Forum will be attended by senior CEM leaders including:

SVP/VP/Director/Chief/Head of:

Customer Experience

CEM

CRM

CX Innovation

Customer Loyalty

Customer Care

Customer Strategy

Customer Service

Customer Insight & Analytics

Customer Engagement

Frontline Experience

Digital Experience

Marketing

Product and Process Development

MAIN CONFERENCE DAY ONE OCTOBER 10th, 2018

CREATING AND DELIVERING CX OPPORTUNITIES



08:00 **REGISTRATION AND WELCOME COFFEE**

08:45 **WELCOME SPEECH: CHAIR'S OPENING REMARKS AND ICEBREAKER**

09:00 **THE GREATER CX PICTURE: WHAT'S HAPPENING OUTSIDE OF TELCO?**

In this 30 minute session, followed by Q&A, you'll hear trends and updates on what retailers, financial institutions and hospitality companies are doing in their quest to deliver memorable experiences to their customers.

- Find out what makes top scoring industries perform as well as they do
- What is the simple formula for customer experience success?
- What can we learn from other industries that we can do differently?
- What can you actually do now to differentiate in a highly commoditized market?

Ingrid Lindberg, Founder and Chief Experience Officer, Chief Customer

09:45 **KEYNOTE: THE VIEW FROM THE TOP**



In this not-to-be-missed keynote session we explore CX from the perspective of a Co-Founder and Chief Executive Officer of the 2014-2015 fastest growing company in the US, looking at how to transform the wider business strategy in to a more customer-centric approach. Join Rizwan, as he offers guidance and thoughts across a variety of related topics, including:

- What is the role of the top executives in CX delivery? And how can they take the lead in breaking down the three common barriers that threaten the overall CX strategy: Authority, Access, and Action?
- What defines success? Is it ROI, competitive advantage or is it something far simpler?
- Championing CX innovation: Setting a vision, creating a purpose and executing on it

Rizwan Kassim, Co-Founder and Chief Strategy Officer, Ultra Mobile

10:15 **REDUCING CUSTOMER EFFORT: THE NEW SERVICE KPI**



How hard are you making your customers work? Field service organizations are used to finding and fixing inefficiencies in their operations, but to ensure peak performance and top-notch customer experience, it's time to look beyond your workforce. Attend this session to learn:

- What are the major obstacles that frustrate your customers
- Why customer experience matters before your tech rings their doorbell
- How you can build a frictionless path to exceptional service delivery
- And more!

Happy customers lead to referrals and repeat business. Join us to explore ways you can eliminate their frustrations long before the day of service.

Steve Smith, VP, Strategic Industries, ClickSoftware

10:45 **MORNING BREAK AND NETWORKING**

11:15 **INTERACTIVE DISCUSSION SESSIONS**



C-LEVEL BOARDROOM DISCUSSION: WHAT'S KEEPING YOU AWAKE AT NIGHT?

This workshop, operating under Chatham House Rules, is an exclusive invite-only problem solving session for executives to discuss with likeminded peers the unique challenges they face within CX. You will each be asked to present one challenge keeping you awake at night, which will collaboratively form the basis of the group discussion. Join this senior executive workshop and walk away with thoughts and input from some of the best strategic minds in the business, offering their guidance to your unique challenges.

(Strictly by invite only)

Facilitator:

Ingrid Lindberg, Founder and CEO, Chief Customer

LATAM & CARIBBEAN FORUM: DELIVERING A GREAT QUALITY OF SERVICE

Each market is unique, but key challenges such as customer retention, increasing customer expectations and delivering a high quality of service are all commonly being faced across the LATAM and Caribbean telecoms market.

Designed specifically to help those from the CALA regions, use this chance to network and discuss the most pressing issues you're currently facing and collectively identify the best CX practices and tech innovations to bring about positive change in your business.

Facilitator:

Melissa Harris, Founder and CEO, Telecoms Training Corporation

BOOSTING CUSTOMER ENGAGEMENT THROUGH EXISTING CUSTOMER TOUCH-POINTS AND INNOVATIVE SERVICES

One of the key things most operators are focusing on is creating a smooth omni-channel experience for the customers. This involves ensuring customer engagement through a variety of existing customer touch-points, and using them to create brand affiliation and customer loyalty.

This session will cover new innovative offers such as Orange Bank, mobile banking services or AT&T streaming service DirectTV, which are now becoming key differentiators for the consumer. Learn how to integrate these to enhance customer experience and stand out from your competition.

Facilitator:

Philippe Andres, VP, Group Marketing North America, Orange

DESIGNING A CULTURE OF CUSTOMER CENTRICITY

Customer centricity is not a passing fad. How do we meaningfully instill this crucial focus within organizational culture? How do we create the conditions for it to thrive? How do we nurture it for the long hall? How do we create a sense of accountability and focus among all employees — not just those on the front line?

Learn real-world tools for creating a customer-focused culture at your organization with VBP Orange, an experience design practice that has created customer-centric solutions for companies across a range of industries, including Audi, Phillips 66, and Pacific Life.

Facilitators:

Harlan Kennedy, Founder and Director of Strategy, VBP Orange
Peter Antonelli, Director of Design, VBP Orange

12:45 **NETWORKING LUNCH**



E2E CX DELIVERY

13:45 **SAFEGUARDING YOUR CX TRANSFORMATION INITIATIVES FROM FAILURE**



Discover the most common reasons why CX transformation initiatives fail and safeguard your strategy before it's too late by

CULTURE, COLLEAGUES AND CUSTOMER CENTRICITY

13:45 **DEVELOPING THE CX SKILLS YOU NEED FOR 2019+**



Learn how to foster a culture focussed on unlocking and leveraging the potential of *everyone* – employees, vendors, customers – *every day*, to drive innovation and accelerate CX improvement.

exploring the key success factors below:

- Establishing the right strategy: Be True to Who You Are (Alignment with Corporate Objectives)
- Creating strong CX governance: Scorecards - Putting Numbers on the Board (the importance of Quick Wins)
- Operationalizing success: It Takes a Village
- Emphasizing the importance of communication: If You Don't Tell them, they Won't Know

Maria Marino, VP, Customer Experience, **Windstream**

- Reimagine roles
- Boost engagement
- Drive innovation
- Increase CX impact

Krista Sheridan, Sr. Advisor, People and Culture, **TELUS**

14:15 **ENSURING A GREAT CUSTOMER EXPERIENCE THROUGH PROCESS**



- Basics - Establishing a process that enables a company to work on the most impactful projects through regular decision making intervals throughout the product development lifecycle
- Communication - Empower teams to make decisions, communicate outcomes, and iterate through communication styles and mediums
- Process - Stick to the process until it doesn't work, then iterate
- Case Study of failure and success with measurable impact

Oksana Shwartz, VP, Initiatives and Product Development, **Ultra Mobile**

14:15 **MAKING YOUR FRONTLINE DRIVE CX**



- Discover how T-Mobile install commitment to CX goals and make their frontline employees catalysts of CX delivery.
- Transforming how you view your employees
- Adapting your training practices to foster creativity and innovation
- Creating an internal connection to the brand
- How to get your employees excited about what you do?

Denise Vidal, Sr. Director, Frontline Experience, Customer Service, **T-Mobile**

14:45 **ENHANCING THE DIGITAL BILLING EXPERIENCE**



- Challenges faced by B2C & B2B CSPs to leverage and consolidate multiple billing platforms to deliver a self-serve billing portal
- Differences in complexity between B2C & B2B billing
- Delivering centralised visibility and unified billing communications across fixed, mobile, data, hosted ICT etc.
- Subscriber Data Intelligence & Customer Centric Observations
- Simplify billing comms to significantly enhance the customer experience and reduce customer care costs

Jim Seigler, VP of Sales, Americas, **Soft-ex**

14:45 **HOW TO TURN THE HUMBLE BILL INTO YOUR MOST VALUABLE CUSTOMER COMMUNICATION**



- It's no secret that poor customer communication is one of the main causes of dissatisfaction and churn. From bad bills and impersonal emails to dull and disappointing digital experiences. As customer experience professionals take charge of smoothing out 'bumpy' experiences on the customer journey, how can they ensure that customer communications deliver their brand experience promise?
- Unlocking the power of your billing data as part of an overall CEM strategy
- Transforming your most-read communications into personalized, engaging interactions that cut costs, improve satisfaction and drive revenue
- Simplifying customer communications and making them easier to understand to triage issues
- Framing the conversation with the right tone of voice and brand personality
- Conversing with customers like you know, and care, about them

Aaron Fullen, Global Head of Sales, **BriteBill**

15:15 **AFTERNOON BREAK AND NETWORKING**



15:45 **INNOVATION IN SIMPLICITY: SEEKING OUT CX OPPORTUNITIES AND TURNING THEM INTO STRATEGY**

- Learning how to innovate ideas for improvement by breaking down CX into the basics and finding new opportunities to make your CX proactive, transparent and FUN!
- Determining the best touch-points for customer engagement and simplified interaction
- Maximizing what you get out of your trial period and how to make sure your solution will go mainstream
- Seeking out the data needed to speed up the trial process and prove ROI
- Embracing dips, bumps and U-turns on your journey

Jennifer Fitzmaurice, AVP, Customer Experience, **AT&T**

16:15 **WITH OTHER INDUSTRIES OUTPACING TELECOMS, HOW DO YOU DRIVE REAL CUSTOMER ENGAGEMENT? ARE YOU READY FOR THE NEXT GENERATION?**

Telcos are expected to tailor their products and services to fit customers' personal needs and although many Telcos have successfully adapted their product offerings to meet these personalized demands, one major pain-point remains: the invoice. As soon as the first invoice hits the (digital) doormat, those personalized and converged product offerings have become complex puzzles of information that often cause a lot of frustration and confusion. The capability of the invoice as a vital instrument to engage & communicate with customers is often neglected. CALVI believes that everyone is entitled to a clear invoice and that it is widely underestimated what can be achieved by digitalizing and personalizing the billing touchpoint.

Walter Neeft, VP of Sales, **CALVI**

16:35 **PANEL DISCUSSION: WE ALL 'OWN' CX...BUT WHO OWNS IT MORE?**



No business will tell you the customer is not important, nor will any business leader tell you that some employees don't care for the customer – it would be a PR nightmare! Nevertheless, the simple truth is that some embrace the customer more than others. In this frank and open panel discussion you'll have the opportunity to hear from a number of businesses talk transparently about their experiences of what works and what doesn't. They'll compare and contrast beliefs on where the responsibility for CX lies, how to identify and create CX champions and ultimately if we all 'own' CX, who should ensure it is being kept front-of-mind?

Facilitator:

Melissa Harris, Founder and CEO, **Telecoms Training Corporation**

Members of the panel:

Pia Baker, Group Director, Customer Experience, **Digicel**

Krista Sheridan, Sr. Advisor, People and Culture, **TELUS**

Maria Marino, VP, Customer Experience, **Windstream**

Eric Burton, VP, Customer and Employee Tools, **Comcast**

Ivan Nikolaev, Director, E2E Operations, Customer Experience, **Rogers Communications**



17:20 **ROCKSTAR CUSTOMER EXPERIENCE**

In this high energy, entertaining and musical keynote you'll learn lessons from a former real-life, award winning rockstar. **'Customer Experience Rockstar'** James Dodkins will share stories, ideas, frameworks and mindsets that will guarantee that you turn your customer experience up to 11. He's even going to dust the cob-webs off of his guitar to give you all a musical experience that you'll never forget!

James' client list reads like a 'who's who' of global brands with Disney, Microsoft, Nike, Mercedes-Benz, Lego, AMEX, IBM and many more included. James trains, consults and speaks all over the world helping companies deliver a 'Rockstar Customer Experience'

You'll learn about:

- The 'Peak/End' Rule
- The importance of a macro and micro visions
- What to do when things go wrong
- How not to be 'Impressive but irrelevant'
- How to get inspiration from different genres
- Creating and maintaining memorable customer experiences
- And most importantly how to cultivate and awaken your inner rockstar.

James Dodkins, *Founder*, **Rockstar CX**

17:50 **CHAIR'S CLOSING THOUGHTS AND END OF DAY ONE**

NETWORKING DRINKS

SIT BACK, RELAX AND NETWORK WITH YOUR PEERS AFTER A LONG AND PRODUCTIVE DAY!

MAIN CONFERENCE DAY TWO OCTOBER 11th, 2018

ADAPTING TO THE CHANGING CX LANDSCAPE

08:30 **REGISTRATION AND WELCOME COFFEE**



09:00 **CHAIR'S OPENING REMARKS**

09:15 **KEYNOTE: TAPPING AI - THE FUTURE OF CUSTOMER EXPERIENCE**



Learn how to maintain a competitive advantage in a world of vast automation via AI, though preserving human touch and keeping up with generation Z and Y trends. You will leave this session with a clear understanding of how to move towards an AI First strategy, build Cognitive Product, hire the next generation of talent, and harness the power of machine learning to drive business value.

- What will CX look like in 2025?
- How to utilize AI to be one step ahead of your competition
- Separating facts from hopes and dreams
- What's going wrong with the AI hype cycle?
- The future of supervised & unsupervised learning
- Building Cognitive First teams

Justin Reilly, Head of CX Innovation, **Verizon**

09:45 **BLOCKCHAIN FOR TELCOS – CHALLENGES AND OPPORTUNITIES**



The future of massively connected IoT devices looks very near to some of us following the 5G roll out and it's bringing with it some challenges that our current models don't solve well. Blockchain offers a tantalizing promise of an integrated service offering to create a highly secure, low cost, over-the-air service for managing products across the ownership, location, and status of the product lifecycle.

- What is it specifically blockchain can do for telecoms?
- What are the implications for business processes and the customer on the front end?
- Implications of blockchain for IoT device roaming
- How is blockchain being utilized in the modern day?
- How do we monetize it?

Daniel Herb, Director, IoT, **T-Mobile**

10:15 **BLOCKCHAIN SOLUTIONS PROOF OF CONCEPT: 2018 REALITY**



Wondering if blockchain is just a hype, a bit too far-fetched to be an integrated business solution? Hear from the SVP & COO of GIA on how they are making blockchain a reality for improving consumer experiences, enhancing trust and providing traceability in 2018. Pritesh will focus on pre-implementation considerations and post-implementation user benefits of this tech evolution.

You will have 15 minutes for Q&A to address your concerns regarding practical E2E implementation, risk management and business and society impact.

Pritesh Patel, SVP and Chief Operating Officer, **GIA**

11:00 **MORNING BREAK AND NETWORKING**



11:30 **WORKSHOP: MAXIMIZING BUSINESS SUCCESS: BALANCING CUSTOMER CENTRICITY AND INNOVATION IN THE NEW ERA OF CX**



The importance of changing customer needs, anticipating and articulating them, linking those to business strategy and technology integration, and installing an overall customer-centric culture within organizations is now central to business success for global leading companies.

In this session, we will introduce a powerful technique that will immediately reveal opportunities to reframe the customers' wants and needs with the 'how to' for the organization to action them, based on establishing a sustainable customer-centric culture.

Tried, tested and proven in companies like Apple, Zara, Zappos and Emirates this approach may just be the difference you are looking for that differentiate you from the 'also-rans'. What we will cover:

- Understand that the way we think about how we do work is wedded to a different time and place
- Identify the key components of the customer age within a logical meaningful framework
- Determine the elements that will enable everyone within the business to align towards successful customer outcomes
- Connect the dots of emerging customer needs through technology and capability to everything the organization does
- Deliver a constructive set of measures, from the boardroom to the lunch room, that enables the organization to move 'Outside-In' with immediate impact



And yes, all this within 90 minutes. But wait, there's more!

You will walk away with the beginnings of the **Accredited Customer Experience Masters (ACXM) Qualification**, plus a copy of Steve's best-selling book on this theme – "Outside-In, The secret of the 21st century leading companies". A storybook of those implementing successful employee enabled customer centricity.

Steve Towers, CEO, **BP Group**

13:00 **NETWORKING LUNCH**



14:00 **PANEL DISCUSSION: TECH INNOVATION IN CX – HELPING OR HINDERING CX OUTCOMES?**



Technology is an inseparable aspect of modern CX, which allows us to deliver a proactive personalized experience and reach out to a greater number of people. However, the more we integrate technology, the more skepticism arises regarding the negative consequences of such transformation. Hear the discussion about the most common arguments made for and against the rising use of tech innovation in customer experience management.

- How do we optimize CX using robotics, at the same time maintaining the human touch?
- Does innovation create job opportunities or is robotics taking over the work force?
- How do we use technology to empower the front line, ensuring they are equipped with the right skills and knowledge to use it to the full extent?
- Analytics: Does it help us find out what our customers want or drive us on a road of assumptions?

Facilitator:

Melissa Harris, Founder and CEO, **Telecoms Training Corporation**

Members of the panel:

Justin Reilly, Head of CX Innovation, **Verizon**

Sherrie Simmons, COO, **In STEPPS**

Chitra Unnikrishnan, Manager, CEM and Digital Adoption, **Koodo Mobile**

Brooke Pruter, VP of Customer Service Strategy & Operations, **Comcast**

14:45 **A DISRUPTIVE CUSTOMER SERVICE MODEL FOR A FUTURE-PROOF SUCCESS**



Koodo Mobile has remained an industry leader in the wireless category, backed by multiple J.D. Power wins over the last 10 years. A distinct approach to customer experience, centered around **'design thinking'** principles is at the heart of the success. Learn how you can adopt some of these insights for your business strategy:

- Make effort reduction and NPS a part of the brand DNA, not just a metric measured by your research team
- Eliminate up to 50% of calls to improve your bottom-line margins
- Leverage AI, tech innovation and customer centricity for a win-win outcome

Chitra Unnikrishnan, Manager, CEM and Digital Adoption, Koodo Mobile

15:15 **USING EMOTION TO BUILD HIGH VALUE CUSTOMER RELATIONSHIPS IN THE DIGITAL ERA**



Creating an emotional connection with your customers has always been the key to customer loyalty, even more so in the new tech driven era of customer experience, but is it scalable? In this session we seek to address this issue, and help demonstrate how to create high value customer relationships irrespective of scale. Key discussion points include:

- Understanding the power of emotions in consumer decisions and how this can be measured
- Sparking customer interaction through a variety of touch-points
- Finding ways to resonate with your customer
- Tailoring content and communication to specific emotions

Lola Akinyinka, Global Head of Digital Experience, Digicel

15:45 **HOW TO UNLEASH BRAND POWER TO IMPROVE CX?**



In an era where Brands seem to need rediscovery and reinvention, we will revisit some branding concepts and a new way to look at them to unleash the power of you Brand and improve your Customer Experience efforts.

- CX, the simplest definition of all
- CX and Brand
- Aligning the CX and Branding efforts
- Cognitive ease, cognitive limits and how do they affect you?
- Telling the Brand story: from perceptions to behavior

Claudia Nieves, VP, Marketing and Digital, Central America, Millicom (Tigo)

16:15 **AFTERNOON BREAK AND NETWORKING**

16:45 **FOCUS GROUP: BIG DATA ANALYTICS - KNOWING AND RESPECTING YOUR CUSTOMER**

In this roundtable discussion session, explore the biggest challenges around using data analytics to deliver a proactive CX.

- Making use out of Big Data: How to ensure you create accurate results and use representative sampling
- Managing responsibility over customer data: Building proactive CX delivery taking into consideration the privacy of your customers
- How to handle customer data in the era of high customer awareness
- How to make your customer trust you

Facilitator:

Marcos Arias, Director, Premium Call Centers, AT&T



CHAIR'S CLOSING THOUGHTS AND CLOSE OF CONFERENCE



NETWORK Organized by: **CX Network**

The CX Network is an online community for global customer experience, service, insight and marketing professionals who are leveraging customer management strategies to increase customer acquisition and loyalty, whilst driving increased profits across the entire organisation. At the CX Network we're dedicated to providing members with an exclusive learning environment, community and resource hub where you can share ideas, best practice and solutions for your greatest customer challenges. You will receive expert commentary, tools and

resources developed by experienced customer management professionals and industry insiders. With a growing membership and global portfolio of events, the CX Network ensures you keep your finger on the pulse by delivering you with practical and strategic advice to help you achieve your business goals.

“Very valuable as I got some good easy ideas to implement back in the office”

Chief Customer Officer,
ETB

“Great selection of speakers, high level of information and ideas for my business - I can't find anything to improve! Everything was perfect.”

Global Head of Special Projects,
Telefonica

Maximize Your Involvement: Sponsorship and Exhibition Opportunities

The **CEM in Telecoms Americas Forum** is attended by senior officials and decision-makers from the industry, bringing together buyers and suppliers in one location.

Focused and high-level, the event will be an excellent platform to initiate new business relationships. With tailored networking, sponsors can achieve the face-to-face contact that overcrowded trade shows cannot deliver.

Exhibiting and sponsorship options are extensive, and packages can be tailor-made to suit your individual company's needs. Most packages include complimentary entry passes, targeted marketing to industry officials and executives, and bespoke networking opportunities.

Other features of sponsorship include:

- Prominent exhibition space in the main conference networking area
- Participation in comprehensive pre-event marketing campaigns
- Tailored marketing strategies to suit your organization's size, capabilities and individual requirement

What are you looking to achieve and what can we offer?

"The event gave us valuable brand awareness and follow-up opportunities with Service Providers across the region"

Ciqual - VP Marketing

"We had some great discussions with operators and service providers that we hadn't spoken to before. We also made some great introductions with the operator base that was represented at the event"

MDS - Chief Marketing Officer

"The conference circuit gets busier every year, but having invested in a number of telecoms conferences over the years I find Telecoms IQ to be one of the most consistent in terms of creating a compelling agenda and attracting the right level of delegates. For us, as a sponsor, these are critical in our ability to generate a positive ROI."

WDS, A Xerox Company - VP Marketing

Pre-Event

On-Site

Post-Event

Thought Leadership

- Whitepaper email marketing
- CX Network newsletter placement

- Client-led keynotes & testimonials
- Workshops and Discussion Groups
- Tech demonstrations

- Whitepaper/presentation placement on CX Network or the event site

Lead Cultivation

- Targeted delegate acquisition campaigns
- Prospect listing

- On-site introductions
- Private lunches and breakfast briefings
- Evening networking sessions

- Email introductions
- LinkedIn introductions

Brand Awareness

- Online presence on event website
- Listings and logos on all event materials

- Lanyard / App / VIP Room sponsorship
- Literature seat drops and flyer handouts

- Post-event email
- Survey sponsorship
- Social media marketing

Not quite what you're looking for? Give us a call and let one of our team tailor the package that's right for you.

Contact us on
+44 (0)207 368 9300 or
partner@iqpc.co.uk

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CALVI
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SUPPORT
ROBOTICS

softex
a widepoint company

brite:bill
an Amdocs company

globys
Make a Statement.

Register now: <https://cemtelecoms.iqpc.com> | enquire@iqpc.co.uk | #CEMAmericas  

With thanks to our early 2018 sponsors



CALVI envisions a world in which the complexity of B2B billing is history and all Communication Service Providers' (CSPs) customers receive clear and transparent invoices. A world in which their complex and ever changing (legacy) billing systems do not undermine the end-to-end customer centricity that their customers deserve.

As the leading authority in the field of telecom bill presentment (EBP), expense management (TEM) and billing (VIP billing), we've been helping CSPs (i.e. Vodafone, KPN, BT) to meet and exceed their customers' expectations for over 20 years. We have developed one central portal for all business customers, where they can easily analyze, verify, process and pay their invoices. It seamlessly integrates with the CSPs billing- and business support systems.

Moreover, we are specialized in delivering complete customized billing solutions for high-value customers, such as multinationals and governments. Agility, flexibility and innovative power are core characteristics which ensure that we, and thus our clients, capitalize on the latest technologies and market-trends. Are your customers ready for the next-gen invoice experience?



ClickSoftware is a global leader in field service management solutions, delivering value through improved efficiency, effectiveness, and enhancing customer experiences. ClickSoftware blends unparalleled industry expertise and state-of-the-art computer science to deliver meaningful, measurable business value—optimizing critical business processes and delighting customers. Click Field Service Edge arms field service leaders with the smartest technologies and best practices from around the globe to deliver real-world results, real-time recommendations, and real operational intelligence.

For more information, please visit <https://www.clicksoftware.com/>. Follow us on Twitter.

Click. Actual intelligence. At work.



BriteBill transforms the way service providers present and manage billing and "in-life" communications. Cold notifications and demands for payment are transformed into customer centric and engaging communications. With the Brite:Bill platform, service providers can improve customer interactions by pre-empting questions, tackling issues and highlighting appropriate and new services through personalized, targeted messages and persuasive content. Business customers get the insights they need through tailored analytics and customizable dashboards to easily understand costs and service usage through beautifully rendered, easily understood graphs, tables and alerts.

Improved billing means less costly bill-related helpline calls, less customer churn and boosts long-term loyalty. Brite:Bill is an innovative and unique solution used by tier one telecom operators around the globe. Brite:Bill was named a "Cool Vendor" by Gartner Inc. Founded in 2010, Brite:Bill is headquartered in Dublin, Ireland and has offices in London, Madrid, Toronto, Kansas and Philadelphia



Soft-ex assists Communication Service Providers (CSPs) to leverage and consolidate multiple incumbent billing systems to present bills electronically, and deliver analytics to enterprise and consumer clients. By providing unified visibility, the CSP offers enhanced customer experience and also benefits from Subscriber Data Intelligence. Our innovative and simplified billing communication portals facilitates the CSP to increase customer retention and reduce cost savings on internal billing and customer care. CSP customers include Telefónica, BT, Three, eir, KPN and VirginMedia. We are also a recommended partner of Cisco, Microsoft, Broadsoft, Mitel & Avaya for Unified Communications. Soft-ex is now part of the WidePoint Group (NYSE:WYY), a leading provider of Managed Mobility Services (MMS) specializing in Cybersecurity and Telecommunications Lifecycle Management (TLM) solutions.

For more information visit www.soft-ex.net or email sales@soft-ex.net



Globys makes it easy for business customers to pay you. Through a single platform, the Globys Suite provides a personalized experience for each segment of your business customers. Each personalized experience is designed specifically to address the varying billing and payment workflows of small business, mid-market and enterprise segments. Each personalized experience provides customers with self-service to access, consolidate and analyze all invoices and detail fee and usage data based on their business processes. Integrated payments, intelligent disputes and mobility management allow customers to take action directly from the context of the bill. This transparent and automated approach is proven to lower a CSPs days sales outstanding and operational expenses by 50% while also improving customer satisfaction.

CSPs, including T-Mobile, TELUS and Vodafone, partner with Globys to deliver a personalized experience for all business segments, spanning mobile, IoT and data products. Founded in 2008, Globys has more than \$30B of invoicing under management and is headquartered in Seattle.



Support Robotics is an exciting startup that's helping the telecoms industry to deliver better device support in new ways, across cellular and fixed-line.

We employ AI and automation technologies to deliver game-changing customer experiences and encourage self-service across a wide range of customer care processes. Our platform is designed for rapid adoption and easy integration without disrupting existing systems. It helps improve customer journeys and accelerate new initiatives.

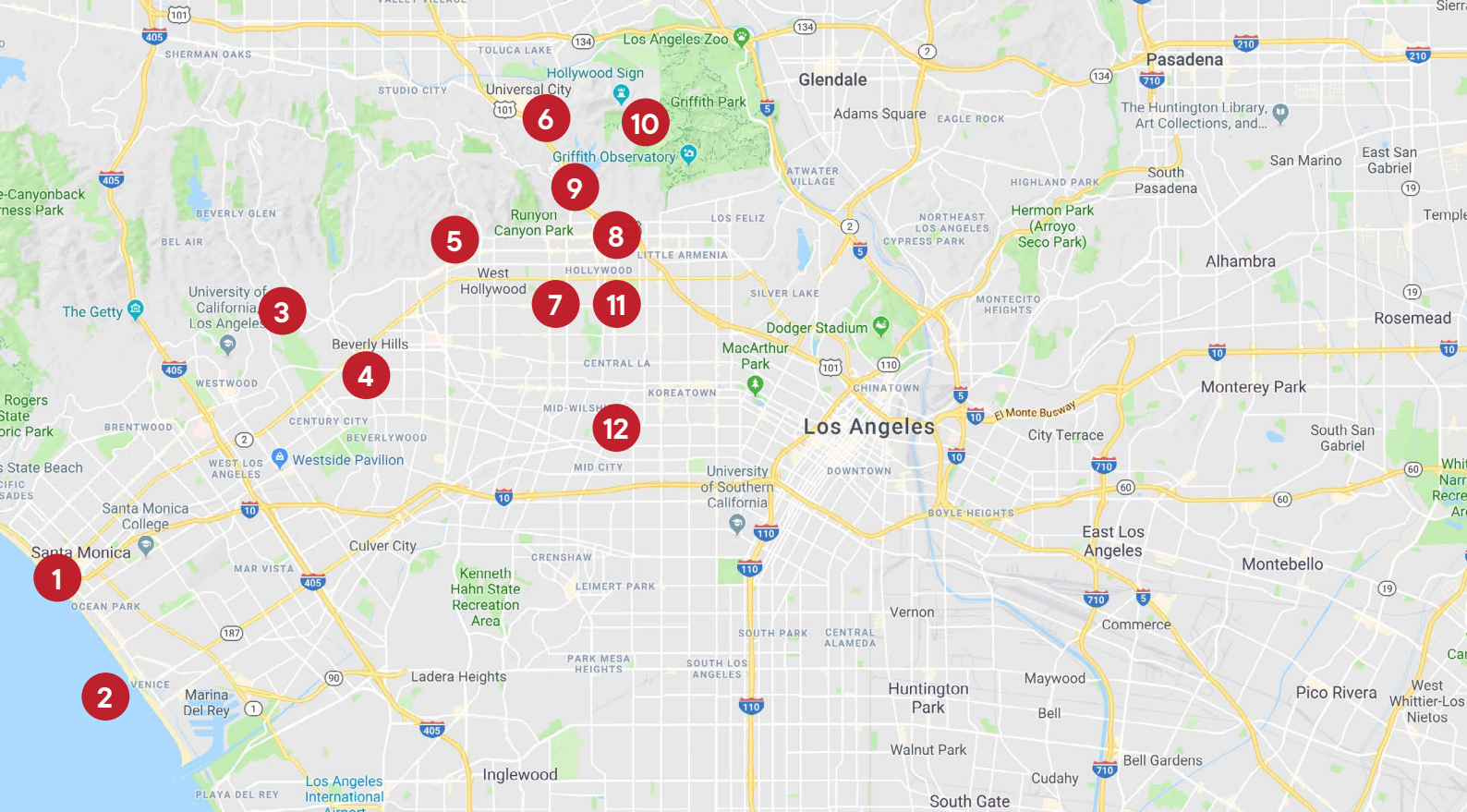
With automated issue resolution, intelligent code-free workflows and chatbot integration, our mobile apps and remote support portal will help you to drive down support costs and improve customer satisfaction.





Media Partners



The Venue

Los Angeles, CA
Crowne Plaza Los Angeles-Commerce Casino
6121 East Telegraph Road,
Commerce California 90040
United States



- | | | | |
|---|---|---|---|
| 1 Santa Monica Pier
 | 4 Rodeo Drive
 | 7 Formosa Café
 | 10 Hollywood Sign
 |
| 2 Venice Beach
 | 5 Saddle Ranch Chop House
 | 8 Hollywood Walk of Fame
 | 11 Providence Restaurant
 |
| 3 Sunset Boulevard
 | 6 Universal Studios
 | 9 Hollywood Bowl
 | 12 Gus's World Famous Fried Chicken
 |

Accommodation: Travel and accommodation are not included in the registration fee. For updates on the venue and accommodation information, please visit: <https://cemtelecoms.iqpc.co.uk/venue>

October 10th – 11th, 2018

Crowne Plaza Los Angeles-Commerce Casino, CA

To speed registration, please provide the priority code located on the mailing label or in the box below.

My registration code PDFW

Pass includes	Two Days
Main Conference (October 10th-11th 2018)	✓
Access to post-event presentations on B2B Shop at www.b2biq.com	✓
Network with your peers during the drinks reception	✓

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DELEGATE DETAILS - SIMPLY COMPLETE THIS FORM AND CLICK SUBMIT

Mr Mrs Miss Ms Dr Other Please photocopy for each additional delegate

Rank First Name

Family Name Job Title

Tel No. Email

Yes I would like to receive information about products and services via email

IQPC Point of contact

Organisation

Nature of business

Address

Postcode Country

Telephone Fax

Approving Manager

Name of person completing form if different from delegate

I agree to IQPC's cancellation, substitution and payment terms

Special dietary requirements: Vegetarian Non-dairy Other (please specify)

Please indicate if you have already registered by: Phone Fax Email Web

Please note: if you have not received an acknowledgement before the conference, please call us to confirm your booking.

PAYMENT:

Total price for your Organisation
(Add total of all individuals attending):

Billing address (if different from above):

Credit Card: please phone to process payment

Invoice: please send me an invoice (subject to \$99 processing fee per delegate)

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Venue: Los Angeles, CA
Crowne Plaza Los Angeles-Commerce Casino
6121 East Telegraph Road, Commerce California 90040,
United States

Accommodation: Travel and accommodation are not included in the registration fee. For updates on the venue and accommodation information, please visit: <https://cemtelecoms.iqpc.co.uk/venue>

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