

CCW

**CUSTOMER
CONTACT
WEEK**

CELEBRATING 20 YEARS

September 16 – 19, 2019

Hilton Austin

www.customercontactweekfall.com



20 Years of CCW

Back in 1999, manufactured “boy bands” were dominating the charts, the Yankees were in the midst of yet another dynasty, more than half the country was tuning into “Must See TV” every Thursday Night, and of course Call Center Week was born!

Call Center Week was a harebrained idea created to provide 80+ call center managers with an annual event to discuss best practices in agent training, emerging call center technology, performance metrics, quality assurance, cost reduction and other critical customer service priorities.

Fast forward 20 years. While at first glance it may seem as if we are still looking at similar priorities, so much has changed in our industry. As a result, so have we! More than customer care, CCW Vegas gathers nearly 3,000 attendees ranging from customer titles of all types to the many professionals responsible for holistic customer experience design and delivery.

Our 20th anniversary delivers 7 tracks of cutting edge content, 80 interactive discussion groups, and an expo hall with nearly 200 customer-centric solution providers: the biggest and most robust CCW ever! Come learn, source, and celebrate with us in style.

[Watch our Story](#)



1999

The 1st Annual Call Center Week is Born



2009

CCW's theme focused on Customer Experience



2011

CCW introduced “Level One Training Classes”



2013

CCW Excellence Awards featured its first Lifetime Achievement Award



2014

CCW hosted its first Future Leaders Lab



2016

Tony Hsieh, CEO of Zappos delivers keynote speech at CCW



2017

CCW now runs 3 times annually



2018

CCW introduces its NEW LOOK as Customer Contact Week



2019

CCW's 20th anniversary!

Top 20

REASONS TO EXPERIENCE

CCW

50 EXHIBITORS

A comprehensive Expo floor for all your customer function needs.

MEET AND GREET

Meet and greet top industry and business leaders.

BOOK SIGNINGS

Complimentary book signings during our networking breaks.

MEET CUSTOMERS

Meet customers of our solution providers through the "Meet the Customer" program.

DEMO DRIVE

Witness demos of leading contact center solutions for the opportunity to win a prize.

TRACK SESSIONS

Unique tracks of cutting edge content.

CCW EXECUTIVE CLUB

VP-level and above attendees network with peers at the CCW Executive Club.

CCWOMEN

For women, by women to network, share stories and build relationships.

INTERACTIVE DISCUSSION GROUPS

Targeted, small group discussions on the hottest customer topics.

LIVE ENTERTAINMENT

Special entertainment will be featured during our 20th Anniversary reception.

CCW DIGITAL LOUNGE

Connect with over 150,000 customer contact peers and visit the live podcast studio.

BRILLIANCE CLINICS

A new opportunity for attendees to engage in CX consultations with top CCW influencers.

CCW UNIVERSITY

A special track specific for learning, development and career pathing in the contact center.

20TH ANNIVERSARY

A CCW celebration like you've never seen.

NETWORKING OPPORTUNITIES

Peer-to-peer benchmarking, networking, and learning for customer contact, service, and cx leaders.

CELEBRITY HEADLINER

A special celebrity keynote joining us to kick off the 20th Anniversary general session.

HAPPY HOUR

Our 5 O'Clock somewhere happy hour delivers cocktails at 3:10 PM.

SITE TOURS

The most robust collection of contact center and CX experiences ever.

AFTER PARTY

An incredible offsite reception at the conclusion of the first main conference day.

AUSTIN

CCW is set with Austin as the backdrop, a venue of nonstop fun.

...and much more!

Announcing...

Michelle Williams

**Grammy Award-Winning
Singer/Songwriter,
Actress & Entrepreneur**



CELEBRITY HEADLINER
September 17, 2019 at 8:20 AM

ABOUT MICHELLE

Is there anything Michelle Williams can't do?

Since her days of making hit after hit as a member of Destiny Child, one of the best-selling female groups of all time, and then as a solo artist with four critically acclaimed albums (Heart to Yours, Do You Know, Unexpected, and Journey to Freedom), Williams has grown professionally and personally.

Williams has enjoyed the success that her singing career has brought, but she is now focusing on the projects and ventures that she feels she was really put on Earth to do. One of those ventures is Believe at Home by Michelle Williams, a collection of home products, sold exclusively through the digital commerce company, Evine. For her, the best part of running Believe at Home and being an entrepreneur is seeing her vision come to life.

Williams has taken charge of her career, and her accomplishments have been plentiful, while her evolution has been exhilarating. The secret to Michelle Williams' success has not only been her strong faith, but it's also the fact that she loves what she does and she follows her dreams and what's in her heart.

MEET & GREET

September 17, 2019 at 9:20 AM

CCWomen

CCWOMEN OPENING REMARKS

September 17, 2019 at 10:45 AM

Inspirational Speakers

Expand your thinking
with customer
contact leaders.

Learn what's possible from the brightest in the industry. Define strategic customer contact goals and benchmark best practices.

Julio Badin

SVP, Customer Experience



Maya Lundhagen

VP, Customer Operations & Experience



Joachim Rogers

Senior Director, Customer Care Center



Brad Lemons

SVP - Enterprise Analytics Office



Dhruba Roy Chowdhury

Head of Support Operations, APAC -
Community Operations





Educational Formats

Challenge the status quo.

Immerse yourself in customer-centric initiatives alongside customer-obsessed colleagues. Our program includes:

- Dynamic Keynotes
- Panel Discussions
- Interactive Discussion Groups (IDGs)
- People/Process and Technology Tracks
- CCWomen Content Track
- CCW University Content Track
- “Meet the Customer” Content Track
- Technology & Innovation Focus Day
- Site Tours
- Workshops

Community-Oriented Experiences

Connect with your peers and
have fun while you're at it.

Networking opportunities include:

- Book Signings
- Brilliance Clinics
- Customer Contact Women Breakfast
- 5 O'Clock Somewhere Happy Hour
- After Parties
- Demo Drive
- Luncheons
- "Meet the Customer" Program
- Networking Breaks



Unforgettable Moments

...FOR 20 YEARS & COUNTING!



CO-CHAIR
Mario Matulich
Executive Director
Customer Management Practice



CO-CHAIR
Becky Ploeger
Former VP Sales & Service Strategy
USAA



CO-CHAIR
John Pompei
Head of Customer Care Operations
Electronic Arts (EA)



Colleen Beers
President, North America and Europe
Alorica



Jeanne Bliss
President
Customer Bliss



Celika Caldwell
VP of Experience Design
AARP



Cheryl China
SVP, Director of Credit Card Services
Citizens Bank



Hui Wu Curtis
GM, Customer Service Operations and Strategy
APS



Bruce Eidsvik
SVP, Global Field Marketing and Demand Generation
Genesys



Lance Gruner
EVP, Global Customer Care
Mastercard



Judi Hand
Chief Revenue Officer
TTEC



Jennifer Hanson
Senior Director, Guest Services & GiftCard Operations
Target.com



Ronny Haimé
VP, Global Head of Service Delivery
Groupon



Shep Hyken
Chief Amazement Officer
Shepard Presentations, LLC



Jim Iyoo
Chief Customer Officer
Etech Global Services



Mary Beth Jenkins
Chief Operating Officer
UPMC Health Plan and UPMC Workpartners



Mark Killick
VP, Care
Grubhub



Kelley Kurtzman
VP, Global Sales & Service Centers
Verizon



Gabriele Masili
Chief Technology Officer, Customer Service & Support
Microsoft



Brad Nichols
Global Customer Service Leader
Dun & Bradstreet



Steve Prodder
SVP, Customer Experience & Innovation
Smart Action



Holly Simmons
Global Product Marketing, Customer Service Management
ServiceNow



Paul Turner
VP, Coaching Operations
WebMD



Carla Zuniga
SVP, Operations & Technology
Allstate



ATTENDEE TESTIMONIALS



GREAT EXPERIENCE

“This was my first time attending anything like this and I came away with a lot of great information. Thank you for putting this together. I can’t wait for next year!”

German R.



EXCELLENT INVESTMENT

“I was very impressed with the content of the meeting. The presenters were outstanding.”

Leslie B.



ANOTHER GREAT CCW CONFERENCE!

“I love the infinite setting of CCW Fall that allows CX leaders like me build deeper network connections while still learning from the best and meeting enabling tech providers.”

Rebecca P.



GREAT, INTIMATE CUSTOMER INTERACTION

“This is a great conference if you want to hear directly from colleagues in other companies about what they are doing to own improve the CX experience.”

Reshma B.



AMAZING EXPERIENCE

“It was a great opportunity to interact and listen to the stories of many great leaders. All the speakers took us through their learnings and journey which provided insights around their thinking and strategic priorities for next 12 months. Very helpful to understand the pulse of the end-users expectations and market as a whole in many sectors including healthcare, banking, insurance, ecommerce to name a few.”

Dibya M.



AWESOME EXPERIENCE

“Really enjoyed the networking opportunities. Looking forward to the next CCW!”

Joni B.



EXPERT SPEAKERS



Julio Badin
SVP, Customer Experience
Dallas Fort Worth Airport



Utibe Bassey
AVP, Customer Experience
Transformation
MetLife



Alex Bentley
Practice Lead, Offerings,
IBM HR
IBM

#5 Forbes Just 100



Mark Bloom
Sr. Director, Strategy and
Operations - The Service
Cloud
Salesforce



Paula Bookidis
CEO
Girl Scouts of Central Texas



Dawn Bradney
VP, Customer
Support, Audit & Process
Improvement
McKesson

#56 Best Employers
for Diversity 2019



Micah Citti
Customer Service
Operations Manager
ESPN



Pete Collins
SVP, Operations
Travelers Insurance



Allison Corley
Call Center Services
Supervisor
**Mercedes-Benz Financial
Services**



Stacy Dye
SVP/GM, Quantitative
Insights
RDI Sightline



Brad Forsythe
Sr. Strategic Sales
Consultant
Genesys



Jeremy Franklin
Director of Pre-Imaging
Service
**Austin Radiological
Association**



Sarah Funderburk
Client Experience Manager
Stitch Fix

#5 Fast Company
Most Innovative
Company 2019



Luke Hagstrand
VP, CX
Personalization
Comcast Cable

#80 Fortune
Global 500



Stacey Haynes
Senior Manager, Customer
Care
Fossil



Trent Haynes
VP, Quality Management
Office
BNY Mellon | Pershing



Warren Holmes
Master Solution Engineer -
Service Cloud
Salesforce



Neil Hooper
Senior Marketing Manager,
Customer Marketing
Poly



Michael Hull
Customer Success Director
CallMiner



Jim Iyoo
Chief Customer Officer
Etech Global Services



David Johnston
Social Media Manager
TSA



Erica Kelly
Director Consumer Sales
and Service, Atlantic North
Region
Verizon



Jim Kukral
Author
Unskippable

CCW
Influencer



Kelley Kurtzman
VP, Global Consumer Sales
& Service Centers
Verizon



Traci Lamm
Executive Director of
Customer Experience
Litegear



Brian LaRoche
Director, Outreach Marketing
CallMiner



Brad Lemons
SVP - Enterprise Analytics
Office
Nationwide

#359 Forbes
America's Best
Employers



Alex LeVoguer
Product Marketing Specialist
Ada



Laurie Lowery
Director of Insight Research
USAA

#100 Fortune 500



Maya Lundhagen
VP, Customer Operations &
Experience
DonorsChoose



Jim Lynch
Senior Director of Product
Marketing
LiveVox



Lori Marion
Director of Product
Marketing
Helpshift



Manny Marrero
Director of Operations
Getaroom



Todd Marthaler
Industry Leader, Contact
Center
Appian



Stephanie Martinez
Manager, NCIC Operations
American Cancer Society



Aaron McCauley
Sr. Solution Engineer
Salesforce



Claire McCloskey
Project Lead, UX Software
Designer
IBM



Lynelle McKay
Chief Customer Officer
Girl Scouts of the USA



Meredith Molloy
Customer Success
Delegate



Theresa Pasinosky
Marketing Director
Verizon



Andrea Penna
Distribution and Contact
Center Manager
Standard Hotel



Jake Peterson
Former SVP of Operations
MoviePass



Skip Picciano
Senior Account Executive
Edify



John Pompei
Head of Customer Care
Electronic Arts

#291 Forbes
America's Largest
Public Companies



Lauren Pragoff
Director, Effortless
Experience
Challenger



Kelly Radi
Author
Wonder-FULL

CCW
Influencer



Michael Rahm
Product Marketing Manager
Appian



Karen Ratigan
Sales Director, Mass Markets
Verizon



Lizzie Resnick
Customer Care Director
SmartPak



Larry Rodgers
Senior Director, Retail Concepts
Nike



Joachim (Joe) Rogers
Senior Director, Customer Care Center
Coca-Cola Bottling



Scott Roskilly
Senior Manager, NCIC Performance and Analytics
American Cancer Society



Tuck Ross
SVP, Marketing
Synchrony



Scott Rotham
Director, Effortless Experience
Challenger



Dhruba Roy Chowdhury
Head of Support Operations, APAC – Community Operations
Uber
#50 Forbes America's Largest Private Companies



Aransas Savas
Senior Director, Service Design, Studio Experience
WW (formerly Weight Watchers)



Joni Saylor
Design Principal
IBM
#5 Forbes Just 100



Kimberly Skelly
Director, Customer Service Operations
Verizon



Bernard Slowey
World Support Leader
Microsoft



Todd Smith
VP, Sales
Noble Systems



Rob Solfest
Customer Experience Analytics Manager
Sleep Number



Elizabeth Solomon
Manager, Social Media Care
AMC Theaters



Kristina Sproat
Sr. Director, Customer Operations & Experience
DonorsChoose



George Svoboda
VP, Strategy & Service Delivery
PPT Solutions



Jim Tincher
Mapper-In-Chief
Heart of the Customer

CCW
Influencer



Shawndra Tobias
AVP, Customer Experience
Etech



Crystal Valesquez
Business Data Analyst
McKesson



Ryan Vojir
Director of User Experience,
Inventory and Technology
Solutions
AmerisourceBergen



Eduardo Von Borstel
Sr. Solution Architect
CallMiner



Duncan Wallace
Principal
**InterGlobal Management
Group**



Scotty Werner
Author
Caddy Tales

CCW
Influencer



Emily Winchurch
Product Marketing Lead,
Watson Assistant
IBM



Elizabeth Wise
GuestPath Business Partner
Delaware North



Hui Wu-Curtis
GM, Customer Operations &
Strategy
Arizona Public Service



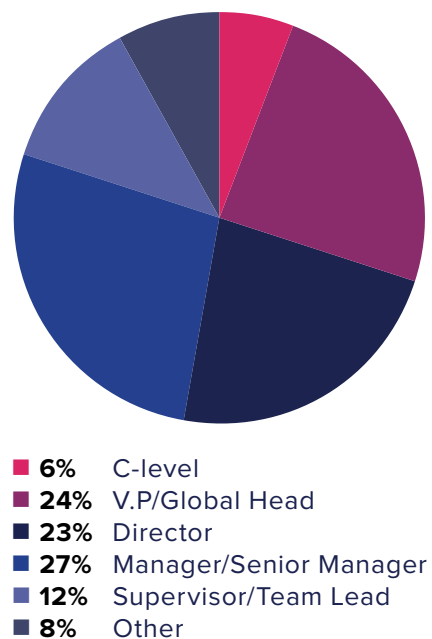
Sasha Yablonovsky
President
CareerBuilder



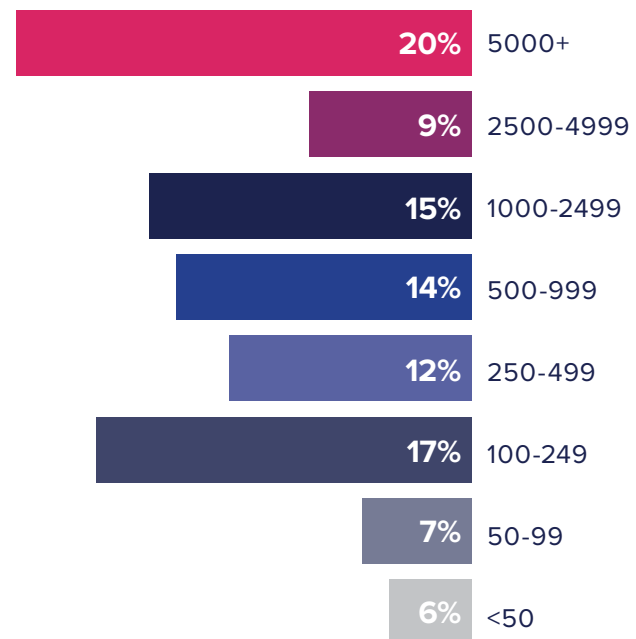
ATTENDEE INDUSTRY



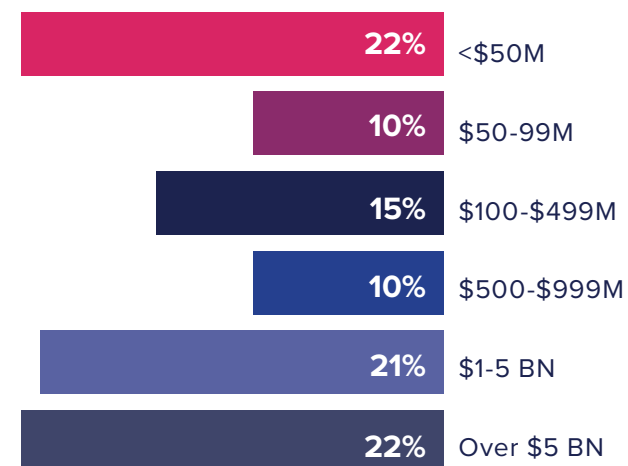
ATTENDEE SENIORITY



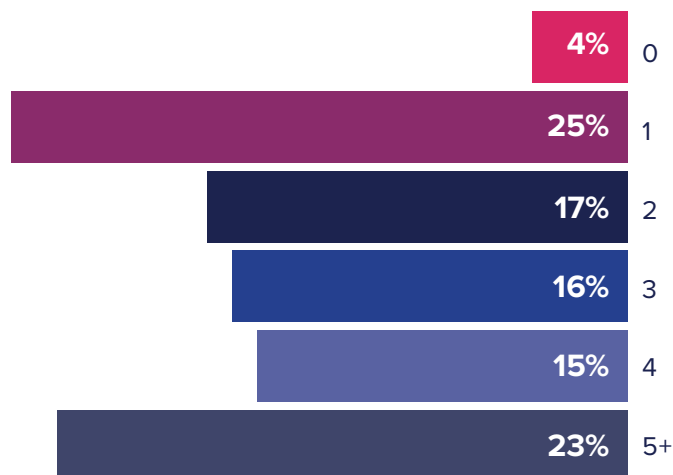
COMPANY SIZE (# OF EMPLOYEES)



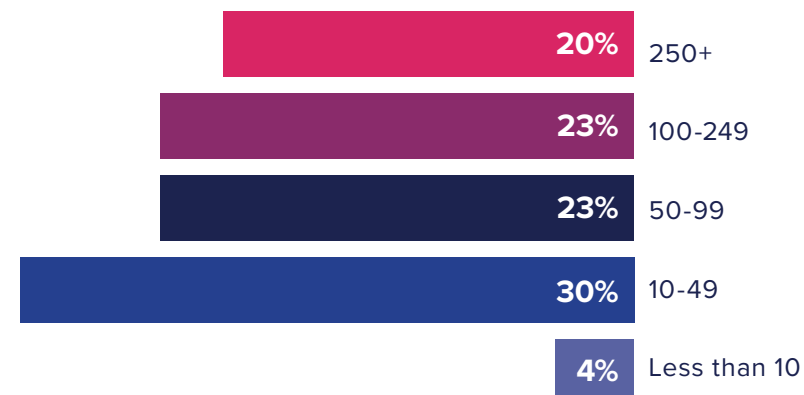
ANNUAL COMPANY REVENUE



NUMBER OF CONTACT CENTER SITES



AVERAGE AGENT SEATS PER SITE



THERE'S
NOTHING LIKE IT



TIME BLOCKS: HOW IT WORKS

This year, we're introducing Time Blocks (A, B, C & D) to help better organize the full schedule of sessions. Each Time Block includes Interactive Discussion Groups (IDGs) and Track Sessions that run concurrently. **Learn more about our NEW & IMPROVED IDGs**, designed with new formats and logistics to ensure the best small group experience possible.

Each attendee will have the opportunity to select IDGs to attend. Our suggestion:

- 1 Review all of the content** throughout the Main Conference days (September 17 & 18) in the brochure to be released in the next few weeks.
- 2 Choose one Time Block of IDGs to attend each day** (Time Block A or B and Time Block C or D).
- 3 Within the chosen Time Blocks, select 3 IDGs** of your choice.
- 4 Join concurrent track sessions** during the time blocks not chosen for IDGs.

Tuesday, September 17

TIME BLOCK A 10:50 AM – 12:30 PM **TIME BLOCK B** 1:30 PM - 3:10 PM

IDG Topics:

Chatbots	CX Security and Fraud
Omnichannel	Personalization
Remote Agents	Customer Loyalty
CX Automation	Proactive Engagement

Wednesday, September 18

TIME BLOCK C 10:50 AM – 12:30 PM **TIME BLOCK D** 1:30 PM - 3:10 PM

IDG Topics:

Customer Journey Mapping	Design Thinking for CX
Actionable Analytics	Agent Performance
Intelligent Routing	Learning & Development
Voice of the Customer	Self Service

CCWomen

CCWomen is by women for women in customer contact to build relationships, support and inspire one another, and path find practical solutions to the myriad of challenges women face in the workplace. Together, we raise the profile of women in customer contact, pursuing success together, developing new skills, and learning the value and power of our community.

CCWomen will be featured through both dedicated content and community building opportunities:

CCWomen Breakfast

Join us for Breakfast on Wednesday, September 18th, 7:00 AM - 7:50 AM. Take this time to enjoy breakfast and network with other women in our community.

[RSVP NOW](#)

Interactive Track Sessions

Three sessions led by top female leaders in customer contact on the most pressing topics, challenges and successes women have in the industry.

[LEARN MORE](#)



THE FUN STUFF: MEET, GREET & BOOK SIGNINGS



**SCOTTY
WERNER**

TUESDAY,
9/17
12:30 PM



**KELLY
RADI**

TUESDAY,
9/17
12:30 PM



**JIM
TINCHER**

WEDNESDAY,
9/18
12:30 PM



**JIM
KUKRAL**

WEDNESDAY,
9/18
3:15 PM



Meet and greet top industry and business leaders.
Complimentary book signings during our networking breaks.



CCW PROGRAM

FULL SCHEDULE & SPEAKERS

ABOUT

ADVISORY
BOARD

SPEAKERS

WHO ATTENDS

FEATURES

FUN
STUFF

PROGRAM

SPONSORS/
PARTNERS

VENUE

PRICING



BUILD YOUR CCW PROGRAM

DAY 1: Monday, September 16

Pre-Conference Day

Workshop Day		Technology & Innovation Focus Day	
8:00 AM	Check-In, WORKSHOP A	8:00 AM	Check-In
8:15 AM	WORKSHOP A: CallMiner	8:15 AM	CUSTOMER CONTACT KEY FINDINGS: Reflecting on Customer Contact Trends in 2019
11:00 AM	Check-In, WORKSHOP B	8:30 AM	OUTBOUND & PROACTIVE ENGAGEMENT BRIEF: Analysis and Exercise
11:15 AM	WORKSHOP B: Etech	11:00 AM	Networking Break
2:00 PM	Check-In, WORKSHOP C	11:15 AM	DIGITAL CX: Analysis and Exercise
2:15 PM	WORKSHOP C: Salesforce	1:45 PM	Networking Break
5:00 PM	Pre-Conference Workshops Conclude	2:00 PM	CX AUTOMATION: Analysis and Exercise
5:00 PM	New Attendee and Sponsor/Exhibitor Orientation	5:00 PM	Focus Day Concludes
6:00 PM	Offsite Opening Reception	5:00 PM	New Attendee and Sponsor/Exhibitor Orientation
		6:00 PM	Offsite Opening Reception

DAY 2: Tuesday, September 17

Main Conference & Expo

7:00 AM	Check-In	9:20 AM	Networking Break: Demo Drive	3:10 PM	Networking Break: 5 O'Clock Somewhere Happy Hour
8:00 AM	Opening Remarks	10:50 AM	TIME BLOCK A: Tracks and IDGs	4:30 PM	SALESFORCE PANEL
8:20 AM	20TH ANNIVERSARY HEADLINER	12:30 PM	Networking Lunch	5:00 PM	20th Anniversary Cocktail Reception
8:50 AM	WHITE-GLOVE EXPERIENCE KEYNOTE	1:30 PM	TIME BLOCK B: Tracks and IDGs		

DAY 3: Wednesday, September 18

Main Conference & Expo

7:00 AM	Check-In	8:50 AM	EMOTIONAL QUOTIENT KEYNOTE	1:30 PM	TIME BLOCK D: Tracks and IDGs
7:10 AM	CCWomen Networking Breakfast	9:20 AM	Networking Break: "Meet the Customer" Program	3:15 PM	Networking Break: Demo Drive and "Meet the Customer" Prize Drawing
8:00 AM	Opening Remarks	10:50 AM	TIME BLOCK C: Tracks and IDGs	3:45 PM	METRICS KEYNOTE
8:20 AM	SERVE WITH PURPOSE KEYNOTE	12:30 PM	Networking Lunch	4:15 PM	Main Conference Concludes

DAY 4: Thursday, September 19

Site Tour Experience Day

















6:45 AM	Check In for Site Tour Experience B	8:15 AM	Check In for Site Tour Experience A	4:00 PM	Site Tour Experience A & B Concludes – Return to Hotel
7:00 AM	Depart for Site Tour Experience B	8:30 AM	Depart for Site Tour Experience A		



DAY 1: PRE-CONFERENCE WORKSHOPS

Monday, September 16

Before the main conference even starts, the pre-conference day provides you with the opportunity to engage in several interactive workshops. Get more information about the workshops in our official CCW Austin event brochure, to be released in a few weeks!

MORNING	MID-DAY	AFTERNOON	EVENING
<p>8:15 AM – 11:00 AM</p> <p>Accelerate Speed to CX Intelligence with AI and Automated Interaction Analytics</p> <div>Brian LaRoche Director, Outreach Marketing CallMiner</div> <div>Trent Haynes VP, Quality Management Office BNY Mellon Pershing</div> <div>Stacy Dye SVP/GM, Quantitative Insights RDI Sightline</div> <div>Allison Corley Call Center Services Supervisor Mercedes-Benz Financial Services</div> <div>Michael Hull Customer Success Director CallMiner</div> <div>Eduardo Von Borstel Sr. Solution Architect CallMiner</div> <p>By analyzing all your customer conversations – whether they are over the phone, email, chat or social – you can unlock the intelligence needed to attract, delight and retain customers. You will also uncover insights to improve all areas of your business. Join us for this highly educational and interactive workshop including a customer case study and learn how organizations are leveraging AI-fueled interaction analytics intelligence to improve the customer experience throughout their organizations.</p> <p>Hosted by:</p> 	<p>11:15 AM – 2:00 PM</p> <p>CX Architecture: 5 Steps to Transform Your Customer Insights</p> <div>Jim Iyooob Chief Customer Officer Etech</div> <div>Shawndra Tobias AVP, Customer Experience Etech</div> <div>Manny Marrero Director of Operations Getaroom</div> <p>The only differentiator organizations have today is “The Customer Experience”. With the advent of AI, organizations have improved CX by learning more about the customer and anticipating their needs.</p> <p>Join Etech’s workshop to discover the path to a memorable customer experience with Human Intelligence along with effective and efficient use of Artificial Intelligence.</p> <p>Hosted by:</p> 	<p>2:15 PM – 5:00 PM</p> <p>Build-a-Bot: Einstein Artificial Intelligence Campfire</p> <div>Aaron McCauley Sr. Solution Engineer Salesforce</div> <div>Warren Holmes Master Solution Engineer - Service Cloud Salesforce</div> <p>During today’s Build-a-Bot Campfire event, you’ll be blazing a trail to happy customers and happy agents on the world’s #1 customer service platform. Our Service Cloud trail guides will lead you down a path to faster, smarter customer service. You’ll join a design thinking team to create pristine customer experience use cases, create beautiful bot visual prototypes and put it all into action with a live Salesforce chat bot built with Einstein artificial intelligence. Everyone who completes this activity leaves with a working chatbot to take home and show your friends! Explore the intelligent customer service technology behind Einstein Chatbots that drives agent productivity and customer satisfaction in a whole new way.</p> <p>Hosted by:</p> 	<p>5:00 PM – 5:30 PM</p> <p>New Attendee Orientation</p> <div>Sandy Ko Analyst & Conference Director Customer Management Practice</div> <p>Are you new to Customer Contact Week? It can be challenging familiarizing yourself with the many types of content, learning opportunities and networking activities at CCW. Join the CCW team at the new attendee orientation and get to know other newbies, learn how to navigate the program and make the most of your CCW experience.</p> <p>New Sponsor/Exhibitor Orientation</p> <div>Simon Copcutt Head of Strategic Accounts Customer Management Practice</div> <p>A representative from each sponsor is highly recommended to attend our sponsor orientation, where our CCW strategic account lead will walk you through all the opportunities you won’t want to miss throughout the CCW main conference days including important dates, times, processes and procedures.</p>

View more info about the Technology & Innovation Focus Day on the next page!

ABOUT

ADVISORY BOARD

SPEAKERS

WHO ATTENDS

FEATURES

FUN STUFF

PROGRAM

SPONSORS/ PARTNERS

VENUE

PRICING



DAY 1: TECH & INNOVATION FOCUS DAY

Monday, September 16

Powered by: **CCW** CUSTOMER CONTACT WEEK DIGITAL

8:15 AM

CCW DIGITAL PRESENTS KEY FINDINGS: REFLECTING ON CUSTOMER CONTACT TRENDS IN 2019



Brian Cantor
Director & Principal Analyst
CCW Digital

CCW Digital is the global online community and research hub of more than 140,000 customer contact members. Brian Cantor, Principal Analyst and CCW Digital Director, shares key findings from CCW Digital's 2019 Key Findings report.

8:30 AM

OUTBOUND & PROACTIVE ENGAGEMENT

This may be the era of customer centricity, but it is most certainly not an era of successful customer engagement. Customers remain underwhelmed with the experiences they are receiving. They continue to encounter long wait times, frustrating transfers, disengaged agents, unproductive conversations, poor digital experiences and generally unempathetic businesses. Our Technology & Innovation Focus Day spotlight on Outbound & Proactive Engagement provides key highlights from the CCW Digital special report, interviews a practitioner on their experience transforming their customer experience strategy and then dives into an interactive journey mapping activity for immersion in the process.

Special Report Brief (30 minutes)



Brian Cantor
Principal Analyst
CCW Digital

Project Analysis: Leverage Social Media for Customer Intelligence and Employee Empowerment (30 minutes)



Sandy Ko
Analyst & Conference Director
Customer Management Practice



Elizabeth Solomon
Manager, Social Care
AMC Theaters

Interactive Activity (90 minutes)

11:15 AM

DIGITAL CX

Sponsored by: **Appian**

Are you serious about reducing customer effort? Do you truly honor customer preferences? Are you honestly committed to omnichannel engagement? You need not address these questions with your words. The true answer lies in the quality of your digital customer experience. The ultimate proving ground in the era of customer centricity, the digital realm reveals whether organizations truly care about optimizing their customer experience journeys. Our Technology & Innovation Focus Day spotlight on Outbound & Proactive Engagement provides key highlights from the CCW Digital special report, interviews a practitioner on their digital transformation strategy and then dives into an interactive activity to take your digital cx to the next level.

Special Report Brief (30 minutes)



Brian Cantor
Principal Analyst
CCW Digital

Project Analysis: Connect Retail Store Experiences to Amplify Your Digital Business (30 minutes)



Michael DeJager
Principal Analyst
Customer Management Practice



Larry Rodgers
Senior Director, Retail Concepts
Nike

Interactive Activity (90 minutes)



Todd Marthaler
Industry Leader, Contact Center
Appian



Michael Rahm
Product Marketing Manager
Appian

2:00 PM

CX AUTOMATION

Sponsored by: **IBM Watson**

It is time to change the conversation about chatbots in the contact center. What challenges are preventing us from making the most of chatbot investments? How can we ensure our chatbots are truly elevating the customer experience? Our Technology & Innovation Focus Day spotlight on CX Automation provides key highlights from the CCW Digital special report, interviews a practitioner on their chatbot journey, and then dives into an interactive exercise on bot building.

Special Report Brief (30 minutes)



Brian Cantor
Principal Analyst
CCW Digital

Project Analysis: The Myth around AI/ Automation Skill Gap in the Vastly Different Customer Contact Landscape (30 minutes)



Mario Matulich
Executive Director
Customer Management Practice



Bernard Slowey
Worldwide Support Leader
Microsoft

Interactive Activity: Step-by-Step Tutorial on Building a Virtual Assistant with Watson Assistant (90 minutes)



Emily Winchurch
Product Marketing Lead, Watson Assistant
IBM



DAY 2: MAIN CONFERENCE AND EXPO

Tuesday, September 17

7:00 AM **Check-In**

8:00 AM **20TH ANNIVERSARY OPENING REMARKS**



Becky Ploeger
VP Sales &
Service Strategy
USAA



John Pompei
Head of Player
Experience
Operations
Electronic Arts



Mario Matulich
Executive
Director
**Customer
Management
Practice**



Neil Hooper
Senior Marketing
Manager,
Customer
Marketing
Poly

Hosted by: **poly**

8:20 AM **CELEBRITY KEYNOTE: A Fireside Chat with Michelle Williams**



Michelle Williams
**Grammy-Award Winning
Singer/Songwriter,**
Actress & Entrepreneur



Mario Matulich
Executive Director
Customer Management Practice

The beautiful and talented star has evolved many times in her life and she is nowhere near done. She's added Broadway actress, entrepreneur, designer, television host, and inspirational speaker to her already robust resume, and as she enters the second act of her already prolific career, there is so much more to come.

Since her days of making hit after hit as a member of Destiny Child, one of the best-selling female groups of all time, and then as a solo artist with four critically acclaimed albums (Heart to Yours, Do You Know, Unexpected, and Journey to Freedom), Williams has grown professionally and personally.

In this fireside chat, learn Michelle's secrets to success as she discusses her career, her accomplishments and her exhilarating evolution as an entrepreneur.

8:50 AM **The Old School Way: Deliver a White Glove Experience in an Automated World**



Sasha Yablonovsky
President
CareerBuilder

Receiving a white glove experience makes you feel important and special. It makes sense that our customers expect white glove service when they interact with an organization. Customers crave that personal touch, but as interactions automate, there is a loss of connection, that personal relationship. At CareerBuilder, Sasha is changing the way the entire organization looks at customer experience. As the former EVP of Customer Experience at CareerBuilder, Sasha is deeply ingrained in improving and upgrading so customers find delight in all interactions.

In this keynote, Sasha will teach you the fundamentals of white glove experience:

- How to deliver consistent customer experience globally with a holistic CX model to better serve customers
- How CareerBuilder differentiates itself with customer touch and personal relationships
- Find value in technology but also balancing deep relationships
- Drive the future of CX with communication and human touch

9:20 AM –
10:45 AM

NETWORKING BREAK IN THE EXPO HALL

DEMO DRIVE

Looking to assess new vendors? Participate in the Demo Drive, gamify vendor sourcing, and win prizes along the way.

CCW DIGITAL PODCAST STUDIO INTERVIEWS

Visit the CCW Digital lounge to tune in to live interviews of leading CCW attendees and influencers. The latest interview schedule will be posted near the podcast stage

TRACKS OR INTERACTIVE DISCUSSION GROUPS

Attendees are provided their choice of three different tracks of content or participation in Interactive Discussion Groups. Attendees have the opportunity to participate in morning or afternoon IDGs on each day of the main conference. IDGs are capped at 10 participants to maintain discussion intimacy and for optimal acoustics. Preselection of IDGs at registration is required to guarantee admittance.

10:50 AM –
11:20 AM

TIME BLOCK A: Track Sessions		
PEOPLE For Culture, Workforce and Human Resource Leaders	TECHNOLOGY For Technology and Automation Strategy and Acquisition Leaders	 For Women, By Women
The World-Class Employee Experience at USAA Laurie Lowery Director of Insight Research USAA <ul style="list-style-type: none"> How the Member Service Representative (MSR) Lab co-develops across the organization for a successful community Focus on agile development and human centered design to enable agile development and business teams to make the most informed decisions Bridge the gap between the role of the frontline employees and the role of the executives 	How to Fuel an Omnichannel Experience Pete Collins SVP Operations Travelers Insurance <ul style="list-style-type: none"> Digital enablement and integrating channels within the customer journey The role of data, analytics, and technology in providing context and consistency across all channels Why organizations need flexible technology that advances alongside customer and employee needs Balancing risk, controls and engagement 	Navigate Stereotypes in the Workplace Hui Wu-Curtis GM, Customer Operations & Strategy Arizona Public Service <ul style="list-style-type: none"> Leverage differences in the workplace How to embrace being an “only” in the office Find the balance between likeability and respect

TIME BLOCK A: Track Sessions

PEOPLE

For Culture, Workforce
and Human Resource Leaders

TECHNOLOGY

For Technology and Automation Strategy
and Acquisition Leaders



11:25 AM –
11:55 AM

Have a Virtual Pizza Party For Your Remote Workforce



Andrea Penna
Distribution and Contact Center Manager
Standard Hotel

- Best practices to hire a diligent remote workforce
- Provide flexibility for your agents that aligns with your business goals
- Why gamification doesn't always work for agent engagement

Navigate the Buzz Around Social Media and CX

- Effects of social media on your CX and brand strategy
- Join forces with your contact center agents to protect your brand
- Lean into machine learning for accurate measurements to understand customer journeys

It's 2019! You Can Have It All!: How to Define and Discover Your Unique "All"



Kimberly M. Skelly
PMP Director Customer Service Operations Go-To-Channel Readiness & Operations
Verizon Consumer Group

- Find partnerships who provide guidance and honest feedback that align with your aspirations
- Don't sit at the table to just sit at the table; you deserve to be there!
- Establish boundaries to balance work and personal life

12:00 PM –
12:30 PM

Teach Your Team the 6 Techniques for Spectacular Customer Service



Scotty Werner
Author
Caddy Tales

- Transforming a transaction into a relationship
- How relationships result in a measured increase in loyalty and retention
- Walk away with actionable takeaways to teach your team immediately

Caddy Tales book signing in the Expo Hall at 12:30 PM

A Digital World – The Upskilling of South Africa's Youth



Zondwa Mandela
Chairman
Mandela Legacy Foundation



Duncan Wallace
Principal
InterGlobal Management Group

- Provide guidance and opportunity, through digital skills enrichment and cutting-edge training curriculums
- Why the Contact Center Services sector is generating jobs to address the growing youth unemployment problem - in the shortest possible time
- How South Africa has embraced digital transformation through the growth of automation and its associated technologies

Activate Your Inner Superpowers



Kelly Radi
Author
Wonder-FULL

- Where to find power, how to keep it, and how to channel it for the greater good
- Leave with a stronger sense of self-awareness
- Inspire to become part of a tribe of people who lift each other up and do the right thing

Wonder-FULL book signing in the Expo Hall at 12:30 PM

12:30 PM **Networking Lunch in the Expo Hall**

TIME BLOCK A: Interactive Discussion Groups (IDGs)

10:50 AM - 11:20 AM • 11:25 AM - 11:55 AM • 12:00 PM - 12:30 PM

1 Chatbots

- Find a chatbot that works with the wants and needs of agents and customers
- Nuances of integration of chatbots with your contact center
- Gather valuable information about customers

Hosted by: **IBM Watson**

2 Omnichannel

- A universal experience across all channels offered
- 360-degree visibility of customers
- Seamless channel switching without obstacles

Hosted by: **LIVEVOX**

3 Remote Agents

- Find the right talent
- Train and retain
- Not a "cost center"

4 CX Automation

- Help augment agents, not replace them
- Create a smarter workforce
- Strengthen human-to-human engagement

Hosted by: **helpshift**

5 CX Security and Fraud

- Fundamentals in CX, security, fraud, and authentication
- Explore strategies, processes and technologies to thwart fraud more effectively
- Optimize contact center performance

6 Personalization

- Optimize interaction with customers
- Leverage customer data to tailor each customer's experience with your brand
- Transparency brings strong value exchange

Hosted by: **ada**

7 Customer Loyalty

- Customer lifetime value
- Positive emotional experiences
- Perceived value of product/service

Hosted by: **Challenger**

8 Proactive Engagement

- Agent empowerment through customer intelligence
- Make predictions based on collected data
- Find actions that will optimize results

Hosted by: **GENESYS**

Concurrent Track Sessions

PEOPLE

TECHNOLOGY

CCWOMEN

Interested in the track sessions?

View more information on the previous page!

Interested in more info on how IDGs work?

Click here to view

12:30 PM **Networking Lunch and Meet, Greet and Book Signing in the Expo Hall**

MEET, GREET AND BOOK SIGNINGS

Meet and greet top industry and business leaders. Complimentary book signings during our networking breaks.

Kelly Radi:
Wonder-FULL



Scotty Werner:
Caddy Tales



TRACKS OR INTERACTIVE DISCUSSION GROUPS

Attendees are provided their choice of three different tracks of content or participation in Interactive Discussion Groups. Attendees have the opportunity to participate in morning or afternoon IDGs on each day of the main conference. IDGs are capped at 10 participants to maintain discussion intimacy and for optimal acoustics. Preselection of IDGs at registration is required to guarantee admittance.

TIME BLOCK B: Track Sessions

PROCESS

For Contact Center
Operational Leaders



For Training, Learning and Development Leaders

1:30 PM –
2:00 PM

The Creepiness Factor: Where is the Line Between Value and Risk?



Brad Lemons
SVP, Enterprise Analytics Office
Nationwide

- Utilize data to recognize when to take risks for a better customer experience
- Techniques to navigate data compliance and governance
- Why your organization's social media channels are your regulator

Extensive Training + Key Metrics = A Successful Agent



Lizzie Resnick
Customer Care Director
SmartPak

- How to effectively measure your agents success for contact center optimization
- Why a long training period is crucial to agent empowerment as well as the satisfaction of your customers
- The benefits of hiring remote agents to your workforce

TIME BLOCK B: Track Sessions

PROCESS

For Contact Center
Operational Leaders



For Training, Learning and Development Leaders

2:05 PM –
2:35 PM

When Growth Is Inevitable: Scale Your Contact Center with Efficiency and Urgency



Joachim Rogers

Senior Director, Customer Care Center
Coca-Cola Consolidated, Inc.

- Tactics to establish and scale the growth of your contact center
- How to monitor and measure success with flexibility and continuous adjustments as you grow
- Why language fluency is an important aspect of your contact center as you scale

Thrive Together or Fail Together: Tales of Agent Care and Customer Care Success



Micah Citti

Customer Service Operations Manager
ESPN

- Foster a culture of agent empowerment through trust and risk
- Find opportunities for reward and incentives with agent collaboration
- View customer care as a profit center, not a cost center

2:40 PM –
3:10 PM

Customer Intent: CX Design for Individuals, Not Your Average Customer



Larry Rodgers

Senior Director, Retail Concepts
Nike

- What it means to create and deliver value for the consumer now and in the future+ Understand your organization's approach when thinking about "membership"
- Navigate legal and operational challenges with loyalty programs

Create Customer Advocates Who Surprise & Delight



Meredith Molloy

Customer Success
Delegate

- Find and recognize the right talent to hire in times of rapid growth
- Operate to align agent KPI's with business goals and customer satisfaction
- Focus agents to listen, empathize and advocate for the customer for smooth sailing (and hit benchmark goals)

TIME BLOCK B: Interactive Discussion Groups (IDGs)

1:30 PM - 2:00 PM • 2:05 PM - 2:35 PM • 2:40 PM - 3:10 PM

1 Chatbots

- Find a chatbot that works with the wants and needs of agents and customers
- Nuances of integration of chatbots with your contact center
- Gather valuable information about customers

Hosted by: **IBM Watson**

2 Omnichannel

- A universal experience across all channels offered
- 360-degree visibility of customers
- Seamless channel switching without obstacles

Hosted by: **LIVEVOX**

3 Remote Agents

- Find the right talent
- Train and retain
- Not a "cost center"

4 CX Automation

- Help augment agents, not replace them
- Create a smarter workforce
- Strengthen human-to-human engagement

Hosted by: **helpshift**

5 CX Security and Fraud

- Fundamentals in CX, security, fraud, and authentication
- Explore strategies, processes and technologies to thwart fraud more effectively
- Optimize contact center performance

6 Personalization

- Optimize interaction with customers
- Leverage customer data to tailor each customer's experience with your brand
- Transparency brings strong value exchange

Hosted by: **ada**

7 Customer Loyalty

- Customer lifetime value
- Positive emotional experiences
- Perceived value of product/services

Hosted by: **Challenger**

8 Proactive Engagement

- Agent empowerment through customer intelligence
- Make predictions based on collected data
- Find actions that will optimize results

Hosted by: **GENESYS**

Concurrent Track Sessions

PROCESS

CCW UNIVERSITY

Interested in the track sessions?

View more information on the previous page!

Interested in more info on how IDGs work?

Click here to view

3:10 PM **NETWORKING BREAK IN THE EXPO HALL: 5 O'Clock Somewhere Happy Hour**

We're starting happy hour early! Visit our solution providers, make some new connections and grab a pick-me-up drink prior to our last main stage keynote.

4:30 PM **PANEL DISCUSSION: Don't Let the Fourth Industrial Revolution Pass You By: Transforming Customer Experience in a B2B2C World**



Utibe Bassey

AVP, Customer Experience Transformation

MetLife



Karen Ratigan

Sales Director, Mass Markets

Verizon Business Group



Moderator: **Mark Bloom**

Sr. Director, Strategy and Operations - The Service Cloud

Salesforce

Customer expectations continue to rise and customer service organizations must respond by exceeding those expectations. However, in order to exceed expectations, organizations need to empower every employee with the skills and tools of the future to engage customers across every channel and elevate the role of service to create opportunities and drive growth.

In this panel, learn how to leverage your customers' expectations to deliver exceptional service to connect every part of your business and to differentiate your brand from your competitors.

Hosted by: service cloud

5:00 PM **20th Anniversary Cocktail Reception**

We're celebrating 20 years of CCW and groundbreaking industry growth and innovation! Join us for our 20th anniversary celebration in the Expo Hall and enjoy cocktails, hors d'oeuvres and networking.





DAY 3: MAIN CONFERENCE AND EXPO

Wednesday, September 18

7:00 AM **Check-In**

7:10 AM **CCWOMEN BREAKFAST** *RSVP Required*

CCWomen is by women for women in customer contact to build relationships, support and inspire one another, and path find practical solutions to the myriad of challenges women face in the workplace. Together, we raise the profile of women in customer contact, pursuing success together, developing new skills, and learning the value and power of our community. Join fellow women in customer contact to connect and network.

8:00 AM **OPENING REMARKS**



Becky Ploeger
VP Sales &
Service Strategy
USAA



John Pompei
Head of Player
Experience
Operations
Electronic Arts



Mario Matulich
Executive
Director
**Customer
Management
Practice**



Neil Hooper
Senior Marketing
Manager,
Customer
Marketing
Poly

Hosted by: **poly**

8:20 AM **Serve with Purpose: What Customer Care Looks Like for the Girl Scouts of the USA**



Lynelle McKay
Chief Customer Officer
Girl Scouts of the USA

There are over 2 million members of the Girl Scouts of the USA, and Lynelle serves every single member. Lynelle's understanding of her stakeholders has never been more crucial in the experience age. To understand each and every member, she relies heavily on data to make the necessary changes to the Member experience. In order to capture all the data for a seamless experience, she's implemented various systems and toolsets for each member.

- Lead and scale sustainable growth strategies for a rapidly growing membership base through Design Thinking and Service Design
- Capture representation of a huge customer base and recognize shifts in trends
- Look beyond the analytics by iterating and designing digital and physical experiences for continuous improvement
- Source the right technology to engage all stakeholders and provide effortless accessibility to tools and resources

8:50 AM **Emotional Quotient: What Sticks in the Minds of Customers?**



Julio Badin
SVP, Customer Experience
Dallas Fort Worth International Airport

Julio serves as the SVP of CX at Dallas Fort Worth International Airport (DFW), a busy hub where an average of 46.15 million passengers flies in and out of the airport annually. With Julio's extensive experience in the hospitality industry he provides strategic leadership to elevate DFW as a global airport innovator in CX. He has an incredibly big responsibility to ensure that each and every passenger has a seamless and effortless experience through every step of their journey. However, to successfully achieve this goal, he focuses on examining systems to reinforce a customer-centric culture and aligning operating realities of service within the Airport's five terminals.

In Julio's keynote, he will provide insight on:

- Best practices around proactive customer engagement and what it looks like
- Address and implement CX with a data and IoT perspective
- Why organizations need to look into alternative metrics
- Work with third parties to ensure your organization's CX expectations and standards are met
- Understand how to deliver CX in a meaningful way



DAY 3: MAIN CONFERENCE AND EXPO

Wednesday, September 18

9:20 AM –
10:50 AM

NETWORKING BREAK IN THE EXPO HALL

“MEET THE CUSTOMER” PROGRAM

Hear directly from the clients of our vendors at their booths. Participate in the “Meet the Customer” Program, gamify vendor sourcing, and win prizes along the way.






CCW DIGITAL PODCAST STUDIO INTERVIEWS

Visit the CCW Digital booth to tune in to live interviews of leading CCW attendees and influencers. The latest interview schedule will be posted near the podcast stage.

TRACKS OR INTERACTIVE DISCUSSION GROUPS

Attendees are provided their choice of three different tracks of content or participation in Interactive Discussion Groups. Attendees have the opportunity to participate in morning or afternoon IDGs on each day of the main conference. IDGs are capped at 10 participants to maintain discussion intimacy and for optimal acoustics. Preselection of IDGs at registration is required to guarantee admittance.

10:50 AM –
11:20 AM

TIME BLOCK C: Track Sessions		
PROCESS For Contact Center Operational Leaders	TECHNOLOGY For Technology and Automation Strategy and Acquisition Leaders	 EXECUTIVE ROUNDTABLE For Customer Experience Vision, Mission and Strategy Stakeholders or Service Center Function Leaders <i>(Invite Only)</i>
How to Balance Investment in the Right Areas to Maximize Quality Assurance Processes  Dawn Bradney VP, Customer Support and Audit McKesson  Crystal Vasquez Business Data Analyst McKesson <ul style="list-style-type: none">• Why Quality Assurance is a dynamic process including implementation and continuous improvement• Emphasize why Quality Assurance is not a catch-all• How to balance in investing the right people and adjust their understanding of customer empathy	Make Your Own Rules: Think Outside the Box for an Effortless Customer Experience  Maya Lundhagen VP, Customer Operations & Experience Donors Choose  Kristina Sproat Sr. Director, Customer Operations & Experience Donors Choose <ul style="list-style-type: none">• Build a customer experience team around what’s special about your organization• Balance proactive wants with reactive needs to establish trust with customers• Use automation smartly to maximize the human touch	CCW Executive Roundtable A closed door discussion for expert benchmarking, learning, and networking.

TIME BLOCK C: Track Sessions

PROCESS

For Contact Center
Operational Leaders

TECHNOLOGY

For Technology and Automation Strategy
and Acquisition Leaders

CCW EXECUTIVE ROUNDTABLE

For Customer Experience Vision, Mission and Strategy
Stakeholders or Service Center Function Leaders
(Invite Only)

11:25 AM –
11:55 AM

How to Move the Needle on Key Metrics with Your BPO Provider



Dhruba Roy Chowdhury

Head of Support Operations, APAC – Community Operations

Uber

- Strategize your BPO needs with Uber's "3 Pillars"
- Identify areas to support and scale for compliance and efficiency metrics
- Cope with explosive growth and how to scale accordingly

Leverage Insightful CX Metrics to reduce Customer Effort & Improve System Efficiencies



Rob Solfest

Customer Experience Analytics Manager

Sleep Number

- Focus on measures of effortless experience and identify opportunities to reduce contact and effort that a customer might face
- Influence organizational priorities by highlighting areas of high customer effort
- Choose right technologies that enable mature and scalable analytical growth with the organization

CCW Executive Roundtable

A closed door discussion for expert benchmarking, learning, and networking.

12:00 PM –
12:30 PM

Service Design and CX: A Journey-Based View in the Intersection of Product Delivery and Customer Needs



Aransas Savas

Senior Director, Service Design, Studio Experience

WW (formerly Weight Watchers)

- Use Service Design to create integrated customer experiences and enable rapid, continuous innovation
- Work from a compelling mission and develop tools to ensure teams are constantly aligned
- Define a process that leverages insights, the strengths of your internal collaborators, and your delivery touchpoints
- Stay curious about your customer's changing needs

Creating Effortless Experiences through Holistic Digital Transformation



Kelley Kurtzman

VP, Global Consumer Sales & Service Centers

Verizon

- Focus on high frequency, low value moments
- Collaborate with agents to pilot new initiatives
- Isolate points of effort to streamline with machine learning, robotics, and AI

12:30 PM **Networking Lunch in the Expo Hall**

TIME BLOCK C: Interactive Discussion Groups (IDGs)

10:50 AM - 11:20 AM • 11:25 AM - 11:55 AM • 12:00 PM - 12:30 PM

9 Customer Journey Mapping

- Find customer pain points and turn them into measurable goals
- Understand how your product and service fits into your customer's lives
- Achieve business goals or create new ones

***How Hard Is It To Be Your Customer?* book signing in the Expo Hall at 12:30 PM**

13 Design Thinking for CX

- What is Design Thinking
- How to apply Design Thinking in your contact center and overall CX strategy
- Human-Centered Design to empathize with customers

Hosted by: **Appian**

10 Actionable Analytics

- Collect and unify data from all potential touch points to understand demands and anticipate behavior
- Improve agent performance and elevate the customer contact function
- Identify the most useful insights and opportunities within the data

14 Agent Performance

- Agent empowerment
- Agent retention
- Key metrics

Hosted by: **NOBLE SYSTEMS**

11 Intelligent Routing

- Improve first call resolution
- Maximize business efficiency
- Complement holistic needs of the contact center

15 Learning & Development

- Continuous personalized improvement for each agent
- Align personal agent improvement to business goals
- Agent development must be geared towards the FP3 Experience (Frictionless, Personalized, Predictive and Proactive Experience)

12 Voice of the Customer

- Capture customer expectations and preferences
- Make informed decisions that align with the needs of customers
- Beyond the VoC survey

16 Self Service

- Customer empowerment
- Connected, intelligent, engaging experience
- Balance between self-service and agent assistance

Hosted by: **Edify**

12:30 PM **Networking Lunch in the Expo Hall**

Concurrent Track Sessions

PROCESS

TECHNOLOGY

CCW EXECUTIVE ROUNDTABLE

Interested in the track sessions?








View more information on the previous page!

Interested in more info on how IDGs work?

Click here to view

TRACKS OR INTERACTIVE DISCUSSION GROUPS

Attendees are provided their choice of three different tracks of content or participation in Interactive Discussion Groups. Attendees have the opportunity to participate in morning or afternoon IDGs on each day of the main conference. IDGs are capped at 10 participants to maintain discussion intimacy and for optimal acoustics. Preselection of IDGs at registration is required to guarantee admittance.

TIME BLOCK D: Track Sessions		
	PEOPLE For Culture, Workforce and Human Resource Leaders	PROCESS For Contact Center Operational Leaders
1:30 PM – 2:00 PM	Create an Award-Winning Employee Experience with Design Thinking <div>  Alex Bentley Practice Lead, Offerings, IBM HR IBM </div> <div>  Claire McCloskey Project Lead, UX Software Designer IBM </div> <ul style="list-style-type: none"> Why and how IBM integrates Design Thinking with “People” processes Build tools, guidelines and expectations for consistent employee experience organization-wide through an Experience Handbook Streamline employee communication efforts for a seamless experience 	Build a Brand of Love Through Personalization and Consumer Privacy <div>  Luke Hagstrand VP, CX Personalization Comcast </div> <ul style="list-style-type: none"> How CX data, obstacles and behaviors challenge Comcast’s “Scale to One” personalization model Balance consumer privacy to build, earn and keep trust More Channels ≠ More Risks: How to scale and maintain safety and security through more channels
2:05 PM – 2:35 PM	Support and Train Offshore Agents: How-To Navigate Cultural and Language Barriers <div>  Stacey Haynes Senior Manager, Customer Care Fossil </div> <ul style="list-style-type: none"> Leverage CX stories to teach customer empathy to offshore vendors Set guidelines, workshops and exercises for agents through hands-on product training Aggregate customer insight with agents to build an internal knowledge base 	Service Design Challenges and Opportunities in CX <div>  Ryan Vojir Director of User Experience, Inventory and Technology Solutions AmerisourceBergen </div> <ul style="list-style-type: none"> Building alliances, particularly between UX Design and Customer Support Fight the good fight by flagging poor experiences and operations in a positive constructive way Small wins proving out possibilities and ROI via Key Performance Indicators
2:40 PM – 3:10 PM	3 Things To Focus In Your Contact Center: People, Development and Transformation <div>  Kelley Kurtzman VP, Global Consumer Sales & Service Centers Verizon </div> <ul style="list-style-type: none"> Best practices on how to engage your employees and why this is crucial to the success of your organization Employee first mentality instead of customer first mentality Collaborate with contact center employees to improve workflow 	Unskippable: How To Purposely Attract Lifetime Customers <div>  Jim Kukral Author Unskippable </div> <ul style="list-style-type: none"> How today’s “belief driven buyers” want you to care and lead a movement for change A new approach for marketing and branding efforts Understand current future buyers to purposely attract lifetime customers <p>Unskippable book signing in the Expo Hall at 3:15 PM</p>

TIME BLOCK D: Interactive Discussion Groups (IDGs)

1:30 PM - 2:00 PM • 2:05 PM - 2:35 PM • 2:40 PM - 3:10 PM

9 Customer Journey Mapping

- Find customer pain points and turn them into measurable goals
- Understand how product and service fits into your customer's lives
- Achieve business goals or create new ones

How Hard Is It To Be Your Customer? book signing in the Expo Hall at 12:30 PM

13 Design Thinking for CX

- What is Design Thinking
- How to apply Design Thinking in your contact center and overall CX strategy
- Human-Centered Design to empathize with customers

Hosted by: **Appian**

10 Actionable Analytics

- Collect and unify data from all potential touch points to understand demands and anticipate behavior
- Improve agent performance and elevate the customer contact function
- Identify the most useful insights and opportunities within the data

14 Agent Performance

- Agent empowerment
- Agent retention
- Key metrics

Hosted by: **NOBLE SYSTEMS**

11 Intelligent Routing

- Improve first call resolution
- Maximize business efficiency
- Complement holistic needs of the contact center

15 Learning & Development

- Continuous personalized improvement for each agent
- Align personal agent improvement to business goals
- Agent development must be geared towards the FP3 Experience (Frictionless, Personalized, Predictive and Proactive Experience)

12 Voice of the Customer

- Capture customer expectations and preferences
- Make informed decisions that align with the needs of customers
- Beyond the VoC survey

16 Self Service

- Customer empowerment
- Connected, intelligent, engaging experience
- Balance between self-service and agent assistance

Hosted by: **Edify**

Concurrent Track Sessions

PEOPLE

PROCESS

Interested in the track sessions?

View more information on the previous page!

Interested in more info on how IDGs work?

Click here to view



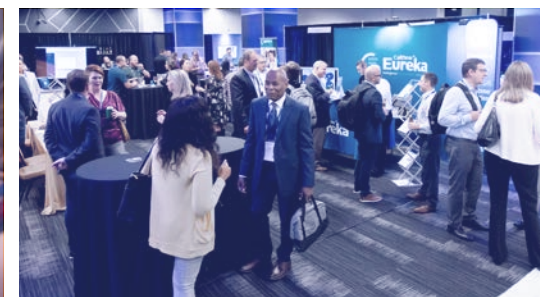
3:15 PM

FINAL NETWORKING BREAK IN THE EXPO HALL: Demo Drive and “Meet the Customer” Prize Drawing

The final networking break is a chance for you to win big! Make sure to complete your demo drive card, drop it off at the CCW Digital Lounge by 2:00 PM. Prize drawings will begin at 3:30 PM at the CCW Digital Lounge.

MEET, GREET AND BOOK SIGNINGS

Meet and greet top industry and business leaders. Complimentary book signings during our networking breaks.



3:45 PM

MARKETING + CX KEYNOTE: Driving Customer Lifetime Value: Understanding the Collaboration of CX to Drive Value



Tuck Ross
SVP, Marketing
Synchrony

As both customers and channels evolve, understanding and optimizing the lifetime value of your customer base is key to loyalty and sustainability in today's experience economy. From retail to financial services, Tuck brings marketing experience from a variety of industries with the underlying theme of customer lifetime value as a key success driver:

- Collaboration and communication across siloes to deliver seamless experience
- View customer care as a vehicle for value and growth
- Create comfort in non-absolutes native to emerging digital experiences
- Resource marketing touchpoints as direct consumer contact points
- Educate and leverage customer-facing teams on brand messaging and promotions

4:15 PM

Main Conference Concludes

The site tour experiences at CCW are some of the most anticipated, in-demand activities throughout the event. If you have yet to get an exclusive look inside some of the most innovative, state-of-the-art contact centers, now is your chance.

THURSDAY, SEPTEMBER 19 – SITE TOUR EXPERIENCE A (25 CAP)

8:15 AM **Check-In**

8:30 AM **Depart for Stitch Fix**

9:00 AM – 11:00 AM **STITCH FIX**



Sarah Funderburk
Client Experience Manager
Stitch Fix

Stitch Fix Inc. (NASDAQ: SFIX) is the leading online personal styling service for women, men and kids. The company is reinventing the shopping experience by delivering one-to-one personalization to clients through the combination of data science and expert stylists. Stitch Fix was founded in 2011 by CEO Katrina Lake. Since then, we've helped millions of men and women discover and buy what they love through personalized shipments of apparel, shoes and accessories, hand-selected by Stitch Fix stylists and delivered to our clients' homes. For more information about Stitch Fix, please visit <http://www.stitchfix.com>.

In the heart of downtown Austin, the Stitch Fix team focuses on delivering a exceptional client experience. With an "un-contact center" approach, the aesthetics and culture of the contact center are truly unconventional and stand in stark contrast to your typical contact center.

Join Sarah Funderburk, Client Experience Manager for a tour of the unique StitchFix space and a glimpse into how Stitch Fix is reinventing customer experiences.

11:30 AM – 1:30 PM

IBM Studios **IBM Watson**



Joni Saylor
Design Principal
IBM

IBM's Austin Campus serves as the nucleus for a plethora of operations including leading locations for both IBM Studios and IBM Watson. You may wonder how design and AI are related, and what their interplay could possibly mean for the customer experience. The interaction between the two are actually critical, particularly as it relates to applying human-centered, ethical approaches to AI technology leveraged in the contact center and touching various pieces of the customer journey. In this double header, immerse yourself in both IBM Studios Austin and IBM Watson's Austin presence. Learn about IBM's custom Design Thinking methodology and their iterative "Loop" model while simultaneously experiencing some of the latest and greatest IBM Watson technologies for the contact center and customer experience. Learn about the nuances of interplay between design and AI and why approaches like Design Thinking are so critical with the increasing use of customer-facing artificial intelligence.

1:30 PM

Transportation Time to Electronic Arts

2:00 PM – 4:00 PM



John Pompei
Head of Customer Care Operations
Electronic Arts

Electronic Arts Inc. is a leading global interactive entertainment software company. EA delivers games, content and online services for Internet-connected consoles, personal computers, mobile phones and tablets. EA was just added to the Fortune 500 and posted GAAP net revenue of \$4.4 billion in 2016. Come experience the EA Austin location, home to EA's WW Customer Experience Center, IT Operations and the EA BioWare Studio, where Star Wars: The Old Republic was developed. The center is EA's third largest out of 20 worldwide operations. The facility employs approximately 800, including 250 in the CX team. Don't miss this opportunity to experience the state of the art care center and game studio where employee and customer experience are top of mind. Join us as we learn about EA's customer care operations and experience the CX Lab designed for testing new technology and processes.

4:00 PM

Site Tour Experience Day Concludes – Return to Hotel

11:00 AM **Transportation Time to IBM**

CCW EXCLUSIVE SITE TOURS

The site tour experiences at CCW are some of the most anticipated, in-demand activities throughout the event. If you have yet to get an exclusive look inside some of the most innovative, state-of-the-art contact centers, now is your chance.

THURSDAY, SEPTEMBER 19 – SITE TOUR EXPERIENCE B (25 CAP)

***Please be advised that the morning site tour is in San Antonio and the travel time estimates an hour and thirty minutes one way.**

6:45 AM **Check-In**

7:00 AM **Departure to San Antonio!**

8:30 AM –
12:00 PM



Laurie Lowery
Director of Insight Research
USAA

The tour will include a visit of USAA's Enterprise MSR (Member Service Representative) Lab. USAA is a financial services provider who has served the military and their families since 1922. USAA offers banking, insurance and other financial services.

The USAA Enterprise MSR Lab enables development teams to build better tools, systems and procedures for contact center employees. This is achieved by qualitative and quantitative research and testing with contact center employees in a lab setting before deploying to the entire contact center.

12:00 PM **Lunch**

12:45 PM **Transportation Time to Girl Scouts of Central Texas**

2:00 PM –
4:00 PM



Paula Bookidis
CEO
Girl Scouts of Central Texas

Girl Scouts of Central Texas is the preeminent leadership development organization for girls. With 2.5 million girls worldwide - over 17,000 in Central Texas - we believe in the power of every G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)™ to change the world.

The Austin council offices are the creative and administrative hub for the local organization, which serves 46 counties in the Central Texas region. On this tour you will have a chance to meet members of our award-winning Lady Cans FIRST Robotics Team. Founded in 2009 in response to requests for more engineering opportunities, this group of dedicated young women has participated in hundreds of robot demonstrations and competitions.

Your site tour will include a robot demonstration by the Lady Cans, a Q & A session with the girls, and a tour of the Girl Scout facilities - including cookies!

4:00 PM **Site Tour Experience Day Concludes –
Return to Hotel**



MEET OUR SPONSORS

8x8

ada

Appian

bics

Callminer

CallTrackingMetrics

Challenger

Edify

Etech
playing by the rules

EXECVISION

GENESYS

helpshift

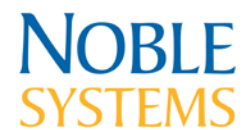
IBM Watson

InfoCision

KUSTOMER



MEET OUR SPONSORS





MEET OUR PARTNERS



WELCOME TO

Austin!

Hilton Austin
500 East 4th Street,
Austin, Texas 78701

Website: www3.hilton.com/en/hotels/texas/hilton-austin-AUSCVHH/index.html

Phone: 512-482-8000

Hilton Austin is situated adjacent to the Convention Center in downtown Austin, TX. We're a quick walk from exclusive shopping, amazing restaurants and fun live music venues on 6th Street and the surrounding area. Guests of our renovated hotel also enjoy fantastic views of the Capitol of Texas and Lady Bird Lake from 31 stories up. Hotel dining, a full-service spa, VIP perks - we've got you covered for a great stay in Austin.

The special room rate of \$279 plus 15% tax per night has been established to make your reservation process easy. Simply call 800-236-1592 and give the group name **IQPC Customer Contact Week** no later than August 26th, 2019. Note that you are eligible for this rate three day prior and three days post the event based on availability.

Reservations Link: <https://book.passkey.com/go/IQPCCustomerWeek>

CHECK OUT THE WORLD'S FAMOUS CONGRESS BRIDGE BATS

A Nightly Spectacular! One of the most amazing sights in Austin takes place every evening from March to early November, when 1.5 million Mexican free-tailed bats emerge from their roosts under the Congress Avenue Bridge. For best viewing, bring your blankets and picnic baskets and watch from the Austin American-Statesman's Bat Observation Center.

EAT WORLD-FAMOUS BBQ AT FRANKLIN'S

You can't go to Austin without trying some world-famous BBQ at Franklin's Barbeque on East 11th Street. Franklin's has grown into the most popular, critically lauded barbecue joint in the country (if not the world). Plus, Franklin's is the winner of every major barbecue award there is. But head over early, some days the lines get so long there's "sold out" signs posted before the restaurant even opens!

BELT YOUR HEART OUT AT THE HIGHBALL

The Highball is part of the Alamo Drafthouse family—so fun is practically guaranteed. Head here for karaoke, where you can expect various recurring theme nights (Motown Monday, Guilty PLeasures Wednesdays, for example) at the main bar and within the themed rooms. With seven different rooms that range in theme, size and price, patrons have a variety of options to choose from, all including personal servers that will bring drinks and snacks to the room. We suggest calling in advance if you're planning to stop by one of Austin's best karaoke bars.

UNCOVER AUSTIN'S ART SCENE

A city of murals, outdoor sculptures and inspired graffiti, art is all around you in Austin. For a more refined experience, visit The Blanton Museum of Art located on the University of Texas' campus. It is the largest art museum in the country and home to the biggest public-owned art collection in Central Texas, with 18,000 works that range from the Renaissance to the Modernism-era and beyond.

TAKE A BEER TASTING TOUR

Looking for a departure from the 6th Street bars? Austin is regularly ranked as one of the top cities in the nation for craft brewing. Take a tasting tour of the local microbreweries such as Jester King, Hops & Grain, and Austin Beerworks. Drink yummy craft beer, meet awesome people.

FIND THE PERFECT PAIR OF BOOTS

An Austin institution since 1977, Allens Boots has been selling premium leather footwear to tourists and locals alike for decades at their original shop on South Congress Ave (there is also a location in Round Rock). Turquoise women's boots? Got 'em. Black studded men's boots? Allens has those too. Spend an afternoon trying them all before landing on the perfect pair, then hit up the rest of South Congress' popular shopping district (the best time to hit this hip strip is on the first Thursday of every month, when many of the stores are open until 10pm, and live music and free drinks are laid on while you shop into the night).

SEEK THRILLS WITH LAKE TRAVIS ZIPLINE ADVENTURES

This thrilling adventure over Lake Travis will get your blood pumping. The views over the lake while ziplining are absolutely incredible, and it's a one-of-a-kind experience. Be prepared to reach speeds of 60 mph.

WATCH THE SUNSET FROM MOUNT BONNELL

For great views, head to Mount Bonnell at Covert Park, which provides sweeping views of the city, Lake Austin and the surrounding hills. The 5.1-acre historic linear park is home to a 775-foot-high outcrop, considered the highest point in town, the view here is second to none -- and best of all, it's free! Mount Bonnell is designated a Texas Historic Landmark and is also listed in the National Register of Historic Places. The point is located alongside the Lake Austin portion of the Colorado River and has proven to be an enduring tourist destination since the 1850s.



PRICING & REGISTRATION

3 WAYS TO REGISTER

Email
info@customermanagementpractice.com

Visit
www.customercontactweekfall.com

Call
800-882-8684

TEAM DISCOUNTS

Bring your team to Austin and get a special discount!
Contact us for more information on team discounts.

END-USERS	Register by 9/13/2019	Onsite Pricing	VENDORS	Register by 9/13/2019	Onsite Pricing
2 Day Pass	\$2,599	\$2,999	2 Day Pass	\$3,499	\$3,799
3 Day Pass	\$3,299	\$3,699	3 Day Pass	\$4,099	\$4,399
4 Day All Access Pass BEST VALUE	\$3,999	\$4,399	4 Day All Access Pass BEST VALUE	\$4,599	\$4,899

A LA CARTE PRICING

Individual Workshop	\$549 each
Technology & Innovation Focus Day	\$1,649

PACKAGE DESCRIPTION

2 DAY PASS	3 DAY PASS	4 DAY PASS BEST VALUE
<ul style="list-style-type: none"> Main Conference 	<ul style="list-style-type: none"> Choice of 3 Workshops OR Tech & Innovation Focus Day Main Conference 	<ul style="list-style-type: none"> Choice of 3 Workshops OR Tech & Innovation Focus Day Main Conference Site Tour Experience Day

*IQPC reserves the right to determine who is considered an End-User or a Vendor upon registration for an event. Those who are determined a vendor will be denied access to End-User pricing. These prices are featured as a limited time only promotion. IQPC reserves the right to increase these prices at its discretion.

Please note multiple discounts cannot be combined. A \$99 processing charge will be assessed to all registrations not accompanied by credit card payment at the time of registration.

MAKE CHECKS PAYABLE IN U.S. DOLLARS TO: IQPC

*CT residents or people employed in the state of CT must add 6.35% sales tax.

Details for making payment via EFT or wire transfer:

JP Morgan Chase & Co.
Penton Learning Systems LLC dba IQPC
Account#: 937-332641
ABA/Routing#: 021000021
Reference Code: 27632.003

Payment Policy: Payment is due in full at the time of registration and includes lunches and refreshment. Your registration will not be confirmed until payment is received and may be subject to cancellation.

For IQPC's Cancellation, Postponement and Substitution Policy, please visit www.iqpc.com/cancellation

Special Dietary Needs: If you have a dietary restriction, please contact Customer Service at 1-800-882-8684 to discuss your specific needs.

©2019 IQPC. All Rights Reserved. The format, design, content and arrangement of this brochure constitute a trademark of IQPC. Unauthorized reproduction will be actionable under the Lanham Act and common law principles.