

The 6th Annual

NGCX

NEXT GENERATION CUSTOMER EXPERIENCE

Customer Delight By Design

March 21-23, 2016 / Park Hyatt Aviara Resort / Carlsbad, CA
www.the-customer.com

The Event For Customer Experience Innovators



Jacob Jaber
CEO
Philz Coffee



Cindy Chastain
SVP, Group Head, Global
Customer Experience &
Design
MasterCard



Janet Song
SVP, Member Services
Dollar Shave Club



John Yesko
Senior Director, Digital
Customer Experience,
Walgreens

Lead
Sponsors:



Welcome to the 6th Annual NGCX Event!

The Event For Customer Experience Innovators

NGCX brings together over 300 cross-industry executives to discuss customer experience design, culture and innovation. With a gorgeous new venue and **76% new speakers**, 2016 is not to be missed.



Get Inspired

Year after year, our speakers continue to raise the bar when it comes to customer experience innovation. Be prepared to shift your thinking, challenge your assumptions and walk away with new insights to apply at your organization.



Make New Friends

Customer experience professionals are a close-knit community of innovators. Meet new friends, trade business cards, and make the connections that will accelerate your career.



Learn More. Faster.

We're only human: long presentations put us to sleep and we're all sick of "death by PowerPoint". Our speakers have just 20 minutes to pack in as much data, discovery and insights to ensure that you walk away with clear ideas to apply at your organization take-aways. Plus customize your experience with interactive roundtables, panel discussions, workshops, industry-specific boardrooms and an invite only Think Tank.



Have Fun

Join us for a Taste of California cocktail reception on Monday and soak in the gorgeous Carlsbad weather at a poolside reception on Tuesday. Plus, before you head home, join us for some fun with a backstage tour of The Safari Park, a round at the Aviara Golf Course or a whale watching excursion in Oceanside.

We would like to extend a special thank you to our 2016 Advisory Board!



Andrew Ashman
Lincoln Sales
Operations and Client
Experience Manager
Ford Motor Company



Kevin Gibson
Director, Consumer
Experience, Retail
direct to consumer
business (Medicare,
Medicaid and the
Affordable Care Act)
Humana



Tabitha Dunn
VP, Customer
Experience
Concur



Cassie Alvey
Director, B2B Strategy
**Kansas City Steak
Company**



Maggie Chung Hill
Customer Experience
Advocate
a major retailer



Ali Hussain
SVP, Global Customer
Experience
Citi



Diane Magers
Customer Experience
Executive
AT&T



Bonita Inza
Former SVP, Omni-
Channel & Customer
Experience
LACOSTE

Just a few of our featured speakers...

Engaging Customers Through Design

Dan Weisman
Head of Customer Experience
Ministry of Supply

Changing Behavior By Altering Belief

Tom Asacker
Author
The Business of Belief

Building A Killer Social Media Plan

Nicole Schwartz
VP, Marketing
Sprinkles Cupcakes

Understanding The Impact Of Brand Power In CX

Ryan Smolkin
CEO
Smoke's Poutinerie

Turning Numbers Into Thriving Personalities

Kristin Guthrie
VP, Customer Experience
Honeywell Aerospace



Meet The 2016 Speakers

80% of our speakers are new!

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Retail



John Yesko
Senior Director, Digital Customer Experience
Walgreens



Dominique Essig
VP, Product & Customer Experience
Bonobos



Mark Tomaszewicz
Ambassador of Joy
PIRCH



Michael LaFrance
Director, Global Customer Experience Center
Bose



Janet Song
SVP, Member Services
Dollar Shave Club



Daniel Weisman
Head of Customer Experience
Ministry of Supply



Brian Popelka
SVP Customer Care, Partner Account Management, and Human Resources
Overstock.com



Stephanie Sansoucie
Director of Customer Experience Strategy & Design
Kohl's



Michelle Adorjan
SVP, Marketing & PR
Tacori



Gita Rebbapragada
VP Emerging Markets & Growth Initiatives
Fabletics



Tracy Paterson
Head of Customer Experience
MOO



Jennifer Maldonado
Senior Business Analyst, Voice of the Gamer program owner
Activision



Nicole Schwartz
VP, Marketing
Sprinkles Cupcakes



Erika Paman-Mercado
Customer Loyalty Operations Supervisor
Zappos Family of Companies



Claudia Vale
Customer Experience Manager, CCXP
John Deere Latin America



Jim Ferron
Customer Experience, Content and Commerce Strategist/Architect
Nintendo



Melanie Shintaku
Director of Experience Design, Mobile & Digital Guest Services
Marriott International



Bill Linehan
EVP & Chief Marketing Officer
Red Lion Hotels Corporation (RLHC)



Tim Genovese
VP, Guest Experience and Brand Consistency
Intercontinental Hotels Group



Rachel Gallant
Director, Relationship Marketing
New York Philharmonic



Graham Rossini
Vice President, Special Projects & Fan Experience
Arizona Diamondbacks

Transit



Kristin Guthrie
VP, Customer Experience
Honeywell Aerospace



Kellan Williams
Manager, Customer Insights & Analytics
Safelite Autoglass



Tony Drummond
VP, Customer Experience
Manheim



Gokben Cramer
Customer Experience Manager
Jaguar Land Rover North America



Mary Proc
VP, Customer Service
Metrolinx/GO Transit

Financial Services/Insurance



Allen Lay
Assistant Vice President, Member Experience Strategy
USAA



Cindy Chastain
SVP, Group Head, Global Customer Experience & Design
MasterCard



Dexter Johnson
Head of Enterprise Customer Experience
Farmers Insurance



Justin Martin
CMO
Verity Credit Union




Paul Quinn
Head of Claims Customer Experience
Farmers Insurance



Bill Schimikowski
VP, Customer Experience
Fidelity Investments




Heidi Munc
Associate VP, User Experience
Nationwide




Mackenzie Shaw
Director, User Experience Research
Nationwide



Kim Loftis
Chief Customer Officer
Plum Lending



Rob Scruggs
Former Director, Customer Experience
E*TRADE



Annette Franz
Director, Customer Outcomes
Fidelity Investments



Karen Kallet
Chief Digital Officer, SVP Marketing
BofI Federal Bank


Food/Beverage



Jacob Jaber
CEO
Philz Coffee



Ryan Smolkin
CEO
Smoke's Poutinerie



Sherrill Zack Kaplan
Senior Director, Digital Marketing & Innovation
Dunkin' Brands




Cassie Alvey
Director, B2B Strategy
Kansas City Steak Company




Daniel Moure
CMO
Pure Formulas

Technology




Saul Gurdus
VP, Insights and Enablement Customer Experience
Citrix



Swati Saxena
Senior Manager, Customer Experience Analytics
HP

Healthcare/Health Insurance



Lynn Skoczelas
Chief Experience Officer
Sharp HealthCare!



Kevin Gibson
Retail Consumer Experience Leader (Medicare, Medicaid and Affordable Care Act)
Humana



Curtis Kopf
VP, Customer Experience
Premera Blue Cross

Utilities/Telecoms



Diane Magers
Customer Experience Executive
AT&T



Virginie Glaenzer
EVP of Marketing and Customer Experience
Great Eastern Energy



Devon Westerholm
Senior Director, Global Customer Experience & Insights
SunPower Corporation

B2B



Edgar Montes
Chief Operating Officer
WageWorks



Janet Godwin
COO
ACT




John Corrigan
VP, Customer Experience
ACT



Kristin Guthrie
VP, Customer Experience
Honeywell Aerospace



Tabitha Dunn
VP, Customer Experience
Concur



Jill Gutterman
Head of Global Customer Experience Strategy
3M

Industry Thought Leaders



Tom Asacker
Author
"The Business of Belief"



Eric Feinberg
VP, Marketing
ForeSee



Matt Inman
Senior Director, Customer Experience Strategy & Design
MaritzCX



Sarah Simon
VoC Consulting Director
Confirmit



Brennan Wilkie
Senior Vice President, Customer Experience Strategy
InMoment

Map Out Your NGCX Experience

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Day One

Your CX Roadmap

- ✓ 4 Interactive workshops on consumer-centered design, building a CX design toolkit, turning numbers into thriving personalities and CX training programs
- ✓ Hear from USAA, Walgreens, Kohl's, Nationwide, Honeywell Aerospace and more
- ✓ Champagne Roundtable Discussions
- ✓ Guest Speaker Ryan Smokin, CEO, **Smoke's Poutinerie**



Day Two

Customer Experience Culture & Engagement

- ✓ Case studies from IHG, Dollar Shave Club, MOO, PIRCH and Marriott among others
- ✓ Concurrent session streams on Customer/Employee Engagement and Customer Insights & Analytics
- ✓ An Invite Only VP Think Tank hosted by Lynn Skoczelas, Chief Experience Officer, **Sharp HealthCare**
- ✓ Guest Speaker: Tom Asacker, Author, **The Business of Belief**
- ✓ Poolside Cocktail Reception



Day Three

Customer Experience Innovation & Future Trends

- ✓ Case Studies from RLHC, Nintendo, Citrix, MasterCard Ministry of Supply and Nationwide among others
- ✓ Finish out your trip with some fun by signing up for a private tour of the San Diego Safari Park, a whale watching adventure or golf at the award winning Aviara course

An Interactive Learning Experience

At NGCX, you will not just be sitting at a table listening to people talk at you for three days. There are a variety of session formats, in large, medium and small groups, that allow you to participate so that you never feel like you're overwhelmed or bored by the agenda. Here's just a sampling of all the ways you can interact at NGCX:



Presentation/keynote: a short, sharp TED-style presentation focused on a specific case study or customer experience story to highlight your expertise on a particular topic. There are typically slides and some presenters opt to host a roundtable based on their presentation topic to go more in-depth since 20 minute presentations do not have time for audience Q&A.



Panel: a 40 minute interactive, moderated discussion on stage featuring 3-4 panelists and audience Q&A throughout. There's no presentation or PowerPoint slides needed.



Workshop: a one hour deep-dive into a particular topic led by a facilitator and featuring hands-on activities and/or group work.



Champagne roundtables: Roundtable discussions are small peer-led group discussions on a niche topic. Your role would be to facilitate discussion and serve as a subject expert. The discussions are 2 40-minute rotations, meaning, after 40 minutes, all the attendees switch tables and select a new table to sit at for the second 40 minutes.



Invite-only CXO think tank: A closed door session featuring 15-20 senior level CX executives debating strategic ideas and sharing insights.



Innovation spotlight: a 10 minute rapid-fire presentation led by a solution provider highlighting the latest in CX design and technology



Case study revolution: The speaker will give a roughly 15 minute case study on how they've gone about tackling a particular CX challenge. The remaining 15 minutes will have the attendees sharing their successes or challenges with the room helping those with challenges solve them together.



Industry boardroom: an industry-specific facilitated strategy discussion focused on addressing challenges and sharing lessons learned. Boardrooms will be available for B2B, financial services and retail attendees.



Fireside chat: an informal, interview-style session with a chance for the audience to ask questions of a C-level executive.

Who Will You Meet?

Customer Experience professionals from across all industries who specialize in:

- Customer/Client Experience
- Customer Service/Support
- Marketing
- HR/Organizational Development/Training
- Customer Insight/Analytics
- Operations

Specific titles include:

- Chief Customer Officer or Chief Experience Officer
- VP, SVP, EVP, AVP, Director of
 - Customer/Client Experience
 - Customer/Consumer Insight
 - Customer Success
 - Customer Centricity
 - Customer Strategy
 - Customer Loyalty
 - Customer Analytics
 - User Experience
 - Digital Experience
 - Design



Day One: Your CX Roadmap

Get ready to roll up your sleeves with a day of interactive sessions, including 1 hour workshops and roundtable discussions. This is a tactical day filled with tips, tricks and lessons learned for you to apply at your own organization. This day is focused on setting your CX strategy and developing a roadmap for your organization.

7:40 **Continental Breakfast & Registration**

8:20 **Welcome Remarks**



Kristin Schoenstein
Event Director
NGCX

8:30 **Chairperson's Opening Address**

8:45 **KEYNOTE: What's My Job Again? Evolving The Customer Experience Role**

Customer journey mapping; co-design with end users; iterative ideate-prototype-test cycles. These customer-centric practices are firmly established in digital experience design. But can we evangelize and extend this approach to non-digital experiences such as retail or health – or to an enterprise at large? The design team at Walgreens is on a quest to do just that, so we'll share some

victories and defeats from our world. Audience members will:

- Consider how digital experience design tools and processes can be extended to other mediums
- Learn about a "solution-agnostic" customer research approach
- Examine the potential to evolve roles within their own organizations



John Yesko
Senior Director, Digital Customer Experience
Walgreens

9:05 **KEYNOTE: Navigating The CX Improvement Journey**

Organizations that skillfully master the end-to-end customer experience can reap enormous rewards from increased customer loyalty and revenue and enhanced employee engagement. To achieve these benefits you need sustained execution against a portfolio of CX activities that advance your culture, improve everyday customer interactions and develop and deploy new CX capabilities. Find out how Farmers Insurance is navigating the CX improvement journey:

- Executing on an improvement strategy and road map tailored to your situation
- Developing a strong, sustainable customer-centric culture

9:25



Dexter Johnson
Head of Enterprise Customer Experience
Farmers Insurance

KEYNOTE: You're Doing It Wrong: Where Customer Expectations And Your Execution Diverge

It's time for brands to stop talking omni-channel while acting single channel. The modern consumer expects and demands seamlessly integrated experiences that allow them to engage where, when and how they want. In this session, you will hear groundbreaking research from the ForeSee Experience Index, a comprehensive 11-year longitudinal customer experience study of 20,000+ consumers that depicts the changing multichannel landscape. We'll arm you with tactical and strategic insights about this modern consumer to drive your business forward in 2016.



Eric Feinberg
VP, Marketing
ForeSee

9:45



PANEL: Translating Customer Experience Improvements Into Clear Business Value For Your Organization

As a CX leader, you are constantly looking for new ways to improve the end to end customer journey. Upon completing an initiative or project, how are you connecting your results with ROI?

Panelists will discuss how to best:

- Link CX to financials at a more granular level
- Translate CX stories into language that resonates best with the C-suite
- Foster continued buy-in by showing a clear connection between CX improvements and business results



Mackenzie Shaw
Director, User Experience Research
Nationwide



Tony Drummond
VP, Customer Experience
Manheim



Kevin Gibson
Retail Consumer Experience Leader
Humana

10:25

Morning Refreshment & Networking Break

10:55 **Co-Presentation—Integrating CX And Transformation Initiatives**

As organizations turn to transformation initiatives to align process, technology and resources the role of customer experience becomes critical in shaping how a business creates value in dynamic and shifting markets. ACT's Chief Operating Officer is leading the company's transformation initiative which includes a committed focus on the customer and significant collaboration with customer experience. During this session we'll explore how ACT's Customer Experience team is integrating efforts with the Transformation Management Office.

- Learn how ACT is aligning CX, technology, process and enterprise architecture
- Explore organizational changes related to both CX and Transformation teams
- Discuss how cross functional teams better serve customers by working together



John Corrigan
VP, Customer Experience
ACT



Janet Godwin
COO
ACT

11:20 **KEYNOTE: Cracking the Code: Proving How And Where Employee Behavior Drives Loyalty And Revenues**



In the age of ever-increasing customer expectations, understanding the specific staff behaviors that both inspire loyalty and improve your bottom line is a critical, yet illusive piece of knowledge. Luckily, InMoment's Senior VP of Customer Experience Strategy Brennan Wilkie and his team have cracked the code. Using real-life examples and hard ROI data, Brennan will share the secrets of how your brand can do the same.



Brennan Wilkie
Senior Vice President,
Customer Experience
Strategy
InMoment

11:40 **KEYNOTE: The Consciousness Revolution: Transforming Your Company Into An Awakened Brand**



In today's competitive business environment, customers have access to more information and choices than ever before. As a result, they also have higher expectations. In this session we'll connect the dots between societal trends and the Consciousness Revolution's impacts on digital sales, brand marketing and customer experience.

12:00 **Lunch**

Participants will:

- Discover how customers' beliefs are limiting or influencing their choices in our shifting society
- Learn how to tap into the Consciousness Revolution, which is not defined by age, income, political beliefs or geography, but by a new mindset
- Examine the meaning and emotions behind the value of your company and if it's time to reposition your brand
- Discuss how your brand can leverage big data and demand generation tactics



Virginie Glaenger
EVP of Marketing and
Customer Experience
Great Eastern Energy

Invite-Only Lunch Hosted By Opinionlab

For more information please contact Caitlin Vance, NGCX Meeting Planner, at caitlin.vance@wbresearch.com





NGCX Golf Scramble At The Aviara Golf Club

Wednesday, March 23, 2016 at 2:30 PM

Join in a NGCX golf scramble
(teams of 4, limited to 20 spots).

To register, email caitlin.vance@wbresearch.com*

About the course:

Named by Golf Digest and Golf Magazine as one of the best resort golf courses in America, the Aviara Golf Club overlooks the Batiquitos Lagoon nature preserve in beautiful Carlsbad, California. The only coastal

California course designed by Arnold Palmer, Aviara Golf Club features a memorable layout: par 72 over 18 holes and 7,007 yards uniquely sculpted around rolling hillsides, native wildflowers, and plenty of bunker and water challenges.

*this activity is pending group interest and subject to change

CUSTOMER EXPERIENCE DEEP DIVE – Concurrent Workshop Sessions

1:00



WORKSHOP A: Tips For Initiating A Consumer-Centered Design Process

Consumer- centered design is nothing new, but many companies are just learning how to apply it in their organization to improve customer experience. Once you apply this methodology you can significantly reduce the failure of product or services that go to market and you will exceed customer expectations through incremental innovation. Stephanie Sansoucie, Director of Customer Experience Strategy and Design at Kohl’s will help you get started with this iterative, agile approach. Filled with real case examples and hands-on exercises, participants will:

- Understand the framework, methodology and approach to consumer-centered design
- Learn the tools that you need to start using user-centered design
- Discuss potential challenges and how to overcome them



Stephanie Sansoucie
Director of Customer Experience Strategy & Design
Kohl’s

WORKSHOP B: Finding New Markets In Yesterday’s Data – 4 Steps To Turn Numbers Into Thriving Personalities

Research statistics have been described as “real life information, with real people removed.” Honeywell’s CX team disagrees.

This workshop outlines a fresh approach to converting data and analysis into living, breathing personas. Explore how to both conduct a critical examination of research numbers, and then connect with the groups and individuals those numbers represent. Come ready to learn how to view your customers as individuals rather than purchasing departments.

Filled with real case examples and hands-on exercises, participants will:

- Practice turning traditional market segmentation results into personas
- Understand how to adapt their analysis to more precisely fit modern business realities
- Compete for the title of “Best EMT” – Emergency Marketing Technician; turn data into thriving personalities that resonate throughout the organization



Kristin Guthrie
VP, Customer Experience
Honeywell Aerospace

2:00



WORKSHOP C: Getting Started With An Enterprise-Wide CX Training Program

Good guest care is critical for customer satisfaction. Explore the New York Philharmonic and Lincoln Center’s ambitious Guest Care Excellence Initiative, in which over 500 external- and internal-facing employees and volunteers have been trained to elevate the customer experience, and learn how to get a similar program started in your own company. Workshop attendees will develop:

- An understanding of who needs to be involved to make the program successful
- A checklist of resources and a timeline for launching a CX training program
- Techniques for sustaining the effort and embedding a customer focus across the organization



Rachel Gallant
Director, Relationship Marketing
New York Philharmonic

WORKSHOP D: Building Your CX Design Toolkit

Engaging and educating everyone on CX is important and so are the right tools and resources for building competencies. Learn how to embed and share resources, design thinking and engagement activities to accelerate your organization’s CX skills. We will take about and have a few hands-on exercises and techniques you can use right away in your practice.

Learn:

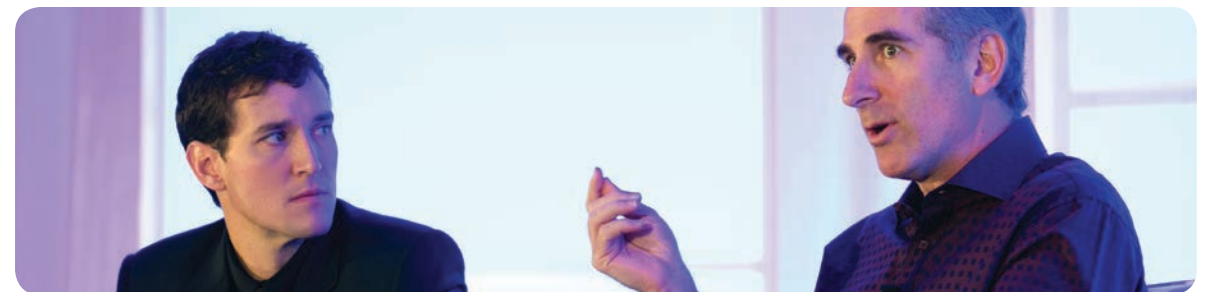
- How design skills can enable CX
- Some design tools and techniques
- The impact and benefits of design



Diane Magers
Customer Experience Executive
AT&T

3:00

Afternoon Networking and Refreshment Break And Exhibit Hall Kick Off



3:40



CX Leaders Champagne Roundtables

At NGCX you're in control! Get involved in our unique, open-mic, peer-to-peer tables for the best conversations you'll have all year. Talk about your key challenges and hear how other organizations are overcoming them. After 40 minutes, you'll rotate tables and tackle a new topic with a new expert host.

Potential Topics:

Table 1: Tips and tricks CX can apply from UX methodologies

Moderator: Rob Scruggs, Former Director, Customer Experience, **E*TRADE**

Table 2. You're doing it wrong: where customer expectations and your execution diverge

Moderator: Eric Feinberg, VP, Marketing, **ForeSee**

Table 3: Are customer surveys dead? What's next?

Moderator: Tony Drummond, VP, Customer Experience, **Manheim**

Table 4: How to turn customers into loyal, raving fans

Erin Finegold, Corporate Communications and Event Director, **Dallas Mavericks** (pending final approval)

Table 5: Using journey mapping as a tool for continuous improvement

Table 6: The value of mentoring in a self-managed environment

Moderator: Erika Paman-Mercado, Customer Loyalty Operations Supervisor, **Zappos Family of Companies**

Table 7: Tips for better managing customer complaints

Table 8: The 3 I's of a killer social media plan: Inspiration, Influencers & Innovation

Moderator: Nicole Schwartz, VP, Marketing, **Sprinkles Cupcakes**

Table 9: Agile, Lean, Six Sigma? Which methodologies are you applying to CX and why

Table 10: Creating A CX Center of Excellence From KPI's To Design

Table 11: Conducting and drawing insights from customer listening labs

Table 12: Tip for avoiding flavor of the month and initiative fatigue

If you are interested in hosting a roundtable discussion, please contact Harvey Golub at harvey.golub@wbresearch.com



Invite-Only CXO Think Tank

As a CXO or head of CX at your organization, it is your responsibility to prioritize customer experience and promote a customer centric value proposition throughout your organization. This is your opportunity to gain honest feedback, debate strategic ideas and share high level insights in a closed door forum

This is an invitation only session. If you wish to participate or would like to nominate yourself or a colleague, please contact: kristin.schoenstain@wbresearch.com

Moderator:



Lynn Skoczelas
Chief Experience Officer
Sharp HealthCare

5:00

Guest Speaker: Making Your Company Focused On Customers, Brand & Culture

The experience customers can expect when visiting Smoke's Poutinerie is highly entertainment based; everything from the Canadiana atmosphere with 80s glam rock playing in the background, the way employees greet their guests, and even the tagline "HOW DO YOU LIKE YOUR POUTINE?" all play significant and vital roles in customer engagement and retention. Learn how Smoke's Poutinerie instills their weird, wild and wacky culture straight from global headquarters down through to store level and continues to keep their customers and demographic emotionally invested in their brand, product and culture.

- Brand Power & Culture
- Brand Communication – Perception vs Reality
- Entertain your Guests
- Role of Internal Communication – Shared Values & Behaviors



Ryan Smolkin
CEO
Smoke's Poutinerie

5:20

Welcome Cocktail Reception In The Exhibit Hall

6:20

End of Day One

Day Two: CX Culture & Engagement

Since organizational culture is absolutely critical to the success of your customer experience efforts, day two is dedicated to topics around establishing and sustaining a customer-centric company culture and how to engage both your customers and employees. We'll also break out in the afternoon into sessions focused on omni-channel and VoC.

New This Year Industry-Specific Boardrooms:


Join us for a facilitated strategy discussion focused on key CX challenges faced by your industry.

Retail Boardroom: 11:50 am-12:50 pm

Moderator pending


Financial Services Boardroom: 2:15 pm-3:15 pm

Moderator:

 **Allen Lay**
Assistant Vice President, Member Experience Strategy
USAA

B2B Boardroom: 3:55-4:55 pm

Moderator:

 **Tabitha Dunn**
VP, Customer Experience
Concur

7:40 **Continental Breakfast & Registration In The Exhibit Hall**

8:25 **Welcome Remarks**

 **Kristin Schoenstein**
Event Director
NGCX

8:30 **Chairperson's Opening Address**

 **Matt Inman**
Senior Director, Customer Experience Strategy & Design
MaritzCX

8:45 **KEYNOTE: Using The Power Of Storytelling To Create Emotionally Engaging Experiences**



A session designed to articulate how customer experiences or story telling can become your organizations calling card to gain or loose business. We will explore both positive and negative customer encounters and their shared experiences and how social media plays a major part of telling their story on behalf of your company.

- Understand the significant impact experiential story telling can be

9:05



KEYNOTE: Your People Are Your Front Line. Your Front Line Is Brand Strategy

Build amazing teams over people, provide education over training, and empower through values to create passionate advocates for your customers. Because every customer touch constitutes a brand experience.


Resonant value propositions, innovative technology, high quality products & services are all critical to a company's success, but these components must be fortified by your consumer facing ambassadors. Hear how Dollar Shave Club's Member Services organization serves as the strategic, day-to-day front line of the DSC brand.

This session will provide insights into how the company's culture and brand values steered hiring and development strategies, including

- Does experiential story telling actually resonate with customers
- What role does social media play in this venue

 **Tim Genovese**
VP, Guest Experience and Brand Consistency
Intercontinental Hotels Group

the inspiration behind DSC University, an internal education platform with learning modules that ensure employees deliver on the brand's mission during every contact. No scripts, no BS — only a promise of exceptional service by way of "on brand" solutions, truly personalized interactions, and knowledgeable 1:1 consultations. Let your people, your culture, and your brand values provide the cornerstone of delivering unique and memorable customer experiences.

 **Janet Song**
SVP, Member Services
Dollar Shave Club

9:25



FIRESIDE CHAT: A Tradition Of Customer Experience Excellence: The Philz Coffee Story

Philz Coffee has a cult following for its coffee, crafted one cup at a time. Founded by Phil Jaber and his son Jacob, Philz Coffee has been in the making for over 25 years.

Philz Coffee's product is people, not coffee. And Jacob is making huge investments in the culture and people of Philz -- from hiring its first Director of Coffee to further increase the quality of its coffee and control

its supply chain to hiring a Dean of Philz University straight from Apple, the master of customer service. The result is a business with a unique culture with a maniacal focus on people first, resulting in higher than industry average retention rates and a strong growth plan for the future to deliver the perfect cup of coffee. He hopes to continue to grow geographically while continuing to power the masses with the perfect cup of coffee. Growth to Jacob is about creating one store 1,000 times over, which doesn't mean creating replicas, but it's about creating the same experience in each store.



Jacob Jaber
CEO
Philz Coffee

9:45 **KEYNOTE: How To Engage 20,000+ Stakeholders To Deliver Exceptional Experiences**



Lynn Skoczelas
Chief Experience Officer
Sharp HealthCare

10:05



PANEL: CX Champions, Advocates, Committees, Departments—What's Working?

Every organization approaches their customer experience strategy, structure and governance a bit differently. Panelists will walk you through a few different strategies for involving employees in their customer experience efforts and highlight which methods are working and why.

Learn how to:

- Get cross-functional buy-in for CX
- Identify/nominate CX advocates
- Discuss how to incent for CX-related efforts
- Hear lessons learned



Karen Kallet
Chief Digital Officer, SVP
Marketing BofI Federal Bank



Bill Schimikowski
VP, Customer Experience
Fidelity Investments



Paul Quinn
Head of Claims Customer Experience
Farmers Insurance



Curtis Kopf
VP, Customer Experience
Premera Blue Cross

10:45

Morning Refreshment & Networking Break In The Exhibit Hall

Stream 1: Customer & Employee Engagement

11:20

Opening Remarks By The Track Chair

11:30



CASE STUDY REVOLUTION: The Business Of Joy

Employee engagement is not a goal. Rather it is a byproduct of the experience you foster for your team members and driver of business results. PIRCH, a purveyor of joy in the luxury retail appliance and plumbing space, attributes its success and rapid growth to a thriving culture leading to genuine care for our customers.

Learning Objectives

- What joy has to do with appliances and plumbing
- The blueprint PIRCH follows for developing a vibrant, human-centered culture
- How PIRCH operationalizes its manifesto (values) and develops empathy across the organization



Mark Tomaszewicz
Ambassador of Joy
PIRCH

Stream 2: Omni-Channel CX

Opening Remarks By The Track Chair

CASE STUDY REVOLUTION: Integrating Customer Audits Across Touch Points To Ensure A Consistent And Seamless Customer Experience

In today's global and highly connected world, understanding the customer's buying experience from research and learning, to evaluation and finally purchase is key as the customers have many sources of information and can choose to interact in multiple ways. Providing a seamless customer experience is an interesting challenges for a company that operates in over 150 countries and also adapts to the local culture. In this interactive session you will learn:

- What are some of the challenges faced by customers who use multiple channels
- How does this impact the customer experience
- What are some steps that can be taken to address the challenges to provide a consistent experience



Swati Saxena
Sr. Manager, Customer Experience Analytics
HP

12:00 **PRESENTATION: Achieving Organizational Transformation Through Customer Care**




Brian Popelka
SVP Customer Care, Partner Account Management, and Human Resources
Overstock.com

PRESENTATION: Better Understand The End-to-End Customer Journey To Drive Experience Innovation

12:20 **Innovation Spotlight**




A 10 minute rapid-fire presentation and demo of a new CX technology
Reserved for a solution provider
If you are interested in speaking during this session, please contact Harvey Golub at Harvey.golub@wbresearch.com

Innovation Spotlight


A 10 minute rapid-fire presentation and demo of a new CX technology
Reserved for a solution provider
If you are interested in speaking during this session, please contact Harvey Golub at Harvey.golub@wbresearch.com



12:30 **PRESENTATION: Creating Wow Experiences For Employees That Translate Into Wow Experiences For Customers**



MOO is an award winning print and design company that is passionate about great design and the difference it can make to our customers. This presentation will focus on how MOO delivers on our company mission of "Design Works Wonders" by engaging with our employees around a common purpose in order to deliver a superior customer experience. Learn how we help our employees feel how their role fits into the entire company and delivering on that mission through storytelling and rituals, rewards and recognition and training and development.




Tracy Paterson
Head of Customer Experience
MOO

PRESENTATION: Predictive Analytics - Changing The Future of CX Today

Today's businesses are now connected to the Customer like never before. These new connections generate massive amounts of data that are piling up on servers around the world. Company's that are able to take the many new sources of data and use them to modify the customer experience on the fly will create sustained competitive advantages.


- Learn how Advanced Analytics is changing the way companies make strategic decisions
- Discover the tools available that enable data scientists to process and produce insights from the massive amounts of data generated.
- Move you business from being reactionary to proactively predicting Customer Experience outcomes





Kellan Williams
Manager, Customer Insights & Analytics
Safelite Autoglass

12:50 **Lunch**

11:50-12:50 **Retail Boardroom**



Join your fellow retail CX professionals for an open, in-depth discussion on building an effective CX strategy in a retail environment. Come prepared to share what has worked for you and bring your questions to get the input of your fellow retail CX peers. We'll have a facilitator on hand to guide the discussion and ensure we hear lots of different ideas and questions on this topic, giving you great ideas to take home and put into practice. Facilitator pending. Please visit www.the-customer.com for details.

| | Stream 1: Customer & Employee Engagement | Stream 2: Customer Insights & Analytics |
|------|--|--|
| 1:50 | Chairperson's Welcome | Chairperson's Welcome |
| 1:55 | <p>PRESENTATION: Building A Culture Of Employee Empowerment</p> <p>How do you shape your employees to be strong, confident ambassadors of your brand? GO Transit, moving 70 million passengers a year, did it and won an award for "Best Transit System in North America". Participants will learn:</p> <ul style="list-style-type: none"> • How to use a better tool than the traditional "mission statement" for helping employees learn and evangelize their company's purpose • The ways in which employees can help "co-create" the ideal customer experience, and • How to overcome resistance to change <p> Mary Proc VP, Customer Service Metrolinx/GO Transit</p> | <p>PRESENTATION: Three Trends For CX Success</p> <p>What does it take to build a winning customer experience strategy? What do successful CX teams do differently than their peers? How can I take my customer experience efforts to the next level? In this session, Sarah Simon, VoC Consulting Director at Confirmit, shares three characteristics common to successful, effective Customer Experience programs. She also shares her tips for how you can realize these trends within your company.</p> <p>1. Winning CX practitioners thoughtfully balance VoC and CX</p> <p>Smart CX practitioners know not to bite off more VoC than their organization can convert to improvement efforts, running efficient customer-focused programs and listen only to what they can and will act upon.</p> <p>2. Winning CX practitioners weave a richer customer story</p> <p>Reporting metrics in charts and graphs only takes reporting and analysis so far. Winning CX practitioners tell a more robust customer story by increasingly weaving a qualitative, human element into their information gathering and results sharing.</p> <p>3. Winning CX practitioners hire and/or develop a CX evangelist</p> <p>Highly effective CX teams are "building or buying" an entirely new professional: Communicator. Change agent. Educator. Story teller. Customer advocate. Relationship builder. Strategist. Persuader.</p> <p> Sarah Simon VoC Consulting Director Confirmit</p> |



2:15

PRESENTATION: UX Discovery And Answering The "Why"

Often designers are expected to have simple answers to what in reality is a deep and often complex topic. Ever hear "just add this feature" "figure out the best way to..."?

How can designers use limited research time and funds to get to the heart of a challenge – for both the business and the user? I'll share approaches I have taken to user research both on and off an agile team.

Learning objectives:

- How can I approach research with limited time and budget?
- How can I best present research findings to a broad audience?
- How do I bridge UX and business needs when in discovery?



Melanie Shintaku
Director of Experience Design,
Mobile & Digital Guest Services
Marriott International

PRESENTATION: Hoard No More: Operationalizing Customer Feedback And Closing the Loop

A Voice of the Customer program is doing stakeholders and customers a disservice if it keeps all the company's valuable insights to itself. Learn not to be a data hoarder with these best practices for socializing learnings high and wide across the organization in formats appropriate for each distinct audience. Also learn how to take the extra step of closing the loop with customers, to ensure they know their voices were heard and encourage continued and even increased levels of feedback.

Learning objectives:

- Learn successful approaches for getting the right data into the right hands at the right time to optimize actionability
- Be exposed to multiple ways to present Voice of the Customer insights in audience-centric manners
- Discover successful approaches for closing the loop with the customer to help drive future engagement



Jennifer Maldonado
Senior Business Analyst, Voice of the Gamer program owner
Activision

2:35



PANEL: Do's And Don'ts For CX-Centered Performance Measurement & Rewards

How can you ensure employees are engaged, understand their role and are recognized for it? In this panel, find out how to shift employee KPI's and metrics to be more customer-centered and continue to motivate, inspire and empower them to deliver exceptional experiences. Panelists will discuss:

- Their methods for incentivizing and recognizing associates
- How to foster accountability and encourage employee empowerment
- How customer-centered KPIs for employees have improved overall CX metrics



Erika Paman-Mercado
Customer Loyalty Operations Supervisor
Zappos Family of Companies



Cassie Alvey
Director, B2B Strategy
Kansas City Steak Company



Daniel Moure
CMO
Pure Formulas



Claudia Vale
Customer Experience Manager, CCXP
John Deere L. America

PANEL: Customer Intelligence—How To Migrate It, Integrate It And Leverage It

Customer experience professionals are not hurting for data. In fact, some would say they are overwhelmed by the sheer amount of customer information flooding in from all touch points. The issue is—how can you best capture customer feedback, get it to the right people within the organization and really do something with it? This panel will:

- Discuss ideas for integrating customer data from multiple sources
- How to get critical customer feedback to the appropriate teams within the organization
- How to act on customer feedback and make measurable changes to the customer experience



Gokben Cramer
Customer Experience Manager
Jaguar Land Rover North America



Annette Franz
Director, Customer Outcomes
Fidelity Investments



Dominique Essig
VP, Product & Customer Experience
Bonobos



3:15 **Afternoon Refreshment & Networking Break In The Exhibit Hall**

3:45 **CX Leaders Champagne Roundtables**



At NGCX you're in control! Get involved in our unique, open-mic, peer-to-peer tables for the best conversations you'll have all year. Talk about your key challenges and hear how other organizations are overcoming them. After 40 minutes, you'll rotate tables and tackle a new topic with a new expert host.

Potential Topics:

Table 1: Cultural considerations for capturing global customer insights

Moderator: Michael LaFrance, Director, Global Customer Experience Center, **Bose**

Table 2: Connecting your brand vision with your customer experience strategy

Moderator: Justin Martin, CMO, **Verity Credit Union**

Table 3: Three trends for CX success

Moderator: Sarah Simon, VoC Consulting Director, **Confirmit**

Table 4: CES 2.0, Is It Worth The Effort?

Moderator: Jennifer Maldonado, Senior Business Analyst, Voice of the Gamer program owner, **Activision**

Table 5: How to build a robust social customer care strategy

Moderator: Janet Song, SVP, Member Services, **Dollar Shave Club**

Table 6: Engaging non-customer facing employees with your CX strategy

Moderator: Claudia Vale, Customer Experience Manager, CCXP, **John Deere L. America**

Table 7: Customer experience programs: what's working?

Moderator: Karen Kallet, Chief Digital Officer, SVP, **Marketing BofI Federal Bank**

Table 8: Establishing an enterprise-wide customer experience steering committee

Moderator: Rob Scruggs, Former Director, Customer Experience, **E*TRADE**

Table 9: Social media for CX: lessons learned

Moderator: Michelle Adorjan, SVP, Marketing & PR, **Tacori**

Table 10: The best band aids—how to solve for CX problems when you don't have the resources available

Table 11: Mapping out a multi-year CX maturity model

Table 12: How to develop talent and build CX professionals

Table 13: With tech and mobile advancements, how can you maintain the personal touches in bricks and mortar

2:15-3:15

Financial Services Boardroom

Join other CX practitioners in the financial services sector to discuss your unique challenges, including regulatory considerations when building a customer-centric culture at a FI. A facilitator will help to guide the discussion and ensure that you walk away with practical ideas to take back to your office.

Facilitator:



Allen Lay
AVP, Member Experience Strategy
USAA

3:45-5:05

B2B Boardroom

Join your fellow B2B CX professionals for an open, in-depth discussion on building an effective CX strategy in a B2B environment. Come prepared to share what has worked for you and bring your questions to get the input of your fellow B2B CX peers. We'll have a facilitator on hand to guide the discussion and ensure we hear lots of different ideas and questions on this topic, giving you great ideas to take home and put into practice.

Facilitator:



Tabitha Dunn
VP, Customer Experience
Concur

5:05

Guest Speaker: Customer Experience: An Inside Out Creation

Organizations don't create customer experiences; they enable them by carefully orchestrating the various interactions and scenes that bring customers' internal stories to life. This entertaining and thought-provoking talk will describe the three self-enhancing value components you need to focus on to develop more appealing and relevant experiences, and capture customers' hearts and minds from the inside out.

Learning objectives:

- How the brain makes brand choices in an overstimulated environment
- A new framework for creating engagement and belief in this new, customer-controlled economy
- How to become a more strategic thinker about experience design and value creation



Tom Asacker
Author
"The Business of Belief"

5:25

Poolside Cocktail Reception

6:25

End of Day Two

San Diego Zoo Safari Park: Behind The Scenes



Wednesday, March 23, 2016 at 2:00 PM

Enjoy a walking tour of the Safari Park, a visit to two animal exhibit areas that are not accessible by the general public and a keynote presentation on guest experience at the Safari Park.

* Please note that there is an additional charge of \$100 to attend this tour, that places are strictly limited and that they will be allocated on a first-come, first-served basis. To register for the tour, please indicate at time of conference registration.



Day Three: CX Innovation & Future Trends

Now that we've discussed strategy, design and culture, day 3 is your chance to think about the next phase of CX and future trends that will impact your customer and organization.

7:45 **Continental Breakfast**

8:30 **Welcome Remarks**



Kristin Schoenstein
Event Director
NGCX

8:35 **Chairperson's Opening Address**

Customer Experience 2.0—Setting The Stage For The Next Evolution

8:50 **KEYNOTE: Creating End-To-End Experiences By Design**

Everyone has embraced journey mapping as a tool for managing customer experience but how do we get from the end-to-end journey map to the design of a future state? How do we ensure that new digital products, services and offerings we're creating deliver real value? How do we ensure that we're doing the things we need to do to create emotional connections? For organizations to succeed at delivering great digital customer experiences, CX efforts need to

9:10



emphasize design as a core ingredient. This presentation will look at how design:

- Helps us better understand unmet needs
- Clarifies how products and services will deliver real value
- Helps reduce waste and financial risk
- Drives our ability to deliver an emotionally impactful experience



Cindy Chastain
SVP, Group Head, Global Customer Experience & Design
MasterCard

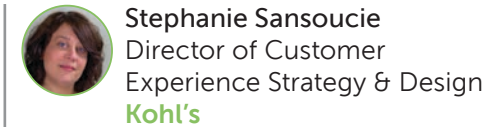
9:10 **PANEL: Driving, Democratizing And Scaling CX Innovation**

How can you foster innovation at your organization and make it more accessible to all employees? How can you think like a lean start up and help to create an environment that encourages people to think outside the box, iterate quickly, make mistakes and keep pushing customer experience forward? Hear how four different brands (2 established and 2 new) are driving CX innovation at their organizations.

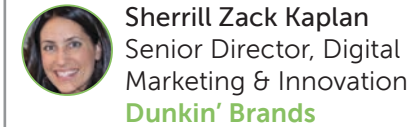


Kim Loftis
Chief Customer Officer
Plum Lending

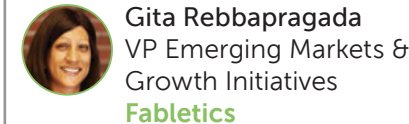
9:50



Stephanie Sansoucie
Director of Customer Experience Strategy & Design
Kohl's



Sherrill Zack Kaplan
Senior Director, Digital Marketing & Innovation
Dunkin' Brands



Gita Rebbapragada
VP Emerging Markets & Growth Initiatives
Fabletics

9:50 **KEYNOTE: Creating A Differentiated And Relevant Customer Experience Enabled By Emergent Technology**

In light of the vast changes in consumer behaviors, the travel industry must break paradigms and create more relevancy with its guests. RLHC will present how it wins market share through innovative marketing and differentiating customer experiences that are pertinent to these behavior changes.

Key takeaways:

- What's the point in no-point loyalty programs
- What are the necessary technologies that enable a differentiated CX
- Learn how RLHC embraces changes in consumer behaviors

10:10

10:10 **KEYNOTE: Engaging Customers Through Customer-Centric Retail Design**

Today's customer is engaged in the retail process from before products come to market, until long after they leave the store (or finish online checkout). Both online and off, customers come to retail with high expectations. Too keep up with these savvy shoppers, retailers must use design-thinking to create an engaging journey and deepen the relationship between customer and brand.

Learning Objectives

- How to get valuable experience information from customers
- Designing processes and flows that reduce friction and improve the experience
- The difference between crowd-sourcing and design-thinking
- Measuring Success



Dan Weisman
Head of Customer Experience
Ministry of Supply

10:30



PANEL: Fostering Supplier/ Partner Relationships That Align With Your Customer Experience Goals And Brand Vision

The Experience eco-system is getting more and more complex as organizations continue to partner with other brands to deliver experiences to their customers. This diverse group of panelists will highlight some of their B2B partnerships and walk you through:

- Tips for working together with other CX teams
- How to protect the experience when you have partners or suppliers
- The benefits and challenges of partnerships



Devon Westerholm
Senior Director, Global Customer Experience & Insights
SunPower Corporation



Graham Rossini
Vice President, Special Projects & Fan Experience
Arizona Diamondbacks

11:10

Networking And Refreshment Break In The Exhibit Hall

11:40



KEYNOTE: Wearables, Biometrics And IOT— Designing Experiences for Today’s Connected Consumer

We all read loads of articles about IOT and disruptive consumer

12:00



CASE STUDY REVOLUTION: Using Small Scale Innovations To Meet Customer Expectations

You’ve done your due diligence collecting customer feedback, documenting the customer journey and understanding unmet needs. Now you likely have opportunities to both address gaps in basic customer expectations and engineer new experiences that differentiate and delight. Organizations view differentiating experiences as the best opportunity to drive enterprise-sized experience innovation. But sometimes innovating around meeting basic expectations can lead to impressive results. In this Case Study Revolution you’ll hear how Nationwide’s user experience team brought businesses together to turn insights from their customers into bite-sized innovations that resulted in a vastly improved customer experience.



Jim Ferron
Customer Experience, Content and Commerce Strategist/Architect
Nintendo

technologies, but how can we sort through all of the hype and understand what will truly impact our business? Jim Ferron will talk about some of the latest trends and what customers will be expecting and demanding now and in the near future.

12:30



PRESENTATION: Lessons Learned from Citrix’s User-Centered Design Journey

We’re living in the “Age of the Customer,” but what does that mean? Businesses are still unsure on how to make customer experience the key differentiator that can separate them from the competition. What they often fail to realize is that customer experience is everyone’s responsibility and adopting and applying user-centric, experience design approaches across a company comes with a few challenges. In this proposed speaking session, Saul will explain why it is so critical that everyone approaches their work with the customer at the center and what he has learned over the past 6 years at Citrix leading this user-centric innovation cultural change.

Attendees will walk away learning:

- Why now is the right time to transform your company
- Approaches to embed user-centered design in your company
- Tips, tricks and lessons learned



Saul Gurdus
VP, Insights and Enablement, Customer Experience
Citrix



Heidi Munc
Associate Vice President, User Experience
Nationwide



12:50



PRESENTATION: Breaking Tradition: A New Approach To The Branch Experience

In a traditional industry like banking how do you design a branch to facilitate an experience that is less transactional and more relational? Verity Credit Union will walk you through their experience from concept to launch. Participants will walk away with:

- Insights into defining the branch experience
- How to blend technological and human resources to formulate the desired experience
- Best practices on creating a relationship based experience



Justin Martin
CMO
Verity Credit Union

1:10



PRESENTATION: Be Where Your Customers Are: How To Use Mobile And Social Tech To Enhance CX

Today's customers are looking for seamless, genuine user experiences, and they're reaching out to companies through record numbers of social channels. For this reason, it's more important than ever for companies to establish a mobile app and social presence to capture customer concerns and reply in the channels best suited for each as expediently

as possible. WageWorks' Edgar Montes will dive into how customer experiences are expected to change with the tides, and how companies can keep up with these changes so they can continue to deliver exceptional customer experiences.

Key Takeaways:

- Having a Twitter profile isn't enough - you have to be active in the social channels you promote as a customer support platform
- Engrain your company's customer service values into every channel you support to ensure that every customer, no matter how they reach out for help, has a great experience
- Younger generations are seeking support on-demand; while some will still reach out through traditional channels for help, offering quick, modern solutions ensure that every customer gets the experience they're looking for



Edgar Montes
Chief Operating Officer
WageWorks

1:30

Closing Remarks

1:35

Lunch

2:00

Safari Park Tour begins (see page 17 for more details)

2:30

Whale Watching excursion begins (see page 20 for more details)

2:30

Aviara golf scramble begins (see page 10 for details)



Whale Watching Excursion in Oceanside

Wednesday, March 23, 2016 at 2:30 PM

Space is limited to 30 spots. This will be in Oceanside and the boat will depart at 3:00 pm and dock at 6:00 pm. To confirm your interest in participating, email caitlin.vance@wbresearch.com*

*this activity is pending group interest and subject to change





Venue & Accommodation

Park Hyatt Aviara Resort

7100 Aviara Resort Drive
Carlsbad, CA 92011

This luxury 5-star, 5-diamond coastal resort has a fantastic level of service and amenities and is ideally situated in Carlsbad, north of downtown San Diego.

- Set on a secluded 200-acre setting amidst a protected wildlife sanctuary with verdant hillsides, rolling valleys and lagoon views
- Unique and scenic outdoor areas for memorable functions
- Elegant and flexible function space situated on two floors
- Most rooms offer private outdoor terraces
- Spa
- Arnold Palmer designed 18-hole Aviara Golf Club
- Newly renovated guestrooms

NGCX has secured a conference rate of \$269 (plus tax) for NGCX attendees. Resort fee (\$22) is waived for those who book within the block and includes WIFI. Rooms are limited and on a first come, first served basis, so book your room as soon as possible. To make your reservation, call the Hyatt at 1-888-421-1442 and mention you are with the Next Generation Customer Experience group. You may also reserve online via this link: <https://resweb.passkey.com/go/nextgencustomerexperience>

The conference rate expires February 29, 2016. If you have missed the cut off date, inquire with the hotel, as rooms may still be available.

About Our Lead Sponsors



Confirmit enables organizations to develop and implement Voice of the Customer, Employee Engagement and Market Research programs that deliver insight and drive business change. Confirmit's clients create multi-channel, multi-lingual feedback and research programs that engage customers, empower employees, deliver a compelling respondent experience, and provide high Return on Investment. Confirmit's customer engagement model provides the power to listen to the Voice of the Customer, integrate it with financial, operational and free-form text data to generate powerful insight, and take action that will deliver effective business change and create competitive advantage.



ForeSee continuously measures satisfaction with the customer experience across multiple touch points and delivers critical insights on where to prioritize improvements for maximum impact. ForeSee delivers superior technology and proven methodology to connect the customer experience to the bottom line. This enables executives and managers to drive future success by confidently optimizing the efforts that will achieve business and brand objectives.



InMoment is a cloud-based customer experience (CX) optimization platform that gives you the ability to listen to and engage with your customers to improve business results through better experiences. Our products and services include Voice of Customer (VoC), Social Reviews and Advocacy, Employee Engagement, Support, and Consulting. We are the leading VoC vendor for the food services, retail, and contact center industries, with deep domain expertise in B2B, healthcare, hospitality, and numerous others. InMoment packages our products and services to address your industry's specific needs.



For nearly 10 years Kampyle has helped companies improve their customer satisfaction and bottom line results. Our customer experience platform allows companies to listen, understand, and act on their customers' voice in real time. Be it across every touchpoint throughout their journey, and any channel they choose for their interaction. In addition to our leading technology, our customer experience experts constantly hand hold your journey from plan to launch and maximize your outcomes.



MaritzCX believes organizations should be able to see, sense and act on the experiences and desires of every customer, at every touch point, as it happens. The company helps organizations increase customer retention, conversion and lifetime value by embedding customer experience intelligence and action systems into the DNA of business operations. Ultimately, we want to be your preferred customer experience outcomes partner. The company specializes in solutions for key industries, including automotive, financial services, technology, B2B, healthcare, retail, and many more. MaritzCX is the combination of the Allegiance award-winning CX platform and Maritz Research strategic consulting services. www.maritzcx.com



OpinionLab is a high-growth SaaS provider of continuous Voice of Customer listening solutions that drive smarter, real-time business action to deliver a high quality and consistent Customer Experience. The world's largest brands, including: 4 of the top 5 U.S. retailers; 8 of the 10 largest American banks; the 5 largest U.S. insurance companies; and 3 of the top 4 U.S. airlines use OpinionLab to optimize Customer Experience and drive engagement across channels. For more information, visit opinionlab.com



NGCX Exhibit Hall

NGCX provides you an opportunity to meet with potential business partners in the event's Exhibit Hall. Instead of having numerous meetings scattered throughout many months, investigate future partners in one place at one time to start implementing and seeing ROI almost immediately! And as NGCX is not a trade show, only the most reputable and effective solutions providers – as found during production research for this conference – will exhibit at the event.

Full exposure to over 200 qualified conference attendees comprised of senior-level executives responsible for their company's strategy: you gain direct access to the senior decision makers leading the way in service and support.

Here are the top 5 reasons why NGCX is the leading forum to invest your marketing and business development dollars:

- 1 Full exposure to over 300 qualified conference attendees comprised of senior-level executives responsible for their company's strategy: you gain direct access to the senior decision makers leading the way in service and support.
- 2 Extensive networking opportunities, allowing for face to face customer contact and one to one meetings.
- 3 Tailor-made sponsorship packages enable you to competitively position your company the way you want.
- 4 Opportunity to promote your brand and align it with the other industry leaders participating in the conference.
- 5 Increased flow of traffic through the Exhibit Hall during breakfast, coffee breaks and receptions.

Sponsorship and exhibiting opportunities are extremely limited!

Contact **Harvey Golub** at **646-200-7527** or **harvey.golub@wbresearch.com**

About Our Media Partners



The Customer Experience Professionals Association is the premier global non-profit organization dedicated to the advancement and cultivation of the Customer Experience profession. We increase the impact and visibility of Customer Experience professionals, facilitate effective member-to-member sharing, and establish respected standards.



CRMxchange is a premier web site dedicated to providing information in an interactive environment for CRM/Contact Center professionals. The site offers white papers, newsroom, monthly columns, a showcase for products and services for the industry, and free webinars on a variety of CRM and Contact Center issues. <http://www.crmxchange.com>



CMSWire.com publishes daily news, analysis, interviews and best practices focused on Customer Experience Management, Digital Marketing, Social Business and Enterprise Information Management. Follow us on Twitter @cmswire or join our mailing list for access to exclusive reports, white papers and webinars.



Visibility Magazine, founded in 2007, has become the guide to latest trends in internet marketing. Visibility conducts interviews with CEOs, shares opinions, reviews products, and provides a wealth of information about the movements in the industry. Additionally, Visibility will reach many fringe businesses that may have been contemplating entering or expanding their Internet marketing campaigns. Visibility is published quarterly and covers a wide range of topics including, but not limited to, organic optimization, pay-per-click marketing, website analytics, affiliate marketing, and press release distribution. Visibility embodies high-quality content, good sense, superior taste, and the character of conscientious journalism.



RETAILWIRE is the retail industry's premier online discussion forum. RetailWire goes beyond conventional headline news reporting. Each business morning, RetailWire editors pick news topics worthy of commentary by its "BrainTrust" panel of industry experts, and the general RetailWire membership. The results are virtual round tables of industry opinion and advice covering key dynamics and issues affecting the retailing industry. RetailWire membership is free to all qualified retail industry professionals. Over two-thirds of members are in top executive or senior management positions, representing a broad cross section of retail channels and the companies that supply them. RetailWire is supported via sponsorships by leading retail suppliers and service organizations.



Innovative Retail Technologies (formerly Integrated Solutions for Retailers) - a free monthly magazine helping retail executives make informed decisions about technology and operations solutions for all of their sales channels. The magazine provides insight on how retailers can achieve critical business objectives by integrating leading-edge solutions across the retail enterprise.



1to1@ Media is THE online destination for customer strategy resources to help organizations optimize their customer experience and realize the greatest value from their customers. 1to1 Media provides resources including in-depth articles, infographics, blogs, webinars, and whitepapers that help senior executives to drive change and make customer-based initiatives the centerpiece of their strategies.



Total Retail is the go-to source for marketing, e-commerce, operations and management executives looking for the latest news and analysis on the omnichannel retail industry. A quarterly print issue, daily e-newsletter (Total Retail Report), daily-updated website, and virtual and in-person events offer brick-and-mortar retailers, e-tailers, catalogers, brand manufacturers and retail industry consultants the information they need to do their jobs more effectively.



COLLOQUY Reports contain in-depth research and analysis of today's hottest marketing topics. Recent reports cover customer analytics, global loyalty trends, social media for word-of-mouth engagement, tiering structures and point liability. In addition, specific loyalty program summaries are featured on COLLOQUY.com. COLLOQUY also provides fee-based customized research in the form of market-sizing reports, category audits related to target industries, global regions or specified demographics.

Registration Information

Pricing & Discounts

Discounted Rates for Customer Experience Professionals**

| | Book by 11/30/15 | Book by 12/31/15 | Book by 1/30/16 | Book by 2/27/16 | Standard Price |
|-----------------------------|------------------|------------------|-----------------|-----------------|----------------|
| Full Access Pass | \$1,799 | \$1,899 | \$1,999 | \$2,199 | \$2,299 |
| Safari Park Back Stage Pass | | | | | \$100 |

Rates for Solution Providers / Others*

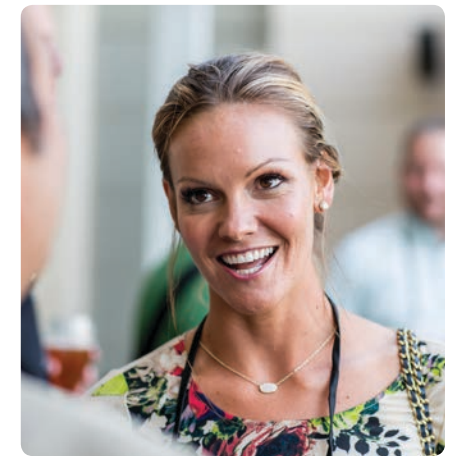
| | Standard Price |
|------------------|----------------|
| Full Access Pass | \$3,399 |

Group Discounts for Customer Experience Professionals**

| | Standard Price |
|--|-----------------------|
| Groups of 2 | 15% off current price |
| Groups of 3-4 | 20% off current price |
| Groups of 5+ | 25% off current price |
| For Groups of 8 or more contact Melissa Allen @ 646-200-7922 or email melissa.allen@wbresearch.com | |

*Solution Providers Include: A service provider to customer experience professionals including, but not limited to software vendors, technology vendors, solution providers, consultants or companies with primary revenues resulting from these other areas. Team Discounts do not apply to sponsoring or exhibiting companies. Fee includes continental breakfast, lunch, cocktail receptions and conference documentation.

**To qualify for the discounted rate, you must currently work in a Customer Experience role. If you work for a company that provides a solution or service to Customer Experience professionals, you do not qualify for this rate.



Cancellation Policy: Any cancellations received in writing not less than eight (8) days prior to the conference, you will receive a 90% credit to be used at another WBR conference which must occur within one year from the date of issuance of such credit. An administration fee of 10% of the contract fee will be retained by WBR for all permitted cancellations. No credit will be issued for any cancellations occurring within seven (7) days (inclusive) of the conference.

Questions? Give our customer service team a call at 646.200.7530 or email them at WBRCS@wbresearch.com. Hours of operation – Monday-Thursday, 9am-5:30pm; Friday, 9am-5pm.