

THE #1 EVENT FOR CONTACT CENTER PROFESSIONALS AND THE OFFICIAL CONFERENCE OF 

 **contact center**
expo & conference

MAY 22 - 25, 2017 ORLANDO, FL
Walt Disney World® Resort



**FEATURED
KEYNOTES**



DOUG LIPP
*Former Disney Head of
Training and Expert on
the Art of Customer Service*



SHEP HYKEN
*Customer Service &
Experience Expert
and Best-Selling Author*



CHIP BELL
*Customer-Focused
Strategy Expert and
ICMI Community Favorite!*

ICMI.com/CCExpo
or 866.535.8988

ICMI CONTACT CENTER EXPO & CONFERENCE:

Delivering Exceptional Customer Experiences in a Complex & Changing World

We're in a new era of customer experiences that's placing demands on organizations like never before. For contact center leaders, the importance of leveraging the right technologies, delivering service in the most effective channels, and balancing people, processes, and automation is at an all time high.

Also, the pace of service requires companies to respond and adapt quickly or find themselves left behind. **The stakes are high, and the need is great.** Attend ICMI's Contact Center Expo & Conference to discover the tips, tricks, and best practices that your contact center can implement today to ensure that your organization delivers exceptional customer experiences in a complex and changing world.



ICMI is the leading global provider of comprehensive resources for customer support professionals -- from frontline agents to executives -- who wish to improve customer experiences and increase efficiencies at every level of the contact center. Since 1985, ICMI

has helped more than 50,000 organizations in 167 countries through training, events, consulting, and informational resources. ICMI is committed to helping organizations raise the strategic value of their contact centers, optimize operations and improve customer service.



TOP 5 REASONS TO ATTEND

1

LARGEST AND MOST COMPREHENSIVE PROGRAM – Our unique combination of local contact center tours, expert speakers, interactive workshops, full day training sessions, 60-minute main sessions, peer-to-peer networking events, and an expo hall full of the latest services and technology, provides a well-rounded experience that will deliver inspiration and fresh ideas to take back to your center.

2

ON-SITE PROFESSIONAL DEVELOPMENT – Known world-wide as the essential forum for education and professional development for customer service professionals, this yearly event offers half-day, interactive workshops as well as full-day, hands-on training led by ICMI's Certified Associates.

3

SEVEN KEY TRACKS – Choose the track aligned to your current or future role and gain specific, detailed knowledge in that subject area or choose across all the tracks to create a personal agenda that addresses your challenges, goals and needs.

4

EVALUATE THE LATEST TECHNOLOGY AND SERVICES – See first-hand the innovative products and services to improve operations and increase efficiencies.

5

PROFESSIONAL CONNECTIONS – Increase your network and learn from others in your industry. This is one of the biggest benefits of attending a conference, and we help you make the most of it by providing engaging opportunities to meet and share with other customer service professionals.



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

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

A FEW ORGANIZATIONS THAT ATTENDED LAST YEAR

Aetna	Columbia Sportswear	Molina Healthcare	The Home Depot
AARP	Comcast	National Restaurant Assn.	Toastmaster's Int'l
American Airlines	Costco Wholesale	New York Life	Toyota Motor Sales (Lexus)
Ameriprise Financial	CVS/Caremark	Northwestern Mutual	Uline
Alarm.com	Guess? Inc	NFCU	UMB Bank
AltaMed Health Services	HD Supply	Pella Corporation	United Way
Alzheimer's Association	Hillsdale College	People's Bank	UPMC Health Plan
American Family Insurance	Hilton Worldwide	Princess Cruises	US Bankruptcy Court
Ancestry.com	Hunter Douglas	Progressive Insurance	USAA
Atlantic Lottery Corporation	Infinite Campus	Saks Fifth Avenue	VF Imagewear
Bank of Guam	Kaiser Permanente	San Diego Gas & Electric	Walmart
BECU	Kohl's	Scentsy	Web.com
Blue Cross Blue Shield	KW International	SoCalGas Company	Wells Fargo Bank
Bright House Networks	Logistics Health Incorporated	Spark Energy	Zenith Insurance Company
Caliber Home Loans	Magazines.com	Texas Dept of Public Safety	Zions Bancorporation
Cars.com	Mazda USA	Texas Mutual Insurance	



NEW FOR 2017

7 LEARNING TRACKS

New, Fresh Program!

CONTACT CENTER METRICS

There's no shortage of data in the contact center, but determining what to measure and how to interpret the data to drive meaningful results can be a challenge. This track will provide you with the research, benchmarks, best practices and case studies needed to implement metrics that improve operations.

CUSTOMER EXPERIENCE

While customer satisfaction continues to be a key business driver, companies that want to remain competitive must define new, innovative methods for improving and reporting on the customer experience. This track will help you discover what is truly important to your customers and how to ensure that all business goals and agent initiatives support your customer's needs.

EMPLOYEE ENGAGEMENT

If you're responsible for managing people in the contact center, this track is where you'll find the ideas and resources you need to improve. We'll tackle the tough issues of retention, coaching, stress, and attendance, and explore career pathing and the needs of the next generation. This track will arm you with innovative strategies to manage change.

FOUNDATIONAL BEST PRACTICES

New to your role in the contact center? We've emphasized the "how to" in these critical sessions so you can return home with actionable ideas for making immediate improvements in your contact center. Results are what you need, and this track will show you exactly how to achieve them in your own operation.

FUTURE TRENDS IN CUSTOMER SERVICE

Is your contact center prepared to meet the needs of tomorrow's customers and employees? We've identified several trends to watch as expectations shift and technology evolves. This track will explore developments shaping both customer and agent expectations, as well as examine the role emerging technology will play in the continued evolution of customer service.

OMNICHANNEL BEST PRACTICES

Your customers expect service options in the channel of their choice, and at a time that's most convenient for them. If you're looking for insight to help you determine the right channel mix and learn how to deliver a seamless cross-channel experience, this is the track for you. We'll explore the strategy, processes, and technology needed to deliver best in class omnichannel service.

OPTIMIZING YOUR WORKFORCE

This track will show you how workforce optimization can positively impact both the contact center and the business as a whole. You'll walk away with actionable insight you can use to better manage onboarding and ongoing training, forecasting, scheduling, work from agents, distributed workforces, and more. These sessions will enable you to drive increased productivity and efficiency in your center.

- **New** Learning Tracks
- **New** Contact Center Tours
- **New** Keynotes
- **New** Executive Connection Add-On Package
- **New** MasterMinds Program
- **New** Pre-conference Small Contact Center Full Day Workshop
- **New** Awards Categories
- **New** Case Studies
- **New** Speakers

CASE STUDIES



Session 102: Who Says Quality Assurance Can't Be Fun? An Informative and Entertaining Look at QA Approaches that Meet Objectives



Session 103: Schedule Adherence Metrics Save the Day at Sign-Zone



Session 107: Improving Training through Employee Engagement



Session 204: Leveraging IoT and Omnichannel for Reduced Customer Effort



Sessions 205: Dashboard to Performance Improvement



Session 206: Essential Guide to Delivering Next Generation Customer Service Experiences



Session 303: Overcoming Hiring, Training and OnBoarding Challenges



Session 304: Zero to Hero: How to Build Award-Winning Social Customer Care



Session 305: Leveraging Voice Analytics to Drive Business Results



Session 306: Building an Award Winning Customer Experience



Session 307: Culture. Created For Us, By Us



Session 402: 2020 Vision: Building a Roadmap for Your Contact Center's Future



Session 405: Put the EFFORT into your survey program: CES and NPS



Session 406: Improving Efficiency and Quality of Service: TESU's Model for Student Experience



Session 407: Not Just Fun & Games: Using Improv to Improve Contact Center Training



Session 501: Using Quality Management to Improve Customer Experiences



Session 502: Incorporating New and Evolving Technologies for Ongoing Success



Session 506: UPMC Health Care Concierge Program – Personalized Customer Service



Session 507: Managing Change with Excellence



Sessions 601: Driving Process Improvements to Increase Overall Effectiveness



Session 603: The Hitchhiker's Guide to Building Successful Workforce Management Process and Structure



Session 606: Unleash Your Customer Experience



Session 607: You've Got Millennials All Wrong: How to Build a Career Development Program for the Next Generation



Session 703: Measuring Success in a WFM Practice



Session 705: Communicating Your Center's Success: The Art of a Great Story



Session 707: Keeping The Customer Service Rockstars On Your Team



KEYNOTE PRESENTATIONS

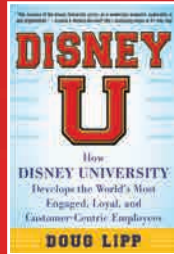


DOUG LIPP

Former Disney Head of Training, Expert on The Art of Customer Service, Leadership, and Change

How Disney University Develops the World's Most Engaged, Loyal, and Customer-Centric Employees

How did Walt Disney create “The Happiest Place on Earth?” What are the secrets behind Disney’s legendary employee development dynasty and how does it reinforce organizational values, culture and brand. Learn how Disney continues to capture the hearts and minds of thousands of employees around the world through an unwavering devotion to the core values established by Walt himself.



SHEP HYKEN

Customer Service and Experience Expert and New York Times & Wall Street Journal Bestselling Author

Amaze Every Customer Every Time

In this fast-paced, and content-rich presentation, Shep will share some of the 52 “Amazement Tools” featured in his book of the same name. Learn best practices, tactics, and strategies to help them deliver the most amazing customer service on the planet.



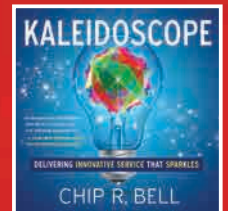
ICMI Community Favorite!

CHIP BELL

Customer-Focused Strategy Expert

Seriously Sparkly Service: Making Innovative Service Profoundly Remarkable

Recall the absolutely best customer service experience of your entire life. What were the features of this profoundly remarkable memory? Today’s customers do not talk (remark) or tweet about good service; only experiences they find unique, special, and ingenious. Based on Bell’s newest book, *Kaleidoscope*, this high-energy keynote provides the tools, tips and techniques for leading and delivering innovative service that sparkles.



TOUR LOCAL CONTACT CENTERS

A rare opportunity to get a behind-the-scenes view of another contact center! Hear from key personnel who will share insight on their department operations, processes, and technology used, along with challenges and success stories.

Tours are offered on Monday, May 22 (3 & 4-day pass) and Thursday, May 25 (4-day pass). Space is limited. Reserve your spot during registration for best availability.

For details visit [ICMI.com/CCExpoTours](https://www.icmi.com/CCExpoTours).



SITE TOUR SCHEDULE

MONDAY, MAY 22:

8:30am-12:00pm / Half-Day

Tour-1: Entertainment Benefits Group

Tour-2: Heart of Florida United Way 2-1-1

Tour-3: Walgreens

Tour-4: Walt Disney World Reservations Center

1:30pm-5:00pm / Half-Day

Tour-5: Entertainment Benefits Group

Tour-6: Heart of Florida United Way 2-1-1

Tour-7: JetBlue University

THURSDAY, MAY 25: **8:30am-5:00pm / Full Day**

Post-4: Entertainment Benefits Group & Walgreens



ENTERTAINMENT BENEFITS GROUP

Entertainment Benefits Group (EBG) is one of the largest privately held travel and entertainment providers in the United States. EBG has a proven track record of developing successful and innovative sales channels and sells over 5 million admission tickets for events and attractions annually. Owning 100% of its technology EBG has developed a customized point of sale ticketing system. With offices in Miami, Las Vegas, Orlando and New York, the company features the largest most comprehensive benefits program.



HEART OF FLORIDA UNITED WAY 2-1-1

The Heart of Florida United Way (HFUW) 2-1-1 contact center provides 24/7/365 crisis de-escalation, problem solving and social services referrals via text, chat, email and phone. HFUW 2-1-1 has contracts with nine United Ways to provide 24/7/365 service to 16 counties in Florida, 44 counties in Tennessee, and after hours service to 18 counties in Kentucky. HFUW 2-1-1 also provides specialized information and referral services on behalf of the National Epilepsy Foundation and crisis de-escalation services on behalf of the National Disaster Distress Helpline; making their geographic footprint the United States and Puerto Rico.

JETBLUE

JETBLUE UNIVERSITY

JetBlue may be New York's Hometown Airline.™, but Orlando is their 'home away from home'. Orlando is home to JetBlue's state-of-the-art training facility, JetBlue University, which is large enough to accommodate the training of 300 people on any given day. In addition to the facility's four Airbus A320 full-flight simulators, two Embraer E190 simulators, and two cabin simulators, JetBlue University includes control rooms, cabin-crew and firefighting training areas, and a specialized, heated outdoor emergency slide/raft training pool.



WALGREENS

Walgreens is the nation's largest drugstore chain, operating over 8,200 drugstores in all 50 states, the District of Columbia, Puerto Rico and the U.S. Virgin Islands. The Customer Care Organization serves many functions and is critical to the success of Walgreens. Customers interact via a variety of touch points and the CCO ensures that each and every communication for the customer is seamless as well as the same regardless of where or how they contact us.

WALT
DISNEY
WORLD

WALT DISNEY WORLD RESERVATIONS CENTER

The Disney Destinations Call Center is the epicenter of customer service and reservations for all Disney destination properties, including all Disney World Resorts, Disney World dining, special events, as well as parts of Disney Paris, Disney Cruises and more. The center handles an impressive volume of 13 million calls annually and whether through a phone call, an email, a web chat or even a letter, we help our guests create "Magical Memories that last a lifetime."



SUNDAY, MAY 21

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

MONDAY, MAY 22 (PRE CONFERENCE)

Exhibit Hall Hours 5:00PM – 7:00PM

6:30AM-7:00PM	Registration				
7:00AM-8:30AM	Breakfast				
8:30AM-12:00PM	SITE TOURS Tour-1: Entertainment Benefits Group Tour-2: Heart of Florida United Way 2-1-1 Tour-3: Walgreens Tour-4: Walt Disney World Reservations Center	WORKSHOP Pre-1: The Principles of Effective Contact Center Management	WORKSHOP Pre-2: The Secrets of Agent Engagement: A Step-by-Step Guide	WORKSHOP Pre-3: Contact Center Technology 101: What Every Professional Needs to Know	WORKSHOP Pre-4: ICMI Small Contact Center Workshop (FULL DAY)
12:00PM-1:30PM	Lunch				
1:30PM-5:00PM	SITE TOURS Tour-5: Entertainment Benefits Group Tour-6: Heart of Florida United Way 2-1-1 Tour-7: JetBlue University	WORKSHOP Pre-5: Breathe New Life Into Your Contact Center Metrics	WORKSHOP Pre-6: Developing a Customer Experience Strategy in an Omni-Channel World	WORKSHOP Pre-7: Transformational Leadership: Innovative Solutions for Engaging and Managing the Workforce	
5:00PM-7:00PM	Expo Hall Bash				

TUESDAY, MAY 23 (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 - Doug Lipp
10:00AM-2:00PM	Visit the Expo Hall // Book Signings & Lunch
12:00PM-2:00PM	Lunch & Learn in the Expo Hall

LEARNING TRACKS

	Foundational Best Practices	Future Trends in Customer Service	Optimizing Your Workforce	Omnichannel Best Practices	Contact Center Metrics	Customer Experience	Employee Engagement
Session Block 1 11:30AM-12:30PM	Session 101 Contact Center Technology Planning: What Now and What's Next	Session 102 Who Says Quality Assurance Can't Be Fun? An Informative and Entertaining Look at QA Approaches that Meet Objectives	Session 103 Schedule Adherence Metrics Save the Day at Sign-Zone	Session 104 Learn to Apologize to a Customer Like You Mean It	Session 105 A Better Way to Measure Your Contact Center's Success	Session 106 Building One of the World's Best Customer Experiences (from Scratch)	Session 107 Improving Training through Employee Engagement
Session Block 2 2:00PM-3:00PM	Session 201 Stop Attacking the Queue	Session 202 Using Social Media to Launch & Build Your Customer Advocacy Program	Session 203 Work at Home: Maximizing Your Returns	Session 204 Leveraging IoT and Omnichannel for Reduced Customer Effort	Session 205 Dashboard to Performance Improvement	Session 206 Essential Guide to Delivering Next Generation Customer Service Experiences	Session 207 Quick Fixes for Agent Performance Challenges
Session Block 3 3:15PM-4:15PM	Session 301 10 Knowledge Management Best Practices That Lead to Success	Session 302 Forward Thinking: Generational Impact on the Future of Contact Centers	Session 303 Overcoming Hiring, Training and Onboarding Challenges	Session 304 Zero to Hero: How to Build Award-Winning Social Customer Care	Session 305 Leveraging Voice Analytics to Drive Business Results	Session 306 Building an Award Winning Customer Experience	Session 307 Culture. Created For Us, By Us
Session Block 4 4:30PM-5:30PM	Session 401 Is Your Training Driving Performance?	Session 402 2020 Vision: Building a Roadmap for Your Contact Center's Future	Session 403 Myth Busters: Does Optimizing Agent Workloads Really Reduce Attrition?	Session 404 Rolling Out Live Chat - Strategies for Success	Session 405 Put the EFFORT into your survey program: CES and NPS	Session 406 Improving Efficiency and Quality of Service: TESU's Model for Student Experience	Session 407 Not Just Fun & Games: Using Improv to Improve Contact Center Training
6:00PM-8:30PM	ICMI Global Contact Center Awards Party						

WEDNESDAY, MAY 24 (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	Keynote Presentation - Shep Hyken						
10:00AM-12:30PM	Visit the Expo Hall // Book Signings						
12:30PM-2:00PM	Lunch						
LEARNING TRACKS							
	Foundational Best Practices	Future Trends in Customer Service	Optimizing Your Workforce	Omnichannel Best Practices	Contact Center Metrics	Customer Experience	Employee Engagement
Session Block 5 1:30PM-2:30PM	Session 501 Using Quality Management to Improve Customer Experiences	Session 502 Incorporating New and Evolving Technologies for Ongoing Success	Session 503 Creating a Real-Time Access PlanThat Enhances Customer Support	Session 504 Omnichannel – From Basics to Bountiful!	Session 505 7 Contact Center Metrics You Can't Afford to Ignore in 2017	Session 506 UPMC Health Care Concierge Program – Personalized Customer Service	Session 507 Managing Change with Excellence
Session Block 6 2:45PM-3:45PM	Session 601 Driving Process Improvements to Increase Overall Effectiveness	Session 602 Bad Bots: Death by Automation	Session 603 The Hitchhiker's Guide to Building Successful Workforce Management Process and Structure	Session 604 Identifying and Selecting Cloud Based Solutions for Omnichannel Service	Session 605 Making the Most of the Metrics You Currently Use	Session 606 Unleash Your Customer Experience	Session 607 You've Got Millennials All Wrong: How to Build a Career Development Program for the Next Generation
Session Block 7 4:00PM-5:00PM	Session 701 How Your Small Center Can Produce Big Results	Session 702 The Future of Service: Predictions from Industry Insiders	Session 703 Measuring Success in a WFM Practice	Session 704 Omnichannel Routing and Reporting: What, Where, Why, and How	Session 705 Communicating Your Center's Success: The Art of a Great Story	Session 706 Using the Customer Rage Study to Craft a Service Recovery Program	Session 707 Keeping the Customer Service Rockstars on Your Team
5:15PM-6:00PM	Closing Keynote - Chip Bell						



THURSDAY, MAY 25 (POST CONFERENCE)

7:30AM-1:30PM	Information Desk			
7:30AM-8:30AM	Breakfast			
8:30AM-5:00PM	TRAINING Post-1: ICMI Quality Form Development Workshop	TRAINING Post-2: ICMI More than Metrics: Harnessing Data to Drive Performance Workshop	TRAINING Post-3: Master Minds Workshop	TRAINING Post-4: Full Day Tours: Entertainment Benefits Group & Walgreens
12:00PM-1:00PM	Lunch			

HALF-DAY WORKSHOPS

Monday, May 22 | 8:30AM - 12:00PM | Morning Sessions

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

PRE-1: The Principles of Effective Contact Center Management

Brad Cleveland, Senior Advisor and Founding Partner, ICMI



This always-popular course has been a favorite at ICMI conferences for more than 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 the Amazon.com best-seller *Call Center Management on Fast Forward*, walks you through the foundational principles that will serve you well throughout your career. Whether you're a new manager looking for a roadmap or a veteran in search of a dependable refresher—this workshop provides the essential knowledge and confidence you need to succeed in today's fast-changing environment.

PRE-2: The Secrets of Agent Engagement: A Step-by-Step Guide

Jeff Toister, President, Toister Performance Solutions, Inc.



We all know that a team of fully committed agents can achieve amazing results, while disengaged employees can lower productivity, increase attrition, and damage customer service. Yet year after year, employee engagement statistics remain stagnant. Combining cutting-edge research, real-life success stories, and opportunities for self-assessment, this highly interactive workshop will give you a practical guide for developing a team of highly engaged agents. You'll learn five reasons why engagement initiatives fail, three essential elements of any agent engagement strategy, and five critical points in the agent engagement cycle.

PRE-3: Contact Center Technology 101: What Every Professional Needs to Know

Lori Bocklund, President, Strategic Contact



If technologies such as omnichannel routing and reporting, knowledge management, integrated desktop, and analytics sound enticing but intimidating, this workshop is for you! Operations and technology leaders alike will find out how today's solutions can address pain points and deliver differentiated service and sales. You'll learn the essentials as well as the enhancers across a wide variety of technologies, and decide what's right for your center. Join us for practical information that will arm you for a discussion with your contact center, IT counterparts, and vendors as you prepare to pursue technology projects that can transform your customer experience.

PRE-4: ICMI Small Contact Center Workshop

Rose Polchin, Senior Consultant, ICMI

8:30AM-5:00PM

FULL DAY



"Do more with less!" 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!

HALF-DAY WORKSHOPS

Monday, May 22 | 1:30PM - 5:00PM | Afternoon Sessions

PRE-5: Breathe New Life into Your Contact Center Metrics

Gina Szabo, ICMI Senior Certified Associate, President, Szabo Marketing International



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.

PRE-6: Developing a Customer Experience Strategy in an Omni-Channel World

Laura Grimes, ICMI Senior Certified Associate, CEO Harrington Consulting

Dennis Crumb, President, OptimalCX Solutions, LLC

Maureen Russolo, Senior Director, Consulting, E Source



Join us for an interactive, informative and thought-provoking workshop covering the critical how tos of delivering a seamless experience to customers as they traverse from channel to channel and device to device. Learn how to create an informed, organized and actionable plan to create enhanced corporate, market, and employee engagements. Gain a clear understanding of omnichannel customer experience strategy, and hear best practices from organizations that are doing it well. We’ll explore the role of customer expectations, as well as the metrics, governance, and change management that will put you on the path to success.



PRE-7: Transformational Leadership: Innovative Solutions for Engaging and Managing the Workforce

Dr. Rick Goodman, Consultant, Author & Expert



As a leader, effectively engaging, empowering and motivating your dynamic and ever-changing workforce is critical—and challenging! In this interactive and engaging workshop, you’ll learn how to engage and connect with your team by becoming a transformational leader. Discover innovative tools, techniques and processes that you can use to inspire, empower and motivate employees to achieve exceptional performance. You’ll walk away with a plan to transform your thinking and optimize your assets with these leadership tools.



MAIN SESSIONS

Block 1

Tuesday, May 23

11:30AM - 12:30PM

101 - FOUNDATIONAL BEST PRACTICES

Contact Center Technology Planning: What Now and What's Next

Lori Bocklund, President, Strategic Contact



Is your contact center technology in need of replacement? Have you found your vendor in the midst of a merger or acquisition? Are you intrigued by the possibilities of cloud-based technology but uncertain about taking a new path? Or are you just in need of some new capabilities and overwhelmed with the possibilities? If you are feeling unsure about how to meet your current and future needs, this session is for you! Learn how to plan in today's raucous market and put your center on a path to success.

102 - FUTURE TRENDS IN CUSTOMER SERVICE

Who Says Quality Assurance Can't Be Fun? An Informative and Entertaining Look at QA Approaches that Meet Objectives

Vickie Friece, SVP Operations-Service Delivery/Meta Payment Systems

Nate Brown, Client Services Manager, Underwriters Laboratories (UL)



Today's QA departments serve many roles, including coach, audit, voice of the customer, and more. Join us for a fun, interactive look at various traditional and non-traditional methods, approaches and tools available, and how to best match an approach to meet your objectives. Through a mock SNL-style "Point/Counterpoint" debate, we'll outline some new concepts and more traditional ones along with some objectives that match each approach. Using a game show approach, the audience will then be engaged to provide additional approaches, ideas and objectives. You'll leave energized, and with a long list of approaches, tools and methods that best match the needs of your center.



103 - OPTIMIZING YOUR WORKFORCE

Schedule Adherence Metrics Save the Day at Sign-Zone

Jim Thomsen, VP of Customer Care, Sign-Zone



Not long ago, Sign-Zone's contact center had serious troubles—employee engagement was low, customer experience was poor, and business goals were not being met. Fast forward less than a year and the improvement in ASA levels, employee and customer engagement are nothing short of jaw dropping. In this enlightening case study, Sign-Zone will describe how their effective deployment and behavioral adoption of a solution that allowed them to track schedule adherence metrics transformed their center into an engaged workplace where the focus is on delivering a legendary experience on every call. Come hear the key success factors that enabled them to make this dramatic transition so quickly and effectively.



104 - OMNICHANNEL BEST PRACTICES

Learn to Apologize to a Customer Like You Mean It

Leslie O'Flahavan, Owner, E-WRITE



Despite our best efforts, sometimes we simply can't help our customers—or worse, we have caused or contributed to their issues. A sincere apology is required, but too often we rely on trite phrases like "We regret any inconvenience this may have caused." These "Sorry, not sorry" apologies do more harm than good. In contrast, an honest, well-delivered apology is one of the best ways to build rapport with customers and to ensure first contact resolution. In this unique session you'll learn the hidden costs of insincere apologies, tips for creating effective apology wording, the important difference between empathizing and apologizing, and much more.

MAIN SESSIONS

Block 1

Tuesday, May 23

11:30AM - 12:30PM

105 - CONTACT CENTER METRICS

A Better Way to Measure Your Contact Center's Success

Bob Furniss, Director, Global Service Cloud Practice, BlueWolf



Today's contact center has more data than ever before, but the question remains: what really matters to the customer? In this session, you'll learn the four key elements of measurement that can ensure your center is synced, both internally and externally. Examine how to determine which traditional metrics to keep, how to balance the various customer experience metrics (FCR, CSat, NPS, etc.), and new ways to improve and measure agent metrics such as knowledge availability, agent satisfaction, and employee turnover. Filled with real-world examples, you'll leave with the tools to re-evaluate your metrics and drive success!

106 - CUSTOMER EXPERIENCE

Building One of the World's Best Customer Experiences (from Scratch)

Michael Pace, Pace of Service



Creating a world-class customer experience from scratch may seem daunting, but building the gold standard of luxury customer service in less than 6 months can be accomplished! Find out how one organization beat out well known service brands such as Zappos, Amazon, L.L. Bean, J.Crew by their second month in business. You'll gain insight into how their intense customer focus impacted culture, talent, technology, process management, and reporting resulted in the #1 customer experience in the world.

107 - EMPLOYEE ENGAGEMENT

Improving Training through Employee Engagement

Dustie Mercer, Director, Call Center Operations, Renaissance



Effective training is critical to contact center success, but is your training program as good as it can be? Try asking your employees! Not so long ago, Renaissance was struggling with poor employee engagement and a 66% attrition rate in the first 90 days. Learn how they leveraged employee feedback to guide the dramatic transformation of their training program, including the addition of new learning methodologies, a reward and recognition program, a continuous support and improvement system, and more. You'll be inspired by their dramatic results—improved employee satisfaction and doubling retention in a single year!



MAIN SESSIONS

Block 2

Tuesday, May 23

2:00PM - 3:00PM

201 - FOUNDATIONAL BEST PRACTICES

Stop Attacking the Queue

Tim Montgomery, Principal Consultant, Alamo City STAT



Calls queue up in every call center—it's the reason we have the technology we do and part of the plan. Unfortunately, when calls start to queue, many of us begin what can be best described as an 'Attack the Queue' approach to handling our customers. Everyone in the organization becomes panic-stricken, and all other activities in the center are put on hold until the queue is driven down to zero. There is a better way! Join us to see some real-life examples of how world-class centers –have found great success by implementing some radical new approaches.

202 - FUTURE TRENDS IN CUSTOMER SERVICE

Using Social Media to Launch & Build Your Customer Advocacy Program

Sarah Nagel, Community Outreach Manager, Sprout Social



Customer Advocacy Programs are quickly becoming a differentiator for companies looking to increase brand awareness and improve their bottom line. In this session, you'll learn how your team can proactively engage the happiest of customers to spread the word about their great experience with your organization. Your brand champions aren't going to be vocal unless you ask, and a customer advocacy program is becoming the next stage of customer engagement. You will learn how to identify potential advocates, excite and engage them utilizing social media, and manage a program that's mutually beneficial—with a significant positive impact on your organization's bottom line.

203 - OPTIMIZING YOUR WORKFORCE

Work at Home: Maximizing Your Returns

Michele Rowan, President, Customer Contact Strategies



With 80% of contact centers utilizing work at home programs, the challenges of hiring of the best talent and ensuring that remote employees are as engaged and as productive as their in-house counterparts are universal. In this interactive session, we'll explore advanced strategies for hiring and onboarding in a truly remote capacity, and the latest advances in virtual training. Discover how to leverage next-generation tactics for virtual performance support and engagement, and gain real-time visibility and process automation without high capital expenditures and IT costs. Gain the insights you need to reduce internal infrastructure costs, improve employee morale, and ensure service excellence.



MAIN SESSIONS

Block 2

Tuesday, May 23

2:00PM - 3:00PM

204 - OMNICHANNEL BEST PRACTICES

Leveraging IoT and Omnichannel for Reduced Customer Effort

Morgan Perez, Senior Director of Customer Service, ResMed



As the world's largest provider of connected healthcare solutions for remote patient monitoring, ResMed continually seeks out new and unique ways to engage their customers. This session will introduce how ResMed, and other forward-looking organizations, are redefining their customer experiences by leveraging the Internet of Things (IoT) to deliver omnichannel service. You will learn how valuable data is collected, stored, and used to reduce customer effort and increase customer engagement.

205 - CONTACT CENTER METRICS

Dashboard to Performance Improvement

Dan Grawe, Director Customer Experience, Transamerica

Heather Van Nest, Director Inforce Contact Center, Transamerica



Spending too much time pulling reports from various systems means your focus is on pulling reports versus acting on what the data is telling you. How can you coach your agents when you can't pull real time data and provide valuable feedback? In this session, you'll learn how Transamerica was able to consolidate all their reporting into one dashboard, providing key insight and information on quality, schedule adherence, attendance and CMS. Find out how they saved over 10 hours a day in pulling reports and increased the value of the interactions with their CSR's.

206 - CUSTOMER EXPERIENCE

Essential Guide to Delivering Next Generation Customer Service Experiences

Robinson O'Brien-Bours, Director of Support, FreedomPop

Jeffrey Wartgow, Director Product Management, Oracle



The growth of engagement channels such as messaging applications, peer review sites, and social media continues to have a dramatic impact on customer service. How can you harness the power of these social, mobile, and IoT innovations to become knowledge-driven customer experience leaders? This enlightening session will provide a modern service survival guide that outlines how customer service is evolving, and the steps your organization needs to take to deliver these next-generation customer service experiences. Hear real-life examples of the social- and IoT-enabled service strategies that FreedomPop has successfully put in place to become customer service heroes.

207 - EMPLOYEE ENGAGEMENT

Quick Fixes for Agent Performance Challenges

Jeff Toister, President, Toister Solutions



Contact center leaders are constantly trying to get the best performance from their agents, but many solutions remain elusive. This interactive session will show you how to use a simple tool to diagnose and resolve common agent performance challenges. You'll experience some common obstacles to great performance, identify steps you can take to determine the root cause, and discover straightforward fixes to help agents unlock their hidden potential. You'll leave this session with practical ideas that can be immediately implemented.

MAIN SESSIONS

Block 3

| Tuesday, May 23

| 3:15PM - 4:15PM

301 - FOUNDATIONAL BEST PRACTICES

10 Knowledge Management Best Practices That Lead to Success

Pete McGarahan, Senior Director, End User Support, First American



Successful knowledge management is more about people and process than technology. Explore the key principles and core concepts that other organizations have discovered lead to successful adoption of a knowledge centered support model. Discover how to improve knowledge in the workflow so that no one in your organization can ever say there is garbage in the knowledge base without admitting they are responsible for it.

302 - FUTURE TRENDS IN CUSTOMER SERVICE

Forward Thinking: Generational Impact on the Future of Contact Centers

Diane Durkin, President & CEO, Loyalty Factor



By 2020 Gen Y will make up 50% of the workforce and Gen Z will be 10%. Contact centers who successfully integrate the newest generations will have a competitive advantage in increased agent engagement and customer loyalty. In *Forward Thinking: Generational Impact on the Future of Contact Centers*, we will highlight strategic programs that will allow the generations to work cooperatively to reach corporate goals. Leaders will learn how their agents can communicate with peers and customers of all generations. Supporting generational customers is an art and a science. Incorporating this generational forward thinking will brighten the future of your call center!

303 - OPTIMIZING YOUR WORKFORCE

Overcoming Hiring, Training and OnBoarding Challenges

Amber Krueger, Operations Manager, AVP, US Bancorp Fund Services, LLC



Robust and effective hiring, training and onboarding processes are critical to the success of a contact center, and yet too often the hectic pace leads managers to take shortcuts in these areas—with devastating results. Come hear how US Bancorp Fund Services' approach to these foundational processes has evolved over the past five years. They'll share practical advice on identifying areas for improvement, powerful interview questions, taking a critical look at your training program, and a framework for mapping a new agent's crucial first months on the job. This invaluable session will help you set your center—and your team—up for success!



CASE STUDY



MAIN SESSIONS

Block 3

Tuesday, May 23

3:15PM - 4:15PM

304 - OMNICHANNEL BEST PRACTICES

Zero to Hero: How to Build Award-Winning Social Customer Care

Georgia Adams, Supervisor, Social Care Team, Navy Federal Credit Union



The ability to provide exceptional social service is rapidly becoming a key differentiator for companies. In this interactive session, you'll hear how Navy Federal Credit Union's social team went from nonexistent to winning the 2016 ICMI Global Contact Center Award. You'll walk away with best practices for finding the right people, setting up the right processes, and choosing the right technologies to deliver outstanding social media customer service. Whether you're struggling to provide service in social channels or just getting started, this session will provide practical insights and tangible takeaways you can use to plan and implement your own exceptional social customer care program.

305 - CONTACT CENTER METRICS

Leveraging Voice Analytics to Drive Business Results

Amanda Reinhart, Voice Analytics Program Lead, Optum

Michael Baublitz, Vice President, Customer Experience, Optum



Contact center interactions contain a treasure trove of insights into agent performance and engagement, streamlining processes, consumer behaviors and more—but mining this data can be daunting. With the healthcare market in the midst of transformative change, strong competitive and regulatory pressures are prompting companies to improve performance, reduce costs, and enhance customer satisfaction.



Join us to find out how Optum deploys big data capabilities such as Voice Analytics to harness the power of conversations to achieve these goals. They'll demonstrate how to uncover those golden nuggets hidden within customer interactions—and turn them into exceptional customer experiences that deliver business results.

306 - CUSTOMER EXPERIENCE

Building an Award Winning Customer Experience

Dan Moross, Director of Customer Experience, MOO



Have you ever wondered what it takes to build and maintain an award winning contact center? Are you striving for success and recognition for the work you do? Do you have powerful customer insight and feedback for the rest of your business, but struggle to find the best way to share it? Having won 10 contact center and customer experience awards across 4 separate competitions in the last year, MOO will share their secrets and best practices across omnichannel, hiring, customer feedback and quality improvement, and how they have shaped the customer experience.

307 - EMPLOYEE ENGAGEMENT

Culture. Created For Us, By Us

Gina Montague, Support Services Manager, Infinite Campus



Culture is one of the most critical aspects to contact center success. A great culture can make up for a multitude of sins, and a toxic culture will keep even the most buttoned-up centers from thriving. This fast-paced session will deliver more than fifty ideas to help your team create a service culture that ignites their passion and gets them excited about their work. Covering everything from leadership and core values to onboarding and teamwork, you'll leave with great ideas and best practices to implement when you return from the conference.

MAIN SESSIONS

Block 4

Tuesday, May 23

4:30PM - 5:30PM

401 - FOUNDATIONAL BEST PRACTICES

Is Your Training Driving Performance?

Elaine Carr, Training and Development Manager, ICMI



Maximizing the impact of your limited training dollars for both new hires and existing employees is critical in the contact center. How do you ensure that what they learn in training gets transferred to their performance on the job? In this invaluable session, you'll explore the key leverage points between training and performance, and learn an effective model for on-the-job support for application of learning. Discover practical strategies that you can apply immediately and activities that support any training where performance on-the-job should be impacted. Leave armed with the tools you need to unleash the true ROI of your training programs.

402 - FUTURE TRENDS IN CUSTOMER SERVICE

2020 Vision: Building a Roadmap for Your Contact Center's Future

Tim Langley-Hawthorne, SVP, Technology Governance and Global Customer Care Operations and Technology, Western Union



In an era of rapidly evolving technology and customer expectations, it's critical for organizations striving to deliver a world-class experience to have a progressive vision for the delivery of their customer experience. In this session, you'll hear Western Union's Tim Langley-Hawthorne share their approach to looking ahead to future customer expectations and identifying the people, process, and technologies necessary for enabling a consistent customer experience that optimizes performance and cost.

403 - OPTIMIZING YOUR WORKFORCE

Myth Busters: Does Optimizing Agent Workloads Really Reduce Attrition?

Ron Davis, CEO, Tenacity



Agent attrition has been one of the top concerns in call centers for decades. And while WFO companies have long claimed they can help via skills routing, performance management, CRM and more, the great irony is that the one thing workforce optimization doesn't do is optimize the workforce—it optimizes the work. So what's the answer? This powerful case study will showcase a completely different approach that focuses on the agent quality of life. Through video anecdotes, you'll hear from agents in the trenches about a quality of life approach that has given their jobs more meaning and purpose, and led to staggering improvements in retention and satisfaction.

404 - OMNICHANNEL BEST PRACTICES

Rolling Out Live Chat - Strategies for Success

Dave Dyson, Sr. Customer Evangelist, Zendesk



Live chat allows you to communicate with customers in an immediate way that's shown to result in high satisfaction and increased purchasing. But rolling out this new channel can be intimidating—and challenging. This illuminating case study will describe Zendesk's recent journey to introduce chat support to their Trial and Enterprise customers. They'll share details of the planning and execution, including staffing, training, measuring success and ensuring ideal customer experience. If you're looking to launch chat support, the insights you gain from their best practices and lessons learned will be invaluable to your success.

MAIN SESSIONS

Block 4

Tuesday, May 23

4:30PM - 5:30PM

405 - CONTACT CENTER METRICS

Put the EFFORT into Your Survey Program: CES and NPS

Nate Brown, Client Services Manager, Underwriters Laboratories (UL)

Alison Johnson, Customer Advocacy Director, Underwriters Laboratories (UL)



Are you ready to get real and actionable intelligence out of your survey results? Learn how to take metrics to the next level by leveraging CES (Customer Effort Score) and NPS (Net Promotor Score). When used



together, they are so much more than simple numbers, but represent the true heartbeat of your customer. There is nothing better than CES for more transactional level engagements, and nothing better than NPS to collect a compelling holistic picture of the Customer Journey. Learn how UL (Underwriters Laboratories) not only measures CES and NPS, but how they are used to tell a story and drive meaningful changes across the business.

406 - CUSTOMER EXPERIENCE

Improving Efficiency and Quality of Service: TESU's Model for Student Experience

Gillian Wyckoff, Director, Learner Support Center, Thomas Edison State University

Elizabeth Clements, Associate Director, Thomas Edison State University



Thomas Edison State University, with a mission to serve their customers (students) at a distance, uses 100% electronic support to help them apply, enroll, and graduate. In this session, you'll find out how they were



able to enhance the student experience as they built their new system from scratch. Review their plan of establishing a solid strategic vision, improving staffing with the right people in the right positions, and gaining buy-in from upper levels of administration.

407 - EMPLOYEE ENGAGEMENT

Not Just Fun & Games: Using Improv to Improve Contact Center Training

Evan Watson, Documentation Coordinator, AICPA



Improvisational theater (improv) is the art of unscripted acting games for entertainment, but it has potential well beyond the realm of comedy.

This unique session will describe how the AICPA has successfully incorporated improv into their training programs to address issues such as handling escalations, problem-solving, and communication skills. Investing time in improv training for agents has produced measurable results, including a significant drop in new employee turnover and reduced ramp-up time. You'll learn how these concepts were integrated into their existing training program, and get a hands-on demonstration of improv games and resources that you can implement in your own center.



Breakout sessions were very informative and learnings can be applied immediately to improve business."

*- Rob R., VP Member Services,
Life Lock*



MAIN SESSIONS

Block 5

| Wednesday, May 24

| 1:30PM - 2:30PM

501 - FOUNDATIONAL BEST PRACTICES

Using Quality Management to Improve Customer Experiences

Christopher Surges, Sr. Vice President, US Bancorp Fund Services



Quality management can be a critical driver in your customer experience strategy. US Bancorp Fund Services is a perfect example—their sound quality management system has enabled their team of over 100 professionals to create the perfect experience for customers, while winning accolades from the National Quality Review and earning U.S. Bancorp the coveted ISO 9001:2008 certification. Come hear how they built their program, which includes controlled, standardized documentation, a corrective action and continuous improvement program, dedicated training, and a senior management team that uses key performance indicators to drive improvement. You'll be inspired to reach new heights with your own quality program.

502 - FUTURE TRENDS IN CUSTOMER SERVICE

Incorporating New & Evolving Technologies for Ongoing Success



Moderator: *Art Schoeller, Vice President & Principal Analyst, Forrester*

Panelists: *Linda Carter, Vice President, Customer Care, Overstock; Bill Willis, Technical Authority, CSAA; Jessica Conley, Vice President, Consumer Sales and Service, Optum*



Contact center tools and technologies are in a constant state of change and evolution. This requires you to have a strategic, technical plan to prepare for the evolution of your existing products and any future needs to incorporate new technology offerings. Making sense of this fast-moving landscape is a real challenge for even the most seasoned contact center leader. Join this lively panel discussion to learn the technologies of the future and their vision for integration and evolution within the contact center. You'll come away with fresh ideas and perspectives to help you plan for your ongoing technology needs.



503 - OPTIMIZING YOUR WORKFORCE

Creating a Real-Time Access PlanThat Enhances Customer Support

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



In the contact center, managing real-time activities is a constant workforce management challenge. Fluctuations in volume, handle time and availability change in a moment. Creating a real-time access plan that enhances our ability to service customers is needed to plan for both highs and lows. In this session, you'll explore the areas of development necessary to build an effective and efficient plan. Learn about the benefits of access management planning, the impact of today's customer expectations, and service level and occupancy optimization. Discover how to enhance the support you provide by creating and implementing an effective real-time access plan.

504 - OMNICHANNEL BEST PRACTICES

Omnichannel – From Basics to Bountiful!

Bob Furniss, Director, Global Service Cloud Practice, BlueWolf



Omnichannel has become more than just a buzzword—it's the reality for almost every contact center. Effective customer engagement today includes channels like text, video, and social in addition to phone, email and chat. Come learn from the latest examples of companies that are embracing these new channels—and winning with the customer. We'll review all of the possibilities and share insight into the realities of the 15+ channels that might need to be on your radar. Hear how companies like Berkshire Hathaway, Wendy's, and others are not only managing the channel—but improving their bottom-line in the process.

MAIN SESSIONS

Block 5

| Wednesday, May 24

| 1:30PM - 2:30PM

505 - CONTACT CENTER METRICS

7 Contact Center Metrics You Can't Afford to Ignore in 2017

Justin Robbins, Group Community Director, ICMI & HDI



Contact centers are under pressure to measure anything and everything, but this flood of information leaves most leaders paralyzed in determining their best next steps—and unable to effectively connect their actions to their desired outcomes. Successfully balancing customer expectations and organizational priorities requires your teams to work smarter, not harder. To achieve this, it's critical to understand and focus on the metrics that matter most. In this session, you'll explore what metrics need to be on your contact center's radar as you align your people, processes, and technologies to meet the needs of today's always on, always connected consumer.

506 - CUSTOMER EXPERIENCE

UPMC Health Care Concierge Program – Personalized Customer Service

Anne Palmerine, Associate VP, UPMC Health Plan



UPMC's well-established Health Care Concierge program starts at the top with the CEO and filters throughout the organization. It's become UPMC's key differentiator in their marketing and customer service. In this session, you'll gain insight into how the contact center plays a crucial role in the customer experience. Find out how by partnering representatives in the contact center with individual members throughout the customer life cycle and across product lines, you can provide personalized service and act as their advocate. Discover how UPMC has been able to increase customer satisfaction and employee engagement while delighting their customers.

507 - EMPLOYEE ENGAGEMENT

Managing Change with Excellence

Jake Nimetz, Assistant Manager, Navy Federal Credit Union



Change is a constant in today's environment, and managing it within the fast pace of the contact center is challenging. Research shows that projects with excellent change management programs are six times more likely to meet or exceed their objectives than those with poor change management programs. So where do you begin? This session will provide insights from an experienced change management specialist who has successfully transitioned large groups through changes in performance management programs, business model enhancements, relocations, and re-organizations. Learn how to avoid common pitfalls, and discover proven concepts that help leaders transition teams successfully through change.



MAIN SESSIONS

Block 6 | Wednesday, May 24 | 2:45PM - 3:45PM

601 - FOUNDATIONAL BEST PRACTICES

Driving Process Improvements to Increase Overall Effectiveness

Linda Carter, Vice President, Customer Care, Overstock



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 and hear how to use techniques to implement improvements that can decrease call while improving customer satisfaction ratings.

602 - FUTURE TRENDS IN CUSTOMER SERVICE

Bad Bots: Death by Automation



Moderator: *Jeff Toister, President, Toister Solutions*

Panelists: *Jeremy Watkin, Head of Quality, FCR; Leslie O'Flahavan, Owner, E-WRITE; Pete McGarahan, Senior Director, End User Support, First American*



Most of us have heard about them, some of us have experienced them, yet none of us know the entirety of what Bots means for the future of customer service. Will automation "kill" the customer experience, the need for customer service agents, or both? Is there a difference between a bad bot and a good bot? And, if so, what can organizations do to ensure that they're using good bots to support positive customer experiences? In this panel, customer service thought leaders will discuss the evolution of automated service, best practice use cases, and the pitfalls to avoid when leveraging bots. If you're exploring how to automate service, without leaving any bodies behind, this session is for you.



603 - OPTIMIZING YOUR WORKFORCE

The Hitchhiker's Guide to Building Successful Workforce Management Process and Structure

Marshall Lee, Service Center Manager - Workforce Operations, ADP



When it comes to workforce management, do you ever feel lost or confused? In this session, your guides will help you navigate how to build a process manual and specific documentation for your workforce management team, and how to structure your team to effectively move those processes to completion. From capacity planning, staffing, scheduling, exception entry, and anything else you do, learn how to navigate your way to success.

604 - OMNICHANNEL BEST PRACTICES

Identifying and Selecting Cloud Based Solutions for Omnichannel Service

Art Schoeller, Vice President & Principal Analyst, Forrester



Selecting the right Cloud Based Solution is serious business, because the quality of service you offer to your customers highly depends on the technology you have and can also be a herculean task to sift through the options and find the right solution that fits your needs. Forrester Research finds that organizations are choosing cloud contact centers largely to drive agility and improved customer experience. Careful evaluation of software providers will ensure that you are not stuck with a solution that is not a good fit for your business. Walk away with an understanding of the key steps to take when evaluating solutions for your organization.

MAIN SESSIONS

Block 6

| Wednesday, May 24

| 2:45PM - 3:45PM

605 - CONTACT CENTER METRICS

Making the Most of the Metrics You Currently Use

Erica Strother, Community Strategist, ICMI & HDI



Contact centers use a variety of different metrics to define and track success, but most organizations focus on the same group of foundational key performance indicators. Assuming this is true, why are some contact centers more successful than others? The simple answer: they've discovered how to make the most of their metrics. In this session, ICMI's Erica Marois will look at the most common contact center metrics and share insight and best practices that reveal how members of the ICMI community leverage their KPIs to drive success. If you're not looking to add more metrics to your dashboard, but want to get more from what you measure today, this session is for you!

606 - CUSTOMER EXPERIENCE

Unleash Your Customer Experience

Angelo Arezzi, Director, Operations Support, Web.com

Thomas Farrell, Senior Vice President, Customer Service, Web.com



Customer expectations for their interactions with your contact center have never been higher—and only continue to grow. This session will reveal how 2016 ICMI Global Contact Center Awards finalist Web.com applied a three-pronged approach to employee engagement, technology, and training to build a customer experience program that delights both customers and agents. This approach enabled them to rethink the customer journey and provide an industry-leading, personalized customer experience. Join us to hear best practices and lessons learned as they initiated strategic process and culture improvements to transform the customer experience. You'll leave with practical, budget-friendly tips you can apply in your contact center.



CASE STUDY

607 - EMPLOYEE ENGAGEMENT

You've Got Millennials All Wrong: How to Build a Career Development Program for the Next Generation

Erica Mancuso, Director, Customer Care, Medfusion



Effective training is critical to contact center success, but is your training program as good as it can be? Try asking your employees! Not so long ago, Renaissance was struggling with poor employee engagement and a 66% attrition rate in the first 90 days. Learn how they leveraged employee feedback to guide the dramatic transformation of their training program, including the addition of new learning methodologies, a reward and recognition program, a continuous support and improvement system, and more. You'll be inspired by their dramatic results—improved employee satisfaction and doubling retention in a single year!



CASE STUDY



MAIN SESSIONS

Block 7

| Wednesday, May 24

| 4:00PM - 5:00PM

701 - FOUNDATIONAL BEST PRACTICES

How Your Small Center Can Produce Big Results

Laura Grimes, ICMI Senior Certified Associate, CEO Harrington Consulting



The pressure to deliver results is increasing and in small contact centers, where budgets and resources are limited, the challenge is even greater.

Most small contact center managers must balance multiple areas of responsibility, but having limited resources, however, does not have to mean getting limited results. This session is a condensed version of the popular ICMI workshop, and describes strategies for balancing resources with priorities and gives you the tools, strategies, and tips to achieve big results. Discover how to use the unique characteristics of the small contact center to your advantage!

702 - FUTURE TRENDS IN CUSTOMER SERVICE

The Future of Service: Predictions from Industry Insiders

Justin Robbins, Group Community Director, ICMI & HDI



Nobody knows exactly what's ahead for the next 5, 10 or even 25 years of customer service. But if we look in the right places, there are some indicators of what we can expect to have happen. In this session, ICMI's Justin Robbins reviews historical contact center trends, brand new research data, and insights from customer service experts across all generations to create a picture of the future of customer service. You'll discover why some trends fizzle out, learn how to recognize when a major shift is occurring, and receive tips and ideas on how you can prepare for the future of service today.

703 - OPTIMIZING YOUR WORKFORCE

Measuring Success in a WFM Practice

Justin Marty, Director, Workforce Management, TD Ameritrade

Mike Soucie, Director, Business Process, NelNet



In this session, you'll be treated to a demonstration that will help you measure the success and health of your contact center's workforce management team. 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. You'll leave with an enhanced ability to influence and lead your contact center to achieve your daily goals and objectives.



CASE STUDY

“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



MAIN SESSIONS

Block 7

| Wednesday, May 24

| 4:00PM - 5:00PM

704 - OMNICHANNEL BEST PRACTICES

Omnichannel Routing and Reporting: What, Where, Why, and How

Lori Bocklund, President, Strategic Contact



Omnichannel is all the buzz. Undoubtedly, you want to properly manage email, chat, text, and more. But the what, where, why, and how are not so simple! We'll dive into the role of various systems, including the ACD and CRM, and how they work together—or are colliding! We'll look at integration challenges and what omnichannel routing and reporting means for other tools like quality monitoring and workforce management. And no technology discussion is complete without the cloud, so we'll go there too.

705 - CONTACT CENTER METRICS

Communicating Your Center's Success: The Art of a Great Story

Ruth McCullen, Director Client Analytics, FCR

Jeremy Watkin, Head of Quality, FCR



If you've ever tried unsuccessfully to communicate the success of your contact center with either anecdotal information or extensive, data-laden spreadsheets, this session is for you! Come learn about the art of storytelling and the importance of knowing your audience to successfully deliver your message. You'll get strategies for building your case, and determining whether you have too little or too much data. Discover how to hone your ability to couple stories with the right data to more effectively communicate success, ROI, and metrics to executives and stakeholders throughout your organization.

706 - CUSTOMER EXPERIENCE

Using the Customer Rage Study to Craft a Service Recovery Program

Mary Murcott, President, Dialog Direct

Ruth O'Brien, Principal, Sales and Service Optimization LLC



With FCR on complaint calls at an industry-wide 14%, and an average of 4.2 calls to resolve, the loyalty and long-term revenue damage being done to your brand may be astronomical! In this session, you'll discover the 12 remedies complaining customers REALLY want (but usually don't get), learn the 15 phrases that customers find most annoying, and explore how to double loyalty via the right complaint handling process by adding just one process. You'll walk away with 10 recommendations for your new Service Recovery Plan you can implement immediately.

707 - EMPLOYEE ENGAGEMENT

Keeping the Customer Service Rockstars on Your Team

Jenny Dempsey, Customer Care Manager, DMV.org



Creating a culture of creativity, flexibility and FUN takes strategic vision and willingness to be open to new ideas. Join 'Rockstar' Jenny Dempsey as she shares her experiences (and songs) that demonstrate how building fun into day-to-day tasks while allowing for creativity and personal style can engage and motivate your team. You'll learn about a simple and successful onboarding system, career coaching and tips for improving the process with feedback from the front lines. This session will provide you with some unique ideas you can bring back to engage your team.

POST CONFERENCE TRAINING

Thursday, May 25 | 8:30AM - 5:00PM

POST-1

ICMI Training: Quality Form Development Workshop

Gina Szabo, ICMI Senior Certified Associate, President, Szabo Marketing International



Your quality monitoring form has the potential to provide tremendous value to you, your organization, and your customers. This workshop will help you identify the components of an effective quality form (regardless of the channel), conduct effective calibration sessions, and deliver effective coaching and feedback based on the quality form. You'll leave knowing how to maximize the value that you get from your quality monitoring program and learn key elements of a quality monitoring form, considerations for building the form, how to conduct effective calibration sessions, and strategies for delivering actionable coaching.

POST-2

ICMI Training: More than Metrics: Harnessing Data to Drive Performance Workshop

Laura Grimes, ICMI Senior Certified Associate, CEO Harrington Consulting



In this popular ICMI training workshop, 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. Gain practical, proven techniques for leveraging key findings, identifying root causes of inefficiencies, and furthering the success of your contact center. Discover how to assess the effectiveness of service delivery across all contact channels. KPIs are presented in five overarching categories: quality, accessibility, efficiency, cost performance, and strategic impact. Join us to move beyond simplistic benchmarks to identify the measure and goals that drive success!

POST-3

MasterMinds Post Conference Workshop

Justin Robbins, Group Community Director, ICMI & HDI



Are you a contact center leader who's looking for a unique opportunity to share and learn from the experience of others? MasterMinds is a place to bring ideas, share best practices, solve pressing issues and provide (and receive) support and encouragement. A brand new experience for our 2017 conference, MasterMinds will enable you to come together with others in your industry, build an action plan based on your top challenges and conference learnings, and create a core group of peers who can hold each other accountable throughout the year. If you want to unlock the full potential of attending an industry conference, you do not want to miss MasterMinds.



NETWORKING ACTIVITIES AND SPECIAL EVENTS

Make professional connections, exchange ideas, win prizes!

PEERS & BEERS PARTY

Sunday, 4:00 PM – 7:00 PM

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

Monday, 5:00 PM – 7:00 PM

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.

SOLUTIONS SPOTLIGHT SESSIONS

Monday – Wednesday 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!

INDUSTRY ROUNDTABLES BREAKFAST

Tuesday, 7:00 AM – 8:15 AM

Get a jumpstart on your networking by identifying and sharing experiences with others in your industry sector, such as Healthcare, Education, Government, and more.

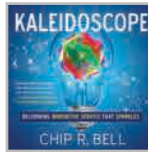
LUNCH & LEARN

Tuesday, 12:00 PM – 2:00 PM

Enjoy lunch while visiting exhibitor solutions on the show floor. Fill out your lunch & learn card and receive a free ICMI 2017 limited edition t-shirt!

KEYNOTE BOOK SIGNING & GIVEAWAY

Tuesday - Wednesday in Expo Hall, Times Vary



ICMI GLOBAL CONTACT CENTER AWARDS PARTY

Tuesday, 6:00 PM – 8:30 PM

Join us for a fun filled celebration under the early evening sky with drinks and hors d'oeuvres as we recognize and celebrate excellence within the industry. It's included in your 2, 3 or 4-day conference pass!

BEST PRACTICES NETWORKING BREAKFAST

Wednesday, 7:00 AM – 8:15 AM

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.

GROUP NETWORKING DINNERS

Wednesday Evening, on your own

Utilize the mobile app channels to search for and connect with others in your industry sector; put a group together for dinner and great conversation at the many restaurants nearby. NOTE: This event is an 'on your own event' but is strongly encouraged. If ICMI can help connect you with others, please let us know.

PASSPORT TO PRIZES

During exhibit 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 in past years have included a \$200 Amazon gift card, an iPad mini, a Kindle Fire HD, and Bose Noise Cancelling Headphones.

CAREER DEVELOPMENT ROADMAP

During Exhibit 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.



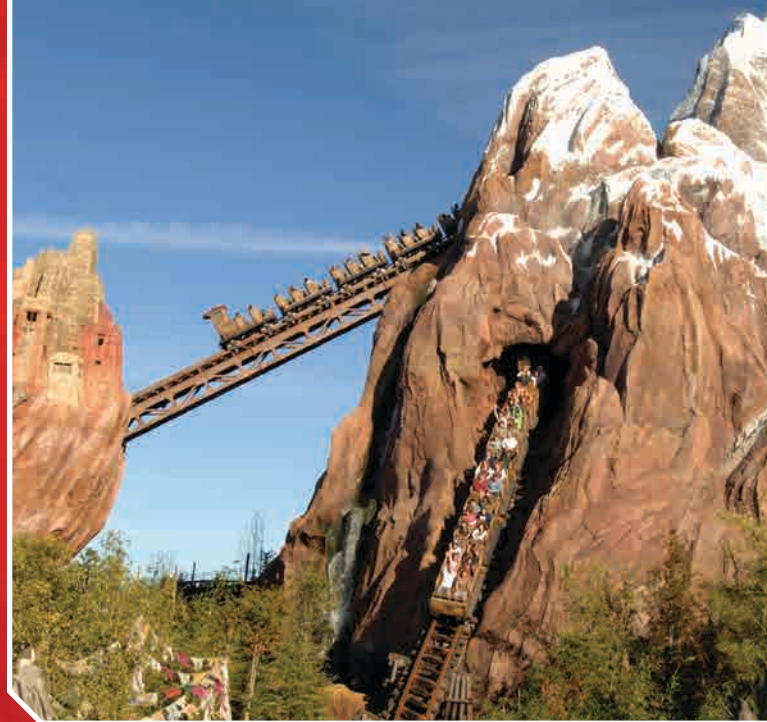
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awards

ICMI GLOBAL CONTACT CENTER AWARDS PARTY

TUESDAY, MAY 23, 6:00PM-8:30PM

INCLUDED IN YOUR 2, 3 OR 4-DAY CONFERENCE PASS!

Join us for a fun filled celebration under the early evening sky with drinks and hors' d'oeuvres as we recognize and celebrate excellence within the industry.



EXCLUSIVE DISNEY® TICKET DISCOUNTS!

Enjoy the Magic of Disney and save money when you purchase your special conference theme park tickets in advance. Available only to attendees, their guests and family members. Visit ICMI.com/Disney for more information.

EXECUTIVE CONNECTIONS

Limited to 100 senior executives, this exclusive conference upgrade makes it convenient to network and consult with peers in a similar leadership role facing similar strategic challenges.

COST: \$500

VALUE: PRICELESS

The Executive Connections upgrade includes the Expo & Conference Pass amenities, plus:

- ✓ An exclusive VIP reception
- ✓ Two private breakfasts featuring facilitated roundtable discussions
- ✓ Two private lunches and interactive discussions with featured keynote speakers
- ✓ Exclusive Forum discussions
- ✓ Exclusive presentations by respected industry leaders

Get all the details at [ICMI.com/EC](https://www.icmi.com/EC)



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EXPO HALL HOURS

Monday, May 22
5:00PM - 7:00PM

Tuesday, May 23
10:00AM - 2:00PM

Wednesday, May 24
10:00AM - 12:30PM

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[ICMI.com/CCExpoExhibitors](https://www.icmi.com/CCExpoExhibitors) for a current list of exhibitors.

INVEST IN YOUR CONTACT CENTER'S MOST VALUABLE ASSET — YOUR TEAM.

Sending a Team is a Smart Investment and Provides Maximum Benefit

- ✓ **Cover all sessions of interest.** Meet prior to the conference or ask an ICMI staffer and devise a strategy to cover the most applicable sessions.
- ✓ **Develop skill sets together as a team.** Expand the expertise of your team collectively. Whether it's training and coaching, workforce management or leadership strategy, you can cover it all together.
- ✓ **Recognize your team's outstanding performance.** Recognize your team's achievements, motivate them to continued success, and demonstrate an investment in their future.
- ✓ **Wrap a strategy and planning session around the conference.** Your team will return with fresh ideas they can develop into immediately actionable next steps.
- ✓ **Explore the latest technology together.** Evaluate exhibitor solutions with the input of multiple stakeholders.



To register your team, download the registration form at [ICMI.com/CCExpoGroup](https://www.icmi.com/CCExpoGroup) and email it to ICMIExpoReg@ubm.com or call 866.535.8988.

*GROUP/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.*

PASSES & PRICING

Select the One That's Right for You!

Access To:	4-Day Pass May 22-25	3-Day Pass May 22-24	2-Day Pass May 23-24
Workshops & Contact Center Tours (Monday)	✓	✓	
Main Conference Sessions	✓	✓	✓
Keynote Presentations	✓	✓	✓
Breakfasts, Lunches, Coffee Breaks	✓	✓	✓
Expo Bash & Receptions/Parties	✓	✓	✓
Expo Hall Entry	✓	✓	✓
Full Day Training or Contact Center Tours (Thursday)	✓		
Regular Price	\$2799	\$2499	\$2199

Visit [ICMI.com/CCExpoPricing](https://www.icmi.com/CCExpoPricing) to view monthly pricing discounts. The earlier you register, the bigger the savings!

3 WAYS TO REGISTER

Online: [ICMI.com/CCExpo](https://www.icmi.com/CCExpo) | Phone: 866.535.8988 | Email: ICMIExpoReg@ubm.com



HOTEL & CONFERENCE

All event activities will take place here.

Walt Disney World Dolphin Resort
1500 Epcot Resorts Blvd.
Lake Buena Vista, FL 32830
407-934-4000 | Fax: 407-934-4884
ICMI.com/CCExpoHotel

Hotel block rate of \$219 per night available through April 27, 2017.*

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, especially if extending your stay or coming in early.

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 14 2017. A non-refundable \$150 cancellation fee will be charged. No-shows and cancellations after Friday April 14 2017. 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.



Picture Yourself Here With Us!





121 South Tejon Street | Suite 1100
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contact center expo & conference

MAY 22 - 25, 2017 • ORLANDO, FL
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YOUR SPRINGBOARD TO SUCCESS!

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for Customer Service

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