



CUSTOMER
CONTACT WEEK
EXECUTIVE EXCHANGE™

NOVEMBER 5 - 7, 2025 • THE SCOTTSDALE RESORT & SPA • SCOTTSDALE, AZ

CHANGE IS ACCELERATING

MAKE ORGANIZATIONAL READINESS YOUR ADVANTAGE



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CHANGE IS ACCELERATING. MAKE ORGANIZATIONAL READINESS YOUR ADVANTAGE.

This final Exchange of the year isn't just a recap, it's your strategic reset. CX and Customer Contact leaders arrive with real lessons from 2025 and a mandate to shape 2026.

Unlike typical conferences that chase the AI hype cycle, this Exchange dives into operational friction: the barriers to real transformation and how forward-thinking teams are clearing the path. It's not about what AI could do - it's about whether your people, processes, and systems are truly ready.

Built for cross-functional leaders, this Exchange is where readiness becomes reality - where human and machine collaboration takes root and next-year strategies take shape.

Ready or not, the future is here. Let's build it.



Nicoletta Karpathios
Deputy Divisional Director, CMP Exchange
Customer Management Practice



WHY ATTEND?

At CCW Executive Exchange, every element is curated to deliver maximum value — through strategic networking, actionable insights, and access to innovative solutions that drive real outcomes. CCW Exchange offers unparalleled access to the brightest minds in customer contact.

UNLOCK YOUR VIP EXPERIENCE



Exclusive Networking

The invitation-only format ensures meaningful peer-to-peer connections with fellow senior leaders. Engage in dynamic conversations, share best practices, and forge partnerships that move the needle.



Focused Group Dialogues

Participate in a selection of Think Tanks, benchmarking discussions, and interactive panels designed to tackle real-world challenges — and uncover strategies you can take back to your organization.



Tailored 1:1 Meetings

Benefit from a personalized meeting itinerary based on your strategic priorities and business goals. Skip the noise and connect directly with solution providers aligned to your needs.



This is the first time I've had the opportunity to attend a CCW exchange and I have had an amazing time. I've enjoyed all the presenters, all the panels, and I've enjoyed most really interacting with the other executives that are here. It's nice to be able to hear what other people are doing, the challenges that they're facing, and then what they're doing to resolve those challenges because that gives me ideas that I can take back to my colleagues"

**- Sr. Director, Product Management,
Marriott International**

WHO WILL YOU BE ATTENDING WITH?

At CCW Executive Exchange, we hand-pick each delegate to ensure an exclusive environment for high-level discussion and strategic insight. Attendees are carefully qualified based on seniority, strategic influence, and budget authority, guaranteeing an elite network of peers driving innovation in CX. Engage in meaningful, outcome-oriented discussions with top CX executives who share your challenges and priorities.

KEY QUALIFICATIONS



Active project requirements with solution needs

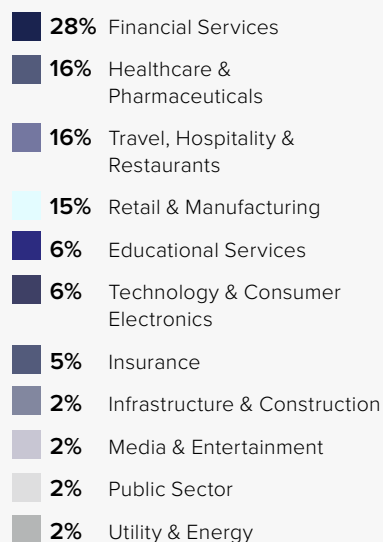
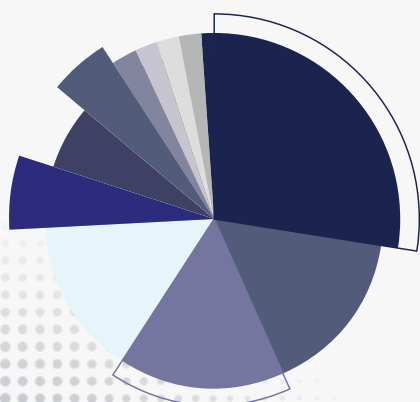


Directly controls or influences budgetary decisions

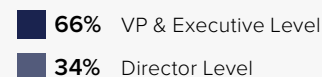
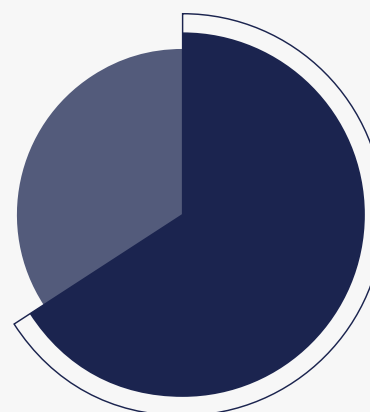


Directly controls or influences CX, customer contact operations strategy

INDUSTRY*



SENIORITY*



JOB TITLES

VPs & Heads of:

Business Insights
Call & Contact Centers
Client Services
Customer Care & Support
Customer Engagement & Loyalty
Customer Experience (CX)
Customer Operations
Customer Success
Digital Strategy & Innovation
Employee & Agent Engagement
Field & Regional Operations
Fraud & Compliance
Learning, Training & Development
Member Experience
Omnichannel Strategy
Operational Excellence & Transformation
Quality Assurance
Service Delivery
User Experience (UX)
Voice of Customer (VoC)
Workforce Management

**data compiled from 2024 CCW Executive Exchange attendee profiles*



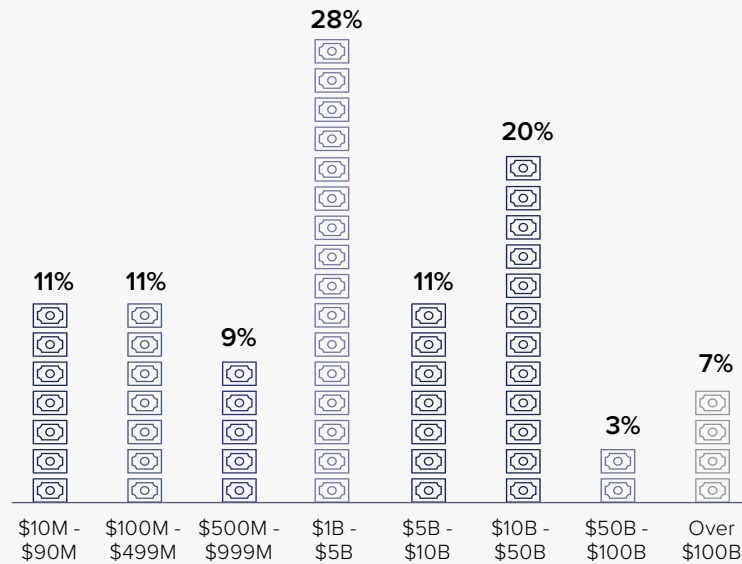
I would recommend [CCW Executive Exchange] to anyone that is looking for collaborating, networking, and understanding the best technology that's out there."

- Head of Customer Care Center, **Atlantic Union Bank**

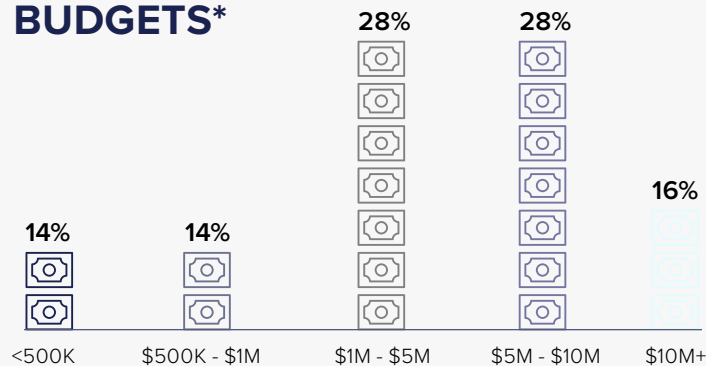


**CUSTOMER
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ANNUAL COMPANY REVENUE

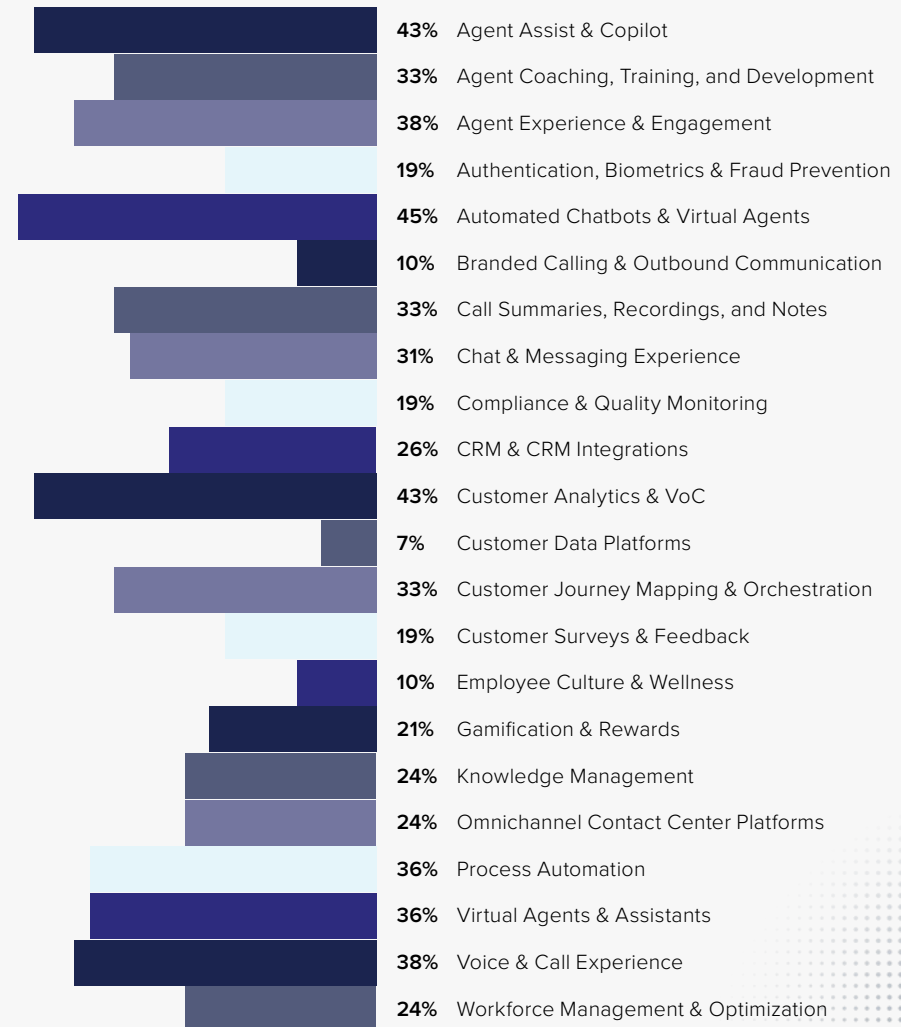


INVESTMENT BUDGETS*



*data compiled from 2024 CCW Executive Exchange attendee profiles

TOP INVESTMENT PRIORITIES IN 2025



Each theme draws directly from executive insight, spotlighting where transformation breaks down - and how to clear the path forward.



OPERATIONAL READINESS

Build the Foundation for Scalable Innovation

Before transformation comes readiness. This theme explores how leading organizations are rethinking AI preparedness – connecting the dots between infrastructure, governance, knowledge, and talent. It's not about adopting technology; it's about setting the stage to scale it, sustainably.



THE HUMAN-TECH INTERSECTION

Orchestrating AI + Empathy Across Journeys

Great experiences require more than automation. They demand emotional intelligence, trust, and seamless coordination between human and non-human systems. This theme explores how to design for complexity – where handoffs, roles, and expectations are redefined in real time.



CULTURAL SHIFT IN ACTION

Leading Change with Confidence and Clarity

AI adoption is a leadership challenge, not just a tech one. This theme focuses on the human side of change – empowering teams, redefining roles, and preparing the workforce for what's next. It's about turning resistance into resilience and leading through uncertainty with purpose.



According to CMP Research's 2025–2026 Customer Contact Benchmarking Report, these priorities are shaping the future of customer operations and experience.

Automation & AI-Powered Efficiency



74% of leaders are investing in automation powered by AI to drive efficiency and reduce operational costs.



Over **50%** prioritize AI-driven self-service, including chatbots, intelligent IVRs, and knowledge systems to meet rising customer expectations.

Data-Driven Personalization & Predictive CX

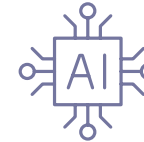


Customer analytics and real-time agent assist tools are critical for delivering personalized, predictive service at scale.



Data activation and GenAI integration are accelerating, but many organizations still face challenges in execution and scalability.

Empowered Teams, Elevated Experiences



Upskilling and employee engagement are essential as agent roles evolve in AI-augmented environments.



Leaders aim to boost self-service adoption while preserving trust and delivering seamless CX.

2025 CCW ADVISORY BOARD



Robert Schoenfield
EVP of Licensing & Partnerships
Krisp



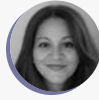
DB Banerjee
VP, Strategic Segment
Observe.AI



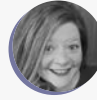
Natalie Beckerman
Global Head, Customer Support
Operations
IHG Hotels and Resorts



Colleen Beers
Former President, Global Head of
Trust & Safety
Alorica



Anastasia Bellos
SVP, Global Market Leader
Alorica



Jaysa Boyer
Head, Employer Engagement
Ultimate Medical Academy



Darnell Brooks
Director, Operations Process
and Strategy
The Home Depot



Geoff Burbridge
Managing Vice President, Customer
Channels Horizontal Services
CapitalOne



Tyler Carpenter
Customer Service Officer
**DC Department of Employment
Services**



Cheryl China
SVP, Director Retail Servicing
Citizens Bank



Lydia James
Former AVP, Contact Center
Operations and Center of Excellence
Cox Automotive



Brandon Darrington
VP for Internal Medicine, Executive
Administrator for Clinical Affairs
and Administration
Emory Healthcare



Shantanu Das
GM, Global Head of Post Order
Customer Experience
Wayfair



Michael DeJager
Managing Director, Events
Customer Management Practice



Shikha Desai
VP, Operations, Student Resources
UnitedHealthcare



Wes Dudley
VP, Customer Experience
Broad River Retail



Lance Gruner
Former EVP, Global Customer Care
Mastercard



Niki Hall
Chief Marketing Officer
Five9



Jennifer Harrington
VP Marketing, Demand Generation
Genesys



Shep Hyken
Chief Amazement Officer
Shepard Presentations, LLC



Mark Killick
SVP, Experiential Operations
Shipt



Mario Matulich
President
Customer Management Practice



Adam McCreery
Director, CX
DraftKings, Inc.



Sean Minter
Founder and CEO
AmplifAI



Sam Nader
Senior Director, Financial Products
Service Centers
Target



Thomas Nusspickel
Former Chief Operating Officer
American First Finance



Anne Palmerine
VP, Customer Engagement and
Enrollment Services
UPMC Health Plan



Ricardo Parodi
VP, Customer Experience
Marriott



Amy Payne
VP, Global Customer, Partner &
Events Marketing
Talkdesk



Deana Perrin
Former Senior Director, Customer
Experience
Blue Shield of California



Becky Ploeger
Global Head of Reservations &
Customer Care
Hilton



Troy Shaffer
VP, Contact Center Operations
SCAN Health Plan



Gadi Shamia
CEO
Replicant



Mariano Tan
President & CEO
Prosodica



Vince Trotter
VP of Client Success
National Debt Relief



Monica Vasquez
SVP, Director, Truist Care Center
Truist



Karen Vaughn
Senior Director, Consumer Care
Nike

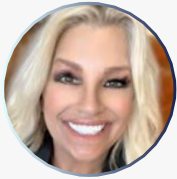


Einat Weiss
CMO
NICE



Ron Zanders
VP, Customer Success Operations
Verizon

MEET OUR INDUSTRY LEADERS AND INNOVATORS



Becky Ploeger
Global Head Reservations,
Customer Care &
Sales Support
Hilton



Laurice Walker
Chief Equity Officer
City of Tuscon



Marc Booker
Vice Provost, Strategy
University of Phoenix



Andre Waits
Vice President Global Card
Operations Reconciliations
JPMorgan Chase



Sam Trimble
Vice President, Strategic
Growth & Development
Fidelity National Financial



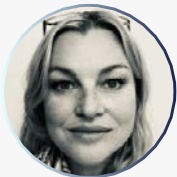
Bella Elogoodin
Vice President, Service
Excellence
**Hospital for Special
Surgery**



Emily Cellar
Vice President, IT
Infrastructure & Security
iFIT



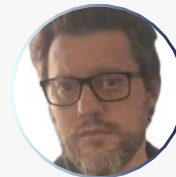
Jennifer Chan
Vice President of People
Everlane



Inna Larson
Vice President, Technology
Infrastructure & Operations
**Cooper's Hawk Winery &
Restaurants**



Matthew Duncan
Head of Thought Leadership
on The Future of Work
Microsoft



Robert Lewington
Vice President, Customer
Trust Operations
Twitch

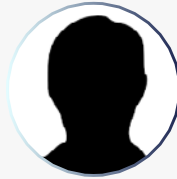


Lee Kemp
Vice President, Customer
Experience
Veritiv

MEET OUR INDUSTRY LEADERS AND INNOVATORS



Hui Wu-Curtis
Director, Customer Service
SmartRent



Andrew McIlmurray
Global Head of Support
Operations Strategy and
Governance
Uber



Stephanie Baldwin
Vice President, Operations
Hertz



Deana Perrin
Fractional CCO
**CCW Advisory
Board Member**

Interested in speaking?
We'd love to hear from you.



Immerse yourself in three days of strategic learning, peer exchange, and high-impact networking.

DAY 1

WEDNESDAY | NOVEMBER 5, 2025

9:00 AM CHECK-IN & COFFEE

9:30 AM ORIENTATION & ICEBREAKER

9:50 AM GENERAL SESSION

11:00 AM THINK TANKS

11:45 AM WELCOME LUNCH

12:45 PM BUSINESS MEETINGS

2:15 PM GENERAL SESSION

3:15 PM BREAK

3:45 PM BUSINESS MEETINGS

5:30 PM THINK TANKS

6:15 PM NETWORKING RECEPTION

DAY 2

THURSDAY | NOVEMBER 6, 2025

8:00 AM BREAKFAST

8:30 AM GENERAL SESSION

9:00 AM WORKSHOP

9:45 AM BUSINESS MEETINGS

11:15 AM NETWORKING BREAK

11:45 AM MASTERCLASSES

12:15 PM NETWORKING LUNCH

1:15 PM THINK TANKS

2:00 PM BUSINESS MEETINGS

3:30 PM NETWORKING BREAK

4:00 PM MASTERCLASSES

4:45 PM PANELS

5:45 PM ENGAGE-TO-WIN GIVEAWAY

6:00 PM OFFSITE RECEPTION

DAY 3

FRIDAY | NOVEMBER 7, 2025

8:30 AM CCWOMEN BREAKFAST PANEL

9:15 AM GENERAL SESSION

9:45 AM BUSINESS MEETINGS / THINK TANK

10:45 AM NETWORKING BREAK

11:15 AM CCW DIGITAL DEEP DIVE

12:00 PM EXCHANGE CONCLUDES

9:00 AM | Check-In Opens & Refreshments

Start strong. Grab your badge, settle in, and enjoy fresh coffee and a light breakfast while connecting with fellow leaders as the Exchange kicks off.

9:30 AM | Orientation & Icebreaker

Your personalized experience begins here. Get the inside scoop on how to maximize your agenda—and spark connections with peers before diving into sessions.

9:50 AM | CMP RESEARCH PRESENTS | What Leaders Are Solving for in 2026

Fresh off the latest CMP Executive Survey, this data-backed session highlights the most urgent challenges and top investment priorities shaping customer experience today. Unpack the disconnects between strategy and execution, the rise of AI in service delivery, and the evolving role of the human touch. You'll leave with insight into how your peers are planning for 2026—and where your organization stands.

10:20 AM | PANEL | The AI Execution Gap: Why Strategy Fails Without Culture Change

Implementing AI is easy. Getting people to use it - that's the hard part. This panel tackles the cultural and organizational blockers that stand between innovation and actual results. Hear how leaders are building internal champions, coaching executives to lead from the front, and turning skeptical teams into confident adopters. Walk away with a playbook for getting your workforce on board and excited for what's next.

Pain Points Addressed:

- AI tools going underutilized
- Employee resistance to new tech
- Leadership not setting the example

10:50 AM | Comfort Break

11:00 AM | THINK TANKS **A** **B**

A Elevate Your Voice: The Leadership Mindset for Gaining Executive Alignment

Transformation can't succeed without influence. This session explores how operational and experience leaders can position themselves as strategic partners to the C-suite—gaining visibility, aligning cross-functional stakeholders, and driving enterprise-wide impact. Share strategies for leading with purpose, building trust, and navigating complex organizational dynamics.



Marc Booker
Vice Provost, Strategy
University of Phoenix

B AI Governance at Scale: Balancing Innovation with Accountability

As AI adoption accelerates, governance can't be an afterthought. In this session, leaders will explore how to build frameworks that enable responsible innovation—ensuring compliance, protecting data, and promoting trust without slowing down progress. Discuss real-world approaches to aligning legal, IT, and business teams around scalable AI oversight.

11:45 AM

WELCOME LUNCH | Let's Break Bread

Come together over a shared table and start the Exchange with connection. Here's your chance to meet fellow attendees, share ideas, and settle in for the next few days of learning, leading, and community.



12:45 PM

Business Meetings

2:15 PM

FIRESIDE CHAT | From Technical Debt to Strategic Advantage

Legacy environments often stall innovation—but they don't have to. In this fireside chat, hear how one leader transformed a fragmented, outdated tech stack into a scalable, future-ready foundation. Learn how they approached complexity, minimized risk, and unlocked enterprise-wide agility through strategic modernization.

Pain Points Addressed:

- Operational slowdowns from aging infrastructure
- Difficulty scaling AI and automation
- Rising costs from technical debt and inefficiency

2:45 PM

KEYNOTE | Rewiring Resilience: How Infrastructure Innovation Drives Business Continuity

When infrastructure lags behind business goals, agility suffers. In this keynote, hear how iFit reimaged its legacy, on-prem architecture into a cloud-forward, hybrid model—reducing costs, boosting uptime, and enabling faster deployment of AI and data initiatives. Discover what it takes to align infrastructure with innovation and ensure business continuity at scale.

Pain Points Addressed:

- Legacy systems limiting agility and scalability
- Infrastructure misalignment with business priorities
- Downtime and risk exposure from outdated environments

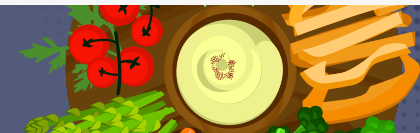


Emily Cellar
Vice President, IT Infrastructure & Security
iFIT

3:15 PM

AFTERNOON BREAK | DESERT DIPS & DOWNLOAD

Cool down and catch up. Enjoy a spread of savory dips, crisp veggies, and chips with space to decompress.



3:45 PM

Business Meetings

5:15 PM

Comfort Break

5:30 PM

THINK TANKS **A** **B**

A The AI Business Case: Proving Value Without the Hype

AI investments often launch with excitement—but struggle when it comes time to quantify value. In this session, leaders will discuss how to build AI business cases that resonate with executives, track real ROI, and balance innovation with accountability. Share how you're measuring success, securing buy-in, and prioritizing projects that scale.

Key Focus Areas:

- Defining meaningful KPIs for AI
- Proving ROI across cost, efficiency, and experience
- Translating use cases into executive-friendly language

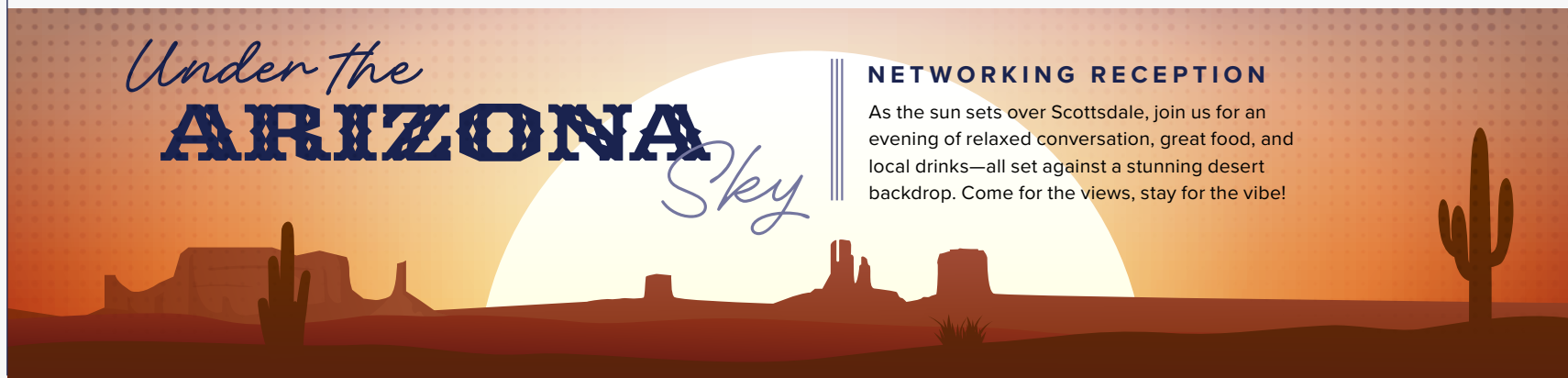
B Future-Ready Architecture: Building for Flexibility, Not Just Scale

Today's tech decisions can become tomorrow's roadblocks. This session invites a strategic discussion on how to architect systems that evolve with your business—balancing standardization with adaptability. Leaders will explore platform consolidation, modular design, and how to future-proof against rapid tech shifts.

Key Focus Areas:

- Avoiding vendor lock-in while ensuring integration
- Building modular, API-first infrastructure
- Balancing speed, flexibility, and governance

6:15 PM



8:00 AM

BREAKFAST | SIZZLE & SCRAMBLE

Hot buffet + hot takes to jumpstart your day.



8:25 AM

Chairperson's Remarks

8:30 AM

FIRESIDE CHAT | Leading Through the Rebuild: Crisis as a Catalyst for Reinvention

When business continuity is shattered, leadership either crumbles—or evolves. In this candid fireside conversation, hear how Hertz rebuilt trust, streamlined operations, and reignited employee engagement following major disruption. From digital transformation under pressure to empowering frontline teams, this session explores how crisis can drive clarity, innovation, and long-term resilience.

Pain Points Addressed:

- Operational breakdowns under pressure
- Rebuilding customer and employee trust post-crisis
- Adopting technology in resource-constrained environments
- Driving long-term transformation without stability



Stephanie Baldwin
Vice President, Operations
Hertz

9:00 AM

WORKSHOP | Map the Moments That Matter

Great experiences are built at the intersection of emotion and intent. In this hands-on session, participants will use empathy mapping and journey design to identify key friction points across the customer lifecycle—then explore how AI and automation can enhance, not erase, the human touch where it matters most.

Pain Points Addressed:

- Emotionally flat digital experiences
- Difficulty identifying true moments of impact
- Over-automation at critical touchpoints

9:45 AM

Business Meetings

11:15 AM

MORNING BREAK | REFUEL & RESET

Take a breather with fresh coffee, light bites, and a chance to recharge before diving back in. It's the reset your brain (and stomach) deserve!



11:45 AM

MASTERCLASSES **A** **B**

A Unifying the Agent + Customer Experience: A Platform Approach to Human-Centered Service

Customer empathy starts with empowered agents. Explore how unified service platforms—combining knowledge, case management, and real-time support tools—are helping brands deliver more consistent, efficient, and personalized experiences. See how integrating backend systems improves both frontline performance and customer satisfaction.

Key Focus Areas:

- Connecting agent tools to drive first-contact resolution
- Real-time guidance and knowledge surfacing
- Removing friction from agent-customer interactions

B Predictive Personalization at Scale: Design Journeys That Anticipate, Not React

Move beyond reactive service. This session will showcase how leading brands are using predictive analytics, customer behavior signals, and AI-driven segmentation to proactively shape digital journeys. Learn how to deliver the right message, through the right channel, at the right time—without overwhelming your teams or customers.

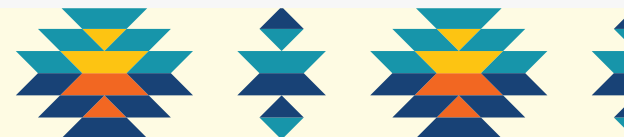
Key Focus Areas:

- Journey orchestration and next-best-action models
- AI-enhanced segmentation and personalization
- Reducing friction through anticipatory design

12:15 PM

LUNCH | MIDDAY MERCADO

A mid-day feast inspired by the flavors of the Southwest. Think bold spices, vibrant colors, and just the right mix of comfort and freshness.



1:15 PM

THINK TANKS **A** **B**

A Sentiment as Signal: Actionable Analytics from Voice, Text & Emotion

Today's customer data goes far beyond surveys. In this interactive session, explore how organizations are extracting emotional cues and intent from voice recordings, chat transcripts, and written feedback—and turning those insights into action. Discuss how to close the loop between sentiment analytics and real-time decisions in service design, agent coaching, and journey improvement.

Pain Points Addressed:

- Inability to act on unstructured feedback
- Over-reliance on static survey metrics (CSAT/NPS)
- Lack of emotional context in customer data

B Designing for Trust: Rebuilding Confidence in Digital Experiences

As AI becomes more prominent, customer skepticism is growing. This session invites leaders to explore how to design experiences that foster trust—from transparency and consent to consistency and control. Discuss how trust influences adoption, retention, and brand loyalty in an AI-powered world.

Pain Points Addressed:

- Low trust in automated or AI-driven interactions
- Lack of transparency in personalization tactics
- Customer hesitation to engage with new digital tools

2:00 PM **Business Meetings**

3:30 PM **AFTERNOON BREAK | PRICKLY PERK-UP**

A refreshing stop to grab a sweet or citrusy pick-me-up. From fruity treats to iced sips, it's just what you need to cruise through the final stretch.



4:00 PM **MASTERCLASSES A B**

A Intelligent Feedback Loops: Turning Insights into Real-Time Action

Surveys and dashboards aren't enough—today's organizations need closed-loop systems that drive decisions in real time. This session explores how to combine voice-of-the-customer data, sentiment analysis, and operational metrics to trigger workflows, coach teams, and optimize experiences dynamically.

Key Focus Areas:

- Real-time feedback-to-action systems
- Automating escalations and follow-up
- Integrating VoC data into operational processes

B The AI Co-Pilot: Empowering Teams Without Overwhelming Them

AI should lighten the load—not add to it. This session will highlight how companies are deploying AI-powered assistants and copilots that augment decision-making, automate repetitive tasks, and elevate team performance without losing the human touch.

Key Focus Areas:

- AI copilots for service and support teams
- Automating routine tasks while preserving empathy
- Balancing AI-driven efficiency with trust and control

4:30 PM **Comfort Break**

4:45 PM

PANEL | Make It Make Sense: Personalization for Regulated, High-Volume Environments

How do you make personalization real when you're dealing with strict processes, heavy compliance, or millions of customer transactions? This session brings together leaders from highly regulated and high-volume industries - like real estate, healthcare, and finance - to share how they're using AI, CRM integrations, and behavioral data to create experiences that feel human, without increasing risk or complexity.

Pain Points Addressed:

- Personalization vs compliance in regulated sectors
- High-touch expectations with low margin for error
- Scaling empathy in transactional industries

5:15 PM

PANEL | From Vision to Velocity: Leading High-Stakes Transformation

Turning strategy into action is where transformation efforts often break down—especially in large, complex organizations. This session brings together senior leaders who've successfully moved big ideas into execution, navigating competing priorities, stakeholder resistance, and operational constraints. Learn how they structured accountability, aligned cross-functional teams, and built momentum that lasts beyond the kickoff.

Pain Points Addressed:

- Strategic initiatives stalling in execution
- Lack of alignment across departments
- Difficulty sustaining transformation over time

5:45 PM

Engage-to-Win Winner Announced!

6:00 PM

OFFSITE RECEPTION

Herb & Harvest

Step into a cozy Scottsdale evening filled with fresh flavors and even fresher conversation.

Inspired by local ingredients and seasonal bites, this offsite reception offers the perfect setting to unwind, connect, and savor the moment with fellow Exchange attendees. Location to be announced.



8:30 AM

CCWOMEN PANEL WITH BREAKFAST | How Women Lead, Overcome, and Lift Each Other in Customer Contact

In a world where professional challenges are inevitable, how women support, mentor, and empower one another can make all the difference. Join an inspiring conversation with female leaders who are reshaping the narrative around mentorship, resilience, and collaboration. From embracing vulnerability to standing firm in the face of adversity, our speakers will explore how leaning on collective wisdom, amplifying each other's successes, and navigating difficult situations without ego strengthens not just individual careers but the entire business ecosystem. Discover how building a true community of women in business, one rooted in respect, resilience, and real connection, is critical to thriving in today's workplace and beyond.

When women support women, incredible things happen.

Learn how to navigate adversity, build powerful networks, and lead with authenticity in this powerful CCWomen session.



Hui Wu-Curtis
Director, Customer Service
SmartRent



Sandy Ko Fonseca
Founder & Principal
CCWomen

9:15 AM

FIRESIDE CHAT | Lessons in Leadership: What I'd Tell My Younger Self

Leadership is learned in the trenches—and often, in hindsight. In this candid conversation, a seasoned executive reflects on the defining moments, hard-won lessons, and unexpected challenges that shaped their career. From navigating setbacks to building influence, gain personal insights you won't find in a playbook.

Pain Points Addressed:

- Navigating career-defining pivots
- Building leadership confidence over time
- Balancing ambition, empathy, and impact

9:45 AM

THINK TANK | Redesigning Work: Skills, Structures & Tools for the Future

The workplace is evolving—but are your teams evolving with it? This session explores how forward-thinking leaders are reimagining roles, upskilling employees, and adopting technologies that support agility, resilience, and long-term growth. Hear how organizations are preparing today's workforce for tomorrow's challenges.

Pain Points Addressed:

- Skill gaps in AI-enabled environments
- Outdated team structures and role definitions
- Technology adoption without change enablement

Business Meetings

10:45 AM

MORNING BREAK | TRAIL TREATS

Fuel like a desert explorer with grab-and-go snacks perfect for a mid-morning munch.



11:15 AM

CCW DIGITAL DEEP-DIVE | What's Next: 5 Non-Negotiables for the Future of Customer Contact

The playbook is changing. Based on CCW Digital's latest insights and industry analysis, this session outlines the five critical focus areas every customer leader must prioritize to stay competitive—from AI implementation and workforce strategy to customer trust and data actionability. Walk away with a distilled roadmap for leading with clarity in an era of constant change.

Key Focus Areas:

- Future-ready workforce models
- Data strategy and AI adoption
- Experience design that scales with empathy
- Customer trust and transparency
- Operational agility amid disruption

12:00 PM

Exchange Concludes

Skip the Vendor Noise—Streamline Your Efforts. Meet the Right Solutions, Tailored to Your Strategic Initiatives.



KEY SOLUTION AREAS



Agent Experience,
Training, and Engagement



Technology
and Automation



Security, Compliance,
and Optimization



Customer Interaction
and Communication



Customer Insights
and Analytics

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Cut-off date: Tuesday, October 14, 2025

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