



Execs In The Know

CUSTOMER RESPONSE SUMMIT

MARCH 2-4, 2020

HollywoodFL

Celebrating CX

YEARS OF
INSPIRING CX EXCELLENCE **10**
2010 - 2020

PRE-CONFERENCE AGENDA

MONDAY, MARCH 2, 2020

9:00 AM - 5:00 PM

REGISTRATION

One Particular Harbor Foyer

12:00 PM - 2:30 PM

LUNCH & EDUCATIONAL SESSION

ADDRESSING PERFORMANCE GAPS WITH SERVICE JOURNEY THINKINGSM

Hemisphere Dancer

Open to all end-user/corporate brands

SESSION SPONSORED BY:



Join COPC Inc. for an exclusive two-and-a-half-hour educational seminar dedicated to improving operations that support the customer experience (CX). Discover Service Journey ThinkingSM and gain insight into how this fresh approach might be applied to your CX operations. Discuss concepts like Frontstage and Backstage Transformation, service journey blueprinting and learn about the value of emphasizing an integrated, horizontal approach to operational performance improvement. In addition to learning about service journeys and Service Journey ThinkingSM, attendees will get an introduction to the COPC Customer Experience (CX) Standard – a robust, scalable, and rigorous performance management system employed by many of the world's top brands.

- Gain an understanding of service journeys and Service Journey ThinkingSM
- Get insight into practical applications for Service Journey ThinkingSM
- Learn how to identify and gather the data that matters most
- Receive an introduction to the principles contained in the COPC CX Standard
- Learn new methods for spotting opportunities, as well as developing and deploying improvement plans
- Participate in discussions with session presenter and fellow attendees



PRE-CONFERENCE AGENDA

MONDAY, MARCH 2, 2020

2:30 PM - 3:15 PM

INTEREST GROUP MEETING GIG ECONOMY

Fins Right

Open to all conference attendees

The gig economy presents many opportunities in the service industry. This group will meet to discuss how the gig economy can be embraced in talent and operational strategies. You will participate in a valuable conversation about the operational benefits and challenges of the gig economy before the Summit officially kicks off.

3:15 PM - 3:30 PM

NETWORKING BREAK

3:30 PM - 4:15 PM

INTEREST GROUP MEETING OUTSOURCING

Fins Left

Open to all conference attendees

Are you responsible for the outsourcing service strategy for your brand or are you just interested in the topic? Please join this peer interest group as they discuss industry trends, common outsourcing challenges, and industry best practices. This is a great opportunity to meet peers early in the conference who share your passion for outsourcing.



PRE-CONFERENCE AGENDA

MONDAY, MARCH 2, 2020

4:15 PM - 4:30 PM

NETWORKING BREAK

4:30 PM - 5:15 PM

INTEREST GROUP MEETING ARTIFICIAL INTELLIGENCE

Hemisphere Dancer

Open to all conference attendees

Meet with peers in this informal session to discuss and share how community members are leveraging AI technology in their businesses. This is a group-led session and will address the areas that are top of mind for AI. This is a great opportunity to collaborate with senior leaders who share your passion for AI before the conference begins.

5:30 PM - 7:30 PM

WELCOME RECEPTION

License To Chill Pool Deck - 11th Floor

Sponsored by Gold Level Business Partner, Teleperformance

Join us as we kickoff the Summit at our evening Welcome Reception. Mingle with attendees, speakers, and more while enjoying a cocktail and some light bites! Make connections early and find your peers who you will be enjoying the Summit with.

SPONSORED BY:



7:15 AM - 8:15 AM

BREAKFAST & REGISTRATION

One Particular Harbor Foyer

8:15 AM - 8:45 AM

CONFERENCE KICK-OFF

Compass Rose West & South

8:45 AM - 9:30 AM

KEYNOTE SPEAKER

HOW NORDSTROM CONTINUES TO REIMAGINE CUSTOMER SERVICE



ADAM DRAKE

Senior Vice President of
Digital Operations

NORDSTROM

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.



AGENDA

TUESDAY, MARCH 3, 2020

9:30 AM - 10:45 AM

CUSTOMER ENGAGEMENT LIVE!

STRATEGIC MAPPING OF A CUSTOMER SELF-SERVE JOURNEY

Today's customer service market is ever-changing and enterprises are facing increasing customer demands. While it can be overwhelming to manage these expectations coupled with a growing list of customer service channels, the best place to start is by strategically outlining your customer experience journey, finding the high and low points, and finally, elevating the good points while eliminating the bad ones. Join this interactive session on the mapping of your self-serve experience. In this session, we will explore:

- An overview of using design thinking in customer service
- Best practices for mapping out and integrating a self-service strategy into your overall CX initiatives
- An understanding of the impact that customer engagement has on overall business strategy & success



PRIYANKA TIWARI

Panel Co-Moderator

Director of Product Marketing



interactions



JESSICA GRUPPOSO

Panel Co-Moderator

Senior Director of Customer Success



interactions



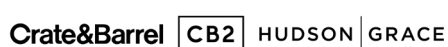
JACK MEEK

Vice President of Care Strategy



KATE SHOWALTER

Senior Director of Customer Service and PMO



APRIL EASTBURN

Customer Experience and Voice of the Customer Manager



10:45 AM - 11:15 AM

NETWORKING BREAK

One Particular Harbor Foyer

11:15 AM - 12:45 PM

CUSTOMER SHOP TALK (SELECT TWO)

Customer Shop Talk sessions are small, industry expert-led discussions on a laser-focused topic. Join a group that is addressing a topic that is top of mind for you. Customize your agenda by picking which 40-minute sessions to attend. Ten minutes will be allotted between the sessions for passing. Select two of the four to attend.

Designing Positive Feedback Loops that Drive Continuous Process Improvement

LOCATION: Continental Drifter

CX leaders are excited about the opportunity for 'digital transformation' presented by innovations like artificial intelligence, chatbots, omnichannel 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.



Fin Analytics

Debunking Common Misconceptions of AI & Automation

LOCATION: Fins Left

If you have ever struggled using automation, or are worried about automation, you're not alone. Join Helpshift's VP of Customer Success, Jeff Saenger to have a candid discussion about the practical reality of chatbots and CX automation. He will analyze the challenges seen by brands and how disruptive organizations have successfully embraced an automated customer experience, automating a large percentage of their customer service requests as they scale and support more customers. This session will help you think outside the bot and explore how connected conversations and human-machine symbiosis can actually improve KPIs. From first response to resolution, learn how to establish an efficient self-selective path for the customer, improve agent productivity, and reduce your overall cost.

helpshift



AGENDA

TUESDAY, MARCH 3, 2020

11:15 AM - 12:45 PM

CUSTOMER SHOP TALK, CONTINUED

Beyond the Contact Center: Championing an Organization-Wide Effortless Experience

LOCATION: Hemisphere Dancer

The best CX is one that is anticipatory, proactive, effortless and starts way before an interaction with the contact center. Contributing to this CX are several organizations within a company. However, as a frontline organization that hears the voice of the customer firsthand, more than any organization in a company, the contact center has insights into how the company can improve the CX. So how can the contact bring these disparate organizations together to create a seamless experience?

In this session we will explore practical ways to facilitate the sharing of these insights across marketing, product development, R&D, or even the management committee. We will explore how to develop a one-office design (integrated front and back office). We will share first-hand examples of the upstream impact of the contact center and how it can become a significant value add (strategic) to the entire company.



The Omnichannel Hierarchy of Needs

LOCATION: Fins Right

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.



12:45 PM - 1:45 PM

LUNCH

One Particular Harbor Foyer



1:45 PM - 2:30 PM

PANEL DISCUSSION

UNLEASH THE POWER OF VOC: TAKE A HOLISTIC APPROACH TO CUSTOMER DATA

Customers are talking about their experiences doing business with you. The problem? They might not be telling you directly what they think about those journeys. Some of these customers, often called the “silent majority,” are among the large number of people who never give companies direct feedback. In some industries, they can represent as much as 80% of customers.

Fortunately, in today’s digital environment companies can tap into a growing field of unstructured data sources - from surveys to social media, chat transcripts to call recordings - to capture information on customers’ opinions and interactions. So, can unstructured data replace more traditional methods of gathering customer feedback?

Not so fast! VOC programs that rely too heavily on one source or type of data risk missing out on perspectives from customers who don’t interact that way. To listen and respond to all of their customers, companies should take a more balanced approach to VOC, combining data sources so they work together and complement each other.

In this panel, we’ll discuss best practices for bringing together multiple data sources to better understand the customer journey and optimize the predictive power of CX.



JACKIE POTTS

Panel Moderator

Director of VOC Strategy



JANELLE TUCKER

Senior Vice President; Head of Consumer Customer Experience and Support



FIFTH THIRD BANK



JEAN-MARC CODSI

General Manager Europe



WARGAMING.NET

LET'S BATTLE



SAGARIKA PRUSTY

Director of Advanced Analytics

GROUPON



AGENDA

TUESDAY, MARCH 3, 2020

2:30 PM - 3:15 PM

PANEL DISCUSSION

HOW TO EMPOWER EMPLOYEES THROUGH TECHNOLOGY

For customer care centers, attrition rates among frontline agents are traditionally high as strong, consistent employee engagement can be difficult to achieve. A common misconception is that if you increase hourly wages among contact center agents, you will see a decrease in attrition. However, research indicates that employees want to feel empowered in their work and have visibility into their performance and career path.

While wages can drive short term satisfaction, companies are realizing they must work with employees on a broad spectrum of drivers to gain the brand passion, commitment and loyalty that they seek. Companies are looking for innovative ways to tap into their agents' drivers and deliver them in an effortless and seamless way.

In this session, we will review how leading brands are successfully driving retention, tenure, and work quality through innovative ideas and technology to retain the best talent.



JAIME DZIKOWSKI

Panel Moderator
Senior Director of
Marketing



JESS VYVIAL-LARSON

Director of Client Services



DANIEL MENDEZ COSTABEL

*Global Delivery Partners
Management Director*



KAISHON HOLLOWAY

*Recruitment Evangelist,
Employer Insights*



3:15 PM - 3:45 PM

NETWORKING BREAK

One Particular Harbor Foyer



3:45 PM - 4:30 PM



LANAE RUEDA

Head of Customer Experience



KEYNOTE SPEAKER

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.

4:30 PM - 6:15 PM

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INNOVATIONS LAB & COCKTAIL HOUR

Compass Rose North & East

Sponsored by Bronze Level Business Partner, Clear Harbor

After a full day of discussions, join us to see concepts live in action and learn how they can be applied to improve CX in different channels and processes. In combination with our cocktail hour, the comfortable, relaxed setting will be the perfect backdrop for engaged conversations and learning.

6:30 PM - 9:30 PM

SPONSORED BY:



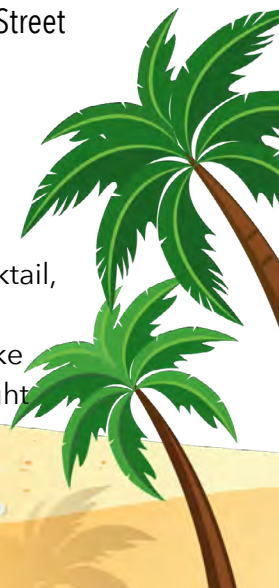
NETWORKING EVENT

BEACH BASH

It's 5 o'Clock Somewhere Bar & Grill - Directly Across the Street from the Hotel

Sponsored by Silver Level Business Partner, TaskUs

We're going to take a page from Jimmy Buffett's playbook and celebrate our evening networking event in true beach style! Come play in the sand, listen to our live entertainment, enjoy an island cocktail, mingle with your peers, and unwind after an action-packed day. We'll be nibblin' on sponge cake and watchin' the sun bake. While we're at it, we might help Jimmy search for his lost shaker of salt...



AGENDA

WEDNESDAY, MARCH 4, 2020

8:00 AM - 9:00 AM

BREAKFAST

One Particular Harbor Foyer

9:00 AM - 9:15 AM

OPENING

Compass Rose West & South

9:15 AM - 10:00 AM

KEYNOTE

CLIENT CARE: GROWING RESPONSIBLY



ASHLEY ROSS

Consumer & Small Business Client
Care Executive



BANK OF AMERICA

Bank of America is committed to responsible growth. A core component of this strategy is our approach to Client Care. Over the past 10 years, we have transformed to include a world-class client feedback program that enables us to understand our clients' needs and expectations as they evolve. We are making strides to deepen relationships, grow balances, and decrease attrition by exceeding client expectations. Attendees will hear about our approach to client care, our high touch and high tech strategy, and how we measure success. And, we will share our lessons learned along this transformation journey.

10:15 AM - 11:15 AM

MOMENTS OF BRILLIANCE (SELECT TWO)

Moments of Brilliance are short sessions that attendees will self-select and rotate every 25 minutes. We will have three simultaneous sessions taking place and attendees will be able to choose two.

Using Service Journey Thinking to Drive Operational Excellence

LOCATION: Hemisphere Dancer

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.

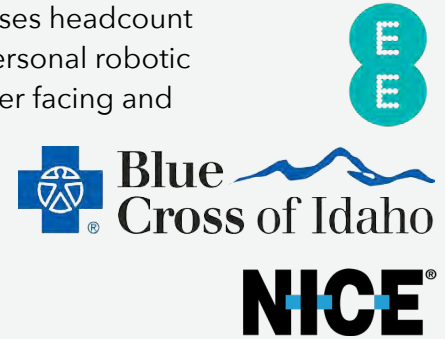


10:15 AM - 11:15 AM MOMENTS OF BRILLIANCE (SELECT TWO)

Bringing People and Robots Together for Creating Exceptional Customer Experiences

LOCATION: Fins Right

RPA is known to be a solution which creates service efficiencies and decreases headcount costs. But, today's RPA technology has evolved to do much more. NICE's personal robotic assistants help contact center and back office employees with their customer facing and backend processes - it gives them helpful tips for service, sales, and compliance and automates their routine activities so they can focus on areas which require their human skills and thinking. Join our session to see how we brought people and robots together for EE (European Telco) and Blue Cross of Idaho, and created exceptional customer (and employee) experiences.



How Logitech scaled multilingual support powered by AI

LOCATION: Fins Left

If you're an international business, multilingual customer support is essential across your digital channels. Hiring agents in every region isn't always practical or scalable and language nuances are tough to aggregate and localize at scale. From email tickets, chat conversations, and FAQ self-service content - how can you build a cost-effective multilingual customer service experience across your digital channels that keep your customers coming back?

Hear how Logitech, the world's leading PC and mobile accessories manufacturer, excels at delivering support in primary and long-tail languages with Unbabel's AI + human translation solution. Where highly personal language-trained AI models get smarter over time, learning and recalibrating along the way to ensure your brand voice is unmistakably yours, in all the languages you need. Join us to learn how to turn technology into a localized language knowledge base resource which allows AI and agents to learn and perform a better job over time.



AGENDA

WEDNESDAY, MARCH 4, 2020

11:15 AM - 11:30 AM

NETWORKING BREAK

One Particular Harbor Foyer

11:30 AM - 12:15 PM

PANEL DISCUSSION

CONSUMER EXPECTATIONS FOR CX TEAMS IN 2020

Consumer expectations are rapidly changing when it comes to customer service. Top organizations are embracing these changes and evolving their customer service teams to be a strategic competitive advantage for their brands. In this panel, we'll discuss these customer service shifts with some of the top customer centric brands in the world, diving into:

- Consumer expectations for CX teams in 2020 and beyond
- How to make every customer interaction radically personal
- Turning your contact center into a revenue generator



MIKE McCARRON

Panel Moderator

Vice President of Customers



JARED BENESH

Director of Client Experience Capabilities



CHRIS TENBERG

Vice President of Customer Experience



ANDY YASUTAKE

Global Product Director of Community Support Products



12:15 PM - 1:00 PM



BRANDON LINTON

Vice President of Customer Engagement Centers



KEYNOTE

AN ENDURING RECIPE FOR SUCCESS - HOW FOCUSING ON EMPLOYEES ENABLED A TRANSFORMATION JOURNEY

Starting as a nine-seat root beer stand in 1927, Marriott International has grown into a portfolio of more than 7,200 properties under 30 leading brands spanning 134 countries and territories. Many things have changed, but the company's founder J. Willard Marriott's philosophy has remained constant: "Take care of associates and they will take care of the customers." Brandon Linton will discuss how this enduring approach, coupled with supporting technology, enabled the successful transformation of Marriott's Customer Engagement Centers.

1:00 PM - 2:00 PM

LUNCH

One Particular Harbor Foyer

2:00 PM - 5:00 PM

INDUSTRY TOUR

AT&T

Sponsored by Bronze Level Business Partner, AND Agency
Join us for a tour at the AT&T Sunrise facility and be prepared to be wowed by what you'll see and hear about building a people-first environment from the ground up.

AT&T along with its agents have redefined the call center through a deliberate effort to add color, movement, and motivation in every environmental aspect possible. From the moment you step foot in an AT&T Call Center, you will witness the collective thought that goes into creating a fun place to work where agents are motivated and maintain a sense of ownership in their work environment. When walking through the halls at the Sunrise Call Center, you will see floor to ceiling murals and moving video brick walls of the beautiful local outdoors from West Palm, Hollywood Beach, and Ft. Lauderdale to Key West. The tour will go beyond the dynamic hallways and give you a sneak peek into their state-of-the-art conference rooms, experience rooms, and VIP rooms.

TOUR SPONSORED BY:



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SILVER LEVEL PARTNERS



interactions



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VXI



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