



Agenda at a Glance

DAY ONE: BOOTCAMP or SITE TOURS | Tuesday, January 26, 2016

	BOOTCAMP	SITE TOURS
	These are pre-selected items as part of your package. Check the back of your badge to see your selection	
12:30 pm	NETWORKING & REGISTRATION	12:30 pm REGISTRATION
12:30 pm – 5:30 pm	<p>A: WORKFORCE MANAGEMENT & TOTAL OPTIMIZATION BOOTCAMP This bootcamp provides the battle-tested strategies for better managing, engaging and empowering agents who ultimately serve as the direct line between your business and customers.</p>	<p>1:00 pm – 5:30 pm B: GO ON CAMPUS AT KAPLAN TEST PREP Erin Fox, Executive Director, KAPLAN PREP Allison Leed, Senior Director of Customer Experience, KAPLAN PREP Ronnet Ray, Senior Director of Organizational Effectiveness, KAPLAN PREP</p>
1:00 pm	<p>Chairperson's Opening Remarks Angela Reed, Director of Inside Sales, TRINET Lean Six Sigma Black Belt</p>	
1:10 pm	<p>ICE BREAKER ROUNDTABLE DISCUSSIONS We will break into groups and focus on our current challenges.</p>	
2:00 pm	<p>CASE STUDY: CULTURE IS NOT JUST FOR THE BIG GUYS! MODERNIZING COMMUNICATION & EVOLVING CULTURE TO MATCH = FINANCIAL RESULTS Melissa Moffett, Vice President, Customer Service MACHIAS SAVINGS</p>	<p>C. 2 STOPS ON THE JETBLUE CAMPUS TOUR</p> <ol style="list-style-type: none"> 1. JetBlue University to Experience their Front-Line Training 2. JetBlue Airways Contact Center in Action <p>Daniela 'DC' Camacho, Reservations Manager JETBLUE AIRWAYS, ORLANDO SUPPORT CENTER (OSC) Bernie Jessop, Manager Customer Support Training Support Campus, JETBLUE UNIVERSITY, ORLANDO</p>
2:30 pm	<p>CASE STUDY: DON'T JUST PUT OUT FIRES: BECOME THE LEADER YOUR TEAM & BUSINESS NEEDS Josh Sexton, MManager, Customer Relations LIBERTY UTILITIES-CENTRAL</p>	
3:00 pm	NETWORKING & REFRESHMENTS BREAK	
3:30 pm	<p>CASE STUDY: CAREER PATHING DESIGN & IMPLEMENTATION: TIME & COST EFFICIENT TO KEEP & RETAIN YOUR BEST Angela Reed, Director of Inside Sales, TRINET Lean Six Sigma Black Belt</p>	
4:00 pm	<p>CASE STUDY: CONTACT CENTER TURNAROUND: A BACK TO BASICS APPROACH THAT IS SIMPLE & EFFECTIVE James Kowalczyk, Sr. Director - Patient Admission Services, FRESENIUS MEDICAL CARE</p>	
4:30 pm	BOOTCAMP CONCLUDES	





Agenda at a Glance

DAY TWO: Pre-Conference Workshops | Wednesday, January 27, 2016

7:30 am Registration for Workshops D and E

Workshop D

Salon 1 & 2

A RETURN TO SELF-SERVICE: GIVING YOUR CUSTOMERS CONTROL WHILE DECREASING YOUR COSTS

Tom Lewis, Chief Executive Officer, **SMARTACTION**

Workshop E

Salon 3 & 4

CONTACT CENTER TRANSFORMATION: DRIVE INNOVATION AND EFFICIENCY

Lisa Davis, Director, Inside Sales and Customer Care
ACCO BRANDS 2015 Call Center Week Excellence Award Winner

8:00 am - 11:00 am

11:00 am Registration for Workshops F and G

Workshop F

Salon 1 & 2

CREATING CALL CENTER CULTURE - MANAGING AT HOME AGENTS TO ENSURE THEY ARE PART OF THE CULTURE

Rich Palombo, Director, Contact Center Operations,
NORTH SHORE LIJ HOSPITAL

Workshop G

Salon 3 & 4

READY FOR SUPERHERO STATUS? BECOME INDISPENSABLE THROUGH YOUR VOC PROGRAM

Jim Nagle, Vice President, Card Services, Delivering Service Excellence, **KOHL'S DEPARTMENT STORES**
2014 Call Center Week Excellence Award Winner.

11:15 am - 2:15 pm
(box lunch served)

2:15 pm Registration for Workshops H and I

Workshop H

Salon 1 & 2

BUILD YOUR CUSTOMER SERVICE STRATEGY FOR THE POST-VOICE ERA

Alon Waks, Global Head of Product Marketing, **LIVEPERSON**
Ciaran Doyle, Product Marketing Manager, **LIVEPERSON**

Workshop I

Salon 3 & 4

THE DIGITAL WORLD - YOUR CUSTOMERS ARE DEFINING THE GAME & HOW YOU CAN STEP UP TO THE PLATE

Deborah Alvord, CX Transformation Lead, **HEWLETT PACKARD**

2:30 pm - 5:30 pm

5:30 pm - 6:30 pm

TALK IS CHEAP. BUILDING RELATIONSHIPS IS NOT.

This is your window of opportunity - take it. There are so many ideas, people and experiences waiting to be discovered throughout the event. Grab a colleague and kick off the conference with a complimentary drink from the Call Center Week Winter Team. Complimentary drink vouchers will be provided and can be redeemed at Harry's Poolside Bar.





Agenda at a Glance

DAY THREE: Main Conference | Thursday, January 28, 2016

7:15 am **REGISTRATION & MORNING BREAKFAST** Grand Ballroom Foyer

7:15 am **BREAKFAST OF CHAMPIONS** Signature 1

Meet with our Call Center Excellence Award Winners and Find out What Makes them World-Class
Justin Chase, Chief Executive Officer, **CRISIS RESPONSE NETWORK** - 2015 Call Center Week Excellence Award Winner – Best in Class Call Center (under 99 seats)

Mary Beth Jenkins, Chief Operating Officer, **UPMC HEALTH PLAN** - 2015 Call Center Week Excellence Award Winner – Best in Class Call Center (over 200 seats) and Call Center Leader of the Year

Lisa Davis, Director, Inside Sales and Customer Care, **ACCO BRANDS** - 2015 Call Center Week Excellence Award Winner – Best in Class Call Center (100-199 seats)

8:00 am **OFFICIAL WELCOME TO CALL CENTER WEEK WINTER** Grand Ballroom DE

Lisa Schulman, Executive Producer, **CALL CENTER IQ**

8:05 am **CHAIRPERSON OPENING REMARKS** Grand Ballroom DE

8:20 am **KEYNOTE: A RADICAL NEW CUSTOMER SERVICE STRATEGY - CHOICE IS NOT THE ANSWER!** Grand Ballroom DE

Matt Dixon, Best-Selling Author, **THE EFFORTLESS EXPERIENCE: CONQUERING THE NEW BATTLEGROUND FOR CUSTOMER LOYALTY**

9:00 am **VIEW FROM THE C SUITE - CREATE A CUSTOMER-CENTRIC CULTURE DRIVEN BY VOC** Grand Ballroom DE

Moderator:
Dan Candee, Chief Revenue Officer, **CONNECT FIRST**

Panelists:
Darryl Michael Speech, Chief Customer Officer, **GREYSTONE & CO.**

Justin Chase, Chief Executive Officer, **CRISIS RESPONSE NETWORK** - 2015 Call Center Week Excellence Award Winner – Best in Class Call Center (under 99 seats)

Mary Beth Jenkins, Chief Operating Officer, **UPMC HEALTH PLAN** - 2015 Call Center Week Excellence Award Winner – Best in Class Call Center (over 200 seats) and Call Center Leader of the Year



10:00 am **GRAND OPENING OF THE EXPO HALL AND PASSPORT DEMO DRIVE** Grand Ballroom ABC

The audience will be split up in to individual groups that will correspond with an exhibit booth. Groups will meet with each booth for a short time and be notified to change booths by the exhibit hall emcee. Don't forget to get your passport card stamped at each booth to become eligible to win one of the amazing raffle prizes which have been donated by our booth sponsors.



11:00 am **BOOK SIGNING** Grand Ballroom ABC

Matt Dixon, Best Selling Author, **THE EFFORTLESS EXPERIENCE: CONQUERING THE NEW BATTLEGROUND FOR CUSTOMER LOYALTY**



PRIVATE MEET AND GREET WITH THE MORNING KEYNOTES Signature 1

Matt Dixon, Best-Selling Author, *The Effortless Experience: Conquering the New Battleground for Customer Loyalty*

Darryl Michael Speech, Chief Customer Officer, **GREYSTONE & CO.**

Justin Chase, Chief Executive Officer, **CRISIS RESPONSE NETWORK** - 2015 Call Center Week Excellence Award Winner – Best in Class Call Center (under 99 seats)

Mary Beth Jenkins, Chief Operating Officer, **UPMC HEALTH PLAN** - 2015 Call Center Week Excellence Award Winner – Best in Class Call Center (over 200 seats) and Call Center Leader of the Year

11:30 am **EXPERT FACILITATED ROUNDTABLES:**

1. CONQUER YOUR CHALLENGES Grand Ballroom DE
Dave Murphy, SVP Technical Operations, **GENBAND**

2. NEXT GENERATION CUSTOMER EXPERIENCE
Tony Pearson, Solutions Engineer, **GENESYS**
Tara Griffin, Senior Principal Solutions Engineer, **GENESYS**

3. DELIVERING EXPERIENCE CONTINUITY FOR THE MOBILE CONSUMER – EVERY CHANNEL, EVERY DEVICE Signature 1
Evan Dobkin, Product Marketing Manager, **ASPECT SOFTWARE**

4. MORALE + CULTURE = PERFORMANCE
Rich Palombo, Director, Contact Center Operations, **NORTH SHORE LIJ HOSPITAL**

12:30 pm **NETWORKING LUNCH FOR CONFERENCE ATTENDEES** Junior Ballroom F

(Expo Hall Closes during lunch from 12:30-1:15 and Re-opens for dessert and coffee at 1:15-1:45 pm)

1:40 pm **5 MINUTE TRANSITION TIME**





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TRACK SESSIONS BEGIN			
1:45 pm	Track 1: THE LEADERSHIP EDGE Grand Ballroom DE Track Chair Jeff Russell , EVP of Contact Center Solutions, TESTDRIVE	Track 2: NEXT GEN CX THROUGH CUSTOMER CARE Salon 1 & 2	Track 3: STRATEGIC VALUE FROM THE CENTER Salon 3 & 4 Track Chair Melissa Moffett , Vice President, Customer Service, MACHIAS SAVINGS
1:45 pm OPENING COMMENTS FROM OUR THOUGHT LEADER TRACK CHAIRS			
1:55 pm - 2:35 pm	CASE STUDY: DO YOU STRUGGLE WITH RETAINING TALENT? E-WORKERS COULD BE YOUR SOLUTION Jennifer Geno , 2nd Vice President TRAVELERS	CASE STUDY: TOP KEYS FOR CREATING GREAT CUSTOMER JOURNEYS Ted Hunting , Senior Director, GENESYS will introduce . . . Anne Palmerine , Associate Vice President, Customer Engagement & Enrollment Services, UPMC HEALTH PLAN	CASE STUDY: IT'S NOT ABOUT CALL DEFLECTION: SOCIAL MEDIA IS YOUR KEY TO LOYALTY AND ENGAGEMENT Matt Greenberger , Consumer Experience Champion, Global Social Media - Customer Care, MOTOROLA MOBILITY, A LENOVO COMPANY
2:40 pm 5 MINUTE TRANSITION			
2:45 pm - 3:25 pm	CASE STUDY: CREATE PROFITABLE CUSTOMER EXPERIENCES Jennifer Waite , Product Marketing Manager at INCONTACT will introduce . . . Jan van Dalen , Director of Information Technology, HOVEROUND CORPORATION	SPEECH ANALYTICS: GAIN BETTER INSIGHT ON WHAT'S REALLY HAPPENING ON YOUR CALLS CASTEL CLIENT CASE STUDY David John , Executive Vice President LTD FINANCIAL SERVICES, L.P.	CASE STUDY: CULTURAL TRANSFORMATION: MAKE THE LEAP FROM LEADER TO CHANGE AGENT Christopher Duck , Director of Relationship Care, AMERICAN EXPRESS
3:25 pm	AFTERNOON REFRESHMENTS AND NETWORKING BREAK IN THE EXPO HALL Grand Ballroom ABC	4:15 pm CLOSING KEYNOTE: WHY STORYTELLING IS THE ULTIMATE WEAPON Jonathan Gottschall , Author, STORYTELLING ANIMAL: HOW STORIES MAKE US HUMAN Grand Ballroom DE	
	BOOK SIGNING Jonathan Gottschall , Author, STORYTELLING ANIMAL: HOW STORIES MAKE US HUMAN	5:05 pm - 6:05 pm CALL CENTER WEEK GREAT GATSBY THEME COCKTAIL CELEBRATION IN THE EXPO HALL Grand Ballroom ABC	
4:10 pm 5 MINUTE TRANSITION			





Agenda at a Glance

DAY FOUR: Main Conference | Friday, January 29, 2016

- 7:30 am **BREAKFAST OF CHAMPIONS** Signature 1
Breakfast of Champions (This is limited to 40 people and was part of your registration process. Please check your badge to see if you have been invited to participate).
- BREAKFAST & REGISTRATION** Grand Ballroom ABC
- 7:30 am **CHAIRPERSON OPENING REMARKS** Grand Ballroom DE
- 8:45 am **KEYNOTE: TRANSFORM YOUR BUSINESS TO ATTRACT AND RETAIN BORN DIGITAL MILLENNIALS** Grand Ballroom DE
Melvin Greer, Senior Fellow, LOCKHEED MARTIN & Author of **21ST CENTURY LEADERSHIP**
- 9:30 am **MIMOSA MORNING REFRESHMENT BREAK IN THE EXPO HALL** Grand Ballroom ABC
- BOOK SIGNINGS**
Melvin Greer, Senior Fellow LOCKHEED MARTIN & Author of **21ST CENTURY LEADERSHIP**
Kit Yarrow, Author of **DECODING THE NEW CONSUMER MIND**
- MEET WITH OUR CIO KEYNOTE**
Patricia Hatter, Chief Information Officer, Intel Security Group, **INTEL**
- 10:15 am **KEYNOTE: THE RISE OF THE CUSTOMER-CENTRIC CIO: EMPOWERING A POWERFUL COLLABORATION BETWEEN CONTACT CENTERS & IT** Grand Ballroom DE
Patricia Hatter, Chief Information Officer, Intel Security Group, **INTEL**
- 11:00 am **AWARD WINNING KEYNOTE: A JOURNEY INTO THE MIND OF TODAY'S CUSTOMER & HOW CUSTOMER-CENTRIC CAN REMARKABLY CONNECT** Grand Ballroom DE
Kit Yarrow, Author, **DECODING THE NEW CONSUMER MIND**
- 11:45 am **PEER-TO-PEER ROUNDTABLES** Grand Ballroom DE
 - 1. **Optimize Workforce Management and Performance Management in an Omni Channel Environment**
Lisa Durant, Research Analyst, **NEMERTES RESEARCH**
 - 2. **Evolving What You Measure**
Josh Sexton, Customer Care Operations, **LIBERTY UTILITIES - CENTRAL**
- 12:30 pm **NETWORKING LUNCH FOR CONFERENCE ATTENDEES** Junior Ballroom F
- 1:15 pm **DESSERT & COFFEE IN THE EXPO HALL** Grand Ballroom ABC Demo Drive Prize Drawing!

TRACK SESSIONS BEGIN			
2:00 pm	Track 1: COMPETE WITH SERVICE SUCCESS STORIES	Track 2: IT & PROCESS IMPROVEMENT	Track 3: DATA-DRIVEN CONTACT CENTERS KPIS, METRICS & BIG DATA
	Grand Ballroom DE	Salon 1 & 2	Salon 3 & 4
	Track Chair Jeff Russell , EVP of Contact Center Solutions, TESTDRIVE		Track Chair Melissa Moffett , Vice President, Customer Service, MACHIAS SAVINGS
2:00 pm - 2:40 pm	CASE STUDY: IT'S YOUR ACE IN THE HOLE: TURN CUSTOMER SERVICE INTO YOUR COMPETITIVE ADVANTAGE Russ Metcalf , Vice President Customer Services, NETSPEND	CASE STUDY: NEED HELP CONTROLLING GLOBAL OPERATIONS? SHARED SERVICES COULD BE YOUR ANSWER Daniel Cruceana , Director of Operations & Technology, OFFICE DEPOT	CASE STUDY: TOP 10 TIPS FOR A SUCCESSFUL FIVE9 DEPLOYMENT Michael Barnes , Director, Salesforce.com Administrator, GOLFNOW
2:40 pm	5 MINUTE TRANSITION		
	CRITICAL CONVERSATIONS A tech-less think tank opportunity to benchmark, collaborate and share ideas on today's top business imperatives What is it? "Critical Conversations" is an opportunity to get to know your peers, share challenges, and prepare for the realities of tomorrow.		
2:45 pm - 3:40 pm	CRITICAL CONVERSATION #1 DON'T FEAR THE COMPETITION: DIFFERENTIATE YOUR BRAND TO DRIVE INNOVATION Jeff Russell , EVP of Contact Center Solutions, TESTDRIVE	CRITICAL CONVERSATION # 2 CAN YOU MAKE INTERNAL COLLABORATION EFFORTLESS? Docia Myer Vice President of U.S. Financial Sales CPI CARD GROUP	CRITICAL CONVERSATION #3 VIRTUAL AND REMOTE WORKFORCE – TRAINING AND ENGAGEMENT STRATEGIES Marietta Bettermann , Contact Center Training, BANK OF THE WEST
3:45 pm	CALL CENTER WEEK WINTER CONCLUDES		



