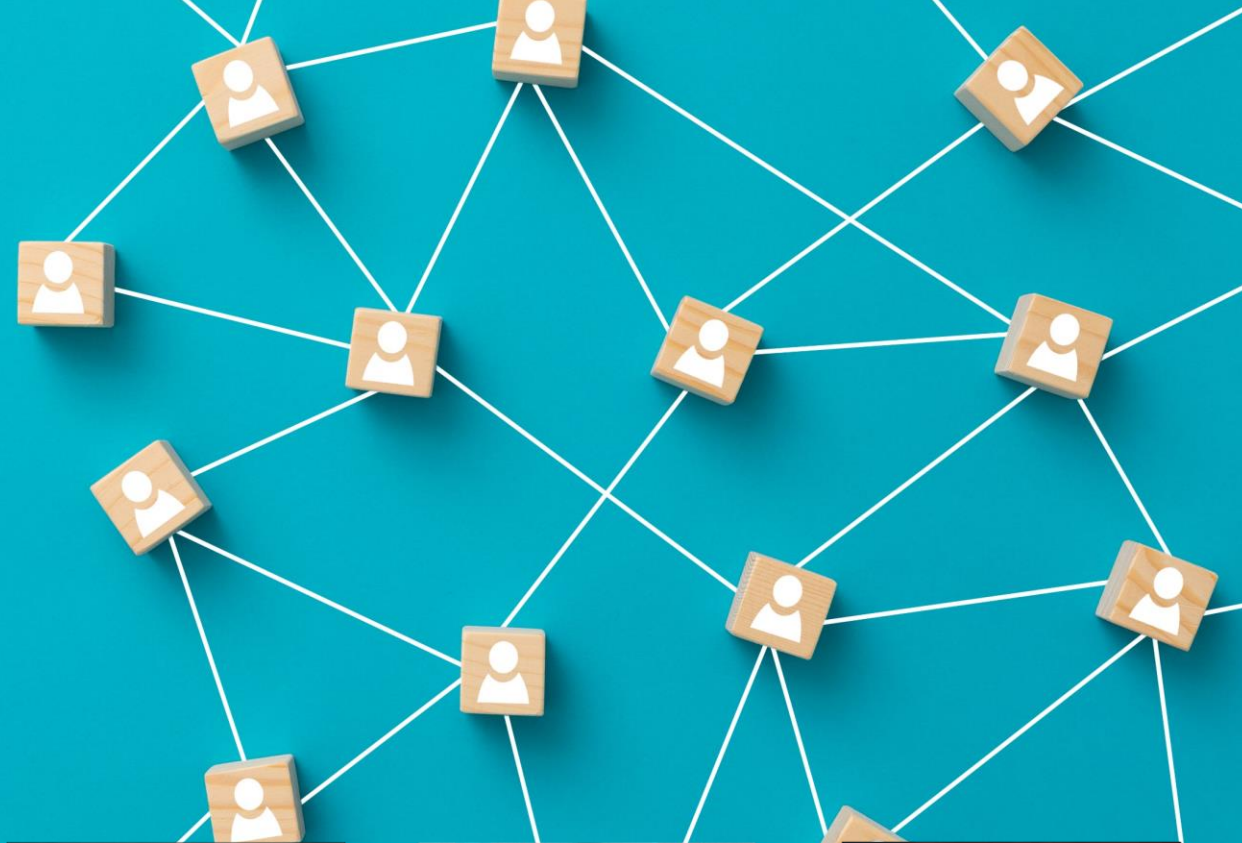


VIRTUAL BRIEFING

THE CX & EX CONNECTION

Thursday, March 24, 2022
11:30am - 1:30pm ET



CO-HOST

APRIL OBERSTELLER

Director of Global Experience: EX = CX



CO-HOST

TANYA THOMAS

Senior Director, Customer & Employee Experience



PANELIST

JENNIFER LEE

Chief Operating Officer



PANELIST

CHRIS ADAMS

Chief Advisor, ConvergeOne Genesys Practice



PANELIST

SHELBI SCOTT

Director, Customer Success



MODERATOR

CHAD McDANIEL

President & Co-Founder



ABOUT THE CO-HOSTS



APRIL OBERSTELLER

Director of Global Experience: EX = CX, woom Bikes

April Obersteller's 15-year career in the service industry has been rooted within purpose driven companies that are in the fast and exciting stage of start-up to scale-up. Her passion for the human experience is combined with her appreciation for how data and technology can be powerful in identifying and prioritizing how-to make the most meaningful human impact. At woom, she is the Director of Global Experience, in which she leads a global team that supports both the Customer Experience and the Employee Experience with a focus on the full internal and external customer journey.



TANYA THOMAS

Senior Director, Customer & Employee Experience, Experian Health

As Senior Director of Customer Experience for Experian Health, Tanya is responsible for bringing the voice of the customer to life within the business- with the customer represented by both clients and their consumers, as well as Experian Health employees. She aims to set a high bar for understanding, measuring, and maintaining a level of excellence around the experiences that Experian Health provides, and to ensure that decision making processes throughout the organization can be fueled with insight and empathy for the wants and needs of the customer whenever possible.

Tanya holds a B.A. in Communications from Chapman University and has 15+ years of experience creatively crafting exceptional customer experiences. She started her career with the likes of both Nordstrom and Disney, and later carried her unique approach of integrating exceptional service practices with immersing technologies to greater leadership roles within the financial services industry. She now endeavors to focus her passion and expertise on Experian Health's mission to use data driven insight to connect and simplify healthcare for all.

ABOUT THE PARTICIPATING BRANDS

The logo for woom, featuring the word "woom" in a red, lowercase, rounded font with a small "TM" trademark symbol to the right.

woom is a globally-acclaimed kids' bicycle company, originally founded in Austria in 2013, and expanded to the United States one year later. woom has disrupted the kids' bike category across Europe and North America, as the largest and fastest-growing direct-to-consumer brand in the space. Its award-winning bikes include options that are 40% lighter than conventional kids' bikes, making woom bikes the lightest series-production kids' bikes in the world.

The logo for Experian Health, featuring a cluster of colored squares (purple, blue, pink) to the left of the word "experian." in a blue, lowercase font, with the word "health" in a smaller, blue, lowercase font below it.

More than 60 percent of U.S. hospitals count on Experian Health solutions. These providers—along with thousands of medical practices, labs, pharmacies, and other risk-bearing entities—are making smarter business decisions, boosting their bottom lines, and strengthening patient relationships. Our clients have discovered the value of our revenue cycle management, identity management, patient engagement, and care management solutions to power opportunities in the new era of value-based reimbursement. Experian Health is powered by the strong healthcare heritage of our legacy companies, plus the deep data and analytics capabilities of Experian. This unique combination positions us well to help you succeed.

ABOUT THE PANELISTS



JENNIFER LEE

Chief Operating Officer, Intradiem

Jennifer has 20 years' experience in the contact center industry with more than 15 years as a people leader. Throughout her career, Jennifer has served in a variety of roles in the contact center space, including operations, quality, workforce management, and client services. As Chief Operating Officer, Jennifer leads Intradiem's Product Management, Product Marketing, Marketing, and Customer Success teams. Prior to this role, Jennifer has served as Chief Strategy Officer and has led the Customer Success organization.



CHRIS ADAMS

Chief Advisor, ConvergeOne Genesys Practice, ConvergeOne

Chris has almost 20 years of experience working as part of the ever-changing customer experience industry. As an early employee of Interactive Intelligence (acquired by Genesys in 2016), Chris entered the industry in the golden age customer experience innovation and brought that knowledge to ConvergeOne in 2011. Now as the Chief Advisor for the ConvergeOne Genesys Practice, Chris is responsible for overall portfolio management and market direction, advising on strategic direction, and leading customer-facing advisory engagements.



SHELBI SCOTT

Director, Customer Success, Momentive

Shelbi has over 20 years of customer journey and digital engagement experience. Prior to Momentive, Shelbi built and lead a Strategic Customer Engagement team working with Fortune 100 clients to improve their NPS, CES, GCR and CSAT scores, while reducing operational costs, and increasing revenue.

ABOUT THE PARTICIPATING SPONSORS



Intradiem provides Intelligent Automation solutions that help customer service teams boost productivity, enhance employee engagement, and improve the end-customer experience. Patented AI-powered technology processes the massive quantity of data generated by contact centers and back offices and takes immediate action to support both in-center and remote teams. Customers can count on a guaranteed return on their investment, with a 2X payback typical in the first year and 3-5X in subsequent years. Each year Intradiem powers more than one billion automated actions and helps customers save more than \$100 million.



ConvergeOne is a proven, services led, cloud solution provider that utilizes our intellectual property and unique methodologies to create value for our customers, and together, we develop progressive solutions that connect people with purpose. Over 13,000 enterprise and mid-market customers trust ConvergeOne with cloud, collaboration, enterprise networking, data center, and cybersecurity solutions to achieve business outcomes. Our investments in cloud infrastructure and professional and managed services provide transformational opportunities for customers to achieve financial and operational benefits with leading technologies. Our 2022 NPS of 80, placing us in the World Class category for the third consecutive year, is a testament to our ability to provide customers with the highest level of customer satisfaction, responsiveness, and expertise.



Momentive, maker of SurveyMonkey, is a leader in agile insights and experience management. Our AI-powered insights platform is built for the pace of modern business so you can deeply understand your market, elevate your brand, and build winning products faster. Powerful, purpose-built solutions incorporate our AI engine, built-in expertise, sophisticated methodologies, and our integrated global panel of over 175M people to deliver meaningful insights in hours, not months. Momentive also has a team of market research consultants that can take on anything from research design to custom reporting as needed, so you can spend more time shaping what's next for your organization.

ABOUT THE MODERATOR



CHAD McDANIEL

President & Co-Founder, Execs In The Know

Chad McDaniel is a well-known advocate for the Customer Management Executive. He works tirelessly to showcase the success of today's Customer Executive. Execs In The Know believes that advancements in customer success are created when leaders share experiences, outlooks and insights - "Leaders Learning From Leaders." Our mission is to provide measurable value to the corporate customer executive, by delivering customer experience improvements, in an efficient and effective manner. Execs In The Know connects customer professionals to valuable content, thought leadership, industry insight, peer-to-peer collaboration and networking opportunities. We support the customer professional in a live format by hosting national events (Customer Response Summit) and conducting a series of Executive Think Tanks.



Execs In The Know brings together customer experience leaders, across industries, to advance the conversation and set a new agenda for delivering amazing experiences for consumers. As a global community of the brightest minds in CX, Execs In The Know provides opportunities to learn, share, network, and engage to innovate. Operating under the motto, "Leaders Learning From Leaders," Execs In The Know facilitates many opportunities for its community, to get involved and inspire greatness through brand collaboration.