YOUR FUTURE CONTACT CENTER IS HERE!

ICMI™ CONTACT CENTER DEMO

September 25-27, 2017 | LAS VEGAS, NV

Mandalay Bay Convention Center North

GOLD GENESYS inContact NICE servicenow SILVER BOLDCHAT by LogMeIn Five9 zendesk

YOUR FUTURE CONTACT CENTER IS HERE!

Rapid change is the way of the world. Shifts in customer expectations and demographics, economic conditions, and innovations in technology all have a direct and sometimes dramatic impact on what it means to provide stellar service. Success in this environment requires both a solid foundation and an understanding of the trends that will impact your future.

Join us in Las Vegas as we take you on a journey through today's best practices – and how to prepare for ongoing success. Contact Center Demo is uniquely designed by ICMI with forward thinking sessions, keynotes, tours and demos. This year we've introduced six learning tracks that offer a broad range of topics to address your most pressing needs as well as offering new perspectives for your Contact Center's future.

5 GOOD REASONS TO ATTEND

1. **Independent, forward-thinking program focused on future contact center trends**

2. **A refreshingly real environment with attendees eager to make lasting connections**

3. **Highly-rated, diverse speakers that are the undisputed voices of the industry**

4. **Approachable vendors sharing the latest solutions in a casual Demo Hall**

5. **It's where contact center professionals solve challenges and ignite opportunity**

KEEPING IT FRESH IN 2017!

- **New Presentation formats**
  - **15 Minute Ignite Talks**
  - **Panel Discussions with Q&A**
- **New Location** *(Mandalay Bay)*
- **New Speakers**
- **New Case Studies**

- **New Contact Center Tours**
- **New Innovation Zone on Demo Floor**
- **New Conference Maximizer Quick Tips Session**
- **New Exhibitors**

SIX TARGETED TRACKS PROVIDE A ROCK SOLID LEARNING FOUNDATION

BOOST YOUR CULTURE – Ideas to tackle the tough issues of hiring, mentoring, coaching, and motivating.

MAXIMIZE PRODUCTIVITY – Critical insights and techniques into knowledge management, QA, workforce management, forecasting, and operational efficiency.

ACHIEVE METRICS NIRVANA – Learn the latest approaches to analytics, customer effort measurement, ROI, big data, and communicating results

ELEVATE YOUR LEADERSHIP – Best practices from industry frontrunners to help lead your team to success.

OPTIMIZE TECHNOLOGY – Approaches to select and implement contact center solutions that will optimize performance.

DRIVE CUSTOMER SUCCESS – The inside scoop on customer experience, surveys, loyalty, journey mapping, and customer satisfaction.

CASE STUDIES

They've seen it all. And they're ready to share best practices to improve your processes.

Session	Session/Workshop	Track
Cabela's	Listening to Your Agents - A Platform for Engagement	Boost Your Culture
TRADEGLOBAL	Optimizing Customer Outcomes by use of Customer Journey Based Interaction Analytics	Optimize Technology
airbnb	Keeping Current with Training Analysis - the Airbnb Approach	Achieve Metrics Nirvana
CAFé X	Boost Performance with Real-Time In-Call Agent Coaching and Proactive Intervention	Optimize Technology
USAA	Routing with Robots - AI in the Routing Engine	Optimize Technology
emwd	Driving tailored customer treatment in utilities using segmentation	Achieve Metrics Nirvana
DMV.ORG THE DMV MADE SIMPLE	The #FreeToHelp Movement: Why Your Customer Service Agents Want To Be In It and Why You Should Let Them	Elevate Your Leadership
COMCAST	Using VOC Data to Turn the Tide at a Major Cable Provider	Drive Customer Success
MultiCare BetterConnected	Creating a Compelling Customer Service Strategy	Drive Customer Success
usbancorp Fund Services, LLC	Maximizing Talent in the Contact Center	Boost Your Culture
UPMC LIFE CHANGING MEDICINE	Personalization Presentation	Drive Customer Success
FRAMEWORK	Measure What Matters - How to Boost Agent Efficiency & Customer Satisfaction	Achieve Metrics Nirvana

HEADLINERS

Kick-start your mornings with keynotes that are educational, entertaining, and inspiring.

TUESDAY, SEPTEMBER 26
Culture That Rocks!

JIM KNIGHT *Former Head of "School of Hard Rocks", Hard Rock Café*

To nurture a company culture that truly rocks you have to understand the obstacles, you have to take dynamic action, and you have to be obsessed. It is not enough simply talk about culture building, you have to take drastic steps to make it a reality.

Jim Knight, culture expert and founder of Knight Speaker will addresses major categories of an organization's culture through dynamic storytelling and a blended approach of business acumen and music orientation. Focused on individuals and departments charged with creating, maintaining or revolutionizing an organizational culture, Knight will help all in attendance amp up, or totally revolutionize, the corporate culture at their organization.

WEDNESDAY, SEPTEMBER 27
Becoming Obsessed with the Customer

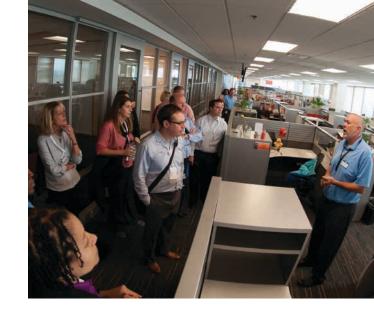**JOHN ROSSMAN** *Former Amazon Executive, Author on Digital Disruption, Innovation and IoT*

Amazon's customer service and customer centric attitude is legendary. It is driven by leadership that can deduce the needs and wants of the customer and constantly push to improve the customer experience. Author of The Amazon Way, John Rossman, to teach you how to put yourself in your customer's shoes. He will reveal Amazon's "holy trinity" for customers and make it applicable to any business. After this speech you will see how your customers will drive innovation and have the potential to be your best salespeople.

TOUR LOCAL CONTACT CENTERS

They fill up fast! Register early to grab a spot on your favorite tour.

Included in your 3-day pass, this is your exclusive behind the scenes look into a local contact center. Hear from key personnel as they share details of their operations, their greatest achievements and challenges. You'll leave with a fresh perspective and new ideas to apply to your own center.

Tours are only offered on Monday, September 25th and are included in the 3-day pass only. Space is limited. Reserve your spot during registration for best availability.

For details visit **ICMI.com/CCDemoTours**

Tour Schedule – Monday, September 25

Contact center tours are available at both 8:30AM-12:00PM and 1:30PM-5:00PM
Combine a tour with a half-day workshop or take a tour in the morning and another one in the afternoon - It's your choice!

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SCHEDULE

SUNDAY, SEPTEMBER 24	
4:00PM-7:00PM	Registration

MONDAY, SEPTEMBER 25 *(Pre-Conference)*
Demo Hall Hours: 5:00PM – 7:00PM

6:30AM-7:00PM	Registration				
7:00AM-8:30AM	Breakfast				
8:30AM-12:00PM	**SITE TOURS** **Tour A1:** Entertainment Benefits Group **Tour A2:** MGM **Tour A3:** One Nevada Credit Union **Tour A4:** Telus International **Tour A5:** UPS **Tour A6:** Zappos	**WORKSHOP** **Pre-1:** How to Quickly Design and Develop Agent Training	**WORKSHOP** **Pre-2:** The Principles of Effective Contact Center Managementw	**WORKSHOP** **Pre-3:** Journey Mapping: Creating an Exponentially More Effective Customer Experience	
12:00PM-1:30PM	Lunch				
1:30PM-5:00PM	**SITE TOURS** **Tour P1:** Entertainment Benefits Group **Tour P2:** GES **Tour P3:** MGM **Tour P4:** One Nevada Credit Union **Tour P5:** Telus International **Tour P6:** UPS	**WORKSHOP** **Pre-4:** Don't Give Up! You Can Coach Your Customer Service Agents to Be Better Writers	**WORKSHOP** **Pre-5:** Breathe New Life into Your Contact Center Metrics	**WORKSHOP** **Pre-6:** Contact Center Technology 101: What Every Professional Needs to Know	**WORKSHOP** **Pre-7:** MasterMinds
5:00PM-7:00PM	Demo Hall Bash and Special Preview				

TUESDAY, SEPTEMBER 26 *(Main Conference)*
Demo Hall Hours: 10:00AM-2:00PM

Time	Activity
7:00AM-6:30PM	Registration
7:00AM-8:15AM	Industry Roundtables Breakfast
8:15AM-10:00AM	Keynote - *Culture That Rocks!* - **Jim Knight**
10:00AM-11:00AM	Morning Beverage Break

LEARNING TRACKS

	BOOST YOUR CULTURE	MAXIMIZE PRODUCTIVITY	ELEVATE YOUR LEADERSHIP	OPTIMIZE TECHNOLOGY	DRIVE CUSTOMER SUCCESS	ACHIEVE METRICS NIRVANA
SESSION BLOCK 1 11:30AM-12:30PM	**Session 101** Knowledge Sharing: A Collaborative Method for Building Engagement	**Session 102** Benchmark Your Way to World-Class Performance	**Session 103** Thought Leaders Tell All: 2018 Trends to Prepare for	**Session 104** Using Interaction Analytics to Optimize the Customer Experience	**Session 105** Helping Customers Help Themselves: Strategies for Success Self-Service Models	**Session 106** The Airbnb Approach to Training Analysis
12:30PM-2:00PM	Lunch & Learn with Solution Providers					
SESSION BLOCK 2 1:45PM-2:45PM	**Session 201** Next Wave of Organizational Culture *Ignite Talk*	**Session 202** Four Reasons to Remove Forecast Accuracy from Your Performance Review	**Session 203** The Seven Secrets of Self-Leadership	**Session 204** Boost Performance with Real-Time Agent Assistance	**Session 205** Tackling Five Hidden Causes of Poor Customer Service	**Session 206** Customer Lifetime Value: The Pros, Cons, and Hidden Dangers
SESSION BLOCK 3 3:00PM-4:00PM	**Session 301** Work at Home: Best Practices for Performance Support, Training, and Engagement	**Session 302** A Proven Approach to Continuous Improvement in the Contact Center	**Session 303** Sparking Creativity and Innovation in Your Contact Center	**Session 304** Routing with Robots: New Innovations in Service	**Session 305** Redefining Customer Service in a Digital World	**Session 306** Leverage Customer Segmentation to Improve the Service
SESSION BLOCK 4 4:15PM-5:15PM	**Session 401** How to Define Your Culture with a Powerful Vision Statement	**Session 402** Oops, They Did It Again: Best Practices for (Actually) Improving Agent Performance	**Session 403** The #FreeToHelp Movement	**Session 404** Stopping Identify Fraud in the Contact Center	**Session 405** Using VOC Data to Turn the Tide at a Major Cable Provider	**Session 406** Contact Center Cause and Effect: The True Impact of Your KPIs
5:15PM-7:00PM	Peers & Beers					

WEDNESDAY, SEPTEMBER 27 *(Main Conference)*
Demo Hall Hours: 10:00AM-12:30PM

Time	Activity
7:30AM-4:30PM	Registration
7:30AM-8:30AM	Best Practices Networking Breakfast
8:30AM-10:00AM	Keynote - *Becoming Obsessed with the Customer* - **John Rossman**
12:30PM-1:45PM	Lunch

LEARNING TRACKS

	BOOST YOUR CULTURE	MAXIMIZE PRODUCTIVITY	ELEVATE YOUR LEADERSHIP	OPTIMIZE TECHNOLOGY	DRIVE CUSTOMER SUCCESS	ACHIEVE METRICS NIRVANA
SESSION BLOCK 5 1:45PM-2:45PM	**Session 501** Moving Employees from Complacent to Committed	**Session 502** Secret Weapons for the Seven Most Common Contact Center Headaches	**Session 503** ROI: How to Measure and Maximize Your Contact Center's Value	**Session 504** The Future Frontline: How AI, Cognitive and Chatbots Will Change Contact Centers Forever!	**Session 505** Creating a Compelling Customer Service Strategy	**Session 506** Focus on Feedback *Ignite Talk*
SESSION BLOCK 6 3:00PM-4:00PM	**Session 601** Maximizing Contact Center Talent	**Session 602** 10 Knowledge Management Best Practices That Lead to Success	**Session 603** Don't Just Manage - Lead!	**Session 604** Look at Clouds from Both Sides Now	**Session 605** UPMC Health Care Concierge Program: Personalized Customer Service	**Session 606** Measure What Matters – How to Boost Agency Efficiency & Customer Satisfaction

MORNING SESSIONS
8:30AM-12:00PM

Pre-1: How to Quickly Design and Develop Agent Training
JEFF TOISTER

President, Toister Performance Solutions, Inc.

Discover the secrets to rapidly design cost-effective training from a Certified Professional in Learning and Performance. Learn how to determine when training is and is not an appropriate solution to improving performance, how to use a simple, industry-standard model to rapidly develop new programs, and, best of all, how to create low-cost training courses that deliver big results. Participants will design, deliver, and evaluate a real training program as part of this workshop.

Pre-2: The Principles of Effective Contact Center Management
BRAD CLEVELAND

Senior Advisor and Founding Partner, ICMI

In this step-by-step session, Brad Cleveland, author of the Amazon.com bestseller 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-3: Journey Mapping: Creating an Exponentially More Effective Customer Experience
DIANNE DURKIN

President & CEO, Loyalty Factor

Have you lost clients but don't really understand why? Would you like to feel a stronger connection with and sense of loyalty from your long-term customers? If so, join Loyalty Factor president Dianne Durkin on a journey mapping experience! In this hands-on workshop, you'll create a map of a hypothetical customer's journey with your own company. Through this step-by-step process, you'll gather the tools and takeaways you need to successfully create a journey map in your own organization.

AFTERNOON SESSIONS
1:30PM-5:00PM

Pre-4: Coach Your Customer Service Agents to Be Better Writers
LESLIE O'FLAHAVAN
Owner, E-WRITE

Your contact center needs agents who can write excellent email, chat, social media, and text to customers. However, many of your agents began their work life talking to customers on the phone, and some of them don't have the strongest writing skills. In this workshop, you'll learn how to give agents written and verbal feedback that will help them improve their writing skills. In addition, you'll receive guidance on how to change your chat, email, and social QA forms so they can function as coaching tools.

Pre-5: Moving Metrics into Action
TIM MONTGOMERY
Principal Consultant, Alamo City STAT

These days, with pressure to maximize efficiency without sacrificing customer satisfaction, frontline managers often struggle to balance conflicting objectives and priorities. There's no easy cure, but in this workshop, you'll learn practical ways to use the resources you already have more effectively and move your organization closer to getting everyone on the same "productivity page." Discover strategies for using metrics to motivate positive behavior changes (and what to avoid), and learn what's worked in some of the world's most celebrated service organizations.

Pre-6: Contact Center Technology 101: What Every Professional Needs to Know
LORI BOCKLUND
President, Strategic Contact

If technologies like 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 about the essentials and enhancers across a wide variety of technologies, and you'll walk away with the knowledge you need to decide what's right for your contact center as you pursue technology projects that can transform your customer experience.

Pre-7: MasterMinds
JUSTIN ROBBINS
Community Director, ICMI/HDI

Are you a contact center leader who's looking for a unique opportunity to network, share, and learn from the experience of others? MasterMinds is a place to bring your unique challenges, collaborate on innovative solutions, and gain long-term benefits from a new group of peers. Considered a "must-do session for all attendees," MasterMinds unlocks the full potential of attending an industry conference. Come to experience an open forum where you'll receive individualized advice, hear diverse perspectives, and build connections that will endure.

101: Knowledge Sharing: A Collaborative Method for Building Engagement *(Case Study)*
Track: Boost Your Culture
Todd Hixson, *WOLF Manager, Cabelas*

In today's world of remote, globally dispersed, or highly specialized teams, it can be challenging to keep employees engaged and invested in actively contributing their thoughts, ideas, and concerns. These challenges can be overcome with the aid of the SEEK platform: share, educate, engage, and know. This session outlines how knowledge-sharing activities, such as podcasts, focus groups, e-feedback submission, and social media, can drive team spirit and engagement. Attendees will create individual takeaway plans to utilize in their own organizations.

102: Benchmark Your Way to World-Class Performance
Track: Maximize Productivity
Jeff Rumburg, *Managing Partner, MetricNet, LLC*

The power of benchmarking is that it enables a contact center to save enormous amounts of time and energy by building upon proven industry best practices. In this case study, Jeff Rumburg shares the story of how one contact center used benchmarking to slash costs and dramatically improve customer satisfaction. You'll learn the success factors for benchmarking and receive guidelines for harnessing the full potential of this tool.

103: Thought Leaders Tell All: 2018 Trends to Prepare for Now
Track: Elevate Your Leadership
MODERATOR: **Erica Strother-Marois,** *Community Strategist, ICMI*
PANELISTS: **Jenny Dempsey,** *Director of Customer Care, DMV.org;* **Patrick Russell,** *Product Marketing, inContact;* **Sean Hawkins,** *Director Contact Center & Customer Service, Framework Homeownership;* **Nate Brown,** *Director of Customer Experience, UL*

How will customer service evolve in 2018 and what do you need to do now to prepare? The stakes are higher than ever. Ovum research reveals that 82% of consumers have stopped doing business with a company following a single bad experience. Organizations are looking to create more meaningful and effective experiences to retain valued customers and build brand loyalty. Wondering how you can stay ahead of the competition? Join us for this interactive panel discussion with ICMI Top 50 thought leaders. They'll share their thoughts on personalization, artificial intelligence, the rise of social, video and more. They'll also give you a glimpse of their priorities for the year ahead. Don't miss this opportunity to position your team for success in 2018!

104: Using Interaction Analytics to Optimize the Customer Experience *(Case Study)*
Track: Optimize Technology
Mike Hull, *Director Business Analytics, TradeGlobal*

Join Trade Global's Mike Hull and discover how his team used journey-based interaction analytics to optimize the customer experience. Learn how to uncover and solve repeat contact drivers and improve agent training and performance, along with tips on tracking, trending, and reporting on system, product, and process issues that impact customer experience and satisfaction.

105: Helping Customers Help Themselves: Strategies for Successful Self-Service Models
Track: Drive Customer Success
Justin Robbins, *Community Directory, ICMI & HDI and Special Guests*

Self-service continues to gain momentum as organizations and customers alike realize the convenience and benefits of this service channel. Getting it wrong can cause incredible complications and may be difficult to detect until it's too late. In this session, ICMI's Justin Robbins and a panel of contact center leaders will discuss strategies for deploying and refining self-service in the contact center to ensure that organizations have the insights and resources to get it right.

106: The Airbnb Approach to Training Analysis *(Case Study)*
Track: Achieve Metrics Nirvana
Grace Vaughey, *Head of Global Training, &* **Jackie Kravatz,** *Partner Training Lead, airbnb*

The training world remains relatively static when it comes to the types of data it uses to power the decision-making process: employee surveys, test scores, training satisfaction. All "Small Data" Big Data and learning technology are shockingly absent. In this session, Airbnb's Grace Vaughey will look at traditional views on training analysis and training success metrics, and discuss new ways to apply the introductory core principles of data science to learning organizations.
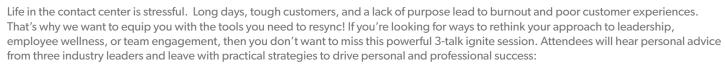
BOOST YOUR CULTURE **MAXIMIZE PRODUCTIVITY** **ACHIEVE METRICS NIRVANA** **ELEVATE YOUR LEADERSHIP** **OPTIMIZE TECHNOLOGY** **DRIVE CUSTOMER SUCCESS** **CASE STUDY** **IGNITE TALK**

201: Next Wave of Organizational Culture – 3 Perspectives *IGNITE TALK*
Track: Boost Your Culture
Bob Furniss, *Director, Global Service Cloud Practice, Bluewolf;* **Debi Mongan,** *Founder, The Mindful Call Center;*
Nate Brown, *Director of Customer Experience, UL*

Life in the contact center is stressful. Long days, tough customers, and a lack of purpose lead to burnout and poor customer experiences. That's why we want to equip you with the tools you need to resync! If you're looking for ways to rethink your approach to leadership, employee wellness, or team engagement, then you don't want to miss this powerful 3-talk ignite session. Attendees will hear personal advice from three industry leaders and leave with practical strategies to drive personal and professional success:
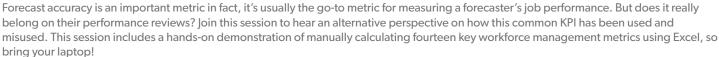
> *#1 - Work/Life Balance: Developing Healthy Leadership Habits*
> *#2 - Cultivating Agent Mindfulness: Developing Healthy Leadership Habits*
> *#3 - How to Harness the Power of a Customer Service Vision*

202: Four Reasons to Remove Forecast Accuracy from Your Performance Review
Track: Maximize Productivity

Forecast accuracy is an important metric in fact, it's usually the go-to metric for measuring a forecaster's job performance. But does it really belong on their performance reviews? Join this session to hear an alternative perspective on how this common KPI has been used and misused. This session includes a hands-on demonstration of manually calculating fourteen key workforce management metrics using Excel, so bring your laptop!

203: The Seven Secrets of Self-Leadership
Track: Elevate Your Leadership
Phil Gerbyshak, *Biz Tech Coach, Make It Great Institute*

Great leadership begins with the understanding that before you can lead others, you must first be able to lead yourself. In this session, former IT and software executive Phil Gerbyshak reveals the seven secrets of self-leadership that will transform you into the type of leader you'd want to follow. You'll learn how to create a personal leadership plan, set smarter, more impactful goals, build more meaningful relationships, and much more!

204: Boost Performance with Real-Time Agent Assistance *(Case Study)*
Track: Optimize Technology
Kris Hopkins, *Chief Product and Strategy Officer, CafeX Communications*

In today's fast-paced service environments, delivering effective and timely coaching and assistance to frontline staff is critical for success. Attend this session to learn how leveraging real-time agent assistance tools enables you to deliver more effective training, answer questions more immediately, and facilitate real-time intervention to reduce call escalations and help prevent fraud.

205: Tackling Five Hidden Causes of Poor Customer Service
Track: Drive Customer Success
Jeff Toister, *President, Toister Solutions, Inc.*

Based on extensive research, customer service expert Jeff Toister reveals five of the hidden, unusual, and even counterintuitive causes of poor customer service. Through a series of experiential activities, attendees will examine each obstacle in a way that's both fun and revealing. More importantly, you'll learn to create solutions for overcoming these challenges in your contact center.

206: Customer Lifetime Value: The Pros, Cons, and Hidden Dangers
Track: Achieve Metrics Nirvana
Justin Robbins, *Community Director, ICMI & HDI*

It's clear why customer valuation is important, but why is it so difficult to measure? The biggest problem in any customer valuation model is of the difficulty inherent in predicting what customers will do in the future. In this session, ICMI's Justin Robbins will share how to choose the right customer valuation model for your organization, methods for calculating customer lifetime value, and ways to avoid the dangers of misapplying customer valuation models.

301: Work at Home: Best Practices for Performance Support, Training, and Engagement
Track: Boost Your Culture
Michelle Rowan, *President, Customer Contact Strategies*

Supporting our work-at-home reps requires different tools, technologies, and skills sets than are required to support our leaders. Training transitions from the physical classroom to online, and running great virtual meetings is a must-have. Join this session to understand just what others are doing to leverage performance and engagement, and look at the best-in-class technologies that make it all go.

302: A Proven Approach to Continuous Improvement in the Contact Center
Track: Maximize Productivity
Anne Slough, *VP Client Solutions, LSA Global*

If your contact center has ever struggled to blend sales and service skills, improve conversion rates, or effectively measure quality, then you should consider conducting a Kaizen. In this session, you'll hear how implementing Lean strategies can increase sales conversions, decrease handle times, and provide a specific, clear, and coachable process that enables you to discover underlying performance management issues.

303: Sparking Creativity and Innovation in Your Contact Center
Track: Elevate Your Leadership
Dianne Durkin, *President & CEO, Loyalty Factor*

In this session, Dianne Durkin concentrates on management techniques that create a responsibility-based culture where innovation and creativity are paramount. Attendees will learn how to ensure a positive service climate by employing a seven-step process to engaging and empowering employees, while utilizing customized rewards and recognition systems that emphasize excellent service.

304: Routing with Robots: New Innovations in Service *(Case Study)*
Track: Optimize Technology
Greg Yarbrough, *Executive Director, Technical Fellow, USAA*

Do you find that your traditional, rules-based routing system limits your ability to improve the customer experience and drive business agility? USAA recognized this challenge and went to work on redefining and refactoring their traditional routing systems. Come to learn how they leveraged modern, analytics-based tooling, with an eye towards advanced capabilities in AI and machine learning innovations.

305: Redefining Customer Service in a Digital World
Track: Drive Customer Success
Anaal Patel, *VP of Marketing, Sparkcentral*

Instant messaging is a convenient, familiar, and immediate way to stay in touch, and its widespread adoption is undeniable. Unsurprisingly, research indicates that most consumers want to be able to message the businesses they interact with. In this session, Sparkcentral's Anaal Patel will showcase how brands like JetBlue, Uber, and Nordstrom have begun to implement messaging-based service, along with tips and tricks on how to get started.

306: Leverage Customer Segmentation to Improve the Service Experience *(Case Study)*
Track: Achieve Metrics Nirvana
Charles Kamweru, *Customer Service Operations Manager, Eastern Municipal Water District*
Dan Davidson, *Senior Manager, West Monroe Partners*

The contact center at Eastern Municipal Water Department had two goals: eliminate unnecessary customer contacts and improve the customer experience. In this session, they'll share how they achieved these goals through a data-driven approach to better understanding and segmenting their customers. You'll learn how they developed personas, identified customer segments, and used journey maps to drive results.

401: How to Define Your Culture with a Powerful Vision Statement
Track: Boost Your Culture
Jeff Toister, *President, Toister Solutions, Inc.*

Imagine a culture so powerful that agents are absolutely obsessed with customer service. The organizations able to achieve this all have one thing in common: a customer service vision—a clear purpose statement that galvanizes agents, gives leaders clarity, and gets everyone on the same page. Leave this session with practical tools, real-life examples, and a clear plan for writing a unique customer service vision statement that your agents will love and understand.

402: Oops, They Did It Again: Best Practices for (Actually) Improving Agent Performance
Track: Maximize Productivity
Justin Robbins, *Community Director, ICMI & HDI*

Do you ever get the feeling that you're wasting all the money, time, and resources that you've poured into agent training and development? If so, you're not alone. In this session, ICMI's Justin Robbins will explore the common root causes of poor customer service, share ideas for reducing agent turnover while increasing engagement, and provide actionable tips for improving agent performance.

403: The #FreeToHelp Movement *(Case Study)*
Track: Elevate Your Leadership
Leslie O'Flahavan, *Owner, E-WRITE*
Jenny Dempsey, *Director of Customer Care, DMV.org*

The #FreeToHelp movement engages frontline employees to "think and act like the owner," to make the same type of customer-centric choices business owners make. In this session, you'll discover how the most progressive and successful customer service organizations are using #FreeToHelp, and how you can adopt these practices to revolutionize your contact center's quality and boost agent engagement to record heights.

404: Stopping Identify Fraud in the Contact Center
Track: Optimize Technology
PANEL DISCUSSION
MODERATOR: **Art Schoeller,** *Vice President & Principal Analyst, Forrester*
PANELISTS: **Vijay Balasubramaniyan,** *CEO Pindrop;* **Patrick Cox,** *CEO, TrustID;*
Mike Harakal, *Vice President, Momentum Telecom*

2016 was a record-breaking year for data breeches, and identity fraud has remained a top concern for contact centers in 2017. Customers want to know that their data is safe, but they also want their problems solved in a timely fashion. How can the contact center provide more efficient service without sacrificing security or quality? This session will explore practical ways customer service leaders can empower their agents to lead the way in preventing identity fraud.

405: Using VOC Data to Turn the Tide at a Major Cable Provider *(Case Study)*
Track: Drive Customer Success
John Goodman, *Vice Chairman, CCMC*
Lynn Holgrem, *VP Customer Care, Comcast*

Do you find that your contact center's Voice of the Customer (VOC) process consumes too many resources, provides limited value, and is ineffective at driving organization change? In this session, you'll learn how one organization re-evaluated and revamped its VOC approach to fix company processes, gain contact center resources, and deliver a better customer experience.

406: Contact Center Cause and Effect: The True Impact of Your KPIs
Track: Achieve Metrics Nirvana
Jeff Rumburg, *Managing Partner, MetricNet, LLC*

If it moves, contact centers measure it. But what does our obsession with metrics really mean? More importantly, where should we look to best manage and optimize performance? In an industry where KPIs are all interconnected and interrelated, an understanding of how various KPIs affect each other is enormously powerful. In this session, you'll discover definitive cause-and-effect relationships between the most commonly tracked metrics and learn how insight into these relationships can revolutionize the way you manage your contact center.

501: Moving Employees from Complacent to Committed

Track: Boost Your Culture

Randi Busse, *President, Workforce Development Group, Inc.*

Does the expression "You can't get good help these days" come to mind when you think about your own employees? Do you worry about what they do and say when you're not around? If so, attend this session to learn how to help employees understand what great service looks like and connect the dots between their behaviors and the success of the business.

502: Secret Weapons for the Seven Most Common Contact Center Headaches

Track: Maximize Productivity

Tim Montgomery, *Principal Consultant, Alamo City STAT*

There are seven common contact center headaches that can test even the greatest of leaders. Overcoming these challenges starts with a dose of creativity and a willingness to challenge conventional contact center wisdom. During this session, Tim Montgomery shares lessons and instantly actionable guidance on how to alleviate these frequent frustrations from some of the world's most recognized service organizations.

503: ROI: How to Measure and Maximize Your Contact Center's Value

Track: Elevate Your Leadership

Peg Peterson, *Business Consultant, NICE*

Tim Decker, *Director Advisory Consulting, NICE*

Without the ability to show executive leaders the value of your contact center, they may always question the virtue of investing in it. In this session, experts will share the process of defining and measuring contact center ROI, effectively using data to show improvements to KPIs, and communicating the results with executives.

504: The Future Frontline: How AI, Cognitive and Chatbots Will Change Contact Centers Forever!

Track: Optimize Technology

Bob Furniss, *Director, Global Service Cloud Practice, Bluewolf*

Gartner projects that, by 2020, up to 85% of customer interactions will be managed without human involvement. There's no doubt it will change the way we "do" service across most industry verticals. In this session, we'll seek to separate fact from fiction and help clear the path for your contact center to take advantage of the possibilities of AI, cognitive thinking, and chatbots.

505: Creating a Compelling Customer Service Strategy *(Case Study)*

Track: Drive Customer Success

Florence Chang, *Executive Vice President & Chief Operating Officer, MultiCare Health System*

Cindy Garrett, *Director, West Monroe Partners*

In this session, MultiCare Health System will share their journey to developing a customer experience strategy that enabled them to consistently deliver a positive experience. It was a daunting task that meant improving virtually every aspect of their business, but they accomplished it and saw substantial improvements. Come learn the six guiding principles and two key themes that made it all possible.

506: Focus on Feedback **IGNITE TALK**

Track: Achieve Metrics Nirvana

Vickie Friece, *SVP Operations – Service Delivery/Financial Operations, Meta Payment Systems;*

Justin Robbins, *Community Director, ICMI & HDI*

Life in the contact center is stressful. Long days, tough customers, and a lack of purpose lead to burnout and poor customer experiences. That's why we want to equip you with the tools you need to resync! If you're looking for ways to rethink your approach to leadership, employee wellness, or team engagement, then you don't want to miss this powerful 3-talk ignite session. Attendees will hear personal advice from three industry leaders and leave with practical strategies to drive personal and professional success.

#1 Surveys on a Shoestring
#2 How to Harness the Power of a Customer Service Vision
#3 Future of Feedback

601: Maximizing Contact Center Talent *(Case Study)*
Track: Boost Your Culture
Amber Krueger, *Operations Manager, AVP, US Bancorp Fund Services, LLC*

Employee engagement and succession planning are key challenges in most contact centers. In this session, attendees will learn about US Bancorp Fund Services' journey as they implemented their leadership program. They'll share the lessons learned and challenges faced during their implementation, and attendees will leave the session with ideas for a contact center succession planning process, best practices for implementing a leadership program, and advice for what to do when an internal candidate isn't a good fit for a leadership position.

602: 10 Knowledge Management Best Practices That Lead to Success
Track: Maximize Productivity
Pete McGarahan, *Senior IT Director, Infrastructure Corporate IT, First American Title Insurance Co.*

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's garbage in the knowledge base without also admitting they're responsible for it.

603: Don't Just Manage, Lead!
Track: Elevate Your Leadership
Art Coombs, *Founder & CEO, KomBea*

Why do some contact center teams flourish while others flounder? They use the same technical tools, draw from the same employee pools, deploy the same processes, and serve the same customers yet some teams seem to have perpetually low employee turnover and high customer satisfaction scores. Why? All too often, we're given the tools to manage, yet very little training or tools to help us lead. In this session, learn how to demonstrate stronger leadership yourself and how to develop and nurture it in key members of your team. You'll be amazed at the difference true leadership can make in your organization!

604: Look at Clouds from Both Sides Now
Track: Optimize Technology
Lori Bocklund, *President, Strategic Contact*

If you are looking at cloud solutions and not sure if you see whimsical shapes or threatening storms, this is the session for you! There are multiple ways to go to the cloud and there is not one answer that fits every center: premise solutions, private cloud, and multitenant options abound. Lori Bocklund will share her wide-ranging market experience to help you determine what's right for you and give you vital insights for a successful evaluation and implementation.

605: UPMC Health Care Concierge Program: Personalized Customer Service *(Case Study)*
Track: Drive Customer Success
Anne Palmerine, *Associate VP, UPMC Health Plan*

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

606: Measure What Matters – How to Boost Agency Efficiency & Customer Satisfaction *(Case Study)*
Track: Achieve Metrics Nirvana
Sean Hawkins, *Director, Contact Center & Customer Service, Framework Homeownership*

Contact center leaders are under tremendous pressure to measure anything and everything, do more with less, and drive results. But what's the best way to use all that data to drive efficiency and engagement and improve customer satisfaction? During Sean Hawkins' 15+ years as an award-winning customer service leader, he's learned a few keys to metrics success. Attend this session to learn how Sean's approach to contact center metrics is driving tangible success for his team and customers. He'll share mistakes he's made, secrets he's learned, and practical advice that you can apply in your contact center.

NETWORKING AND SPECIAL ACTIVITIES

Add these activities to your schedule to connect with peers, make new friends, and win great prizes!

DEMO HALL BASH & SPECIAL PREVIEW
Monday, September 25, 5:00PM - 7:00PM

Enjoy beverages and light hors d'oeuvres. While you're at it, test drive the newest products from our exhibitors, meet face-to-face with other contact center pros, and preview cutting-edge products from leading industry providers.

INDUSTRY ROUNDTABLES BREAKFAST
Tuesday, September 26, 7:00AM - 8:15AM

We made the most important meal of the day even more important! Fuel up for the day ahead as you join your peers to share experiences, discuss challenges, and develop a network of support.

LUNCH & LEARN WITH SOLUTION PROVIDERS
Tuesday, September 26, 12:30PM - 2:00PM

To build your dream contact center, what solutions would you choose? Let's figure it out over lunch! The activity gives you the chance to visit exhibitors and hand-pick the technologies and solutions that work for you—and get a free t-shirt in the process!

PEERS & BEERS
Tuesday, September 26, 5:15PM - 7:00PM

A great opportunity to connect with old friends and make new ones in a comfortable and relaxed atmosphere—with your favorite beverage in hand, of course!

BEST PRACTICES & FORWARD THINKING NETWORKING BREAKFAST
Wednesday, September 27, 7:30AM - 8:30AM

Ignite the day with some brain food and enlightening conversation! These special networking breakfasts feature expert-led discussions on the latest contact center strategies to get the juices flowing.

KEYNOTE BOOK SIGNING AND GIVEAWAY
Tuesday & Wednesday

Hear the inspiring keynotes then get their autographs! Special book signings in the Demo Hall immediately follow each presentation—be one of the first 50 people in line to get your special edition keepsake.

PASSPORT TO PRIZES
During Demo Hall hours

As if visiting the exhibitors for transformative solutions wasn't enough, you'll have a chance to win cool tech prizes and hefty gift cards.

SOLUTIONS SPOTLIGHT SESSIONS
During Demo Hall hours

We shine a spotlight on the top solution providers and invite you to hear special presentations that might just shape the future of your contact center. These sessions are open to everyone, and all attendees get a shot to win a $100 American Express gift card!

CAREER DEVELOPMENT ROADMAP
During Demo Hall hours

We'll look at your strengths, identify your weaknesses, and help you develop an improvement plan with a customized roadmap to contact center excellence. Contact Todd Piccuillo at tpiccuillo@icmi.com to set up an appointment!

EXHIBITING SOLUTION PROVIDERS

DEMO HALL HOURS

Monday, September 25 .... 5:00PM - 7:00PM
Tuesday, September 26 .... 10:00AM - 2:00PM
Wednesday, September 27 ....10:00AM - 12:30PM

The future is now. Get cutting-edge technology from the industry's most innovative companies.

CONFERENCE HOST

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GOLD

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More to come! Visit ICMI.com/CCDemoExhibitors for a current list

TEAMWORK MAKES THE DREAM WORK!
Send the team for maximum ROI.

Senior Level VPs, Directors, New and Experienced Managers, Supervisors, Analysts, CIOs, CTOs, and Customer Support professionals

✓ **Divide and conquer.** So much to learn in a few days, cover all your bases with coverage in all the essential sessions.

✓ **Improve as a united front.** Role-specific learning and networking will strengthen your team from top to bottom.

✓ **Explore exhibitor solutions from all angles.** Different strokes for different folks—make sure all stakeholders are represented when evaluating new technologies.

✓ **Recognize and reward your team.** They work hard. Show them they're appreciated with a few energizing days in Las Vegas.

✓ **Together, you're better.** Have some fun, strengthen your bond, and return united with fresh ideas to immediately put into action.

*GROUP/TEAM PRICING:

3-5 attendees receive a 20% discount
6-9 attendees receive a 30% discount
10+ attendees receive a 40% discount

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

To register your team, download the registration form at **ICMI.com/CCDemoGroup** and email it to **ICMIDemoReg@ubm.com** or call **866.535.9002**.

PASSES & PRICING

BEST DISCOUNT AVAILABLE THRU July 31

What's Included	3-Day Pass September 25-27	2-Day Pass September 26-27
Workshops & Local Contact Center Tours	✔	
Main Sessions	✔	✔
Networking Activities	✔	✔
Breakfasts, Lunches, Receptions	✔	✔
Headliner Inspirations	✔	✔
Solutions Spotlight Sessions	✔	✔
Demo Hall Entry	✔	✔
Regular Price	**$2,199**	**$1,899**
Super Early Bird - Get a 3-Day Pass for the regular price of a 2-Day Pass! *(expires July 31)*	**$1,899**	**$1,599**

FOUR WAYS TO REGISTER

Register Online: ICMI.com/CCDemoGroup
Phone: 866.535.9002 or 415.947.6967
Email: ICMIDemoReg@ubm.com
Fax: 218-740-6883

GET A FREE DAY!

Register **before July 31** and you'll enjoy workshops and local contact center tours with your 3-day pass and get it for the regular price of a 2-day pass. It's that simple! *But hurry - offer ends July 31.*

CONFERENCE LOCATION

All conference activities will take place at the:

Mandalay Bay Convention Center North
3950 S Las Vegas Blvd • Las Vegas, NV 89119

HOTELS
Mandalay Bay Resort & Casino
Room Rate: $160/night*

Delano Las Vegas
Room Rate: $208/night*

*plus $29 per room night resort fee.
Conference Hotel Rate expires September 1, 2017.

Book online at ICMI.com/CCDemoHotel
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.

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