



Execs In The Know

MARCH 2-4, 2020

CUSTOMER RESPONSE SUMMIT

Hollywood
Florida



Top 15 Reasons To Join Us At CUSTOMER RESPONSE SUMMIT



Attendees

C-suite, vice president, senior director, and more senior CX titles fill the room making it the perfect setting to share and learn from your peers.



Networking

Opportunities built into the schedule to network with peers and expand your network of CX executives.



Interest Group Meetings

Peer-led, intimate discussion groups designed to allow attendees to discuss and share strategies.



Welcome Reception

Your chance to meet your fellow attendees and make connections before the Summit begins over a shared cocktail and a bite.



Audience

Top-tier brands from national and global networks join us from The Home Depot, Target, Fossil, American Express, Michael Kors, and many more.



Innovations Lab

See live-action demos of the products and solutions that are changing CX in an up-close, no-pressure setting.



Case Studies

Hear about real life customer experience strategies and initiatives in-action with brands and their expert partners.



Customer Engagement Live!

Team up in small groups of your peers to work through a CX challenge in real time. See yours, and your peer's, solutions and feedback the following day.



Speakers

CX innovators from Bank of America, Vivino, Marriott, Nordstrom, and more will inspire you and leave you with actionable takeaways to bring home with you.



Customer Shop Talk

Back by popular demand! Discover how expert partners are tackling customer experience challenges in an intimate breakout session.



Evening Networking Event

A chance to let your hair down with your peers! Network, dance, enjoy a cocktail, have a bite, and let loose after a long day of engagement.



Innovative Keynotes

Worldwide brands take the mainstage to share their inspiring stories with valuable insight and tools.



Industry Tour

Take a tour of a local brand taking their service to the next level with exceptional customer experience.



Moments of Brilliance

One of our most highly requested sessions! Explore expert partners and how they're helping real brands tackle customer experience challenges in the real-world.



Hollywood, FL

We will be at the beautiful, Margaritaville Hollywood Beach Resort where you can soak up the sun and all the insights CRS has to offer.



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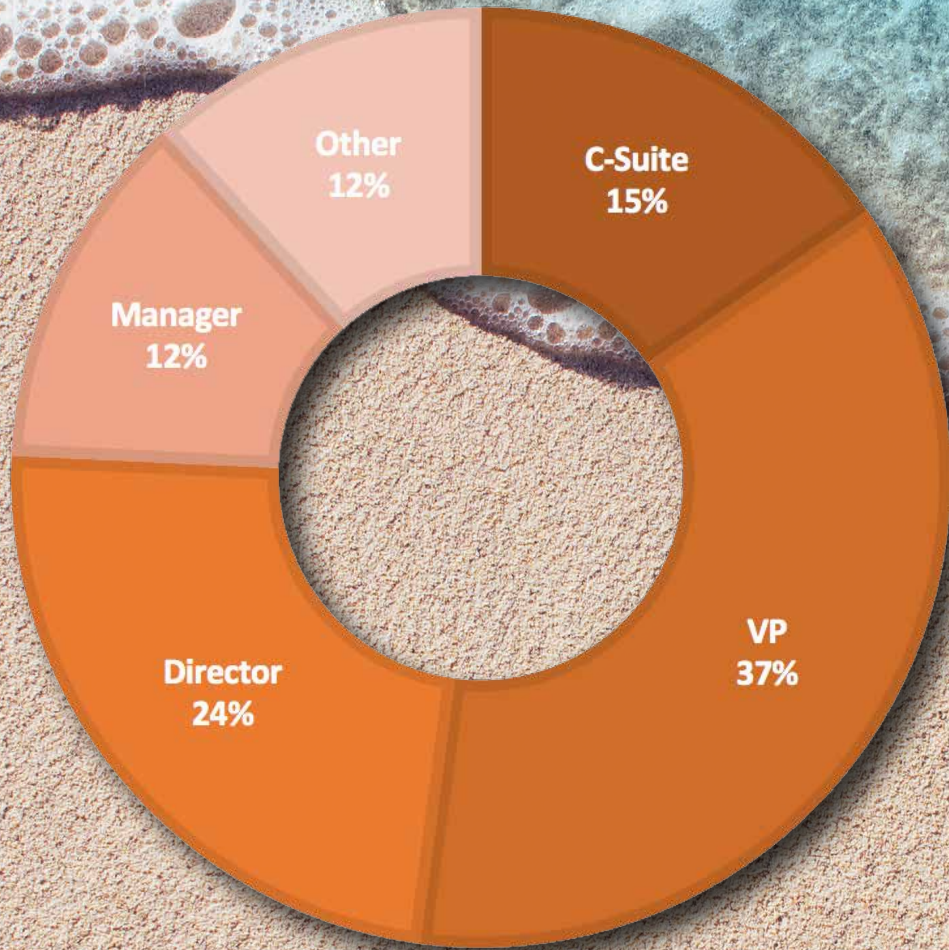
Other Notable Sessions

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Check Out Our Fall AUDIENCE BREAKDOWN



Attendees Included

From the C-Suite:

- Chief Executive Officer
- Chief Strategy Officer
- Chief Operating Officer
- Chief Customer Experience Officer
- Chief Revenue Officer

VP, SVP, EVP, AVP, Sr. Director & Global Heads of:

- Customer Service
- Customer Channels
- Customer Care
- Customer Success
- Consumer Support
- Service Excellence
- Client Support
- Client Solutions
- Client Success
- Development
- Operations
- Online Operations
- eServices
- Customer Experience, AI & VOC
- Customer Experience & Services
- CXC Business Innovation
- Global Support Ops AR/VR
- Workforce Optimization & Performance Management
- Marketing
- Business Development
- Member Experience
- Customer Success & Strategy
- Customer Service & Support
- Global Sales
- Global Strategic Initiatives
- Global Alliances
- Global Customer Experience
- Global Customer Operations
- Enterprise Strategy & Execution
- Social Engagement
- Strategic Planning

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Don't Take It From Us, Check Out Some TESTIMONIALS

Head of Customer Success U.S.

Bayer

"As a first-time attendee, I was blown away with the caliber of customer professionals and leaders, but even more so with their willingness to share...and with no egos! Incredibly collaborative, progressive, and motivating atmosphere and experience."

Head of Customer Care Operations

Electronic Arts

"Execs In The Know is a CX community that allows me to learn and share with peers across industries. In a short period of time I have strengthened my network, which enables me to reach out when challenged and gather insight from peers in CX."

Sr. Vice President of Customer Care

HomeAdvisor

"This was my third consecutive CRS summit and I don't see the streak ending anytime soon. Everything from the hosts (Chad and Susan) to the venue, to the attendees, to the material is top notch. I normally consider a conference successful if I leave with half dozen 'nuggets' but at CRS I always get significantly more. Already looking forward to Vegas in February!"

Sr. Director, Contact Center

Nintendo

"Chad's ability to connect people creates a strong community feel and helps to break down barriers. The panels are great because you hear many points of view."

Customer Care Director

The Home Depot

"The Execs In The Know event was such a valuable event for my team that will be on our calendar every year going forward. Fantastic event, wonderful networking, and meaningful content. It exceeds expectations."

VP of Customer Experience

OfferUp

"As a first-time attendee and speaker, I was very impressed with the quality of the attendees and the content. Look forward to attending future sessions and participating in the EITK community."

Managing Director

FedEx

"The food, venue and overall agenda was excellent. I feel this event has a higher level attendee which makes for very productive conversation."

Senior Manager, Customer Support

Michael Kors

"This is my fifth consecutive EITK CRS and I genuinely believe that each and every time I learn something new, not to mention meeting someone new that become a reliable resource within our industry. The entire event is focused on providing unparalleled networking with peers, as well as up to date information on the newest tech available in our space"

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Say Hello to Our ADVISORY BOARD



LEANNE CROCKER
Director of Customer
Care Centers




ANDREW PINE
Global Director, Excite!




BRETT FRAZER
Head of Customer
Support



MIKE GATHRIGHT
SVP, Hilton Reservations
& Customer Care



NATE ROSENTHAL
Operations Lead



EBRAHIM HYDER
Vice President of
Consumer Support

MICHAEL KORS



JENNIFER HANSON
Sr. Director, Target.com
Guest Services &
GiftCard Operations



SHELLIE DOW
Vice President of
Operation Services,
Support, and Stores



PAUL BRANDT
Vice President of
Customer Experience



SUE MORRIS
WW Leaders for
Modern Life, Gaming &
Customer Service



MICHELE WATSON
SVP of Client Services



SALLY McMAHON
Senior Vice President of
Channel Management



LISA OSWALD
Senior Vice President
of Customer Service



JUDI BRENSTEIN
Vice President of
Global Customer
Operations



JIM GALLAGHER
Vice President of
Customer CARE & Fraud

NORDSTROM

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Meet Some of Our FEATURED SPEAKERS



LANA E RUEDA
Head of Customer Experience



ADAM DRAKE
Senior Vice President of Digital Operations

NORDSTROM



ASHLEY ROSS
Consumer & Small Business Client Care Executive



MIKE McCARRON
Vice President of Sales



BRANDON LINTON
VP of Customer Engagement Centers



PRIYANKA TIWARI
Director of Product Marketing



JACKIE POTTS
Director of VOC Strategy



JOHN WIE
Director of Customer Experience



RICK ZAYAS
Director



PETER HOWERTON
Vice President of Reimagined E2E Platforms



WOLFGANG ALLISAT
Chief Revenue Officer



ROBERT McDOUGALL
President & CEO



ANDY YASUTAKE
Global Product Director, Community Support Products



JESSICA GRUPPOSO
Senior Director of Customer Success Organization



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Meet Our Featured Speaker LANAE RUEDA FROM VIVINO



FEATURED SPEAKER

LaNae Rueda is the Head of Customer Experience at Vivino. LaNae focuses on leveraging product insights and customer sentiment analysis, coupled with financial data, to drive continuous improvement and optimize the customer experience at scale. Prior to joining Vivino, LaNae led the Job Seeker Success team at Indeed.com, supporting its rapid growth in over 60 markets and 27 languages worldwide. LaNae has spent the past 10 years building and scaling global, in-house and outsourced customer success teams at fast paced, high growth technology companies.



What Got You Here Won't Get You There

Whether you're new to an organization, taking on a new responsibility within CX, or revamping your existing support strategy – creating a world-class customer experience is a moving target. Taking your customer experience to the next level in periods of hyper growth and product diversification layered with ever-changing customer expectation and adoption fuel the need to always be challenging the status quo.

Launched just 10 years ago, Vivino is the world's largest online wine marketplace and the most downloaded wine app, powered by a community of over 40 million. Join LaNae, the Head of Global CX, as she shares her approach to tackling Vivino's mission of making wine discovery and purchase fun, accessible, and effortless for wine drinkers of every level.

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Meet Our Featured Speaker ADAM DRAKE FROM NORDSTROM



FEATURED SPEAKER

A ten-year veteran of Nordstrom, Adam is currently Senior Vice President of Digital Operations. Digital Operations is a collection of various operational areas that supports the Nordstrom, Nordstrom Rack, and Hautelook brands. The different functions include customer care, fraud, and the teams that collect product data, attributes, and assets (photo studio operations, copy, asset acquisition, set up, etc.). Additionally, he leads teams that develop and scale programs leveraging Nordstrom's vast and talented salespeople to create content for Nordstrom.com, and a team that manages programs aimed at constantly improving the customer experience.

NORDSTROM

How Nordstrom Continues to Reimagine Customer Service

Since its beginning in 1901, Nordstrom has been focused on customer service. The company is continuing with this focus by leveraging the full extent of its physical and digital assets and ramping up capabilities to serve customers no matter how they choose to shop. Nordstrom is meeting customers where they live and work, making unique retail experiences even more convenient through its market strategy. Adam Drake will share how this strategy is coming to life and how the company continues to evolve ahead of changing customer preferences.

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Meet Our Other Featured KEYNOTES



Consumer & Small Business Client Care Executive

Ashley Ross

Ashley Ross serves as the Client Care executive for Bank of America. In this role, she is responsible for the overall client experience strategy across Consumer & Small Business. Her organization manages Bank of America Voices – a client feedback program that touches more than 500,000 clients every day and provides real-time feedback to 50,000 users from the front line to the C-suite. Additionally, Ashley's Social Media Servicing team provides real-time support to clients through Twitter, Facebook and other platforms, leading the escalation of reputation risk events and improving brand perception.



VP of Customer Engagement Centers

Brandon Linton

Brandon leads the global Analytics, Workforce, Quality, and Knowledge teams at Marriott's Customer Engagement Centers. These Centers are operated by 8,000 Marriott associates in 22 locations, and support over 60M customer reservations, care, and loyalty program interactions each year. Previously at Marriott, he led the global hotel operations quality program, ensuring guests at over 6,700 hotels and 30 brands have consistently excellent, on-brand strategy experiences.

Before joining Marriott, Brandon was a Principal at the Boston Consulting Group, where he helped retail and consumer goods clients around the world realize opportunities in operational strategy and performance improvement. Brandon also served as a Captain in the US Marine Corps, based primarily in Asia. He earned his BA at Binghamton University, and his MBA at Yale University.



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Start Engaging Early at a One Of Our PRE-CONFERENCE SESSIONS

Educational Seminar

Service Journey ThinkingSM with COPC, Inc.

COPC, Inc. clients have used service journeys as a framework for improving customer satisfaction and loyalty. During their two-and-a-half hour educational seminar, you'll discover cutting-edge strategies for gathering proper data and taking actions that result in more profitable business outcomes. COPC's performance enhancement management system is employed by many of the world's top brands - find out what it can do for yours.

Interest Group Meetings

Our Interest Group Meetings provide you with a platform to learn about the trends and insights of the hottest topics in customer experience from our network of senior executives. These peer-led meetings are free for attendees and allow you to connect with some of the most powerful industry leaders to learn valuable, actionable info to take your business to the next level.

We have three sessions scheduled:

Artificial Intelligence
Outsourcing
Gig Economy



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See What Else You'll Be Learning with OTHER NOTABLE SESSIONS

Designing Positive Feedback Loops that Drive Continuous Process Improvement

CX leaders are excited about the opportunity for 'digital transformation' presented by innovations like artificial intelligence, chatbots, omni-channel support, and customer journey tracking. How can we understand the potential impact of new technologies on our quality and efficiency KPIs? How will these technologies accelerate our 'human' operations for training, development, and quality assurance?

In this session, we'll explore a proven methodology for measuring and optimizing your support team to drive continuous process improvement and boost your bottom line. Discover how comprehensive measurement plays a crucial role in the strategic planning process and rollout of new systems and technologies at scale.

The Omnichannel Hierarchy of Needs

With rising customer experience expectations, CX leaders are looking to evolve and re-invent their contact center(s) while determining what's required to differentiate their business and get ready for what's next. CX demands are enormous including hyper-personalized, unique engagements that are seamless, effortless, and efficient across all channels.

Upstream Works explores what is involved in delivering a seamless CX across channels to deliver personalized, consistent, conversational engagements at scale and foster innovation with real business results. We'll discuss best practices and key considerations for contact center digital transformation from omnichannel strategies and customer data capture to agent guidance and automation.

Using Service Journey Thinking to Drive Operational Excellence

Learn how a leading relocation management company, Plus Relocation, embraced the best practices of the COPC CX Standard, driving excellence in process, efficiency and governance. From Baseline Assessment and Benchmark Review to development of a comprehensive Performance Improvement Roadmap, find out how Plus Relocation's commitment to elevating the service journey is leading to valuable outcomes for customers, employees, and the business.

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See What the Days Hold with the **AGENDA OVERVIEW**

Monday, March 2

Pre-Conference

12:00pm - 2:30pm	Educational Seminar: Service Journey Thinking SM
2:30pm - 3:15pm	Interest Group Meeting Gig Economy
3:15pm - 3:30pm	Networking Break
3:30pm - 4:15pm	Interest Group Meeting Outsourcing
4:15pm - 4:30pm	Networking Break
4:30pm - 5:15pm	Interest Group Meeting Artificial Intelligence
5:30pm - 7:30pm	Welcome Reception

Tuesday, March 3

Day 1

7:15am - 8:15am	Breakfast
8:15am - 8:45am	Conference Kick-Off
8:45am - 9:30am	Opening Keynote
9:30am - 10:45am	Customer Engagement Live!
10:45am - 11:15am	Networking Break
11:15am - 12:45pm	Customer Shop Talk
12:45pm - 1:45pm	Lunch
1:45pm - 2:30pm	Panel Discussion
2:30pm - 3:15pm	Panel Discussion
3:15pm - 3:45pm	Networking Break
3:45pm - 4:30pm	Keynote
4:30pm - 6:15pm	Innovations Lab
6:30pm - 9:30pm	Networking Event

Wednesday, March 4

Day 2

8:00am - 9:00am	Breakfast
9:00am - 9:15am	Opener
9:15am - 10:00am	Keynote
10:15am - 11:15am	Moments of Brilliance
11:15am - 11:30am	Networking Break
11:30am - 12:15pm	Panel Discussion
12:15pm - 1:00pm	Closing Keynote
1:00pm - 2:00pm	Lunch
2:00pm - 5:00pm	Industry Tour

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You Should Be There Because IT'S TIME TO CELEBRATE!

In 2020, we celebrate our first 10 years bringing CX leaders together at Customer Responses Summits in the spirit of delivering amazing customer experiences. Over the years we have welcomed many new CX leaders to our growing community and it has been a pleasure to share in the pursuit of an ever improving customer experience. We are thankful and grateful to everyone who has been a part of the community these past 10 years and look forward to the next decade and beyond.



Join the Celebration at the Margaritaville Hollywood Beach Resort

Inspired by the lyrics and lifestyle of singer, songwriter and author Jimmy Buffett,

Margaritaville Hollywood Beach Resort is a destination resort and entertainment complex on the legendary Hollywood Beach Broadwalk. Hollywood Beach is a classic Florida beach town that's enchanted visitors since the 1920s. Often compared to quaint European and funky California beach towns, the character of this inviting area is all Florida. Evening strollers, morning joggers, bicyclists, and roller-bladers share the brick paved, beachfront thoroughfare with those enjoying the many cafes and bars along the way. With the close proximity to the beach and relaxing ocean views, you can soak up the sun and all the insights Customer Response Summit has to offer!

What Are We Celebrating?

- 1. Defining Moments in the History of CX:** From the onset of social media as a channel in 2010 to the application of Artificial Intelligence in CX in 2020; its time to reflect on the advancements in customer service
- 2. CX as a Key Differentiator:** With CX as a growing discussion topic in the Board Room, more than ever, now it's the time to refine our strategies and together set the agenda for the future of CX.
- 3. YOU! And Your Personal Leadership Accomplishments:** As creators of phenomenal experiences, it's time to celebrate the waves we've made throughout the years - where were then and look at you now!

YEARS OF
INSPIRING CX EXCELLENCE **10**
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