

5th Annual

NEXT GENERATION Customer Experience

March 23-25, 2015 • The Omni San Diego, CA
www.the-customer.com

Achieve a single customer view, exceed customer expectations

2014 EVENT HIGHLIGHTS

"A must for any company looking to establish a consistent, multi-channel strategy and culture of exceptional customer experience"

—Rahel Ben Cnaan, Zumba Fitness

2014 Sponsors:



Join the conversation:



Sponsorship Opportunities for Next Generation Customer Experience 2015 Are Now Available!

Contact: Susan Feigenbaum, Sponsorship Director at 646.200.7470 or sponsor@wbresearch.com

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Dear colleague,

The 4th Annual Next Generation Customer Experience event was held on March 18-20, 2014, and brought together the nation's leading customer experience executives to share the latest trends in design, innovation, feedback and culture with the ultimate goal of exceeding customer expectations at every touch point.

The 2014 event featured even more customized learning opportunities, including 8 workshops, an invite only think tank and roundtable discussions, allowing for incredible idea exchange for B2C and B2B organizations across all industry verticals.

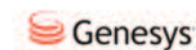
Companies like Alaska Airlines, John Deere, Disney Store, Adobe, HP and Marriott International shared CX best practices and lessons learned. With over 70% of the audience made up of CX practitioners, our sponsorship partners had unparalleled access to these esteemed executives.

As companies continue to invest heavily in this discipline, Next Gen continues to be the premier meeting place for customer experience innovators.

We look forward to the event in March '15 and hope to see you there!

Best regards,
Kristin Schoenstein
Executive Director, Next Generation Customer Experience

Thanks to our
sponsors & exhibitors:



“High caliber attendees and speakers.
Incredible brain share. Effective
Networking!”
—Helen Baynes, Global Customer Care
Manager, Net-a-Porter Group

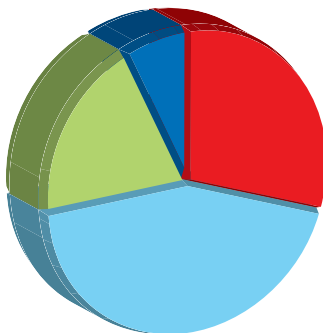
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2014 Attendee Breakdown

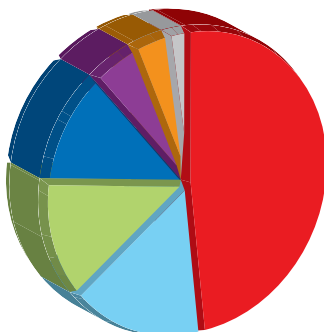
Seniority Breakdown

- 30% Executive Manager/Manager
- 44% VP/Director
- 19% Specialist/Consultant
- 7% C Level/President



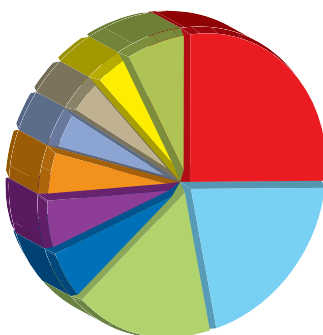
Job Function Breakdown

- 49% Customer Experience
- 16% Executive Management
- 13% Marketing
- 5% IT
- 4% eCommerce/OmniChannel
- 2% Insights & Analytics
- 12% Other



Industry Breakdown

- 27% Financial Services
- 20% Retail
- 17% Electronics/Software/Hardware
- 6% Insurance
- 6% Hotels/Travel/Hospitality
- 5% Pharmaceuticals/Medical Supplies
- 4% Telecom / Internet Service Providers
- 4% Public Sector
- 4% Non-profit/Charitable Organizations
- 7% Other (includes Airlines, Auto, Utilities, Supermarkets)



183

Total Attendees

107

Companies
Onsite

56

Speakers



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Don't take our word for it... hear what our attendees and sponsors had to say!

The Next Gen Consumer Experience Conference was excellent, a great line up of CX professionals with useful insights to help. The right balance of structured networking, panels and presentations. Great job, I will be back to the next one!

Andrew Ashman, Global Customer Experience Manager, Ford and Lincoln

We are all in business for our customers, and Next Generation is hands-down one of the best events focusing on the customer. The level of participation from a group of innovators who are all dedicated to improving customer experience fuels more innovation and creativity.

Fred Brown, Founder & CEO, Next IT

Next Generation was hands-down one of the most successful events that I've attended; both in terms of relationship building with key industry stakeholders as well as in the motivational/educational tone of the sessions.

Linzi Davis – Direct Marketing Manager, Next IT Corporation

PeriscopelQ has sponsored Next Generation Customer Experience since 2011. The event's format and sponsorship benefits continue to provide us with the opportunity to have meaningful conversations with new prospects while nurturing existing relationships. We especially appreciate the opportunity to work as a team with the Next Gen team to ensure our goals are met."

Mohamed Latib, Ph.D., Chief Customer Officer, PeriscopelQ

The roundtable was great... lots of good discussion around best practices and sharing of internal processes for resolving open issues. I really enjoyed the conference... I love that it's not too big and that the attendees are "quality" attendees, i.e., the right audience.

Annette Franz Gleneicki, Director, VOC Consulting, Americas, Confrimit

I really enjoyed the Next Generation Customer Experience conference.... Nothing but positive remarks for my first time attending. I look forward to applying some of the lessons learned to my job as well as potentially attending again next year.

Valerie Andrews, Manager, E-commerce & Online Customer Experience, Long Term Care Partners

I want to personally thank you for being so pleasant and accommodating....and proactively reaching out and thinking about ways to introduce us to potential attendees/clients, etc. Not many people in your role with other competing organizations do this and it is so much appreciated and really makes you stand out...in a good way! You can print that.

Phil Hamburg, Executive Managing Director, Root Inc.

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2014 Attendee List

Account	Job Title
Customer Service Benchmarking Australia	Managing Director
Cymax	Director of Corporate Development
Cymax	Vice President of Finance
DataXu	Chief Marketing Officer
Dell	Sr Director, Strategy
Dell	Director, Social Media
Disney Consumer Products	Senior Manager, Field Human Resources
Englue	CEO & Founder
Europ Assistance USA	Senior Client Services Specialist
Farm Credit Services of America	Executive Vice President
Farm Credit Services of America	Innovation & Research Specialist
Farm Credit Services of America	VP
Farm Credit Services of America	Director of Strategy and Innovation
Fashion Playtes	Chief Marketing Officer
FedEx Services	Marketing Manager, Mobile and Digital Alliances
Fidelity Investments	Director, eServices
Fidelity Investments	Director of Customer Experience Strategy
Ford and Lincoln	Global Consumer Experience Manager
Ford and Lincoln	Consumer Experience Specialist
ForeSee	Regional Manager
ForeSee	President & CEO
ForeSee	Regional Manager
ForeSee	Account Manager
ForeSee	Enterprise Account Manager
ForeSee	Enterprise Account Manager
ForeSee	Enterprise Account Manager
ForeSee	Senior Director of Sales
Former Verity Credit Union	Former Vice President and Chief Marketing Officer
Frontline Insights	Managing Partner & Co-Founder
Gander Direct	Senior Manager of Design
Gander Mountain	Director of Gandermountain.com
Gander Mountain	Vice President, Ecommerce
Gap Inc.	Senior Manager, CRM
General Dynamics Information Technology	Customer Experience Manager
Genesys	Director of Sales
Genesys	Senior Director, Sales
Genworth Financial	Director, Customer Experience
Global CX Panel	Co-Founder

Account	Job Title
Global CX Panel	Co-Founder
Global Speech Networks	Chief Technology Officer
Global Speech Networks	Managing Director
Gordon Food Service	eBusiness Development Specialist
Gordon Food Service	TBD
Gordon Food Service	Business Analyst
Gordon Food Service	Director of E-Business
Gordon Food Service	Senior Manager of Customer Experience
GraybaR	Sr It Business Analyst
Hewlett-Packard Company	VP, IPS Global Experience Design
Hoffmann-La Roche Limited	Customer Experience Manager
Humana	Director
Hybris Vancouver	Senior Business Development t
hybris, An SAP Company	Senior Account Executive
hybris, An SAP Company	Global Solution Management Lead – Mobile & Store
hybris, An SAP Company	SVP, Global Solution Management
hybris, An SAP Company	Senior Solutions Engineer
ICW Group Insurance Companies	Principal, Customer Experience Strategist
InfoCision Management Corporation	Director Of New Business Development
Integrated Marketing Solutions	Housefile Circulation and Budgeting Manager
Integrity Solutions	Vice President of Business Development
Integrity Solutions	Blended Learning Solutions Vice President
Intergraph	Enterprise Business Development Manager
Intuit	Director, IT Employee Support
Intuit Inc.	Customer Program Manager Program Manager
Iron Tribe Fitness	Chief Marketing Officer
ITESM	Customer Experience Director
J&P Cycles	Director, Contact Center and Retail Operations
Jeromes Furniture Warehouse	Director of Consumer Experience
John Deere	Global Manager of Customer Experience
John Deere Financial	Project Manager, Customer Experience
Johnson Controls Inc.	Director of Quality and Customer Loyalty
Kalamazoo Community Foundation	Vice President, Donor Relations
Kohl's	Vice President of In-Store Customer Experience
Korea Productivity Center	Consultant
Korea Productivity Center	Researcher
Korea Productivity Center	Researcher

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Las Vegas Valley Water District	Customer Care Supervisor
Life Technologies	Customer Loyalty Initiatives Leader
Lincoln Center for Performing Arts	VP, Brand Management
Long Term Care Partners	Manager, E-commerce & Online Customer Experience
MacKenzie Corporation	Market Research Analyst
Marriott International Inc.	Product Manager of Personalization, eCommerce Product Development
MasterCard	Vice President, Senior Business Leader
Medtronic	Director of Customer Experience
Moven	Director Of Marketing And Customer Behavior
Mrs. Fields Gifts	VP, General Manager
Mrs. Fields Gifts	Customer Service Manager
Mrs. Fields Gifts	Marketing Manager
Mrs. Fields Gifts	Customer Service and Order Fulfillment Manager
Navy Federal Credit Union	Member Research Strategist
Newegg.com	Senior Director of Customer Service
Next IT	Chief Executive Officer
Next IT	Chief Executive Officer
Next IT	Marketing Specialist
Next IT	Marketing Specialist
Next IT	Marketing Coordinator
Ontario Medical Association	Manager of Business Development
Pella Corporation	Director of Order & Service Fulfillment
Pella Corporation	Senior Residential Strategic Marketing Manager
PeriscopelQ	Chief Customer Officer
PeriscopelQ	Chairman
Petco Park	Director, Membership Services
Plush Beds Inc.	President
Prime Therapeutics	Customer Experience Architect
Prime Therapeutics	CCO
Qualtrics	Corporate Sales
Qualtrics	Manager
Qualtrics	Product Marketing
Qualtrics	Product Marketing
Root Inc.	Director of New Business Relationships
Root Inc.	Executive Managing Director
Root Inc.	Managing Director of Client Development
Root Inc.	Senior Vice President of Client Solutions

Account	Job Title
Roundy's Supermarkets, Inc.	Vice President, Customer Experience
Seattle Metropolitan Credit Union	Chief Strategy Officer
Siemens	Vice President of Customer Excellence
Silverpop	Product Strategist
Sitecore Corporation A/S	Product Manager, Contact Management and Segmentation
Sound Credit Union	Chief Marketing Officer
SuiteCX	CEO
SuiteCX	Chief Executive Officer
SunTrust Banks	FVP, Voice Of Client Analytics
Symantec	Director of Customer Experience
Symantec	Director, Technical Support
Symantec	Senior Product Manager
Symantec	Director of Product Management
The Customer Experience Revolution	Author
The Home Depot	Sr Analyst, Customer Feedback
The Luxury Institute	Chief Executive Officer
The Realise Group	National Account Director
The Realise Group	Managing Director
Transversal	Director of Enterprise Sales
Transversal	Director of Enterprise Sales
Transversal	Chief Executive Officer
Tria Beauty	Vp, Business Development
TrueBlue, Inc.	Senior Director of Marketing
U S CELLULAR INC	Senior Director
United Breaks Guitars	Author & Musician
Universal Mind	Vice President, Solutions Strategy
Universal Mind	Director of Client Services
Universal Mind	Director of User Experience
UserZoom	Director of US Sales
UserZoom	Co Founder and Co Chief Executive Officer
Vente-Privée, USA with American Express	Director, eCommerce Customer Experience
Verity Credit Union	Chief Operations Officer
Vistaprint	Senior Associate, CARE Service Strategy
Vistaprint	Manager II, CARE Service Strategy
Vride	CMO
Vride	Marketing Director
Wa State Dept. of Labor & Industries	Customer Relationships Manager
Western Union Payment Services	Digital Marketing

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