

**CCW**

**CUSTOMER  
CONTACT WEEK  
EXECUTIVE EXCHANGE**

April 15-17, 2018  
The Wigwam Resort, AZ  
[www.ccwexchangeusa.iqpc.com](http://www.ccwexchangeusa.iqpc.com)

# *The Post Show Report*



THE WIGWAM WELCOMES

*Customer Contact Week Executive  
Exchange*

*Cocktails*

*6:30pm - 7:15pm*

*Dinner*

*7:15pm - 9:00pm*

## THANK YOU TO ALL OF THOSE WHO MADE THIS EXPERIENCE ONE TO REMEMBER.

From keynotes to cocktails, the CCW Executive Exchange was a brilliant collaboration of the best minds in the industry.

“The format of the Executive Exchange worked very well for me! The 1:1 meetings with the vendors allowed me to target needed technologies and services and get more in depth information than I would at a regular trade show. The group sessions were informative and well organized.”

VP, Business Services  
*Peckham, Inc.*



“I had the opportunity to attend the CCW Executive Exchange in Chicago and the experience has been amazing - really a great opportunity to interact with leaders across industry at my level. Surprising to find out that they are dealing with similar challenges and we were able to collaborate ideas to overcome them. Also, having strategic vendors here to talk about challenges we're facing and how they are able help solve those made this experience extremely valuable for me.”

Vice President,  
Home Services  
*Home Depot*



“Excellent Session. Well organized and tailored to participants and vendors. Allowed for efficient use of time at the Exchange.”

VP, Customer Experience  
*1-800-Flowers*



“I came to the exchange specifically to meet my peers and get the opportunity to network as well as hear from people about the struggles or challenges or perhaps the triumphs they've had with in their areas and organizations. I think the session, especially the speakers have been really interesting and I think there's been some really insightful kernels that I'll definitely bring back to my work.”

Keiran Casey, Head of Customer Support  
*Google Express*



*Full Insight* to the Top Sessions  
at the **CCW Executive Exchange**



*Dan Trudan*

Senior Vice President, Customer Service  
Allstate Insurance Company



SUNDAY, APRIL 15TH 1:00PM

## OPENING ADDRESS:

### Turn Your Contact Center into an Insight Center

"We are taking innovation to the next level with our customer insight lab. It helps us to prove what works. But importantly, what does not work!"

"Aligning and prioritizing insights with the best resource capabilities allows us to optimize contact center capacity while leveraging our scale to deliver value to the organization."

"Customer Service delivers four types of capabilities to support SLT/AOR priorities:"

- Rigorous Experimentation (Customer Insights Lab):
  - Dedicated sales and service teams committed to following a rigorous methodology to test a hypothesis that could have broad impact to Allstate.
- New Proof of Concept (Available Resources):
  - Leverage available CCC resources to test new or innovative enhancements to talk paths, process or technology.
  - Delivered leveraging idle seasonal or TOD resources.
- CCC BAU Improvement (BAU Team):
  - Leverage BAU teams to execute trials or POCs to optimize capabilities in support of SLT/AOR priorities.
  - Provides directional vs. scientific insights, enabling the CCCs to leverage scale.
- BAU Insights:
  - Provide organizational insights leveraging CCC strategic tools and resources.
  - Examples: Speech/Desktop Analytics, Closed-Loop Feedback

[ACCESS FULL PRESENTATION HERE](#)



*Crystal Collier*

Head of Strategy, Programs & Insights  
EA Worldwide



MONDAY APRIL 16TH 8:45AM

## OPENING ADDRESS: The Rise of Cognitive Agents - AI to Improve Customer Support Operations

“Our CEO Andrew Wilson believes that entertainment is on Maslow’s hierarchy of needs...it just requires free wifi ”

“At EA, we are experimenting with virtual cognitive agents to help our players have better experiences. Let’s bring why we have chosen Virtual Cognitive Agent to life with a real-life example.”

Chatbot: “Thanks for contacting EA Worldwide Customer Experience; I’m Amelia, EA’s virtual game advisor. How can I help you?” Vs.

Virtual Cognitive Agent: “Thanks for contacting EA Worldwide Customer Experience again, Jeff. I see that you contacted us when you got disconnected playing FIFA last week. Are you contacting us about that issue or something new?”

“Do touchpoint research & journey mapping before considering AI. Once you have narrowed down the type of interaction you think AI can handle, then look at technology.”

“Research revealed that by 2022, 20% of customer service will be handled by conversational agents. Interestingly, this is down from their 2016 study that predicted this number to be 30%. Why? To date, only a small number (5%) of companies have implemented some type of AI effort to help their business. However, despite the relative small number of deployments, growth in the AI industry is fast, with many companies actively testing AI applications in customer engagement and call center support use cases.”

[ACCESS FULL PRESENTATION HERE](#)



*Kai Kuo*

SVP, Strategy & Transformation,  
Global Customer Solutions  
**MetLife**



**MONDAY APRIL 16TH 6:00PM**

**CLOSING ADDRESS: Mastering the Digital Advantage: Orchestrate Personalized, Omnichannel Customer Journey**

“You can build the best of capabilities but if you don’t guide your customers to the right channel, they won’t go and simply won’t experience that.”

“We have targeted adoption strategies to drive journey migration which encompasses incentives, training, reducing legacy channel, awareness and policy change.”

“Omnichannel servicing is anchored in a fundamental redesign of the customer experience”

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# DELIVERING A TAILORED CUSTOMER EXPERIENCE

## Kevin Scanlon

Chief Customer Office, Senior Director  
Dell



TUESDAY APRIL 17TH 9:15PM

### CASE STUDY: Deliver Tailored Customer Experiences by Gathering Actionable Insights

“One of the most powerful customer quotes that really emphasizes the importance of empathy is from a leading CIO when speaking with Dell leaders—customers do business with companies with a soul--A relationship is more than just a series of transactions – it is about the mutual respect and understanding”

“When I think of actionable data – it really means: end-to-end holistic insights. Predictive. Comprehensive technology infrastructure ecosystem”

“I believe that some of the most exciting opportunities for CX are when we can leverage mobile and digital technologies to empower employees and customers. If we can use mobile & digital to help our customers’ customers – now that’s what I call ACTIONABLE voice of the customer!”

“Please stand up, extend your right arm straight out in front of you and just move it up and down—how do you feel? Anyone feel more excited, engaged or inspired? Probably not....

Now please put your hands by your side, close your eyes and think of what makes you really proud about your organization’s approach to customer experience. Now open your eyes, and I want you to move your right hand up and down again but now turn to someone near you (that you don’t know) and interlock your hands – introduce yourself and share what you are proud of”

[ACCESS FULL PRESENTATION HERE](#)





# THANK YOU SO OUR SOLUTION PROVIDERS



## MISSED CONNECTION?

If you didn't get to meet with one of the solution providers onsite but are interested in their solution, email max at [spex@iqpc.com](mailto:spex@iqpc.com), and he will gladly facilitate an introduction.





# UPCOMING EXCHANGES

## CHIEF EXPERIENCE OFFICER EXCHANGE

July 29-31, 2018 | Chicago, IL  
[www.chiefexperienceofficerexchange.com](http://www.chiefexperienceofficerexchange.com)

## CCW EXECUTIVE EXCHANGE

August 12-14, 2018 | Chicago, IL  
[www.ccwexecutiveexchange.com](http://www.ccwexecutiveexchange.com)

## CHIEF CUSTOMER OFFICER EXCHANGE

November 4-6, 2018 | Miami, FL  
[www.cco-exchange.com](http://www.cco-exchange.com)

## CCW EXECUTIVE EXCHANGE

December 2-4, 2018 | Miami, FL  
[www.ccwexecexchange.com](http://www.ccwexecexchange.com)

Would you like to recommend a colleague?

Let us know at [enquiry@iqpc.com](mailto:enquiry@iqpc.com)

