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expo & conference**

MAY 10 - 13, 2016 • LONG BEACH, CA
Long Beach Convention Center



**RISE OF THE
CUSTOMER
EXPERIENCE**

FEATURED KEYNOTES >>



SCOTT MCKAIN

Ultimate Customer Experience®
Business Leader and Best-Selling Author



LU BATTAGLIERI

Delta Dental
SVP/Chief Public Affairs Officer/
Chief of Operations

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DIAMOND



GLOBAL
VISION



RISE OF THE CUSTOMER EXPERIENCE

The customer experience has overtaken price and product as the key brand differentiator. As customers increasingly seek service in channels such as self-service, chat, and social media, they've gained control over where, how, and with whom they'd like to do business. This shift places an increased emphasis on the contact center and requires leaders to align their people, processes, and technologies to provide truly personalized interactions. Attend ICMI's Contact Center Expo & Conference to discover best practices for your contact center and learn new insight into staying ahead of rising customer expectations.

WHO SHOULD ATTEND?

Senior Level VPs and Directors accountable for strategic planning and alignment

New and Experienced Managers responsible for operational and tactical plans

Team Leaders and Supervisors in charge of day-to-day operations, coaching and monitoring

Analysts who require a fundamental understanding of industry principles

CIOs who desire financial improvements from enhanced call center operations

CTOs who require integration of call center strategy with other internal departments

Customer Support Professionals who need to acquire new skills for their everyday jobs

A FEW ORGANIZATIONS THAT HAVE ATTENDED IN RECENT YEARS

Aetna
American Airlines
Ameriprise Financial
AstraZeneca Pharmaceuticals
Bank of America
Bridgestone
Cardinal Health
Cars.com
Char-Broil
Columbia Sportswear
Comcast
Costco Wholesale
CVS/Caremark
Department of Health
Disney Cruise Line
Food and Drug Administration

Gerber Life
Hanover Insurance
Home Depot
Humana
JetBlue
Jewelers Mutual Insurance
Kohler Co.
Liberty Mutual Insurance
LifeLock
McKesson
Mead Johnson Nutrition
Moen Incorporated
Navy Federal Credit Union
New York Life
Nintendo
Novartis

Progressive
Quest Diagnostics
Sirius XM Radio
Southwest Airlines Co.
State Farm
Suburban Propane
Target
Tyco
UPMC Health Plan
USAA
Verizon
Veterans Affairs
WebMD Health Services
Wegmans Food Markets
Wells Fargo
Wounded Warrior Project

“ Attending the ICMI Contact Center Expo & Conference is an extremely worthwhile and energizing experience. I can't recommend it enough!

- Michelle W., Associate Manager, Mead Johnson

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SEVEN TRACKS

New, Broader Program!



CUSTOMER EXPERIENCE - NEW!

As customer touch points increase, the contact center is quickly becoming the epicenter for how customers perceive their interaction with your company. This newly created track address the challenges, successes and roadmaps needed to improve your customer's experience.



SMALL CONTACT CENTER MANAGEMENT

This track addresses the specific challenges of small contact centers (from 2 to 50 agents), providing the tools, strategies and tips you need to optimize your resources for success.



PEOPLE MANAGEMENT

Ideas and resources to tackle the tough issues of hiring, mentoring, coaching and motivating; plus strategies for supervisor success.



OPERATIONS MANAGEMENT

Actionable ideas around critical operations topics, such metrics, technology, multichannel, outsourcing, and workforce optimization.



STRATEGY AND LEADERSHIP

Inspiration and best practices from frontrunners in the industry to help you lead your team to success.



TECHNOLOGY MANAGEMENT

How to select and use contact center technology to get the job done; plus how to coordinate implementation across the organization.



ENCORE FAVORITES

With such a wide variety of hot topics at the conference, it's not always easy to choose which session to attend over another. This track brings you the most popular sessions for an "encore" performance so you can be sure not to miss them!

CASE STUDIES



Session 101 & 607: Top Fun – The New Rules of Engagement



Session 102 & 207: Evolving Metrics for Today's Reality



Session 105: "If I'd Only Known" – Lessons Learned While Building a Small Contact Center



Session 107 & 204: Getting CIO and CFO Support for Becoming Proactive and Preventive



Sessions 202 & 507: McKesson's Lean Approach to Quality



Session 302: Don't Just Ask for Customer Feedback: Commit to it!



Session 303: Gamification: The Key to Employee Engagement



Session 304: We've Got the Beat on MultiChannel Analytics



Session 306: Delivering a Highly Personalized Customer Experience



Session 401: Developing the Culture of a Best in Class Customer Care Team



Session 402: Knowledge Management - From Zero to Success



Session 403: Smart and Successful Scaling - Tips to Expand Your Contact Center



Session 405: Driving Process Improvements to Increase Overall Effectiveness



Session 502: Measuring Success in a WFM Practice



Session 602: Disrupting Silos: Blending QA, KM & Messaging to Drive Customer Satisfaction



Session 604: Lessons from a 100% Cloud-Based Contact Center



Session 606: Reengineering Customer Experience in San Diego County



Session 704: Using Data to Transform Your Customer Experience



Session 706: Customer Feedback: Turning Information into Action

KEYNOTE PRESENTATIONS

Wednesday, May 11 | 8:15AM-10:00AM

The Ultimate Customer Experience®: The Key to Lifelong Loyalty and Endless Referrals

Scott McKain *Business Leader and Best-Selling Author, Helps Clients Create Distinction*



What is the ultimate experience that a customer could have doing business with your organization? Scott McKain has been discussing this critical topic so long, his company owns the Federally protected trademark on the term “Ultimate Customer Experience!” Scott’s keynote will address what it takes to create

undying loyalty and endless referrals. In this keynote you will learn: The five steps to an Ultimate Customer Experience®; why the experience – and not service – generates loyalty; and what you need to do to create it; the information you need to personalize the experience, in order to intensify the customer’s commitment to your organization.

ABOUT SCOTT MCKAIN

Scott McKain is an internationally known authority who helps organizations create distinction in every phase of business and teaches how to deliver an “Ultimate Customer Experience®.” He is the founder of a consulting and training company that explores the role of ultimate customer experiences in creating enhanced client retention and revenue, and is the author of three Amazon.com #1 business bestsellers; all teaching how to expand profits, increase sales, and engage customers. McKain’s latest book, released by publisher McGraw-Hill and titled *7 Tenets of Taxi Terry*, provides the specific steps for every employee to create and deliver ultimate customer experiences. Scott McKain’s presentations benefit from three decades of experience, combined with his innate talent for articulating successful ideas. McKain has spoken before and consulted for the world’s most influential corporations.

Thursday, May 12 | 8:15AM-10:00AM

The Hidden Truth: Your Contact Center Is the Voice of Your Business

Lu Battaglieri *SVP/Chief Public Affairs Officer/Chief of Operations, Delta Dental of Michigan, Ohio, & Indiana*



This powerful keynote will address the barriers between contact centers and C suite level leaders. What are they? Why are they there? How can they be overcome? Join Lu Battaglieri as he takes you through his personal journey of how becoming the senior leader of the call center changed his outlook on the voice of

the customer. Discover the challenges and obstacles he had as a new leader, and the actions taken to address them at the C suite level. He will talk candidly about gaining buy-in at the top, how customer focus became a main strategy for Delta Dental of Michigan, and the steps that led to a cultural evolution. Discover how one C level leader became the “first follower” of the call center – and the extraordinary impact that it had across the organization.

ABOUT LU BATTAGLIERI

Mr. Battaglieri serves as senior vice president, chief public affairs officer and chief of operations for Delta Dental of Michigan, Ohio, and Indiana and RHSC. Prior to assuming this post in 2012, he served in various positions, including president, chief executive officer, chief operating officer and executive director of the 150,000-member Michigan Education Association (MEA), the nation’s fourth largest education association, for 13 years. His responsibilities included; member advocacy and representation; management of over 700 employees; and, oversight of subsidiary companies including MESSA, a health care provider, and MEAFS, a financial services company. Mr. Battaglieri is an alumnus of Michigan State University with undergraduate and graduate degrees. Delta Dental of Michigan, Ohio and Indiana, and its affiliates in Arkansas, Kentucky, New Mexico, North Carolina and Tennessee collectively are among the largest dental plan administrators in the nation. In 2013, the enterprise paid out nearly \$3 billion for dental care to 12.1 million enrollees.

TOUR LOCAL CONTACT CENTERS

One of the most effective approaches to increasing your contact center proficiency is to see firsthand how other contact centers operate. Not just a tour; it's a learning experience with interaction from numerous key personnel throughout the hosting contact center. Many attendees have cited these tours as the perfect complement to their conference experience. We're certain you'll agree!

Contact Center Tours are offered on Tuesday, May 10 (3-day or 4-day pass only) and on Friday, May 13 (4-day pass only).

Space is limited. Reserve your spot during registration. For details on each site tour, visit ICMI.com/CCExpoTours.



The Molina HealthCare Contact Center is 1 of 12 locations providing Member and Provider Service and Support for Molina. The site currently has about 450 agents and handles both inbound and outbound calls for Medicare, Medicaid and the Affordable Care Act. Housed at the same location is the M&PCC Center of Excellence which is responsible for Workforce Management, Quality, Training & Development and Change Management for all 12 locations. Situated in Long Beach, California, the center is a Cisco shop with NICE call recording and IEX Workforce Management.



The Frontier Communications Contact Center at Long Beach is comprised of approximately 200 full time employees who support three primary customer segments: (1) Residential and Small Business multilingual (English, Spanish, Korean) inbound sales and service; (2) FiOS Tech Support; and (3) specialized support for customers with disabilities. Technology utilized includes Avaya Experience Portal and Communications Manager, Microsoft Dynamics CRM, Aspect eWFM, DPI Billing/Trouble system, Sterling order catalog, Viryanet Dispatch, and a host of other integrated systems and applications to support customer interactions. *Frontier's acquisition of Verizon's Wireline Operations in CA, FL and TX will be finalized in Q1, 2016.



The City of Long Beach's Department of Disaster Preparedness and Emergency Communications is housed within the Emergency Communications and Operations Center (ECOC). Services provided include 9-1-1 call answering and emergency dispatching for Police, Fire, and EMS. With a combined staff of approximately 90 personnel, over 1,000,000 calls are processed annually, using some of the latest technology available, including CommandCAD (TriTech), Vesta ACD (Airbus DS Communications), Gold Elite (Motorola), and VPI Capture Digital Call Logger (Voice Print International).

SITE TOUR SCHEDULE

Pre-Conference Site Tours Tuesday, May 10

8:30AM-12:00PM

AM1: Molina Healthcare
AM2: Frontier Communications/Verizon
AM3: City of Long Beach Department of Disaster Preparedness and Emergency Communications

1:30PM-5:00PM

PM1: Molina Healthcare
PM2: Frontier Communications/Verizon
PM3: City of Long Beach Department of Disaster Preparedness and Emergency Communications

Post-Conference Site Tours Friday, May 13

8:30AM-5:00PM

Post-4: Molina Healthcare & City of Long Beach Department of Disaster Preparedness and Emergency Communications



SCHEDULE

MONDAY, MAY 9

4:00PM-7:00PM	Registration
5:00PM-7:00PM	Peers & Beers

TUESDAY, MAY 10 (PRE CONFERENCE)

Exhibit Hall Hours 5:00PM – 7:00PM

6:30AM-7:00PM	Registration				
7:00AM-8:30AM	Breakfast				
	Site Tours	People	Operations	Strategy	Technology
8:30AM-12:00PM	Pre-AM: Site Tours AM1: Molina Healthcare AM2: Frontier Comm./Verizon AM3: Long Beach Emergency Operations Center	Pre-1 A Quick-Start Guide to Contact Center Coaching	Pre-2 The Principles of Effective Contact Center Management	Pre-3 Customer Journey Mapping A Valuable Tool for Improving Service	Pre-4 Contact Center Technology 101: What Every Professional Needs to Know
12:00PM - 1:30PM	Lunch				
1:30 PM-5:00PM	Pre-PM: Site Tours PM1: Molina Healthcare PM2: Frontier Comm./Verizon PM3: Long Beach Emergency Operations Center	Pre-5 How To Get Your Agents Obsessed With Service	Pre-6 Breathe New Life Into Your Contact Center's Metrics	Pre-7 Results That Last: 7 Roles Every Contact Center Manager Must Master	Pre-8 Technology in the Cloud: Your Path to Success
5:00PM-7:00PM	Expo Hall Bash				

WEDNESDAY, MAY 11 (MAIN CONFERENCE)

Exhibit Hall Hours 10:00AM – 2:00PM

7:00AM-6:30PM	Registration						
7:00AM-8:15AM	Industry Roundtables Breakfast						
8:15AM-10:00AM	Welcome & Keynote Presentation						
10:00AM-2:00PM	Visit the Expo Hall // Book Signings						
12:00PM-1:30PM	Lunch & Learn in the Expo Hall						
	People	Operations	Strategy	Technology	Small Contact Center	Customer Experience	Encore
Session Block 1 11:30AM-12:30PM	Session 101 Top Fun - The New Rules of Engagement	Session 102 Evolving Metrics for Today's Reality	Session 103 Customer Service Surveys Made Easy	Session 104 Technology Selection at the Speed of NOW	Session 105 "If I'd Only Known" – Lessons Learned While Building a Small Contact Center	Session 106 Unlocking the Power of Customer Loyalty	Session 107 Getting CIO and CFO Support for Becoming Proactive and Preventive
Session Block 2 2:00PM-3:00PM	Session 201 Hiring and Retaining a High Performance Workforce	Session 202 McKesson's Lean Approach to Quality	Session 203 Omnichannel Customer Service: Hype or Holy Grail?	Session 204 Getting CIO and CFO Support for Becoming Proactive and Preventive	Session 205 Forecasting & Scheduling in a Small Center	Session 206 Transforming Customer Experience: Where Do You Begin?	Session 207 Evolving Metrics for Today's Reality
Session Block 3 3:15PM-4:15PM	Session 301 How to Assess Customer Service Agents Writing Skills Before (or After) You Hire Them	Session 302 Don't Just Ask for Customer Feedback: Commit to it!	Session 303 Gamification: A Better Way to Work	Session 304 We've Got the Beat on Multichannel Analytics	Session 305 Size Matters: How to Get a Lot (from Technology) for a Little (Center)	Session 306 Delivering a Highly Personalized Customer Experience	Session 307 Unlocking the Power of Customer Loyalty
Session Block 4 4:30PM-5:30PM	Session 401 Developing the Culture of a Best in Class Customer Care Team	Session 402 Knowledge Management - From Zero to Success	Session 403 Smart and Successful Scaling - Tips to Expand Your Contact Center	Session 404 Mobile, Mobile Apps, Live Chat -- Understanding Cross Channel Customers	Session 405 Driving Process Improvements to Increase Overall Effectiveness	Session 406 Equipping the Frontline to Deliver a Low-Effort Experience	Session 407 Customer Service Surveys Made Easy
6:00PM-8:30PM	ICMI Global Contact Center Awards Party						

SCHEDULE

THURSDAY, MAY 12 (MAIN CONFERENCE)

Exhibit Hall Hours 10:00AM – 12:30PM

7:00AM-4:00PM	Registration						
7:00AM-8:15AM	Best Practices Networking Breakfast						
8:15AM-10:00AM	Welcome & Keynote Presentation						
10:00AM-12:30PM	Visit the Expo Hall // Book Signings						
12:30PM-1:30PM	Lunch						
	People	Operations	Strategy	Technology	Small Contact Center	Customer Experience	Encore
Session Block 5 1:30PM-2:30PM	Session 501 Growing a Coaching Mindset	Session 502 Measuring Success in a WFM Practice	Session 503 What Are the Right Metrics for Social Service?	Session 504 Omni Channel is Here - How Many Channels Are Enough?	Session 505 Secrets to Success from the ICMI Small Contact Center Award Finalists	Session 506 Aligning Operations with Your Customer Experience Strategy	Session 507 McKesson's Lean Approach to Quality
Session Block 6 2:45PM-3:45PM	Session 601 How to Measure the Quality of Social Service	Session 602 Disrupting Silos: Blending QA, KM & Messaging to Drive Customer Satisfaction	Session 603 Avoiding the Top Failure Points of Work at Home Programs	Session 604 Lessons from A 100% Cloud-Based Call Center	Session 605 Training on a Shoestring – What Would MacGyver Do?	Session 606 Reengineering Customer Experience in San Diego County	Session 607 Top Fun: The New Rules of Engagement
Session Block 7 4:00PM-5:00PM	Session 701 Maximizing the ROI of Your Training Program	Session 702 Positioning for Success by Preparing for Change... NOW	Session 703 The New Top Drivers of Contact Center Customer Satisfaction	Session 704 Using Data to Transform Your Customer Experience	Session 705 Winning the War for Quality Temp Talent	Session 706 Customer Feedback: Turning Information into Action	Session 707 Forecasting & Scheduling in a Small Contact Center

FRIDAY, MAY 13 (POST CONFERENCE)

7:30AM-1:30PM	Information Desk			
7:30AM-8:30AM	Breakfast			
8:30AM-5:00PM	Post-1 ICMI Training - Small Contact Center Workshop	Post-2 ICMI Training - More Than Metrics: Harnessing Data to Drive Performance	Post-3 ICMI Training - People Management Workshop	Post-4 Full Day of Site Tours Molina Healthcare & Long Beach Emergency Operations Center
12:00PM-1:00PM	Lunch			



HALF-DAY WORKSHOPS

Tuesday, May 10 | 8:30AM - 12:00PM | Morning Sessions

Intensive, hands-on training led by experts in the field.

PEOPLE MANAGEMENT

Pre-1: A Quick-Start Guide to Contact Center Coaching

Justin Robbins, Community Director, ICMI



How did you learn how to coach your employees? In many contact centers, coaching isn't a formally taught skill – it's one that's acquired through observation of others and a reliance on personal instinct. This is a dangerous approach that can lead to inconsistent employee development, increased time to proficiency, and a lack of formal documentation on past performance and future potential. In this workshop, attendees will learn an easy to understand and quick to implement coaching framework that will create a consistent approach to coaching, improve agent performance, and ensure long-term success.

OPERATIONS MANAGEMENT

Pre-2: The Principles of Effective Contact Center Management

Brad Cleveland, Senior Advisor & Co-Founder, ICMI



This always-popular course has been a favorite at ICMI conferences for over two decades, and for good reason: it covers the skills and knowledge you absolutely, positively must have to run an effective contact center. In step-by-step format, Brad Cleveland, author of *Call Center Management on Fast Forward* (recipient of an Amazon.com best-selling award), walks you through the foundational principles that will serve you well throughout your career. Whether you are a new manager or a veteran in search of a dependable refresher - this session provides the essential knowledge and confidence you need to succeed in today's fast-changing environment.

STRATEGY & LEADERSHIP

Pre-3: Customer Journey Mapping – A Valuable Tool for Improving Service

Jim Tinker, Principal, Heart of the Customer



How hard is it to be your customer? Probably harder than you realize! Journey mapping is the key to understanding why you're losing customers and where your investment in customer experience is best spent to produce the greatest loyalty. In this hands-on workshop you'll create a journey map based on a hypothetical scenario. You'll walk through the process step-by-step, including identifying "moments of truth" and developing a plan of action to improve them. You'll leave with everything you need to run your own journey mapping workshop within your own organization.

TECHNOLOGY

Pre-4: Contact Center Technology 101: What Every Professional Needs to Know

Lori Bocklund, President, Strategic Contact



If technologies such as omni-channel routing and reporting, knowledge management, integrated desktop, and analytics sound enticing but intimidating, this highly interactive session is for you! Operations and technology leaders alike will learn how today's solutions can address pain points and gaps, and deliver differentiated service and sales. We'll discuss the essentials as well as the enhancers across a wide variety of technologies, and help you decide what is right for your center. Learn practical information that will arm you for a discussion with your contact center or IT counterparts, as well as vendors. You'll leave this session ready to pursue technology projects that can transform your customer experience.



HALF-DAY WORKSHOPS

Tuesday, May 10 | 1:30PM - 5:00PM | Afternoon Sessions

PEOPLE MANAGEMENT

Pre-5: How to Get Your Agents Obsessed With Service

Jeff Toister, President, Toister Performance Solutions, Inc.



A few elite contact centers have figured out how to get their agents absolutely obsessed with delivering outstanding customer service. They somehow seem to do the right thing each and every time. This entertaining and informative presentation will reveal their secrets. Utilizing experiential activities, we'll demonstrate how you can ignite your agents' passion. Experience ways that culture can influence our agents' actions. Examine the three essential elements of a customer-focused culture, and develop strategies for integrating each element into your own contact center. Come hear cutting-edge research, real-life examples, and practical solutions that will inspire you to re-energize your center.

OPERATIONS MANAGEMENT

Pre-6: Breathe New Life into Your Contact Center's Metrics

Justin Robbins, Community Director, ICMI



Contact center metrics got you down? Do you feel like a broken record with your boss, peers, or staff? Are you struggling to take piles of data and tell an interesting and compelling story? Have you ever had the desire to throw your daily reports off the top of a building? If you answered "yes" to any of these questions, this workshop is for you! Learn how to identify the most important metrics for your organization, drive better outcomes from your KPIs, and transform numbers on a page into an exciting tale of your contact center's success.



STRATEGY & LEADERSHIP

Pre-7: Results That Last: 7 Roles Every Contact Center Manager Must Master

Karin Hurt, CEO, Let's Grow Leaders



Contact center managers often feel wedged between the heavy lifting their teams must do and the constant pressure of quality and efficiency expectations. It's easy to feel overwhelmed, but it doesn't have to be that way. In this high-energy workshop, you will learn seven key roles effective contact managers perform to achieve breakthrough results and build their careers. Discover the importance of your role as Translator, Connector, Builder, Galvanizer, Backer, Ambassador and Accelerator, and learn how to measure your effectiveness in each of these areas. You'll leave with practical tools on how to improve your leadership immediately.

TECHNOLOGY

Pre-8: Technology in the Cloud: Your Path to Success

Lori Bocklund, President, Strategic Contact



You know you're heading to the cloud for your next contact center technology solution. But maybe you have some fears about defining your migration plan (not to mention which version of cloud makes sense!) and getting IT and the contact center on the same page. Perhaps you've heard the cost isn't as low as it appears. Or maybe you're not sure how to select the right vendor and work through the necessary agreements. You might have a healthy dose of skepticism about the "easy" and "fast" messages you keep hearing about cloud implementation. Finally, as you look down the road, you may wonder how this all gets managed effectively as roles and responsibilities dramatically change. Attend this session to learn the myths and realities in today's dynamic market to ensure all your clouds have silver linings!

“ This was my third straight year attending and I've come away with pages of notes to share with my team when I return. I get so much from the sessions and site tours that all the other stuff feels like a bonus.

- Nicholas W., Director of Customer Service,
National Guardian Life Insurance

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MAIN SESSIONS

Block 1 | Wednesday, May 11 | 11:30AM - 12:30PM

PEOPLE MANAGEMENT

Session 101: Top Fun - The New Rules of Engagement | *Case Study*
Nate Brown, Manager, Client Services, Underwriters Laboratories



The service center can be a soul-sucking place to work, but it can also be extremely exciting and rewarding. Have you given your employees a good reason to not only stay, but to perform at their highest level? As leaders, it is our job to create a compelling atmosphere your staff can be proud of. This session will give you the tools and knowledge you need to create a service environment worth sticking around for! Learn the strategies used by UL to drastically reduce employee turnover and change the culture of our service center.

OPERATIONS MANAGEMENT

Session 102: Evolving Metrics for Today's Reality | *Case Study*
Leann Corabi, Director, Account Management, Cars.com



Identifying which metrics to measure – and which ones best deliver on your customers' needs – is a pervasive challenge that has a significant impact on both the performance and perception of your contact center. Hear how Cars.com has refined their monthly performance metrics by eliminating the data that does not impact the business, and has continued to refine their approach to hit key business objectives and engage and motivate a predominately millennial workforce. Discover best practices to identify the right metrics, goal set for the entire department, and tailor your coaching approach to gain the most out of your workforce.

STRATEGY & LEADERSHIP

Session 103: Customer Service Surveys Made Easy
Jeff Toister, President, Toister Performance Solutions, Inc.



A 2015 ICMI research report revealed that 63 percent of contact centers lack a formal voice of the customer program. Many others have one, but aren't using the data effectively. This nuts and bolts session will show you how to easily get a survey program up and running, or improve the one you already have. We'll tackle several common challenges, from choosing the right survey type and writing effective survey questions to increasing your response rate and analyzing your data. Best of all, you'll learn how to apply these techniques whether your budget is big or small.

TECHNOLOGY

Session 104: Technology Selection at the Speed of NOW
Lori Bocklund, President, Strategic Contact



Art Schoeller, Vice President & Principal Analyst, Forrester Research



Today's marketplace is complex and confusing, with many big decisions to make: cloud or premise, direct or through a partner, suites or point solutions...which vendor is right for us?! One big decision is whether to write an RFP or move faster while still squeezing in enough due diligence to manage risks and make the right choice. If you're in the market for finding a new contact center technology solution, help has arrived! This session will give you valuable insights and approaches from an analyst and a consultant who help clients sort through these difficult, critical decisions each day.

SMALL CONTACT CENTER MANAGEMENT

Session 105: "If I'd Only Known" -- Lessons Learned While Building a Small Contact Center | *Case Study*
Erica Mancuso, Director, Customer Care, Medfusion



Building or re-energizing a customer care team can be daunting. That's just the situation Erica Mancuso found herself in in 2013. The journey to developing a focused, customer-oriented and effective center had its highs and lows. Benefit from her experience as she shares five great lessons she learned (the hard way!) while building her small Customer Care team. Learn how to avoid some common pitfalls, and gain insight on how she developed a happy team and keeps them focused on providing great service, all while still increasing productivity month over month.

CUSTOMER EXPERIENCE

Session 106: Unlocking the Power of Customer Loyalty
Dianne Durkin, President & CEO, Loyalty Factor



Creating loyal, engaged customers is more important and challenging than ever. Research shows that US enterprises lose an estimated \$83 billion each year due to poor customer service. In this session we will discuss the importance of loyalty, the fundamental components, and how to create emotional connections and exceptional experiences with customers that drive additional revenue and growth. Explore the four types of customers, and loyalty programs that will be most effective for each. Learn what the 2015 "Most Admired" and "Best Places to Work For" companies have done to improve customer and brand loyalty and increase their bottom lines!

ENCORE - Session 107: Getting CIO and CFO Support for Becoming Proactive and Preventive

| *Case Study*
John Goodman, Vice Chairman, CCMC; **Jim Albert**, former CIO, Bankers Financial



Proactive, preventive and engaging service requires the right technology support – it is simply impossible to do it manually. There are at least eight technologies you need to engage if your contact center is to provide great support – but to get them, you need CIO support. This session will provide invaluable guidance on engaging both the CIO and CFO via economic modeling and journey mapping to get the technology you need without buying whole new systems. Further you'll get a specific shopping list for what you need from the CIO in order to become proactive and preventive, and how to win their enthusiastic support.

MAIN SESSIONS

Block 2 | Wednesday, May 11 | 2:00PM - 3:00PM

PEOPLE MANAGEMENT

Session 201: Hiring and Retaining a High Performance Workforce

Kevin Hegebarth, VP, Marketing, HireIQ Solutions, Inc.



This interactive, informative session will introduce an innovative approach in attracting, selecting and retaining a long-tenured, high-performing workforce. Predictive talent analytics is effectively used by a growing number of customer care organizations to improve their hiring process by identifying applicants that have the greatest performance potential before they are hired. Learn the basics of predictive analytics, and how you can apply it in your own organization. Hear real-world case studies and discover the value this approach has in improving agent retention, increasing performance against key performance indicators, and enhancing employee engagement.

OPERATIONS MANAGEMENT

Session 202: McKesson's Lean Approach to Quality | Case Study

Jennifer Richard, Director – Call Center Operations, McKesson



It has been said that we all have 1000 things to do, 100 that are important and 10 that really matter or will make a difference. This same concept can apply to how you measure quality. Is the complexity of your quality program negatively impacting its effectiveness? Discover how McKesson has streamlined their approach to quality – from the form, to the implementation, calibration and assessment – while maintaining a strong focus on ensuring that the program is effective for all stakeholders. Get practical advice on how to develop or overhaul your own program for maximum success.

STRATEGY & LEADERSHIP

Session 203: Omnichannel Customer Service: Hype or Holy Grail?

Justin Robbins, Community Director, ICMI



Providing a great customer experience seems more complicated than ever before. There is a clear disconnect between what customers want and what companies deliver, but one buzzword – “omnichannel” – claims to solve many of these problems. This session cuts through the hype by revealing the latest research findings on customer experiences, exploring current contact center priorities, and revealing what's really required to be a leading customer experience organization today. Attendees will learn what customers really want from them, and how they can connect their people, processes, and technology to efficiently deliver an exceptional customer experience.

TECHNOLOGY MANAGEMENT

Session 204: Getting CIO and CFO Support for Becoming Proactive and Preventive | Case Study

John Goodman, Vice Chairman, CCMC

Jim Albert, former CIO, Bankers Financial



Proactive, preventive and engaging service requires the right technology support – it is simply impossible to do it manually. There are at least eight technologies you need to engage if your contact center is to provide great support – but to get them, you need CIO support. This session will provide invaluable guidance on engaging both the CIO and CFO via economic modeling and journey mapping to get the technology you need without buying whole new systems. Further you'll get a specific shopping list for what you need from the CIO in order to become proactive and preventive, and how to win their enthusiastic support.



SMALL CONTACT CENTER MANAGEMENT

Session 205: Forecasting & Scheduling in a Small Contact Center

Laura Grimes, ICMI Senior Certified Associate, CEO, Harrington Consulting



If limited resources (both human and technological) have you struggling with forecasting and scheduling, this session is for you! We'll examine forecasting for contacts, provisioning for supporting activities and show how to create a plan to get the budget levels needed. Hear about agent capacity and the impact of growth. Discover how to create a planning culture in your center, and steps you can take to improve the predictability of your workload. You'll leave with creative and effective scheduling approaches you can implement immediately to improve your results.

CUSTOMER EXPERIENCE

Session 206: Transforming Customer Experience – Where Do You Begin?

Jeremy Watkin, Head of Quality, FCR



If you're starting from scratch and unsure how to build a customer experience program without a huge expenditure, this session is for you! Discover how to mine the data at your fingertips to gather insights that will improve the customer experience: from analyzing survey data, to leveraging the insights of your agents, to text and speech analytics. Learn how to use journey maps to critically think about every step in the customer service process, and explore the metrics necessary to move the needle with key decision makers. The session provides a critical roadmap as you develop your customer experience program.

ENCORE - Session 207: Evolving Metrics for Today's Reality | Case Study

Leann Corabi, Director, Account Management, Cars.com



Identifying which metrics to measure – and which ones best deliver on your customers' needs – is a pervasive challenge that has a significant impact on both the performance and perception of your contact center. Hear how Cars.com has refined their monthly performance metrics by eliminating the data that does not impact the business, and has continued to refine their approach to hit key business objectives and engage and motivate a predominately millennial workforce. Discover best practices to identify the right metrics, goal set for the entire department, and tailor your coaching approach to gain the most out of your workforce.

MAIN SESSIONS

Block 3 | Wednesday, May 11 | 3:15PM - 4:15PM

PEOPLE MANAGEMENT

Session 301: How to Assess Customer Service Agents Writing Skills Before (or After) You Hire Them

Leslie O'Flahavan, Principal, E-WRITE



With the increase in email, chat and social as service channels, being “good on the phone” is no longer enough for an agent. This valuable session will describe how to assess applicants’ writing skills before you hire them, or when promoting in-house agents to written customer service channels. Discover how to review resumes and cover letters, interview and test applicants for essential writing skills. You’ll discover how to distinguish between problems with mechanics of writing and problems with organization and tone, how to evaluate both kinds of writing skills, and how to improve their skills when necessary.

OPERATIONS MANAGEMENT

Session 302: Don't Just Ask for Customer Feedback: Commit to it!

| *Case Study*

Gina Montague, Support Services Manager, Infinite Campus



When Infinite Campus launched a customer satisfaction initiative that would capture real-time feedback, they set an objective of 95% customer satisfaction. For the first nine months, they didn't hit their target. In this enlightening session, you'll learn how Infinite Campus assessed their organization and incorporated process changes, training, coaching and kudos to drive performance towards exceeding their customer satisfaction goal. Gain insights on how you too can turn customer feedback into actionable insights to drive continuous improvement and improve customer satisfaction.

STRATEGY & LEADERSHIP

Session 303: Gamification: A Better Way to Work | *Case Study*

Nate Brown, Client Services Manager, Underwriters Laboratories

Neal Topf, President, Callzilla



With scores of new research in support, it is clear that Gamification is no passing trend. This session is for those looking to harness the power of the game to engage employees and transfer information effectively. It is far more than badges and high scores on a website – it's finding creative ways to turn everyday work into something better. We present everything from the underpinning philosophy, the systems that make it come alive, and dozens of ways to implement Gamification in your environment. Come and learn the techniques that have helped both Callzilla and Underwriter's Laboratories reduce turnover and scale the mountain of engagement!



TECHNOLOGY MANAGEMENT

Session 304: We've Got the Beat On Multichannel Analytics

| *Case Study*

Roger Lee, Principal Evangelist, HP

Sandra Patel, Manager - Voice Of the Customer and Service Recovery, HSN



From the contact center to chat to social media, multichannel interactions can make it challenging to understand your customers' behavior as a whole. Yet fully understanding your customers' behavior is the key to providing a consistent customer experience. Does your organization have the people, process and technology in place to truly understand customer behavior? In this interactive session, learn how HSN uses multichannel analytics to identify key insight and drive both agent-centric and business-centric actions that improve the overall customer experience.



SMALL CONTACT CENTER MANAGEMENT

Session 305: Size Matters: How to Get a Lot (from Technology) for a Little (Center)

Lori Bocklund, President, Strategic Contact



What's holding your center back from achieving your goals? If you point at technology, fear not: There has never been a better time to be a small to medium sized contact center! From the cloud to managed services to pre-built vertical applications to suites to a proliferation of new vendor and solution options... the hits just keep coming. Bring your “wish list” to this session and we will dive into options to help you close the gaps and take your contact center to the next level.

CUSTOMER EXPERIENCE

Session 306: Delivering a Highly Personalized Customer Experience | *Case Study*

Greg Meyer, Director, Systems Integration, WMPH

Max Ball, Sr. Product Marketing Manager, 8x8



As a reseller of cruises, WMPH has used powerful customer relationships to differentiate themselves in a highly competitive market. Eighty percent of WMPH sales start on the web, but require a conversation with a live agent to finalize the purchase. The relationship between their customers and their “cruise advisors” is critical to building long term, repeat customers. They build these relationships through highly personalized customer experiences that start during the selection process and continue through to “welcome home” calls. Come hear what it takes to provide this sort of personalized service, and how you can incorporate a more personalized experience to take your own service to the next level.



ENCORE - Session 307: Unlocking the Power of Customer Loyalty

Dianne Durkin, President & CEO, Loyalty Factor



Creating loyal, engaged customers is more important and challenging than ever. Research shows that US enterprises lose an estimated \$83 billion each year due to poor customer service. In this session we will discuss the importance of loyalty, the fundamental components, and how to create emotional connections and exceptional experiences with customers that drive additional revenue and growth. Explore the four types of customers, and loyalty programs that will be most effective for each. Learn what the 2015 “Most Admired” and “Best Places to Work For” companies have done to improve customer and brand loyalty and increase their bottom lines!

MAIN SESSIONS

Block 4 | Wednesday, May 11 | 4:30PM - 5:30PM

PEOPLE MANAGEMENT

Session 401: Developing the Culture of a Best in Class Customer Care Team | [Case Study](#)

John Deming, Senior Marketing Manager, Seventh Generation



It's no secret that employee engagement and customer satisfaction are strongly linked. If your team is struggling to meet performance targets, your culture may be to blame.

In this inspiring case study, you'll hear how Seventh Generation transformed a team with consistently poor performance metrics to a best in class service organization by addressing deep rooted cultural problems. They'll share their journey, from identification and alignment of values, to KPI development and open feedback sessions. Learn how they changed a floundering team into a highly functional customer service team that boasts a net promoter score of 89%.

OPERATIONS MANAGEMENT

Session 402: Knowledge Management - From Zero to Success | [Case Study](#)

Bob Furniss, Director, Global Service Cloud Practice, Bluewolf

Kathie Manning, Group VP, Customer Solutions & Support, AmerisourceBergen Corp.



For years we have talked about the possibilities of Knowledge Management and how it can impact the success of a service and support organization. As technology and processes have improved, the ROI of KM is stronger than ever. Discover the importance of inventorying where Knowledge lives today, and how to categorize it to allow for the best management.



We'll describe the key roles required and the importance of designated resources, and explore the key elements of Knowledge technology to consider when choosing a vendor. You'll leave armed with the information you need to leverage Knowledge Management in your own center.

STRATEGY & LEADERSHIP

Session 403: Smart and Successful Scaling - Tips to Expand Your Contact Center | [Case Study](#)

Jonathan Nall, Director, Guest Services, Wind Creek Hospitality



Scaling contact center operations to support organizational growth can be an exciting, yet daunting proposition.

Developing and implementing the right strategies for recruiting and on-boarding, making smart technology decisions and optimizing core processes such as WFM, QA and performance management are all critical to success, but how do you prioritize? It can be challenging, but it can be done. In this session you will learn how Wind Creek Hospitality successfully expanded their guest services and reservations center from 25 agents to over 125 in 18 months and came out stronger on the other side.

TECHNOLOGY MANAGEMENT

Session 404: Mobile, Mobile Apps, Live Chat -- Understanding Cross Channel Customers

Aphrodite Brinsmead, Senior Analyst, Ovum

Ross Haskell, LogMeIn



A recent study conducted by Ovum and LogMeIn found that over the past two years, the number of customers using mobile phone, apps and live chat have more than doubled.



Customers continue to be frustrated with the time it takes to reach an agent and call resolution time, and understanding cross-channel behavior and the ability to link it to live interactions could be a big part of the solution. This session will examine strategies for mobile phone support, as well as the opportunities and challenges of interacting with more and more customers over non-voice channels.

SMALL CONTACT CENTER MANAGEMENT

Session 405: Driving Process Improvements to Increase Overall Effectiveness | [Case Study](#)

Jamie Hyatt, Manager, Contact Center, Raytheon Global Business Services



When it comes to improving contact center performance and customer satisfaction, hope is not a strategy! In this enlightening session you'll discover how to motivate your agents to take ownership for implementing improvements in their daily processes, and create a culture of continuous improvement. Learn how leaders can identify opportunities from survey and operational data. Hear how Raytheon used these techniques to implement improvements that have resulted in a call volume decrease of 30% in 4 years, while improving customer satisfaction ratings.

CUSTOMER EXPERIENCE

Session 406: Equipping the Frontline to Deliver a Low-Effort Experience

Pete Slease, Principal Executive Advisor

Devin Poole, Senior Executive Advisory, Customer Contact Leadership Council, CEB



Most of your customers begin their service interaction on your company's website. But where do they head after they fail to resolve their issue on your site? They pick up the phone and call a member of your frontline staff. And since your customer



has already had a higher-effort-than-expected experience (failure on the web + channel switch = higher effort), you'd better make sure that your agents have the skills needed to deliver a fast-and-easy resolution. Come learn what skills your agents need to deliver a low-effort customer service experience in today's multi-channel environment.

ENCORE - Session 407: Customer Service Surveys Made Easy

Jeff Toister, President, Toister Performance Solutions, Inc.



A 2015 ICMI research report revealed that 63 percent of contact centers lack a formal voice of the customer program. Many others have one, but aren't using the data effectively. This nuts and bolts session will show you how to easily get a survey program up and running, or improve the one you already have. We'll tackle several common challenges, from choosing the right survey type and writing effective survey questions to increasing your response rate and analyzing your data. Best of all, you'll learn how to apply these techniques whether your budget is big or small.

MAIN SESSIONS

Block 5 | Thursday, May 12 | 1:30PM - 2:30PM

PEOPLE MANAGEMENT

Session 501: Growing a Coaching Mindset

G. Todd Gladden, ICMI Certified Associate, VP - US Operations, Planmen Consultancy



We've all heard the rumble about changing our organizations to a "Coaching Culture", but what does it really take to get there? A critical element is incorporating coaching into the organizational effectiveness and productivity improvement process. In this interactive session, we'll discuss the path to developing the coaching mentality in your organization for executives, managers and coaches alike. We'll examine the benefits, attributes & roles of coaches, making time to coach, the coaching "process" and using a coaching model. Come prepared to share your experiences, and learn from others about the challenges and successes of coaching.

OPERATIONS MANAGEMENT

Session 502: Measuring Success in a WFM Practice | Case Study

Robert Archambault, Business Consultant, NICE Systems Inc.
Justin Marty, Director, Workforce Management, TD Ameritrade



In this session, Justin Marty from TD Ameritrade and Rob Archambault from NICE Systems will demonstrate how to measure the success and health of a contact center's workforce management team. Their focus areas include creating a balanced WFM scorecard, developing effective reports and analysis for senior leaders, and implementing Operation Success Metrics that enable accurate root cause analysis. By attending this session, workforce management leaders will improve their ability to influence and lead the contact center to achieving their daily goals and objectives.

STRATEGY & LEADERSHIP

Session 503: What Are the Right Metrics for Social Service?

Al Hopper, Co-founder & Director of Operations, SocialPath Solutions



Social media service teams require new service models and training for successful deployment. Contact center leaders need quantifiable values to measure success, but the most common contact center metrics are not as easily measured or defined in social media due to the asynchronous nature of the interactions. Quality assurance and customer satisfaction are also challenges for social media Customer service teams that require non-traditional considerations. This important session will examine the considerations and distinctions necessary to effectively measure the success of your social media service.

TECHNOLOGY MANAGEMENT

Session 504: Omni Channel is Here - How Many Channels Are Enough?

Bob Furniss, Director, Global Service Cloud Practice, Bluewolf



For many years, having a multi-channel contact center meant supporting phone, email, fax and chat. Those days are in the past as new channels have become the norm. Omni Channel – the ability to provide a consistent experience across all channels – is not easy. In this session we will discuss how to choose the right channels for your organization, and how technology has both improved and complicated the path to success. Understand how to prepare for new channels like mobile, video and more, and how Knowledge Management plays a significant part in Omni Channel success.

SMALL CONTACT CENTER MANAGEMENT

Session 505: Secrets to Success from the ICMI Small Contact Center Award Finalists

Erica Marois, Community Specialist, ICMI

ICMI Global Contact Center Award Finalists, Best Small Contact Center



Ever wonder what it takes to run a best in class small contact center? In this session, a panel of the ICMI Small Contact Center Award Finalists will share their tips, tricks, and advice for overcoming a variety of the common challenges that small queue groups face. Attendees will have the opportunity to voice their specific pain points during an interactive Q&A session; they'll hear first-hand stories of best practices in action, and gain valuable insight on how to improve their own small contact center.

CUSTOMER EXPERIENCE

Session 506: Aligning Operations with Your Customer Experience Strategy

Pierre Marc Jasmin, Founder and Strategist, Services Triad



How do customers really view their experience with your contact center? Is your customer experience strategy truly being delivered, or is your alignment out of whack? This interactive session will provide insights on aligning customer experience strategies with servicing operations, and reveal the competitive advantages of optimization. Learn the best practices of the most successful companies, and discover how to assess the effectiveness of your operational process and how it is impacting your customer experience. Trends, indicators, tools and optimization techniques will provide key insights on taking your customer experience to the next level and increasing ROI.

ENCORE - Session 507: McKesson's Lean Approach to Quality | Case Study

Jennifer Richard, Director - Call Center Operations, McKesson



It has been said that we all have 1000 things to do, 100 that are important and 10 that really matter or will make a difference. This same concept can apply to how you measure quality. Is the complexity of your quality program negatively impacting its effectiveness? Discover how McKesson has streamlined their approach to quality – from the form, to the implementation, calibration and assessment – while maintaining a strong focus on ensuring that the program is effective for all stakeholders. Get practical advice on how to develop or overhaul your own program for maximum success.

MAIN SESSIONS

Block 6 | Thursday, May 12 | 2:45PM - 3:45PM

PEOPLE MANAGEMENT

Session 601: How to Measure the Quality of Social Service

Leslie O'Flahavan, Principal, E-WRITE



Now that your contact center's social media support channels are up and running, it's time to measure how well agents are writing to customers in Facebook and Twitter. It's pretty easy to rate agent performance on simple quality measures, such as response time. But other measures, such as first contact resolution and customer rapport, are more difficult to assess in the fast-flowing social media world. In this session, you'll learn which measures to choose from when assessing social media service quality, and practice measuring the quality of actual communications with customers.

OPERATIONS MANAGEMENT

Session 602: Disrupting Silos: Blending QA, KM & Messaging to Drive Customer Satisfaction | *Case Study*

Brian Clancy, Manager, Contact Center Operations & Member Support, AARP



Your customer wants the right answer, at the right time, in the right channel and can come at you at anytime from anywhere. So why are key functions that impact customer satisfaction often separated, demanding consensus-building and hand-offs to deliver just-in-time, first contact resolution experiences to valued customers? In today's environment – where customers have abundant choices at their fingertips – creating teams that have the agility and acumen to assess opportunities and take action is crucial. During this session, you'll glean tips on how to transition from distinct functions to a fluid operation that fully engages staff and drives customer satisfaction.

STRATEGY & LEADERSHIP

Session 603: Avoiding the Top Failure Points of Work at Home Programs

Michele Rowan, President, Customer Contact Strategies



Eighty percent of contact centers utilize home-based workers in some capacity today, with most employing between 30-60% of their work force remotely. While the benefits far exceed the challenges, there are some trending pain points that companies can avoid before they scale or ramp up their programs to larger populations. Join this session to get real world use cases of companies who have encountered some serious challenges, and how they got back on course. Mitigate your company's risk on the front end by learning from others, and set your remote program up for success.

TECHNOLOGY MANAGEMENT

Session 604: Lessons from A 100% Cloud-Based Contact Center

| *Case Study*

Tim Montgomery, Managing Partner, Culture.Service.Growth (CSG)



In 2010, CSG set out to build a 100% cloud-based contact center. Less than 5 years later, CSG has grown from 10 employees to 700, and has been on the Inc. 500 list of America's fastest growing companies for the past two years. How did they do it? More importantly, what insights can you take from their success to ease the transition in your own center? This session will review the lessons learned and best practices in developing and implementing a cloud based contact center strategy. You'll leave armed with invaluable tips to help navigate your journey to the cloud.

SMALL CONTACT CENTER MANAGEMENT

Session 605: Training on a Shoestring – What Would MacGyver Do?

Justin Robbins, Community Director, ICMI



MacGyver once said, "Stay out of trouble, keep the expenses down, and don't get killed." For many training departments, this could become a personal credo. This session will provide attendees with valuable ideas, free resources, and an open forum to learn about the best in free or inexpensive training programs. Be prepared to get hands on as you'll transform mundane materials into memorable learning experiences. You'll return to your center with a host of practical ideas for effective training on a budget.

CUSTOMER EXPERIENCE

Session 606: Reengineering Customer Experience in San Diego County | *Case Study*

Lourdes Ramirez, Program Manager, Aging & Independence Services, Health & Human Services, County of San Diego

Wendi Brick, Customer Service Advantage, Inc



The County of San Diego's Aging & Independence Services (AIS) contact center developed a Customer Service Excellence Program to focus on the customer experience as the driver for program success. Budget was a significant obstacle, and technology alone was not the answer. By focusing on high customer satisfaction, first contact resolution, and workforce optimization, they showed dramatic improvements in as little as five months. This session will describe the methodology they used to identify gaps in their service quality program, and how they implemented improvements to drive results. Their success can be used as a model to optimize your own customers' experiences.



ENCORE - Session 607: Top Fun: The New Rules of Engagement | *Case Study*

Nate Brown, Manager, Client Services, Underwriters Laboratories



The service center can be a soul-sucking place to work, but it can also be extremely exciting and rewarding. Have you given your employees a good reason to not only stay, but to perform at their highest level? As leaders, it is our job to create a compelling atmosphere your staff can be proud of. This session will give you the tools and knowledge you need to create a service environment worth sticking around for! Learn the strategies used by UL to drastically reduce employee turnover and change the culture of our service center.

MAIN SESSIONS

Block 7 | Thursday, May 12 | 4:00PM - 5:00PM

PEOPLE MANAGEMENT

Session 701: Maximizing the ROI of Your Training Program

G. Todd Gladden, ICMI Certified Associate, VP - US Operations, Planmen Consultancy



We're rolling along, training new hires and existing agents, pushing them out to the contact center and basking in the glory of our "smiley face" evaluation sheets – but are we really doing justice to our trainees, and optimizing our training ROI? In this session we'll look at the most common mistakes training groups and contact center operations make, and hear the best practice methods for avoiding these pitfalls. Come hear from an industry veteran about the obstacles to effective training programs, and real methods for overcoming them to the benefit of your organization.

OPERATIONS MANAGEMENT

Session 702: Positioning for Success by Preparing for Change... NOW

Dee Kohler, Consultant, Customer Service Junkies



The adoption of new tools can be a serious challenge. Here why this industry veteran wishes she embraced and new the ins/outs of change management 25 years ago. We'll discuss how process improvement and change management are not just one-time processes, but should be treated as ongoing and continuous initiatives. We'll explore best practices in change management, including case studies on improving the adoption of system and process changes. Discover how incorporating change management discipline will increase overall customer satisfaction and first-call resolution rates through shortening the learning curve, expediting the adoption process and creating higher employee engagement.

STRATEGY & LEADERSHIP

Session 703: The New Top Drivers of Contact Center Customer Satisfaction

Mark Miller, Contact Center Practice Leader, J.D. Power



Each year, J.D. Power conducts research on the customer perceptions of over 1,300 brands servicing clients through their contact center. Join us as we reveal the new top drivers of customer satisfaction in the live phone, IVR self-service and Web self-service channels. Learn what customers care about most and what operational levers should be pulled to maximize the customer's experience. You'll gain valuable insights on what the top companies are doing, and how you can implement them yourself to improve customer experience.

TECHNOLOGY MANAGEMENT

Session 704: Using Data to Transform your Customer Experience | *Case Study*

Rajesh Nair, Director Applications Development, Optum



Companies have more data about their customers than ever before, and in today's age of the customer, that translates into high expectations for tailored and relevant service experiences. But how do you get from a massive set of disparate data points to a personalized customer interaction? In this session, you will hear about how Optum Consumer Sales and Service developed and launched a multi-year strategy spanning people, processes, and technology to embark on their Personalization journey. In particular, we will explore the Data Management and Customer Relationship Management (CRM) system development efforts that helped ensure a successful execution.

SMALL CONTACT CENTER MANAGEMENT

Session 705: Winning the War for Quality Temp Talent

Bill Inman, President, PeopleLoop



Temporary workers have long been a critical part of contact center staffing, but competition is fierce as they become a larger part of the U.S. workforce. Add in the increase in legislation around the use of temp labor, and the result is a considerable increase in temp staffing costs and the administrative burden associated with them. This session will show you how to reduce your flexible workforce costs by 25% or more AND stay on the right side of compliance. Learn innovative new ways to cut costs through engaging new strategies and technologies that reduce the cost of finding AND engaging temp and contract labor.

CUSTOMER EXPERIENCE

Session 706: Customer Feedback: Turning Information into Action | *Case Study*

Burg Hughes, Vice President of Operations, BuySeasons Inc.

Alex Wyatt, Servantage Dixie Sales



In this session, two very different companies will share how they have integrated the use of customer feedback to reduce customer effort and lower their operating expenses. Learn how these unique companies in very different industries have developed processes that integrate customer feedback into their day to day operations. Understand how this customer focus has allowed them to not only reduce customer effort, but also lower their cost of service. Explore valuable concepts that apply to any business, no matter how large or small.

ENCORE - Session 707: Forecasting & Scheduling in a Small Contact Center

Laura Grimes, ICMI Senior Certified Associate, CEO, Harrington Consulting



If limited resources (both human and technological) have you struggling with forecasting and scheduling, this session is for you! We'll examine forecasting for contacts, provisioning for supporting activities and show how to create a plan to get the budget levels needed. Hear about agent capacity and the impact of growth. Discover how to create a planning culture in your center, and steps you can take to improve the predictability of your workload. You'll leave with creative and effective scheduling approaches you can implement immediately to improve your results.

ICMI TRAINING

Friday, May 13 | 8:30AM - 5:00PM

POST-1: ICMI Training - Small Contact Center Workshop

Rose Polchin, ICMI Senior Certified Associate, Senior Consultant, ICMI



"Do more with less!" In today's economy, that's a common edict. But the performance impact can be much greater in centers with fewer than 50 agents. The good news is having limited resources does not have to mean limited results. Managers of small centers can and must become masters of strategic planning, relationship building, agent education and motivation, forecasting and scheduling, and technology optimization. This targeted workshop, specifically for those in small contact centers (from 2 to 50) agents, is designed to provide the tools, strategies and tips you need to achieve big results. Come prepared to participate, share with your peers who manage other small centers and capture a ton of ideas you can apply right away!

POST-3: ICMI Training - People Management Workshop

G. Todd Gladden, ICMI Certified Associate, VP - US Operations, Planmen Consultancy



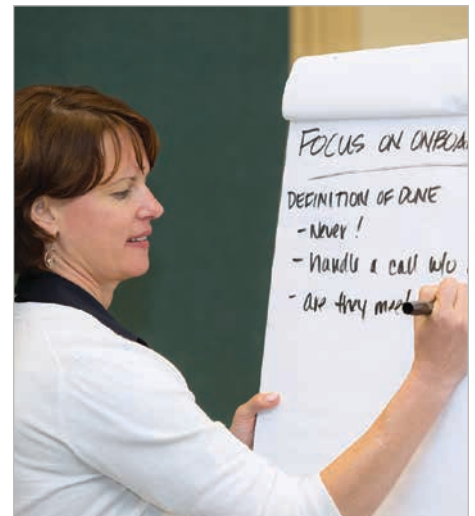
Whether you are a first-time supervisor or a seasoned pro, this popular course will prepare you to implement the key principles that will have a direct impact on agent retention. Starting with hiring the right people right from the start, you'll learn how to structure interviews that uncover the best hires. The next step is blending them into a successful team. You'll learn the critical management and communication tools to make decisions and solve problems in a team setting, as well as manage conflicts within the team. Finally, you'll construct your own multi-layered approach to managing retention by assessing agent engagement and devising strategies for managing stress to keep the whole team motivated and productive.

POST-2: ICMI Training - More than Metrics: Harnessing Data to Drive Performance

Laura Grimes, ICMI Senior Certified Associate, CEO, Harrington Consulting



In this popular ICMI training course, you'll identify what should be measured, why it should be measured, and how to collect the information and data that really counts! Learn how to track metrics that support your contact center strategy, the relationship between those metrics, and how to analyze the accrued data. You'll gain practical, proven techniques for leveraging key findings, identifying root causes of inefficiencies, and furthering the success of your contact center. And you'll discover how to assess the effectiveness of service delivery across all contact channels. Key performance indicators are presented in five overarching categories: quality, accessibility, efficiency, cost performance, and strategic impact. If you want to move beyond simplistic benchmarks to identify the measure and goals that best drive success, this workshop is for you!



NETWORKING ACTIVITIES AND SPECIAL EVENTS

ICMI Contact Center Expo & Conference offers fun and interesting ways to connect with peers.

PEERS & BEERS PARTY

Monday, 5:00PM – 7:00PM

Come mingle with your peers and have a beer! This is a great chance to connect, converse and get to know who is here this year so you can make new contacts, exchange ideas, and share tips while enjoying drinks and light hors d'oeuvres.

EXPO HALL BASH

Tuesday, 5:00PM – 7:00PM

Now's your time to meet up with colleagues or friends and share tidbits about your day; then take a stroll and browse the latest contact center solutions in a relaxed, casual environment. It all takes place in the Expo Hall.

INDUSTRY ROUNDTABLE BREAKFAST

Wednesday, 7:00AM – 8:15AM

Get a jumpstart on your networking by identifying and sharing experiences with others in your industry.

KEYNOTE BOOK SIGNING & GIVEAWAY

Wednesday, 10:15AM

Free book – *"7 Tenets of Taxi Terry"* signed by Scott McKain for first 100 attendees following the Keynote Presentation.

LUNCH & LEARN

Wednesday, 12:00PM – 1:30PM

Enjoy lunch while visiting exhibitor solutions on the show floor. Fill out your lunch & learn card and receive a free tshirt!

ICMI GLOBAL CONTACT CENTER AWARDS PARTY

Wednesday, 6:00PM – 8:30PM

It's a Lawn Party! Join us for a fun filled indoor & outdoor celebration with drinks and hors d'oeuvres as we recognize and celebrate excellence within the industry. Our indoor celebration will have more formal seating while the outdoor party will have fun lawn games including giant Jenga! It's included in your conference pass!

BEST PRACTICES NETWORKING BREAKFAST

Thursday, 7:00AM – 8:15AM

Meet your contact center peers/table hosts as they share lessons learned and success stories on specific areas of challenge within their centers. Select a topic you'd like to learn more about – then enjoy a tasty breakfast and great conversation.



KEYNOTE BOOK SIGNING & GIVEAWAY

Thursday, 10:15AM

Free book – *"Call Center Management on Fast Forward"* signed by Brad Cleveland for first 100 people following the Keynote Presentation.

GROUP NETWORKING DINNERS

Thursday Evening

Utilize the mobile app to search for others in your industry sector, then use the app to connect and put a group together for dinner and great conversation. There are plenty of restaurants within a short walk - so take advantage of that, meet new friends, and share ideas. NOTE: This event is an 'on your own event' but is strongly encouraged. If we can help connect you with others, please let us know.

PASSPORT TO PRIZES

During Expo Hall hours

This is your opportunity to win valuable prizes! Simply visit the booths of participating vendors, have your passport stamped, and return the completed passport for your chance to win! Prizes previously offered have included a \$200 Amazon gift card, an IPAD mini, a Kindle Fire HD, and Bose Noise Cancelling Headphones.

CAREER DEVELOPMENT ROADMAP

During Expo Hall hours — by appointment

Receive a customized professional development "roadmap" - for your contact center - that identifies recommended next steps in your team's development. For more information, contact Todd Piccuillo at tpiccuillo@icmi.com.

SOLUTIONS SPOTLIGHT SESSIONS

Tuesday - Thursday in Expo Hall, Times Vary

These open-to-all sessions provide first-class education and conclude with a drawing for a \$100 American Express Gift Certificate!

EXHIBITING SOLUTION PROVIDERS

Meet these and other industry solution providers:

OFFICIAL SPONSOR



DIAMOND



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GOLD



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ICMI.com/CCExpoExhibitors for
a current list of exhibitors.

REGISTRATION, HOTEL & TRAVEL

Select the Pass That's Right for You:

Access To:	4-Day Pass May 10-13	3-Day Pass May 10-12	2-Day Pass May 11-12
Workshops & Local Contact Center Tours	✓	✓	
Conference	✓	✓	✓
Full Day Training or Local Contact Center Tours	✓		
Networking Events	✓	✓	✓
Breakfasts, Lunches, Receptions	✓	✓	✓
Keynote Presentations	✓	✓	✓
Expo Hall Entry	✓	✓	✓
Regular Price	\$2,595	\$2,295	\$1,995
Early Bird Price expires March 18, 2016	\$2,395	\$2,095	\$1,795

FOUR WAYS TO REGISTER

Online: ICMI.COM/CCEXPO

Phone: 866-535-8988

Email: ICMIExpoReg@ubm.com

Fax: 415.947.6011

CONFERENCE LOCATION

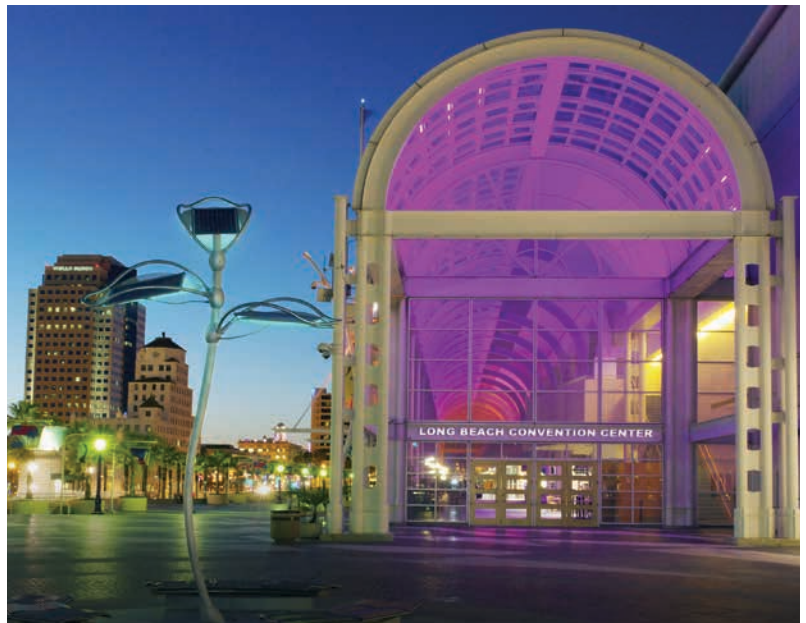
All conference activities will take place at the

Long Beach Convention & Entertainment Center

300 East Ocean Blvd | Long Beach, CA 90802

Tel: 562-436-3636 | Fax: 562-436-9491

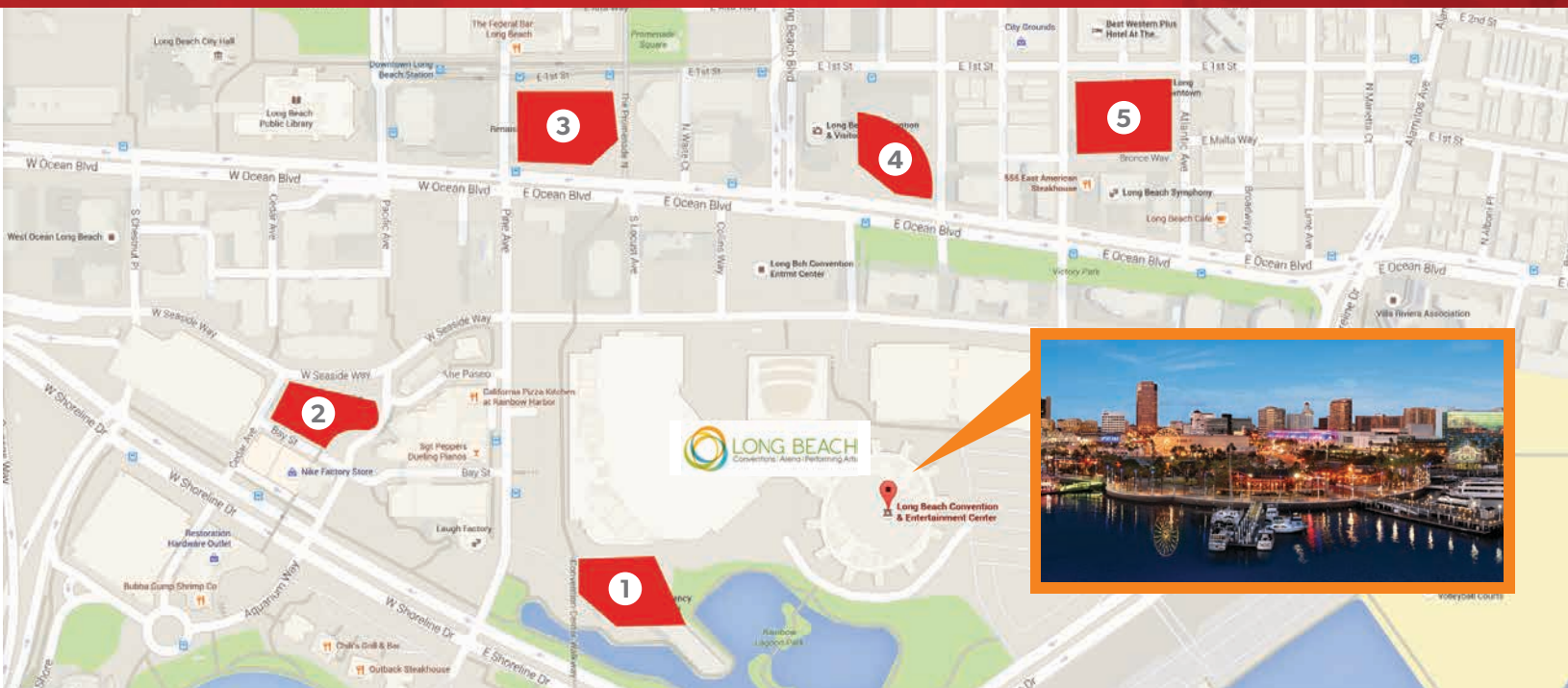
Hotels: Please visit ICMI.com/CCEXpoHotels



Contact Center Expo & Conference is a trade-only event. You must be 18 years of age and a qualified buyer of contact center technology, applications, or products to visit the expo hall.

Registration Policies, Cancellations, Substitutions & Changes

If you need to cancel, you may do so until Friday, April 8, 2016. A non-refundable \$150 cancellation fee will be charged. No-shows and cancellations after Friday, April 8, 2016 will be charged the full conference rate. Cancellation policies apply to all conference packages. Attendees who register prior to or after the deadline date who do not cancel in writing by the deadline date are liable for the package cost and will be charged for the full registration fee. Sorry, no refunds are available after this date. If you are unable to attend the conference, we strongly recommend that you send a substitution in your place. Changes to registrations must be presented in written form.



1. Hyatt Regency Long Beach

200 S. Pine Avenue
Long Beach, CA 90802
\$219/night

2. Hyatt The Pike Long Beach

Rainbow Harbor
285 Bay Street
Long Beach, CA 90802
\$229/night

3. Renaissance Long Beach Hotel

111 E Ocean Blvd.
Long Beach, CA 90802
\$219/night

4. The Westin Long Beach

333 E Ocean Blvd.
Long Beach, CA 90802
\$209/night

5. Courtyard Long Beach Downtown

500 East 1st Street
Long Beach, CA 90802
\$189/night

Hotel conference rates expire April 22, 2016

While ICMI makes every effort to secure an adequate amount of hotel rooms, we expect the rooms to sell out quickly. We **STRONGLY** encourage you to book early to avoid a sold-out situation. The hotel rate is available for select dates, so please check with the hotel for available rates.

icmi global contact center awards

WEDNESDAY, MAY 11, 6:00PM - 8:30PM

Included in your conference pass!

Indoor Awards Ceremony

Join us for an unforgettable evening as we celebrate award honorees and finalists from across the world and recognize leadership, vision, innovation and strategic accomplishments within the contact center industry.

Outdoor Awards Lawn Party

Immediately following the awards ceremony, we continue the celebration and head outdoors for drinks, hors d'oeuvres and some fun lawn games, including giant Jenga!

It's not too late to apply for an award! Final deadline is Jan 29.

Learn more at ICMI.com/Awards



Organizational Awards

- Best Small Contact Center
- Best Medium Contact Center - **NEW!**
- Best Large Contact Center
- Most Improved Contact Center - **NEW!**
- Best Strategic Value to the Organization
- Best QA/Customer Experience Program
- Best Social Media Customer Care - **NEW!**
- Best Chat Support - **NEW!**
- Best Multilingual Support
- Best Use of Technology
- Best Outsourcing Provider - **NEW!**
- Best New Technology Solution - **NEW!**

Individual Best-in-Role Awards

- Best Contact Center Agent
- Best Contact Center Supervisor
- Best Contact Center Manager
- Customer Service Rising Star - **NEW!**

Global Vision Sponsor



Award Category Sponsor



Invest in Your Contact Center's Most Valuable Asset – **YOUR TEAM.**



SENDING A TEAM PROVIDES NUMEROUS BENEFITS

- ✓ **Cover all sessions of interest.** Meet prior to the conference or utilize our group concierge service and devise a strategy to cover the most applicable sessions.
- ✓ **Develop skill sets together.** Expand the expertise of your team collectively in all things contact center related and watch them come back with enhanced competencies and a stronger bond.
- ✓ **Meet with vendors.** Evaluate technology from the viewpoint of the team.
- ✓ **Recognize your team's outstanding performance.** Recognize your team's achievements, motivate them to continued success, and demonstrate a confidence and investment in their future.
- ✓ **Wrap a strategy and planning session around the conference.** Not only will your team be more creative thanks to fresh ideas and perspectives, but they can take what they learned and develop plans that are immediately actionable upon their return.



TO REGISTER YOUR TEAM

Download and complete the group registration form at **ICMI.COM/CCEXPOGroup** and email it to **ICMIExpoReg@ubm.com** or call 866.535.8988.

Note: All group discount forms must be submitted from the same company, within 24 hours of one another.

“ By attending as a group, we were able to go to different sessions during each block and share our notes in order to get the most out of the conference.

- Evan W., AICPA



TEAM PRICING*

3-5 attendees
receive a 20% discount

6-10 attendees
receive a 30% discount

11+ attendees
receive a 40% discount

* Discount is taken from current pricing and is not combinable with promotional offers.



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Colorado Springs, CO 80903

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The background of the lower half of the page is a red-tinted photograph of the Long Beach Convention Center at night. The building's large, arched glass entrance is prominent, reflecting city lights. To the left, other city buildings and streetlights are visible. The overall scene is illuminated with a warm, red glow.

contact center expo & conference

MAY 10 - 13, 2016 • LONG BEACH, CA
Long Beach Convention Center

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