



FIELD SERVICE FALL

Advancing Service Together

The Event For Leaders In Customer Care, Service, And Support

September 12 – 14, 2016

The Westin Fort Lauderdale Beach Resort • Fort Lauderdale, FL


www.FieldServiceFall.com

Sponsored By:



Organized By:





Exceptional
presentations.
Excellent
exchange of
ideas.

Ken Vaughn,
Director, WW
Sorter Support &
Self Maintenance
Solutions, Pitney
Bowes



Your Headliners

Gain fresh ideas. Chat with these visionaries. Be inspired.

Here's a selection of your 2016 speakers bringing innovation to the Field Service Fall program.



David Baker
SVP Field Services
DIRECTV



Vincent J. Canino
Global COO
Smardt



Mitch Clarke
EVP Field Services
Goodman Networks



James McAnally
VP Global Support
Delivery, Engineering
Resolution
**Hewlett-Packard
Enterprise**



Neil Johnson
VP Technical Solutions &
Support
Fujifilm North America



Clay Rose
VP Service
Getinge Group




Kurt A. Bradtmueller
GM/Director - Service
Parts & Contracts
Heidelberg USA



Curt Hill
VP of Technical Services
Cisco Systems

Register Now

Web: www.fieldservicefall.com • Call: 1-888-482-6012 or 1-646-200-7530 • Email: fieldservicefall@wbresearch.com

A man with glasses and a striped shirt is speaking into a microphone, gesturing with his hands. He is wearing a lanyard around his neck. The background is bright and out of focus.

I always take
away at least 3-5
major points or best
practices from Field
Service Fall.

Greg Parker,
Director
Customer Care,
Trane



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Progression. Collaboration.

That's Field Service.

Since 2003, we've been bringing service and support executives together to advance the service industry. One conversation at a time, we research the top challenges executives like you face and the best ways to help you identify solutions to those challenges.

Learn More. Faster

With small group discussions, strategy-building task forces, and structured networking activities, Field Service Fall provides a highly interactive and collaborative environment where you can get the answers to your burning questions in real time.

Innovate Service

Explore disruptive service technologies from IoT and augmented reality to self service and 3D printing. No matter where your organization can advance, you'll find the inspiration and partners here.

You're In Great Company

With cross-industry service and support executives you'll set best practices, benchmark, and build relationships that last far beyond the conference. All taking place beachside in Fort Lauderdale.

Register Now

Web: www.fieldservicefall.com • Call: 1-888-482-6012 or 1-646-200-7530 • Email: fieldservicefall@wbresearch.com





Disruptive Service Technology Task Forces:
Identify 5 strategies to implement the technologies that are changing the face of service.



More interactive formats than ever before:
Talk with both speakers and attendees about how to solve your real problems.



Over 1/3 Of Program Dedicated To Small Group Discussions & Concurrent Tracks:
You choose which topics support your most critical service initiatives, no matter what they are.





FIELD SERVICE FALL

Advancing Service Together

Where else can you collaborate with more service and support executives in formats that foster effective idea sharing and network building? No where.

Learn what's new at Field Service and why it's the only event you need to arrange your schedule for this Fall.

Benchmarking Service Metrics Workshop:
Know where you stand so you know where you can get to. Before the event, we'll find out what you want to benchmark cross industry; at the event, you'll carry it out with real numbers and metrics.





Service Model Creative Board Rooms:
Learn best practices from others managing service in similar ways as you, no matter what your service model is.



The Fun Stuff!

You'll fill your head with fresh ideas and new strategies, and fill your virtual rolodex with people that can help you succeed. And throughout all this, we'll make sure you have fun too!



The Innovation Lounge:

Unwind, recharge,
win prizes



Beer-Tasting Roundtables

Lively conversation
fueled by tasty brews



Women In Service Breakfast

New friends, support,
and inspiration



Cocktail Receptions:

Sip, nosh, strengthen
relationships



The Technology

For service executives, the Innovation Lounge is your one-stop shop for technologies that enhance your service organization. For solution providers, there's no better place to showcase your products and services. Establish your presence, build buzz, drive demand.

All The Solutions You Need Under One Roof

In the Innovation Lounge, you'll have the best options to choose from that will do the most for your unique business. We've done the legwork to uncover the most sought after and advanced technologies – simply walk into the Innovation Lounge and find your next long-term partner.

Interested In Sponsoring?

HAVE A CHAT WITH EVAN

The attendees are engaged, excited and looking to get a leg up on the competition. The energy in the Innovation Lounge is contagious, the connections real, and the opportunities endless. Looking after the sponsorship and exhibition sales for Field Service Fall, Evan is here to put together a customized sponsorship package to ensure your product or service reaches the executives you want it to.

Give Evan a call today: **646-200-7828** or evan.speight@wbresearch.com.



Test products and services from the world's leading service vendors, including:



Register Now

Web: www.fieldservicefall.com • Call: 1-888-482-6012 or 1-646-200-7530 • Email: fieldservicefall@wbresearch.com

BETTER SERVE YOUR CUSTOMERS.

Every minute your customers spend waiting for spare parts is time better spent looking at your competitors' products.

By helping cut inventory levels, increase parts availability, improve margins on parts sales and better manage dealer networks, Synchron helps leaders like you deliver a greater customer experience.

Manufacturers who trust Synchron for their aftermarket service optimization include: Alfa Laval, Atlas Copco, BAE Systems, Deutsche Bahn, Electrolux, Hitachi, JCB, Komatsu, Mazda, Renault Trucks, Scania and Volvo Construction Equipment.

Visit synchron.com to learn how we can help you rapidly improve your aftermarket performance giving you the power to better serve your customers.

SYNCRON INC.

One Glenlake Parkway, Suite 700 | Atlanta, GA 30328

Call us on +1 (678) 638 6275 or drop us an email:

info.us@synchron.com

synchron



The Official Field Service Fall App

Stay connected on the go. Start socializing and building your community before you get to Ft. Lauderdale!

We're Saving Trees

We've gone digital. The entire conference agenda is on the mobile app. Learn about speakers, sponsors, and what's being covered in each session. Find exhibits easily. It's all in the palm of your hands.

Never Miss Out

Easily set up your profile (just one click if you connect through LinkedIn) and you'll have access to all the app has to offer. Set up meetings, contact speakers and attendees, create alerts for must-attend sessions. It's all available on the app.

Have Fun & Be Social

Check out the app timeline. You can post updates, take selfies, organize your calendar, link to Twitter, and get conference update notifications. The Field Service Fall app takes your experience to the next level.



Venue & Accommodations

The Westin Fort Lauderdale Beach Resort

321 North Fort Lauderdale
Fort Lauderdale, FL 33304
954-467-1111

[Website](#)

Field Service Fall has secured a special conference rate of \$175 a night + a \$20 per night resort fee (plus tax) for attendees. In order to make your reservation, please call the Westin Fort Lauderdale Beach Resort at 954-467-1111 and identify yourself as a Field Service Fall

attendee. Rooms are limited and are on a first come, first served basis, so make your reservations as soon as possible. The special rate expires August 19, 2016. After this date, rooms may still be available, so inquire with the hotel if you have missed the cut-off date.

Register Now

Web: www.fieldservicefall.com • Call: 1-888-482-6012 or 1-646-200-7530 • Email: fieldservicefall@wbresearch.com

Meet Your 2016 Service Speakers

50+ speakers from the leading manufacturing and service companies across multiple industries, so you can adopt strategies that best fit your organization.



David Baker
SVP Field Services
DIRECTV



Christopher McHan
President, North America
Neusoft Medical Systems – NEW!



Vincent J. Canino
Global COO
Smardt – NEW!



Mitch Clarke
EVP Field Services
Goodman Networks – NEW!



James McAnally
VP Global Support Delivery, Engineering Resolution
Hewlett-Packard Enterprise – NEW!



Curt Hill
VP of Technical Services
Cisco Systems



Neil Johnson
VP Technical Solutions & Support
Fujifilm North America – NEW!



Clay Rose
VP Service
Getinge Group – NEW!



Ron Zielinski
VP Global Customer Care
Coherent



Thomas Lynn
VP Parts & Service
Krone North America – NEW!



Ray Battani
VP of Service Operations
ColonialWebb



Roger Rinker
VP Talent Management
Comfort Systems USA



Chris Gera
VP Operations
MasTec



Bruce Breeden
VP of Service Operations
Fairbanks Scales



Tim Sparks
VP Operations
ProAutomated – NEW!



Kurt A. Bradtmueller
Director/GM - Service Parts & Contracts
Heidelberg USA



Michael Smethy
Senior Director of Service Business Management, DX
Siemens Healthcare – NEW!



Chris Voss
Former Lead FBI International Kidnapping Negotiator and CEO/Founder
The Black Swan Group – NEW!



Roger Barranco
Senior Director, Global Security Operations
Akamai – NEW!



Martin Jacoby
Director, Field Operations
Lockheed Martin – NEW!



Tom Voirin
Director of IT Infrastructure Delivery, Program Management Office
Philips – NEW!



Rhonda M. Monks
Director North America CE Service
CNH Industrial America



Patrick Dell
Regional Director Service, Southeast North America, Latin America and Caribbean
Varian Medical Systems -- NEW!



Ken Vaughn
Director, WW Sorter Support & Self Maintenance Solutions
Pitney Bowes



Mark Lee
Senior Director, Field Services Corporate
Cox Communications – NEW!



Atul Rege
Head of Services Marketing & Global Pricing
FEI Company of USA



Donald Stephens
Senior Customer Service Engineer
Xerox – NEW!

60% New to **ALL**
Field Service
events

47% VP-level
seniority or
higher

65% From top 15 manufacturers in aerospace/
defense, building automation/HVAC,
construction, electronics/hitech, medical
devices, networking/telecom/utilities



Charles Hughes
Director, Field Services
Walgreens



Ron Bucher
Director Worldwide
Customer Support
AccuVein



Wesley Clements
Service & Aftermarket
Operations Director
Goss International –
NEW!



Robert Willard
Senior Manager of
Global Service
Accounts and
CXM Practice,
Coherent – **NEW!**



Fabricio Sallette
Director, Service
Operations
Sealed Air – **NEW!**



Gregory Ratcliff
Global Director,
Lifecycle Management
Services
**Emerson Network
Power** – **NEW!**



Brad Devine
Global Director of
Service, Microbial
Solutions
**Charles River
Laboratories** – **NEW!**



Ramamohan Pai
Global Service Supply
Chain Manager
BD Life Sciences –
NEW!



Ross Brewer
National Service
Director – US Region
Belimed



Robert Jewson
Field Service Director
Satisloh – **NEW!**



Mike Corbin
Director, Global Service
Quantachrome



Tom Belisle
Sr. Manager, Service
Marketing
Siemens Healthcare –
NEW!



Brijesh Mannattuparampil
In Vitro Product
Manager
Siemens Healthcare –
NEW!



Michele Autry
Manager, Service
Operations and
Administration,
Americas
Getinge Group – **NEW!**



Julian Palacios
Manager, Data Analytics
Johnson Controls



Mary Proud
Global Client Care
Coordinator, WW Sorter
Support
Pitney Bowes – **NEW!**



Cindy Elliott
Senior Industry Fellow
Aston Business School



Joe Sorci
National Director of
Installation
Getinge Group - **NEW!**



Frank Steinocher
CIO
Shumate Mechanical -
NEW!



Patrick Foley
Extended Warranty
Products North America
Johnson Controls











Charles M. Byrd
Director Implementation
Support
Roche Diagnostics –
NEW!





Format Key

-  **Keynote/Presentation:** A short, sharp 20-minute case study PPT presentation modelled after Ted Talks
-  **Panel:** A moderated discussion on stage featuring 3-4 panelists with audience Q&A throughout
-  **Collaborative Roundtable:** Peer-led small group discussion with 10-15 participants per table
-  **VP Think Tank:** Exclusive, by-invite-only small group discussion in a private room on 2-3 key topics determined by the participants. For our most senior-level attendees
-  **Disruptive Service Technology Task Force:** A facilitated large working group of 20 – 30 people. The facilitator works with the participants to identify 5 specific strategies/takeaways that each person can implement at their office to leverage the latest service technologies. The 5 strategies will be reported back to the entire audience following the task force
-  **Creative Board Room:** A facilitated strategy and best practice discussion around the nuances of different service models. 20 participants sign up on a first come first served basis
-  **Revolution:** A 15-minute audience discussion in small groups to tackle a remaining challenge/opportunity from the preceding presentation or panel
-  **Workshop:** An interactive session where you'll learn from both the facilitator and fellow attendees. Includes presentation and group discussion.

Day One: Disruptive Service Technologies Focus Day

Monday, September 12, 2016

8:00 | Registration & Breakfast

Women In Service Breakfast

Facilitated by

Cindy Elliott

Senior Industry Fellow

Aston Business School

Women service leaders have a chance to network and make connections with other women right from the get-go. Learn how women executives made their way up the corporate ladder and moved into their role. Be inspired to create the career you want, form mentor/mentee relationships, and celebrate the successes of fellow women in service. Make new friends to encourage a productive conference experience over the next three days.

9:00 | Welcome Remarks

Sara Mueller

Program Director

Field Service

9:05 | Break The Ice!

You know that awkward moment when you make eye contact with the person sitting opposite you, say a polite hello, then never speak again? Well, this does NOT happen at Field Service. We know you need quality connections in order to further your business goals, so we'll set you up for success.

In this quick ice breaker, you'll learn your new friends' names and common goals, then be miles closer to achieving them with the new network you are building.

9:15 | Chairperson's Opening Remarks

9:30



PANEL: Shifting The Service Paradigm To Attract More Customers And Talent

Chris Gera

VP Operations

MasTec

Atul Rege

Head of Services Marketing & Global Pricing

FEI Company of USA

Executive, **Librestream**

- How to be perceived as an innovative, top-notch service organization
- Understanding customers' changing expectations in order to meet them
- What technology needs to be embraced in order to move into the next generation of service?
- Establishing more personalized customer service beyond break/fix
- Laying the foundation for next-generation service

10:10



Latest Developments In Predictive Monitoring Of Connected Equipment

Kurt A. Bradtmueller

GM/Director - Service Parts & Contracts

Heidelberg USA

- How Heidelberg is establishing this capability
- Centralized monitoring and control
- Resulting customer trials demonstrating machine availability up to 98%

10:30



Service & Support Technology Investments: Success Comes Down To Making Good Decisions

Neil Johnson
VP Technical Solutions & Support
Fujifilm North America

- Looking at the scope and scale of your business to decide which service tools are worth investing in
- Understanding the needs of your customers to advance your service strategy
- Keeping your sight on function and financial performance rather than getting sidetracked by a shiny new technology
- Determining where and when it pays to invest in service technologies

10:50

Morning Refreshment & Networking Break

11:20



Disruptive Service Technology Task Forces

Choose one.

Technology continues to change the way you provide exceptional service and drive revenue and efficiency. During these Task Forces, you choose the technology your company can gain the greatest advantage by leveraging or advancing to the next level. Working with 15 - 20 of your peers, you'll record 5 concrete strategies you can begin implementing immediately in your service organization. Get ready to disrupt business as usual and see major results in 2017!

1. Data Analytics & Predictive Service

2. Capturing Value From IoT

Cindy Elliott
Senior Industry Fellow
Aston Business School

3. Augmented Reality

4. Self Service & eSupport

5. Knowledge Management Tools

6. 3D Spare Parts Printing

7. When Status Quo Becomes The Enemy Of Change – Don't Let Your Creative Ideas Be Sunk By Process Police

Tom Belisle
Sr. Manager, Service Marketing
Siemens Healthcare

Brijesh Mannattuparampil
In Vitro Product Manager
Siemens Healthcare

Does your organization offer solutions to support one of these disruptive service technologies? Would you benefit from engaging with attendees specifically interested in carrying out the services you offer? Then find out how you can facilitate one of these task forces, contact sponsorship manager **Evan Speight** at evan.speight@wbresearch.com or **646.200.7828**.

12:20

Task Forces Report Back

All Task Force facilitators will share with the entire audience the 5 specific strategies for advancing the use of disruptive technologies that they uncovered in their discussions. A version of pure, concrete Field Service Fall gold nuggets.

12:45

Organizing An Effective Command Center

Mark Lee
Senior Director, Field Services Corporate
Cox Communications

Robert Redrow
Executive Director
Starr & Associates

Today's dynamic business environment calls for organizations to adopt massive change more frequently than at any other point in history. The reality is that businesses are generally organized to execute the core functions that makes them successful in their particular market. They are not organized to constantly and effectively manage the change required to remain competitive in the ever-shifting markets of the technology age. In particular, when the change entails significant new technology adoption or a major strategic paradigm shift, organizations can be overwhelmed by the mechanics of making such a pivot. It is beyond reasonable to ask any organization to be able to allocate the resources necessary to execute transformative change all while staying competitive in their space.

1:05

Lunch In The Sky Terrace

2:05



PANEL: Driving Field Service Transformation With Connected Products

Gregory Ratcliff

Global Director, Lifecycle Management Services

Emerson Network Power

- Driving unmatched levels of service and increasing loyalty across your customer base
- Increasing operational efficiencies through more effective field service deployments and an increase in first call resolution
- Unlocking new revenue streams by providing innovative services to your customers

2:45



Leveraging Predictive Analytics To Forecast Contract Renewals And Drive Growth

Julian Palacios

Manager, Data Analytics

Johnson Controls

Patrick Foley

Extended Warranty Products North America

Johnson Controls

- We often believe that we understand all of the influences on our business problem, but haven't found the right initiative to make the solutions stick
- Leveraging Data Analytics can provide insight, validation, and surprise – sometimes challenging what we “know” to be true about core business items
- We will discuss how to partner with your Data Analytics team, share with you the journey we took together to understand our service contract business differently, and what strategies are being developed and implemented as a direct result

3:05



Solving The Top Problems With Connected Products And Remote Monitoring

Ken Vaughn

Director, WW Sorter Support & Self Maintenance Solutions

Pitney Bowes

- Outlining the leading issues that inhibit remote monitoring and predictive service
- Dealing with customer resistance

3:25



Establishing The Role Of People And Technology In Today's Service Organization

Charles Hughes

Director, Field Services

Walgreens

- What happens if you put more thought and effort into technology than you do people
- Finding the ideal balance between use of the right people and right technology
- If you don't have great leaders, you won't take full advantage of great tools
- How to train your leadership to embrace tools and people most effectively

3:45



Enhancing The Use Of Handheld Devices To Increase Technician Efficiency

Mitch Clarke

EVP Field Services

Goodman Networks

- Assessing whether you are using handhelds to their full potential
- Putting GPS on both your technicians' trucks and handheld devices
- Analyzing technician output with the GPS data collected
- Altering processes and procedures to put more efficiency into place

4:05




Putting Resources At Their Fingertips: Building The Best App For Your Service Technicians

Frank Steinocher

CIO

Shumate Mechanical

- Determining what information needs to be available for technicians on every call
- Capturing the history of machines so a technician doesn't go in blind
- Creating resources to support install, service calls, and training
- Deciding which CRM or technology platform can best support your efforts

4:25	Afternoon Refreshment & Networking Break	
4:55	 Collaborative Roundtable Discussions With The Day's Speakers Did a presentation from earlier in the day spark your interest? Of course! Now you get to sit down with that speaker and 10 – 15 other attendees to dive deeper into the content, ask questions, and share your own experiences that relate to the topic.	
	#1 Aligning Service And Support Technology Investments With The Needs Of Your Business Neil Johnson VP Technical Solutions & Support Fujifilm North America	#4 Establishing The Role Of People And Technology In Today's Service Organization Charles Hughes Director, Field Services Walgreens
	#2 Leveraging Predictive Analytics To Forecast Contract Renewals And Drive Growth Julian Palacios Manager, Data Analytics Johnson Controls	#5 Enhancing The Use Of Handheld Devices To Increase Technician Efficiency Mitch Clarke EVP Field Services Goodman Networks
	Patrick Foley Extended Warranty Products North America Johnson Controls	#6 Latest Developments In Predictive Monitoring Of Connected Equipment Kurt A. Bradtmueller Director/GM - Service Parts & Contracts Heidelberg USA
	#3 Solving The Top Problems With Connected Products And Remote Monitoring Ken Vaughn Director, WW Sorter Support & Self Maintenance Solutions Pitney Bowes	#7 Putting Resources At Their Fingertips: Building The Best App For Your Service Technicians Frank Steinocher CIO Shumate Mechanical
5:25		Kickoff Welcome Party
		You've spent a full day at Field Service Fall gathering strategies to bring innovation and effectiveness to your service organization. Now relax and unwind with new friends, long-time colleagues, food, drinks, and fun.
6:25		Conclusion Of Day One



Service Model Creative Board Rooms

(Seating is limited. Pre-registration required.)

A facilitated strategy and best practice discussion around the nuances of different service models. 20 participants sign up on a first come first served basis.

2:05 - 2:45

Dealer/Distributor Model

Moderated by

Rhonda M. Monks
 Director North America CE Service
CNH Industrial America

2:50 - 3:30

Low-Volume Product

Moderator TBC

3:35 - 4:15

Large Service Fleets

Moderated by

David Baker
 SVP Field Services
DIRECTV

4:20 - 5:00

Outsourced/3rd Party Service Model

Moderator TBC

Day Two: Becoming A World-Class Service Organization

Tuesday, September 13, 2016

7:15

Registration & Breakfast In The Innovation Lounge



VP Think Tank – By Invitation Only

It's a private room set away from the busy conversations of the conference. You have to be on the list to get in. Only a small group will assemble – 15 or so, all VPs or heads of service, Field Service's most senior-level attendees. In candid conversation with true leaders and decision makers who aren't afraid to disrupt business as usual, you'll discuss the initiatives most critical to service and support growth. You'll walk away inspired, full of insight, and with a new tight network of executive management colleagues from the leading service organizations. By invitation only. To request yours contact **Zainab Hayat** at **646.253.5517** or **zainab.hayat@wbresearch.com**.

8:15

Welcome Remarks

Sara Mueller
Program Director
Field Service

8:25

Chairperson's Opening Remarks

8:40

OPENING WORKSHOP: Benchmarking Service Metrics: Know Where You Stand So You Know Where You Can Get To



You'll be grouped with similar industries and company sizes. Through small group discussion, compare metrics including margin goals, service technician effectiveness, and customer renewal rates; and determine the most important KPIs for your service organization. Learn how similar companies as yours define and calculate critical metrics, and where you are both behind and ahead of the curve.

9:10

Managing Customer Loyalty In Today's Marketplace Demands A Shift In Our Customer Service DNA



Curt Hill
VP of Technical Services
Cisco Systems

The marketplace is changing, and customer expectations are changing with it. Customers expect it to be easier than ever to do business, and they're more likely to be vocal about their experiences, both positive and negative. These changes require companies to drastically transform their business models, and as Services leaders, we need to make a parallel shift to deliver transformational customer service.

In this presentation, learn what "traditional" versus transformational customer service looks like, and the specific steps you can take to begin or accelerate this shift within your business. Curt Hill, VP, Technical Services, will use specific examples from his experiences leading Services teams at Cisco to show how the right approach to transformational customer service can actually create customer loyalty in an increasingly competitive, hyper-connected world.

9:30




Field Service and Customer Experience: The Final Frontier of Automation



Gary Brooks
CMO
Synchron

Your field service technicians are the 'face' of your brand – the individuals interacting with your customers on a regular basis. Are you equipping them with everything they need to be successful?

You've already reduced response times and empowered technicians with the guidance they need to fix a wide-range of problems.

	<p>But, too often technicians aren't stocked with the appropriate part to make a repair quickly, leading to dissatisfied customers and decreased margins.</p> <p>In this keynote, Gary Brooks, CMO of Synchron, will discuss how to optimize the interactions field service technicians have with customers, specifically highlighting the important role technology plays in ensuring every technician is equipped with the necessary service parts 100 percent of the time, creating loyal customers and more revenue.</p>	
9:50	 <h3>Ensuring You Are There When Your Customer's Business Depends On It</h3> <p>James McAnally VP Global Support Delivery, Engineering Resolution Hewlett-Packard Enterprise</p> <ul style="list-style-type: none"> • Exploring Hewlett-Packard Enterprise's initiative focused on minimizing customer outages • Establishing a business process to determine how your service is impacting your customers • Determining the appropriate prioritization and escalation process • Deploying resources to ensure you can support your customer when their business depends on it 	11:15  <h3>Changing Your Culture From One That Sells A Product To One That Sells Service</h3> <p>Clay Rose VP Service Getinge Group</p> <ul style="list-style-type: none"> • Moving selling service from an afterthought to a forethought • Getting your team to understand why service is important in the client relationship and how you add value beyond just selling a product • Giving customers the flexibility to sign up for any level of service they need (and demonstrating the need) • Who's responsibility is it to upsell service? • Compensation plans to support selling more service
10:10	<h3>The Connected Field</h3> <p>Microsoft IoT Team</p>	11:35 <h3>Changing The Service Organization Speed, Quality And Responsiveness Through Virtual Presence</h3> <p>Speaker to be announced, Help Lightning</p>
10:30	<h3>Morning Refreshment & Networking Break In The Innovation Lounge</h3> <p>Sponsored by Microsoft</p>	11:55  <h3>Collaborative Roundtable Discussions</h3> <p>(2 rotations, 30 minutes each)</p> <p>Sit down with a speaker from the morning to hear more about their service strategies or choose a new focus area you want to gain new insight on. Either way, a breadth of expertise will be shared and you get to ask the questions you need answers to. Be sure to divide and conquer with your teammates!</p> <p>#1 Sponsored Roundtable</p> <p>#2 The Internet Of Service</p> <p>Mike Fuller Enterprise Sales Manager – Midwest Coresystems USA</p> <p>#3 Enhancing Field Service With Mobile Merged Reality And Virtual Interaction</p> <p>Scott Sobera, VP of Sales, Help Lightning</p> <p>#4 Managing Customer Loyalty In Today's Marketplace Demands A Shift In Our Customer Service DNA</p> <p>Curt Hill VP of Technical Services Cisco Systems</p>

#5 Changing Your Culture From One That Sells A Product To One That Sells Service

Clay Rose
VP Service

Getinge Group

#6 Ensuring You Are There When Your Customer's Business Depends On It

James McAnally
VP Global Support Delivery, Engineering Resolution

Hewlett-Packard Enterprise

#7 Topic TBC

Jamal Starr
President/CEO
Starr & Associates

#8 How Will Smart Glasses Leverage Field Services in 2017?

Anne-Fleur Andrie
Director, AMA XPERTEYE

AMA VUZIX



#9 Driving Efficiency In Support Operations Through Process Improvement And Automation

Charles M. Byrd
Director Implementation Support

Roche Diagnostics

12:55

Lunch In The Sky Terrace

Concurrent Tracks - Choose One		
	Track A: Human Capital & Training	Track B: Service Efficiency
1:55	Chairperson's Address	Chairperson's Address
2:05	 Spotlight On The Field Service7SM Technician Development Program Bruce Breedon VP of Service Operations Fairbanks Scales <ul style="list-style-type: none"> Aligning your technician development program with current corporate objectives and service strategy Outlining the 7 critical training factors that make up the Field Service7 program Ensuring your team understands that alignment with the program benefits both the company and themselves Best practices for launching a new training program 	High-End Customer Support Workflow Case Study Roger Barranco Senior Director, Global Security Operations Akamai
2:25	 3 Tips for Improving First-Time Fix Rates to Create Lifetime Loyalty <ul style="list-style-type: none"> Gary Brooks CMO Syncron Identifying the areas that are dragging down your company's first-time fix rate Automating service parts management to fully optimize inventory Real-world examples of manufacturers improving parts management to boost margins 	Driving ROI In The Field: How A Great UX Strategy Can Transform Employee Effectiveness Tobias Dengel CEO WillowTree <ul style="list-style-type: none"> Hear how Field Service 2.0 will transform field service effectiveness by reinventing entire business processes via mobility Find out why the key is a complete user experience strategy that takes a deep dive into the needs of both customers and employees Learn industry leading tactics on how to create a deep user experience strategy

2:45



Building A Technician Development Program That Leverages On-Line Learning

Roger Rinker
VP Talent Management
Comfort Systems USA

- Interviewing current and former technicians to determine what they really want from their career
- Why training is viewed as reward and recognition, and how you can leverage that for more effective service
- Will technicians really choose to learn on their own vs. company time?
- Best practices for implementing an online learning development program

Keeping Service Technicians Engaged Through Technology Advances

Donald Stephens
Senior Customer Service Engineer
Xerox

- Your technicians must support and trust your field service tools in order for them to be used most effectively
- What contributes to a negative reaction to new technologies?
- How managers can present new tools in a different light to get technicians engaged

3:05



CASE STUDY REVOLUTION: Technician Development & On-Line Learning

A 15-minute audience discussion in small groups to tackle a remaining challenge or opportunity from the preceding presentation.

CASE STUDY REVOLUTION: Keeping Service Technicians Engaged Through Technology Advances

A 15-minute audience discussion in small groups to tackle a remaining challenge or opportunity from the preceding presentation.

3:20

Workforce-As-A-Service: How Walgreens Is Using “On-Demand” To Pioneer A Field Services Revolution

Charles Hughes
Director Field Services
Walgreen Co

Stephen DeWitt
CEO
Work Market

There's a reason one of America's most iconic retail brands is revamping its store support service model. The savvy retailer is using an on-demand technology platform to build a flexible and independent workforce of top-rated service professionals. Using this “Workforce-As-A-Service” model, the company has been able to slash its operating costs, improve its response time and boost its bottom-line.

Attend this session to learn how one of country's largest retailers is pioneering a service delivery revolution.

Quick-Fire 10 Minute Innovation Spotlights

Get in touch with **Evan Speight** evan.speight@wbresearch.com or 646-200-7828 to showcase your solution!

3:40

Afternoon Refreshment & Networking Break In The Innovation Lounge

Sponsored by **Microsoft**

4:25



INTERACTIVE WORKSHOP: Field Service Maturity Modeling: Marking Progress And Mapping Futures

Ron Zielinski
VP Global Customer Care
Coherent

Robert Willard
Senior Manager of Global Service Accounts and CXM Practice
Coherent

Most of today's Field Service Organizations are challenged to improve customer satisfaction in the face of ever more cost reduction initiatives and, for many, an aging workforce. Service executives are thereby required to navigate through significant short-term operational hurdles while simultaneously creating tomorrow's vision and formulating a viable roadmap to realization. While an aging workforce may shape the people challenges for many service leaders, the explosion of options in the domains of process and technology in today's world can be simply bewildering.

This workshop will have participants determine their own maturity levels and, using a provided model for discussion, break into groups to discuss/determine whether the next logical steps on the model makes sense for them. Groups will be asked to share challenges and insights, which will be published on the Field Service Fall app.

4:45

5:05

Service Parts Planning To Drive Cost Out

Ramamohan Pai
Global Service Supply Chain Manager
BD Life Sciences

- Uncovering where you can increase profitability and drive cost out of parts planning
- Determining what is a repairable part
- Ensuring you get back warranty parts
- Best ways to leverage vendor relationships in service parts planning

Satisfying Customers Efficiently As Your Service Organization Grows

Tim Sparks
VP Operations
ProAutomated

- As your business grows, what are the best ways to support an expanding customer base
- How to scale quickly by hiring right and training by the best
- Creating a standard of service that meets customer expectations but doesn't add unnecessary cost
- Overcoming growing pain challenges in your service business

Motivating Your Team To Charge Any Mountain

Patrick Dell
Regional Director Service, Southeast North America, Latin America and Caribbean
Varian Medical Systems

- Why do you get out of bed in the morning? Helping your employees find purpose
- When your employees lose motivation, how do you get them back in the game?
- Building trust in order to get your teams to charge any mountain
- Bringing more fun and motivation into the job to keep your employees happy

5:25



Beer-Tasting Collaborative Roundtable Discussions With The Afternoon Speakers

Which presentations from earlier this afternoon sparked your interest? Now you get to sit down with that speaker and 10 – 15 other attendees to ask questions and debate the topic further – all while tasting a new brew!

#1 Spotlight On The Field Service7™ Technician Development Program

Bruce Breeden
VP of Service Operations
Fairbanks Scales

#2 Motivating Your Team To Charge Any Mountain

Patrick Dell
Regional Director Service, Southeast North America, Latin America and Caribbean
Varian Medical Systems

#3 High-End Customer Support Workflow Case Study

Roger Barranco
Senior Director, Global Security Operations
Akamai

#4 Service Parts Planning To Drive Cost Out

Ramamohan Pai
Global Service Supply Chain Manager
BD Life Sciences

#5 Satisfying Customers Efficiently As Your Service Organization Grows

Tim Sparks
VP Operations
ProAutomated

#6 Optimizing Global Dealer Relationships To Benefit Both You And Them

Mike Corbin
Director, Global Service
Quantachrome

5:55

Field Service Fall Happy Hour

Cocktails, food, music, games. Groundbreaking speakers that contribute to a productive meeting. You. We've got all the ingredients for a great party – see you there!

6:55




Conclusion Of Day Two

“The conference was a HUGE success! It's impeccably organized in terms of the form (facilities, technical support, communications, etc.) and the content (a distinguished list of speakers, high quality presentations, facilitated professional exchange). I've enjoyed a number of quite informative (and enlightening!) discussions with my colleagues across the industry. Overall, the conference was a very useful and meaningful spending of my time.

Vasilij V. Krivtsov, Sr. Staff Technical Specialist, Reliability & Risk Analysis, **The Ford Motor Company**

Day Three: Preparing Your Organization For The Next Generation Of Service & Support

Wednesday, September 14, 2016

7:15	Breakfast In The Innovation Lounge		<ul style="list-style-type: none"> • Breaking down silos among service, sales, and marketing
8:15	Welcome Remarks Sara Mueller Program Director Field Service		<ul style="list-style-type: none"> • Establishing the value prop for service among all three departments • Being able to price service more effectively and competitively as a result of working together more collaboratively
8:20	Chairperson's Opening Remarks		
8:35	 PANEL: The Skill Set For The Technician Of The (Near) Future Ray Battani VP of Service Operations ColonialWebb Joe Sorci National Director of Installation Getinge Group <ul style="list-style-type: none"> • What skill set should your technicians possess in response to the changing service environment? • Why more marketing, sales, and customer experience skills are necessary • When service technicians should have stronger training skills (to train your customers to use your product better) rather than repair skills • Getting your customers to say "We need their product because we need their service and trainers!" 	9:35	 INTERACTIVE WORKSHOP: The Framework For Delivering Service Excellence Tom Voirin Director of IT Infrastructure Delivery, Program Management Office Philips As the Director of Quality at Motorola in the early 1990's Tom was part of the team in the Land Mobile Product Sector (LMPS) that answered Bob Galvin's challenge to apply Six Sigma principles to service and administrative areas. Tom and the Motorola Quality team developed a Framework for Service Excellence that Tom has successfully applied for over 20 years as a services executive. In this presentation Tom will give you the "Keys 2 Drive Exceptional Service" in your business.
9:15	 Creating True Collaboration Among Service, Sales And Marketing For Stronger Service Value Michael Smethy Senior Director of Service Business Management, DX Siemens Healthcare <ul style="list-style-type: none"> • The best ways for service to find synergies with product sales and marketing colleagues 	10:15	Innovation Spotlight Get in touch with Evan Speight evan.speight@wbresearch.com or 646-200-7828 to showcase your solution!
		10:25	Morning Refreshment & Networking Break In The Innovation Lounge
		11:10	Building Service Synergy With International Parents And Partners Christopher McHan President, North America Neusoft Medical Systems

	<ul style="list-style-type: none"> • Understanding cultural differences • Ensuring a consistent level of service across your brand • Key strategies for effective synergy with international partners 	<p>Either way, a breadth of expertise will be shared and you get to ask the questions you need answers to. Be sure to divide and conquer with your teammates!</p> <p>#1 Challenges With Aftermarket Parts And Opportunities To Increase Revenue</p> <p>Thomas Lynn VP Parts & Service Krone North America</p> <p>#2 Overcoming Import And Export Challenges With Repair And Replacement Parts</p> <p>Wesley Clements Service & Aftermarket Operations Director Goss International</p> <p>#3 Necessary Elements Of Building A Service Brand</p> <p>Vincent J. Canino Global COO Smardt</p> <p>#4 Industry Focus: Aerospace And Defense Service Best Practices</p> <p>Martin Jacoby Director, Field Operations Lockheed Martin</p> <p>#5 Responding To Changing Customer Needs To Provide Better Support</p> <p>Michele Autry Manager, Service Operations and Administration, Americas Getinge Group</p> <p>#6 Building An Autonomous, Motivated Service Team</p> <p>Fabricio Sallette Director, Service Operations Sealed Air</p> <p>#7 Moving From A Customer Satisfaction-Driven To A Revenue-Driven Service Model</p> <p>Mary Proud Global Client Care Coordinator, WW Sorter Support Pitney Bowes</p> <p>#8 Creating True Collaboration Among Service, Sales And Marketing For Stronger Service Value</p> <p>Michael Smethy Senior Director of Service Business Management, DX Siemens Healthcare</p> <p>#9 Building Service Synergy With International Parents And Partners</p> <p>Christopher McHan President, North America Neusoft Medical Systems</p>
11:30	<p>Guest Speaker: Never Split The Difference: Negotiating As If Your Life Depended On It</p> <p>Chris Voss Former Lead FBI International Kidnapping Negotiator and CEO/Founder The Black Swan Group</p> <p>Learn how to solve business communication problems with hostage negotiation solutions. A 24-year veteran of the FBI, Chris Voss retired as their lead international kidnapping negotiator and authored the book <i>Never Split The Difference: Negotiating As If Your Life Depended On It</i>.</p> <p>The negotiation methodology he'll share with you centers around "Black Swans," small pieces of information that have a huge effect on an outcome. Not only does Chris believe the negotiation process needs to be tailored to draw out these complexities, but also he and his team negotiate in a way that has a huge impact on influencing an outcome. Chris' presentation will help you secure and close better deals, save money, and solve internal communication problems, all essential skills for leading a world-class service organization.</p> <p>Additional deal: All attendees will receive a copy of Chris' recently released book <i>Never Split The Difference: Negotiating As If Your Life Depended On It!</i></p>	
12:20	<p>Advancing Service Action Steps</p> <p>We guarantee you'll be inspired by fresh and innovative ideas at Field Service, and that you'll make new contacts to help you achieve your goals. But sometimes after an event, we get back to our offices and into the flurry of our day-to-day work, and the ideas planted at Field Service don't receive the nurturing they deserve. We are committed to supporting you in advancing service NOW, not in 6 months or 6 years. This short but sweet exercise will ensure you take the beginning action steps necessary to apply what you've learned at Field Service to your organization immediately.</p>	
12:30	<p>Collaborative Roundtable Discussions (2 rotations, 30 minutes each)</p> <p>Sit down with a speaker from the morning to hear more about their service strategies or choose a new focus area you want to gain new insight on.</p>	



1:30 | **Lunch In The Sky Terrace**

Concurrent Tracks - Choose One		
	Track A: Next Generation Service	Track B: Driving Service Revenue
2:30	Chairperson's Address	Chairperson's Address
2:40	Preparing Your Service Organization For The 2019 Customer Experience Brad Devine Global Director of Service, Microbial Solutions Charles River Laboratories <ul style="list-style-type: none">• What will customer service look like in 2019?• Explaining how the use of remote diagnostics will continue to enhance the customer experience• Communicating with your customer more: apps and other methods of communication• What can you do now to ensure your are ready for optimal service in 2019?	How Service Pricing Drives Service Revenue Atul Rege Head of Services Marketing & Global Pricing FEI Company of USA <p>As the leader of the global pricing function of spares parts, consumables and hourly labor rates for FEI Company's services business, Atul will share with you service pricing strategies guaranteed to increase service revenue.</p>
3:00	Establishing A Successful Customer Experience When Your Customer Base Has Variable System Protocols And Outcomes Mike Corbin Director, Global Service Quantachrome <ul style="list-style-type: none">• Designing an effective field service program when no two customers use equipment the exact same way• Understanding that customers don't buy equipment; they buy outcomes• Ensuring your field service team recognizes, supports, and interprets solutions to the customer's desired outcome• Measuring the effectiveness of a field service structure that supports customer outcomes	Customer Satisfaction As A Vehicle To Drive Service Revenues Ross Brewer National Service Director – US Region Belimed <ul style="list-style-type: none">• Defining customer satisfaction and identifying ways to increase it• Exploring strategies to drive service revenue• Putting in place a long-term plan for delivering customer satisfaction and increased service revenue
3:20	Revolutionizing Customer Service By Turning Customers Into "Raving Fans" Robert Jewson Field Service Director Satisloh <p>Rob Jewson is himself a raving fan of Ken Blachard's best seller <i>Raving Fans: A Revolutionary Approach To Customer Service</i>. He's brought many of the book's practices and techniques into his own operations at Satisloh and will share with you how you can build and maintain customers at your organization. You'll learn how to move beyond satisfied customers to raving fans.</p>	Do You Really Want Product Sales Reps Managing Post-Sale Issues? Ron Bucher Director Worldwide Customer Support AccuVein <ul style="list-style-type: none">• Increasing product sales productivity by reducing the amount of time sales has to spend on service issues• Getting the C-level to pay attention to and support this initiative• Streamlining your sales and service operations for more efficiency

3:40 | **10 Minute Stretch**3:50 | **Collaborative Roundtable
Discussions With The Afternoon
Speakers**

Sit down with a speaker from this afternoon to dive deeper into their subject matter and determine how to apply their experiences to your projects.

**#1 Preparing Your Service Organization
For The 2019 Customer Experience**

Brad Devine
Global Director of Service, Microbial
Solutions

Charles River Laboratories

**#2 Establishing A Successful Customer
Experience When Your Customer Base
Has Variable System Protocols And
Outcomes**

Mike Corbin
Director, Global Service
Quantachrome

**#3 Revolutionizing Customer Service By
Turning Customers Into “Raving Fans”**

Robert Jewson
Field Service Director
Satisloh

**#4 How Service Pricing Drives Service
Revenue**

Atul Rege
Head of Services Marketing & Global Pricing
FEI Company of USA

**#5 Customer Satisfaction As A Vehicle To
Drive Service Revenues**

Ross Brewer
National Service Director – US Region
Belimed

**#6 Do You Really Want Product Sales Reps
Managing Post-Sale Issues?**

Ron Bucher
Director Worldwide Customer Support
AccuVein


4:20

**Conclusion Of Field Service Fall
2016**



“Field Service exceeded my expectations. The conference was inspiring and invigorating and I look forward to reviewing the presentations. There truly were some great examples of how critical Service is to our customers and our companies.

Joe Brower, North America Industry Service Manager, **FEI**



Very helpful to learn of other companies' successful solutions. An opportunity to view many various vendors' products in one place and network with leaders in this area."

Angie White,
Field Service
Manager,
Metso

I appreciated the unique interactive nature of the event coupled with excellent examples of lessons learned in other field service sectors.

Bill Fusco,
Service Operations
Consultant,
Caterpillar

Field Service was by far the best conference I've ever attended. The content was extremely relevant to the projects I'm currently working on. The WBR team really hit it on the mark!

Patricia Rash,
VP Remote
Technical Services,
Xerox

Roger Rinker, VP
of HR & Talent
Management,
Comfort Systems
USA

Top-notch event attracting a wide array of service professionals across a wide array of industries.

Jason Buk,
Operations
Director,
Panasonic

The leaders in the industry are in search of ideas. Field Service does a great job of pulling those ideas and people together in one place.

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Coresystems is a Swiss based, privately held software solutions company, that develops real-time field service management software capable of automating operational tasks such as workforce optimization, scheduling and dispatching, inventory management, reporting, and team collaboration for enterprises and small businesses with customer service. The company, founded in 2002, currently operates worldwide and has global offices in North America, EMEA, and APAC.

Coresystems solutions provide full field service functionality both off and online and markets its products to specific industries such as machine building, medical devices, and energy companies as well as small and medium businesses in a variety of industries such as communications, oil and gas, utilities, retail, wholesale, and home appliances. With its connectors for SAP Business One, SAP ECC, Salesforce, Microsoft Dynamics AX & NAV, Oracle, abas ERP and ProAlpha Coresystems offers full integration to most established ERP systems.



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At LogMeIn our mission is to simplify how people connect to each other and the world around them. Our cloud-based solutions make it possible for millions of people and hundreds of thousands of companies to connect and engage with their workplace, colleagues, customers and products anywhere, anytime.

For technical support, we do this via our powerful cloud-based application – LogMeIn Rescue – that empowers customer service agents to offer premium levels of remote support to people and the devices they use, no matter where they are.

Intuitive, innovative, and customizable remote diagnostic tools provide a seamless user experience and enable technicians to tackle both simple and complex issues easily and effectively.

And now with Rescue Lens, we bring the power of live interactive video to the support centre. Rescue Lens allows agents to see end user issues with their own eyes through a live camera feed from the user's smartphone.

Using Rescue Lens, Field Services organizations can more readily identify issues, speeding time to resolution, increasing agent efficiency, and reducing truck rolls, all the while delighting customers with increased levels of service



Microsoft

Field service capabilities for Microsoft Dynamics CRM provides state-of-the-art software and services addressing the complex challenges our customers face in managing enterprise field service organizations. Our software enables companies to provide the most customer-centric and profitable field service possible. With focuses on Mobility, Cloud, Internet of Things (IoT), and Big Data, field service capabilities for Microsoft Dynamics CRM is designed to harness these technologies through the agility of its platform for intelligent enterprise field service management. Field service provides everything you need in one platform and enables companies to deliver world class customer experiences in the field while maximizing efficiency and minimizing costs.



Service Power

ServicePower (AIM: SVR), is the only global company that provides a complete mobile field management platform enabling clients to utilize both employed and contracted resources, and control all elements of the job life cycle, from opportunity to execution to analysis. We offer a range of integrated software products that are used by leading manufacturers, third party administration, insurance, and telecommunications companies, to schedule mixed channel resources, including employees, contractors or open market field resources. www.servicepower.com/



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What We Do:

We use proven practices and technologies to improve productivity and reduce costs. We base our recommendations on evidence we gather through data analysis and direct observation. To create effective strategies for improving the end-customer experience while lowering costs, we rely on a toolkit of methodologies that includes business-process improvement, six sigma, work measurement, industrial engineering, statistical analysis, simulation modeling, advanced mathematical modeling, forecasting, software development, project management, and enterprise planning.



Syncron

Syncron is the global leader in cloud-based aftermarket service optimization, providing inventory management, price management, order management and master data management software to leading manufacturing and distribution companies. Headquartered in Stockholm, Sweden with U.S. offices in Atlanta, Chicago and Palo Alto, Syncron combines a passion for innovation, business process expertise and a global collaborative workforce to deliver immediate and measurable improvements for its clients. Enabling our customers to create an unparalleled customer experience and to continue to improve the financial performance of their aftermarket business is Syncron's mission. Visit us online at www.syncron.com



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Work Market helps companies curate and manage their independent contractor, freelancer and consultant workforce. Using Work Market's Freelance Management System (FMS), companies can find, verify, engage, manage, pay and rate their on-demand workforce to improve quality outcomes, reduce cost and improve compliance.

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Enterprise Mobility Exchange

Website: www.enterprisemobilityexchange.com

The Enterprise Mobility Exchange is the leading online community for global mobility professionals and business leaders who are leveraging mobile technology and services to improve operational efficiency, increase customer acquisition and loyalty, and drive increased profits across the entire enterprise.



Field Service News

Website: www.field servicenews.com

Field Service News is the UK's leading provider of news, insight and opinion to the Field Service industry. We publish articles daily right here at www.field servicenews.com which include a mix of the latest news, features and business intelligence. We conduct our own extensive research on a regular basis providing meaningful analysis of the industry today and key benchmarking figures for the industry at large. We deliver this information across a number of media including video, podcasts and the written word.



Field Technologies

Website: www.fieldtechnologiesonline.com

Field Technologies is the premier resource for the optimization of your field workers, service, and assets. Field Technologies provides service, transportation, and public works professionals with information on technologies including field service software, mobile computing hardware, RFID, and M2M. For more information, visit www.fieldtechnologiesonline.com.



National Association of Service Managers (NASM)

Website: www.nasm.com

The National Association of Service Managers is the oldest professional nonprofit association of product service executives in the United States. Founded when service techniques were just beginning to be highly recognized as a sales and marketing tool. NASM is an organization dedicated to provide professional leadership and education to the service executive, while developing their managerial expertise in the business and organizations that they represent.

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