



CCW

CONFERENCE & EXPO

FALL

Intelligent Contact Centers in a Connected World

October 16-19, 2017 • Horseshoe Bay Resort, TX • www.callcenterweekfall.com

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WELCOME TO TEXAS!

VENUE: HORSESHOE BAY RESORT

An exclusive resort in the heart of Texas Hill Country. Overlooking Lake Lyndon B. Johnson, this haute 7,000-acre resort is 7 miles from Lakeside Park and 8 miles from Falls on the Colorado Museum.



DINING AT HORSESHOE BAY

One of the main ingredients to a memorable resort experience is great cuisine. Horseshoe Bay Resort offers a mixture of elegant and casual lakeside dining with magnificent views of Lake LBJ as well as comfortable restaurant dining in and around the resort tower. Dine at The Yacht Club, The Market, Lantana, Cap Rock Cabana, Café Del Sol & more!



HEAD TO WINE COUNTRY

In the February 2014 issue of Wine Enthusiast the Texas Hill Country Wine Region was named one of the 10 Best Wine Travel Destinations. The Texas Hill Country wine region is the second largest in the country, next to Napa, with nearly 1 million visitors annually. Private tours are available daily.



PRACTICE YOUR SWING

Horseshoe Bay boasts 5 magnificent courses and a junior golf camp. Perfect your hole-in-one...

AT APPLE ROCK

Horseshoe Bay Resort's championship Robert Trent Jones, Sr. course, Apple Rock, was completed in 1986 and received distinction as "Best New Resort Course" by Golf Digest.

OR SUMMIT ROCK

Horseshoe Bay Resort's most exclusive course, a Jack Nicklaus Signature Championship course, is known as the best new golf course in the U.S. (Ron Whitten of Golf Digest).

STAY WEIRD IN AUSTIN!

Years ago when people talked about Austin they would quickly mention the music. But that's just the beginning of what they're saying these days. See the ballet, visit the world-class museums, get in some quality shopping and enjoy the beautiful outdoor spaces.

WELCOME TO
AUSTIN
TEXAS





October 16-19, 2017
Horseshoe Bay Resort, TX
www.callcenterweekfall.com

Dear Executive,

We're in a connected world - business connections, mobile connections and personal connections. **How YOU connect means everything.**

CCW Fall will focus on HOW to transform contact centers in a new era of digital engagement. The roadmap for innovation includes: cultural innovation, employee engagement innovation, learning innovation - and of course technology innovation.

Customer needs are becoming more and more demanding. Today's digital savvy customer uses multiple digital channels and devices in their interactions with brands and organizations. Plus, voice technology powered by A.I. is completely transforming service.

Meeting customers' high expectations can't be done without game changing tools and top notched customer centric employees.

CCW Fall will provide the insight needed to make intelligent CX a reality. We'll focus on actionable strategies and future trends. Plus, we'll shift away from the "what" to the "how" so that you can execute best practices and propel your organization to the next generation of CX.

Sign up today for the world's largest CX event. Don't miss the unparalleled BRAND NEW SPEAKER FACULTY comprising the right mix of industry disruptors and Fortune 500 brands.

We looking forward to seeing you in Austin,

Lisa Schulman, Head of Content and Chief Customer Officer
Customer Management Practice, IQPC



THE 2017 CCW ADVISORY BOARD



ADVISORY BOARD CHAIRPERSON

Becky Ploeger
VP of Customer Care
PETSMART

Returning for the 2nd year!



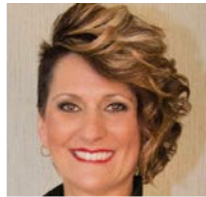
Mary Beth Jenkins
Chief Operating Officer
**UPMC HEALTH
PLAN AND UPMC
WORKPARTNERS**



Jennifer Hanson
Senior Director, Guest
Services & GiftCard
Operations
TARGET.COM



Al Cook
Product Director and
Head of Contact Center
Business
TWILIO



Colleen Beers
Senior Vice President of
Operations
ALORICA



Ted Hunting
Vice President, Marketing
GENESYS



Cheryl China
Head of Contact Center
Escalation Teams
CITIZENS BANK



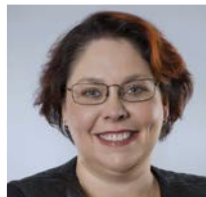
Steve Prodger
Senior Vice President,
Customer Experience &
Innovation
SMARTACTION



Kevin Bottoms
Global Vice President,
Business Development
TELUS INTERNATIONAL



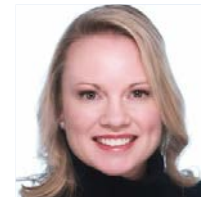
Bob Azman
VP Traveler Services,
Americas and Global
**CARLSON WAGONLIT
TRAVEL**



Docia Myer
Vice President, US Sales
CPI CARD GROUP



Sarah Patterson
SVP, Service Cloud
Product Marketing
SALESFORCE



Heather Magaha
SVP National Client
Service Manager
**WELLS FARGO BANK,
NA**



Troy Mills
Chief Academic
Officer
**CCW
UNIVERSITY**



**Jeanne
Bliss**
President
**CUSTOMER
BLISS**



John Pompei
Head of Player
Experience
Operations
**ELECTRONIC
ARTS**



Janet Solomon
SVP, Head of Client
Contact Center and
Contact Center
Operations
SUNTRUST

KEYNOTE SPEAKERS



★
Total Retail's
Top Women
In Retail
2017

Fortune
Magazine's
"Executive
Dream
Team"

Jennifer Hyman
Chief Executive Officer
and Co-Founder
Rent the Runway

INTRODUCING OUR 2017 GAME CHANGER KEYNOTE

Reinventing and Creating a New Model for Effortless, Seamless, Personalized (and luxurious!) Experience

Jennifer Hyman is the Co-Founder and Chief Executive Officer of Rent the Runway, a fashion company with a technology soul that is disrupting the way women get dressed. She co-founded Rent the Runway in 2009 with Jennifer Fleiss, and has since raised over \$190 million in venture capital, growing the business to over 6 million members, 1,100 employees and 450 designer brands.



"By giving people access to remarkable luxury experiences, we're changing the meaning of ownership — and revolutionizing retail in the process." - Jennifer Hyman

OUR DIGITAL TRANSFORMER

KEYNOTE: Next Gen Digital Transformation: Deliver the Human Touch in a Digital World

Mike Gathright
Senior Vice President,
Hilton Reservations and
Customer Care
Hilton Worldwide



OUR ARTIFICIAL INTELLIGENCE EARLY ADOPTER

Big Data, Cognition and Predictive Intent - Begin the Journey to Artificial Intelligence: Discover how to harness big data, predictive and cognitive data to start you down the path of Artificial Intelligence and improve customer satisfaction and business efficiencies.

Gregory Knight
Senior Vice
President & Chief
Customer Officer
**CenterPoint
Energy**



OUR DISRUPTOR C-SUITE AND CX OPTIMIZER

FIRESIDE CHAT: Optimize CX at Key Touch-Points with the Company: Find out how to deliver top notch CX in a high growth environment.

Jason Mathias
Chief Operating Officer
Homesnap

Ben London
Global Lead of
Customer
Experience
**MoneyGram
International**



OUR CUSTOMER ADVOCATE GURU

I Love You More than My Dog! Grow and Prosper with Devoted Customers: Jeanne Bliss' memorable keynote will inspire you with the five decisions that create beloved companies and drive explosive business growth.

Jeanne Bliss
President
Customer Bliss



OUR INNOVATOR

Reimagining Innovation - Don't Get Stuck in the Lore: Dr. Sydney Savion is charged with shaping and driving the global education portfolio of strategic initiatives and business intelligence in alignment with talent development and business goals.

Dr. Sydney Savion
Chief of Education
Strategy
**Dell EMC
Education
Services**



INTRODUCING OUR 2017 CCW FALL SPEAKER LINE-UP

Transform CX in a new era of digital engagement by hearing from the most innovative Contact Center and CX Leaders in the world.

ALL NEW
SPEAKER
FACULTY!



Jennifer Hyman
Chief Executive Officer
and Co-Founder
Rent the Runway
*Total Retail's Top
Women in Retail 2017*

DISRUPTOR



Mike Gathright
Senior Vice President,
Hilton Reservations and
Customer Care
Hilton Worldwide
*The World's Most Reputable
Companies, Forbes, 2017*



David Baker
Vice President, Distribution
Power Delivery
Electric Operations
*Silver Stevies Award - Sales
and Customer Service 2016*



Jason Mathias
Chief Operating
Officer
Homesnap
Tech100 Winner 2017

DISRUPTOR



Dr. Sydney Savion
Chief of Education Strategy
Dell EMC Education Services
Fortune Global 500



Sean Ellis
Regional Partner
Manager - North
America CX
Airbnb
*2017 Meaningful Brand
of the Year - Drum
Marketing Awards*

DISRUPTOR



Jeff Allison
SVP, Global Merchant Support
Visa
*Fortune World's Most
Admired Companies #47*



Tim Galarza
Global Head of
Partner and WFM
Lyft
*CNBC Disruptor
50 2016*

DISRUPTOR



Ben London
Global Lead of Customer
Experience
MoneyGram International
*PYMTS Innovator Awards
Double Gold 2016*



Melissa O'Keefe
Global Head Customer
Experience
Redbubble
*2016 Australian Growth
Company Awards,
Consumer Goods
Growth Company of
the Year*

DISRUPTOR



Gerald Hastie
Head of Global
Customer Experience
Evernote
*Winner 15th Annual
Webby Awards: Best
Productivity App*

DISRUPTOR



Greg Lindsley
VP Application Development
Lead, Social Media
JPMorgan Chase & Co.
*Fortune World's Most
Admired Companies #20*



Bryant Kaminiga
Vice President,
Client Support Services
Visa
*Fortune World's Most Admired
Companies #47*



Heather Figallo
Head of Innovation and Labs
Southwest Airlines
*Fortune World's Most Admired
Companies #7*



John Pompei
Head of Player Experience
Operations
Electronic Arts
*2017 CCW Advisory Board
Member/Fortune 500*



Larry Lundy
Vice President of Corporate
Relations
**Make-A-Wish Foundation of
America**



Kirk Sadler
Senior Technical
Product Manager
Homeaway, Inc.
*Travel Weekly's Gold
Magellan Award 2016*

DISRUPTOR



Thomas W. Hacker
Director- Online Contact Center
The Home Depot
*Fortune World's Most Admired
Companies #31*



Michelle Brigman
Head of Customer Listening
and Engagement
Citi
Fortune Global 500



Lisa Nance
Vice President, Client
Experience Manager,
Client Onboarding and
Service Delivery
Texas Capital Bank
*Top Place to Work by The
Dallas Morning News and San
Antonio Express News*



Jim White
Vice President, Customer
Experience
**Symphony Post Acute
Network**
*U.S. News and World Report
Best Nursing Homes*



Dama J. Brown
Regional Director, Southwest
Regional Office
Federal Trade Commission



Iqbal Shariff
President
**Best Home Healthcare
Network**
CHAP Seal of Accreditation



Tiffany Stryk
Director of Customer
Experience
Dell
Fortune Global 500



Ron Safarik
VP Participant Services
Fringe Benefit Group
*Top Rated Speaker: Austin
Contact Center Alliance
(ACCA)*



Tim Johnston
Sales and Service
Care Center Director
American Family Insurance
Fortune 500



Eddie Dryer
Sales and Service Care Center Administrator
American Family Insurance
Fortune 500



Charlene Foley
Head of Consumer Experience
Blue Cross & Blue Shield of North Carolina
Stevie Award Winner




Ashish Bisaria
Chief Operating Officer/
Senior Vice President
Fleetcor
CEO named Ernst & Young Entrepreneur of the Year



Omar Recendiz
Senior Manager
GMS Training and Communication
TechStyle Fashion Group
Great Place to Work Certified 2016-2017



Eric Howard
Executive Vice President
H2O Partners, Inc.
Appointee Governor's Commission for Disaster Recovery and Renewal



Docia Myer
Vice President, U.S. Sales
CPI CARD GROUP
Awarded position on the 2017 CCW Advisory Board



Melissa O'Keefe
Global Head Customer Experience
Redbubble
2016 Australian Growth Company Awards: Consumer Goods Growth Company of the Year



Ari Radesky
Vice President
Customer Experience
Winc Wines
2017 Top Best 5 Wine Clubs - Wine Club Experts



Mike Wilson
VP of Operations and Shared Services
LegalZoom
2015 Fast Case 50 - CEO award



Joe Callaghan
VP Legal and Managing Corporate Counsel
LegalZoom
2015 Fast Case 50 - CEO award



Michelle Lopez
Director, Corporate Learning, | Human Resources Team
LegalZoom
2015 Fast Case 50 - CEO award



Justina Altieri
VP Customer Care
LegalZoom
2015 Fast Case 50 - CEO award



Ed Arcinue
VP of Sales
LegalZoom
2015 Fast Case 50 - CEO award



Lisa Fernandez
Director of Talent Management
LegalZoom
2015 Fast Case 50 - CEO award




Suzie Dieth
Director of Customer Experience Reliant,
NRG Company
Fortune 500

INDUSTRY THOUGHT LEADERS SHARING THEIR EXPERTISE



Troy Mills
Chief Academic Officer
CCW University
2017 CCW Advisory Board Member




Jeanne Bliss
President
Customer Bliss
3x Best Selling Author




Jim Iyob
Executive Vice President
Etech Global Services




Diane Magers
CEO
Customer Experience Professionals Association



Ted Hunting
Vice President Marketing
Genesys



Kevin Bottoms
Global Vice President Business Development
TELUS International
2017 CCW Advisory Board Member



Corey Besaw
Senior VP, Innovation
Ubiquity Global Services



Tara Benyousky
Director of Innovation
Kore.ai



WORDS OF WISDOM FROM OUR PAST SPEAKERS

“The first step to employee engagement is commitment. How do YOU inspire commitment

Craig R. Taylor, Vice President, Client Services, **TalentKeepers**



“Employees have great ideas. They know what works and what doesn't. It's your job to listen.”

Christopher B. Smith, Executive VP and Head of Global Operations, **MetLife**



“Personalize experiences regardless of channels. How do you take the definition of ‘humanizing CX’ across the matrix of generations?”

Becky Ploeger, VP of Customer Care, **Petsmart**

“It's not a business plan that sells; it's your heart – your passion and beliefs. You're not selling a product or service, you're selling a relationship.”

Debbi Fields, Founder and Chief Cookie Lover, **Mrs. Fields Cookies**



“If employees are engaged at an emotional level, they will engage customers in the same way!”

Jim Oliver, Speaking Ambassador on Cultural Change, **Ritz-Carlton Leadership Center**



“The growth rate of A.I. is phenomenal. It's currently \$8 billion/year and will grow to \$40 billion/year within the next few years.”

Christopher Keenan, Head, Worldwide Medical Contact and Insights, **Bristol-Myers Squibb**



“Design future processes with the customer in mind... Try to get everyone rallied behind your mission.”

Martin Hand, Chief Customer Officer, **St. Jude Children's Research Hospital**



“Let your employees know that it's okay and encouraged for them to tell you when something needs to be improved.”

Adam Boelke, Former Vice President, Operations, **American Water Resources**



“According to Forbes, 84% of companies fail in digital transformation. When you invest in digital tools, you need a strategy to make it successful.”

Shawn Castle, Director of Customer Support, Valvoline, **Division of Ashland Inc.**

10 REASONS TO EXPERIENCE THE EXPO HALL

1 DEMO DRIVE

Making vendor sourcing fun since 1999!

2 CUTTING EDGE SOLUTIONS

Identify the vendors that can expedite completion of your current strategic projects!

3 MEET AND GREET

Jennifer Hyman, CEO and Founder of Rent the Runway visits with the delegation!

4 CHIEF FUN OFFICER

Redefining the role of the "CFO" at CCW!

5 TEXAS STYLE BBQ RECEPTION

Enjoy authentic Texas cuisine and cocktails!

6 BIGGER AND BETTER

Everything is bigger and better in Texas....even the CCW Expo Hall!

7 EXPO HALL MEET UPS

Network and benchmark with industry leaders!

8 BOOK SIGNINGS

Meet accomplished authors, Jeanne Bliss and Jim Iyoo!

9 CCW DIGITAL PAVILION

Reconnect virtually with over 100k members globally!

10 TOPIC CHAMP MEET UPS

Gather with your like-minded peers.



The Robust Conference Inspires Your Next Steps

From visionary keynotes to real-world case studies, you'll get just the information and inspiration to imagine a new future.

The Magic of
CCW is the
Combination of
Conference + Expo

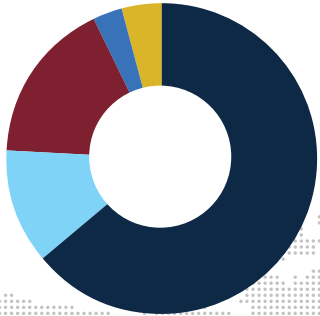
The Expo Moves You from Inspiration to Actualization.

By connecting you with solution providers that can help you achieve your business goals.



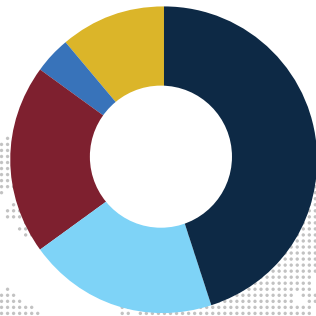
WHO ATTENDS THE CCW SERIES?

ATTENDEE BY FUNCTION



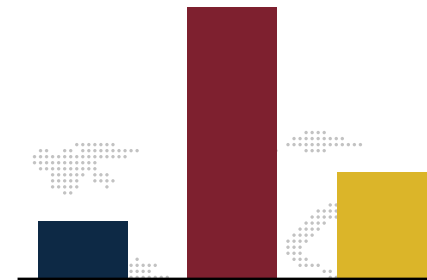
- 64% Customer Service/Contact Center
- 12% Customer Experience
- 17% Marketing/Sales
- 3% Technology/IT
- 4% Human Resources

ANNUAL COMPANY REVENUE



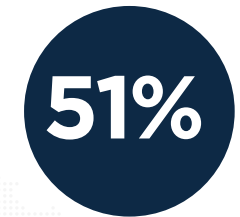
- 45% <\$500m
- 20% \$500m<\$1bn
- 20% \$1bn<\$5bn
- 4% \$5bn-\$10bn
- 11% \$10bn<

CONTACT CENTER MATURITY & STRATEGY:

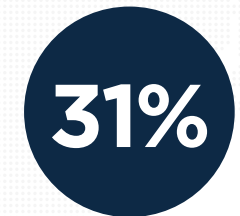


- 19% Launching and planning new contact center(s)
- 85% Optimizing current centers
- 34% Seeking out new options such as virtual, outsourcing or home based

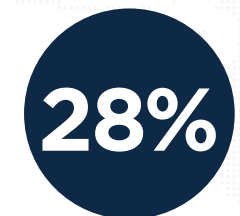
EVEN MORE ATTENDEE STATS:



have 5+ years in a **STRATEGIC CONTACT CENTER/CUSTOMER EXPERIENCE ROLE**

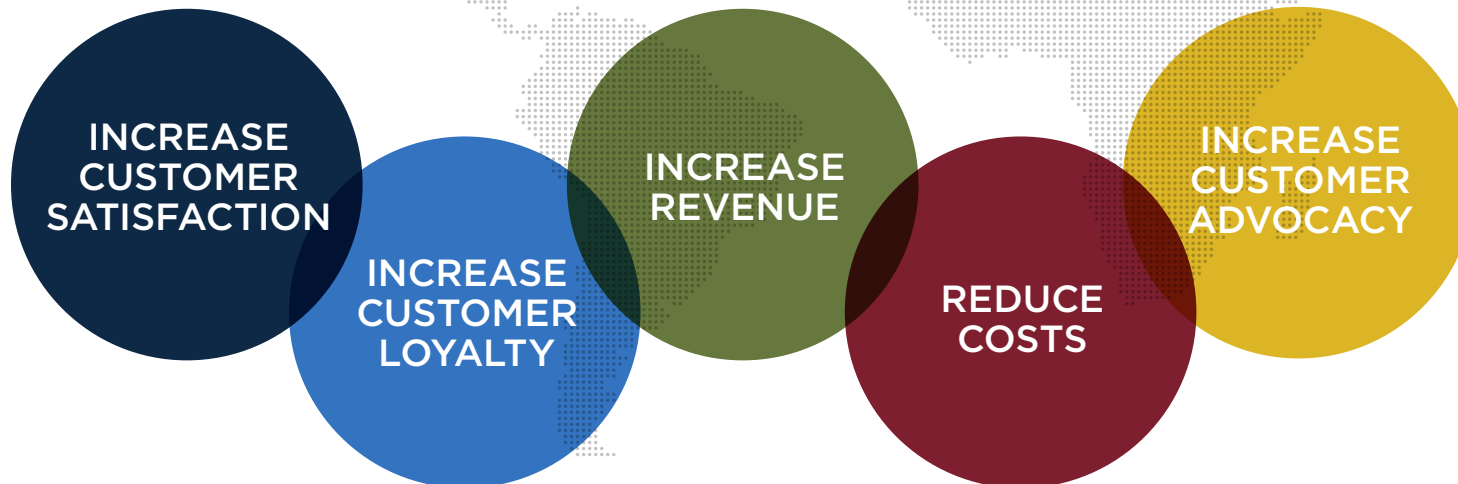


directly oversee the **P&L RESPONSIBILITY** of the organization's contact center



head up a function with **REGIONAL RESPONSIBILITIES**

MOST IMPORTANT CONTACT CENTER OBJECTIVES:



Inspirational. Educational. Community-Oriented. *And unforgettable!* **NEW & NOTEWORTHY**



CCW UNIVERSITY:

Future Leaders Certification Program certifying that your “HIPOs” are ready for the next challenge



GAME CHANGER KEYNOTE:

Jennifer Hyman, CEO and Co-Founder of Rent the Runway redefines the effortless customer experience



INTERACTIVE DISCUSSION GROUPS (IDGS)

Identify 3 priority topics during these targeted, rotating discussion groups



CCW EXECUTIVE CLUB:

Designed for strategic brainstorming and benchmarking at the VP level



INTELLIGENT WORKFORCE TRACK:

Engaging your employees to deliver your CX strategy through the contact center



EXCITING NEW VENUE:

Horseshoe Bay Resort and group trips to Downtown Austin



FULL DAY SITE TOUR EXPERIENCE:

Visit the Austin’s CX hubs – Electronic Arts, LegalZoom, and Visa



CONTACT CENTER 2025 TRACK:

Get prepared for future transformation



INDUSTRY DISRUPTORS:

Rent the Runway, Airbnb, Homesnap, Lyft, Homeaway, LegalZoom, Redbubble, Evernote, Fleetcor and many more



CCW UNIVERSITY



Are you ready to advance your career? Do you want to drive your employees towards career advancement?

Your path to becoming the leader your contact center operation needs starts here!

Brought to you by CCW University, the Future Leaders Certification Program is laying the groundwork for the future growth and success of HIPOs (high-potential managers) who aspire to become Directors, VPs & Chiefs. The Future Leaders Certification Program is formatted to sharpen the skills and equip you with the tools you need for career growth and performance excellence.

A five-module webinar series in September, combined with a live training seminar led by industry experts at CCW Fall, October 17-18, will help you and your team members gain the competencies you require to take your next career step.

Future Leaders Certification Program starting at \$2,899

Gain access to the full benefits of the CCW experience while also receiving certification from CCW University as we prepare you for your next step in your career!

This comprehensive online and live training agenda will deep dive into the following core competencies of any proficient customer service leader:

- People Leadership
- Financial Leadership
- Operational Excellence
- Building for the Future: Technology and Innovation
- Executive Engagement and Communication

September 11th – 22nd, Online via CCW university Website

Prerequisite Online Webinar Series parts 1 through 5

October 17th – 18th, Horseshoe Bay Resort, Texas

Future Leaders Lab parts 1 through 5

October 18th, Horseshoe Bay Resort, Texas

Future Leaders Certification Program Final Exam and Graduation Gala

The CCW Experience: Inspirational. Educational. Community-Oriented. And Unforgettable!

Introducing the Leader of the CCW University's Future Leaders Certification Program and Chief Academic Officer....

With over 23 years of experience, Troy Mills has led customer care operations across Walgreens, Hewitt Associates, and GE.

Future Leaders Lab Instructors include:



PEOPLE LEADERSHIP

Larry Lundy
Vice President of Corporate Relations, **Make-a-Wish Foundation of America**



FINANCIAL LEADERSHIP

Ari Radetsky
Vice President Customer Experience
Winc Wines



OPERATIONAL EXCELLENCE

Ron Safarik
VP Participant Services
Fringe Benefit Group



TECHNOLOGY & INNOVATION

Heather Figallo
Head of Innovation and Labs
Southwest Airlines



EXECUTIVE ENGAGEMENT & COMMUNICATION

Melissa O'Keefe
Global Head Customer Experience
Redbubble

VP Level and above, invite-only

CCW EXECUTIVE — CLUB —

In Association with  TELUS | International™

Built for the VP Level and above only, the CCW Executive Club will move beyond tactical case studies and into strategic discussion. Join your peers leading customer care and customer experience transformation within their respective organizations as they come together to benchmark, share forward-thinking ideas, and develop tomorrow's game changing strategies.

Executive Club Topics:

- Self Service versus Assisted Service – What's the Right Balance?
- Cyber Security: Protect Sensitive Customer Data and your Brand Reputation
- “Customer in the Middle” – Bring your Organization Together Collectively
- Hyper-Personalized CX in a “Selfie World” – It's all about your Unique Customer
- Pay by Car and...



EXECUTIVE CLUB DISCUSSION LEADERS INCLUDE:



John Pompei
Head of Customer
Care Operations WW
Electronic Arts
2017 CCW Advisory
Board Member



Dama J. Brown
Regional Director,
Southwest Regional Office
**Federal Trade
Commission**



Charlene Foley
Head of Consumer
Experience
**Blue Cross & Blue Shield
of North Carolina**



Ashish Bisaria
Chief Operating Officer/
Senior Vice President
Fleetcor



Docia Myer
Vice President, U.S. Sales
CPI Card Group



Chairperson:
Kevin Bottoms
Global Vice President,
Sales & Business
Development
TELUS International
2017 CCW Advisory
Board Member

CCW Fall Proudly Introduces Our New Learning Format: **INTERACTIVE DISCUSSION GROUPS (IDGs):**

Attendees will be sorted into groups of 20 to take part in Interactive Discussions around today's hot topics. Each IDG includes both end-user and thought leader perspectives. You will get the opportunity to select and pre-register for three topics and will rotate between your choices every 30 minutes. Discussion groups are kept small so all attendees get the opportunity to ask their most pressing questions ensuring a perfectly tailored experience.

The Power of Listening – Deliver Real-Time Meaningful Action

- Deliver unprecedented customer support across multiple channels
- Learn about customer behaviors and trends
- Generate consistent customer feedback to deliver seamless, personalized customer support

Grassroots CX: Get the Most out of your Investment

- Focus on building customer relationships
- Realize the ROI of your technology investments
- Make technological implementations relevant to business resources

Drive Superior CX through Improved Employee Engagement

- Empower your employees and make them feel valued
- Provide agents with the tools for success
- Use gamification to motivate your workforce

Don't Leave Customers Hanging - Balance Self Service with Assisted Self Service

- Assess the impact of growth in assisted channels
- Balance self service with agent support
- Invest in self service and scale to growth

The Art of Operational Excellence to Drive Customer Value

- Improve staff efficiency
- Focus on meeting customer expectations
- Connect continuous improvement with operational excellence

Hire and Motivate Today's Strategic Agent: Chatbots Can Handle the Easy Stuff

- Streamline transactional tasks and free up agents for strategic customer connections.
- Hire and retain a skilled workforce
- Reduce turnover through career development

Discover how Augmented Reality and Robotics are Leveraging an IoT Foundation

- Transform your business processes to deliver better results
- Improve CX and operational excellence
- Leverage augmented reality as the technology enabler that lets workers gain access to what's happening with their smart, connected products.

Excel in the "Auto-Channel" Environment Characterized by Speed, On-Demand and Effortless Experience

- Shift from Omni Channel to "Auto Channel"
- Organize and automate content.
- Intelligently connect to content

YOUR CCW FALL EXPERIENCE AT A GLANCE

Day 1: Pre-Conference Workshops • Monday, October 16th

| | | | |
|----------|--------------------|---------|--|
| 8:00 AM | Workshops (A or B) | 5:30 PM | New Attendee Orientation Program |
| 11:15 AM | Workshops (C or D) | 6:15 PM | Welcome Reception/Wine Tasting at Horseshoe Bay Resort |
| 2:30 PM | Workshops (E or F) | | |

Day 2: Main Conference and Expo • Tuesday, October 17th

| | | | |
|----------|--|---------|--|
| 8:00 AM | Opening Remarks from the CCW Team | 1:45 PM | Afternoon Track Sessions |
| 8:05 AM | Chairperson's Remarks | 3:20 PM | Afternoon Networking Break: Book Signing |
| 8:15 AM | Morning Keynotes | 4:05 PM | Afternoon Track Session |
| 9:45 AM | Morning Networking Break: Jennifer Hyman Meet and Greet, Meet-Ups, Book Signings | 4:50 PM | Visionary Keynote |
| 10:45 AM | Interactive Discussion Groups (IDGs) | 5:35 PM | CCW Reception |
| 12:30 PM | Networking Luncheon | 7:00 PM | Buses leave for Downtown Austin |

Day 3: Main Conference and Expo • Wednesday, October 18th

| | | | |
|----------|--|----------|--|
| 8:00 AM | Registration & Morning Coffee | 11:45 AM | Roundtable Discussions |
| 8:15 AM | Opening Remarks & Recap | 12:30 PM | Networking Luncheon |
| 8:45 AM | Morning Keynotes | 1:50 PM | Afternoon Track Sessions |
| 10:15 AM | Morning Networking Break: Topic Champs, Demo Drive | 2:45 PM | Final Networking Break |
| 11:00 AM | Morning Keynotes Continue | 4:05 PM | Closing Keynote and CCW Future Leaders Lab Final Exam & Graduation |

Day 4: Site Tours • Thursday, October 19th

| | |
|---------|--|
| 8:00 AM | Full Day Site Tour Experience: Electronic Arts, Visa and LegalZoom |
|---------|--|



Workshop **A**

7:00 AM Registration

8:00 AM – 11:00 AM Workshop



WORKSHOP **A**

Climb the Ladder of Success

Discover how to make your customer experience tools relevant and grow to be a future Chief Customer Officer. This interactive workshop will prepare you for leadership roles for Contact Center 2025. Two weeks prior to the workshop, you will get a quick “homework assignment.” You will complete a “maturity model” exercise so our leaders can hyper personalize content based on the audience profile.

- Shift from reactive to proactive skill development
- Generate insights from customers and use the intelligence for innovation
- Pinpoint future trends and develop the relevant skills today



Diane Magers
CEO
Customer Experience Professionals Association



Ben London
Global Lead of Customer Experience
MoneyGram International



Suzie Dieth
Director of Customer Experience Reliant
NRG Company



Workshop **C**

11:00 AM Registration

11:15 AM – 2:15 PM Workshop



WORKSHOP **C**

Machine Learning and Artificial Intelligence – Moving CX Forward

Artificial Intelligence is a natural fit for contact centers as it offers a solution for dealing with massive amounts of data. Find out how to automate descriptive and predictive tasks and free up agents' time for strategic customer connections. Discover how to leverage people, processes and technology to get A.I right.

Jim Iyooob will be joined by Omar Recendiz from TechStyle Fashion Group. Their membership driven brands include: Fabletics (co-founded by Kate Hudson), JustFab, ShoeDazzle and FabKids.



Jim Iyooob
Executive Vice President
Etech Global Services



Omar Recendiz
Senior Manager GMS Training and Communication
TechStyle Fashion Group



Workshop E**2:15 PM** Registration**2:30 PM – 5:30 PM** Workshop**WORKSHOP E****Culture Wins: Engaging your Team and Igniting Performance**

If employees are engaged at an emotional level, they will customers in a personal fashion. Improving team performance requires commitment and leadership from you and the rest of the team.

In this interactive workshop, find out what motivates employees and develop a plan to drive the behavior you're looking for.

Learn proven techniques to reduce turnover and boost CX while igniting your team. Walk away with action steps towards more effective team performance.



Jim White
Vice President, Customer Experience
Symphony Post Acute Network

3 ADDITIONAL WORKSHOP OPTIONS WILL BE ANNOUNCED SHORTLY**5:30 PM** New Attendee Orientation Program

We launched the new attendee orientation program at CCW Winter 2017. Based on the overwhelming success and popularity of the program, we are pleased to bring it to Austin! Find out how to maximize your time at CCW and make some new friends.

6:15 PM - 7:15 PM Welcome Reception – Wine Tasting at Horseshoe Bay Resort

7:00 AM **Registration & Morning Coffee**

8:00 AM **Opening Remarks from the CCW Team**

8:05 AM **Chairperson's Remarks**

8:15 AM **OPENING KEYNOTE: I Love You More than My Dog! Grow and Prosper with Devoted Customers**

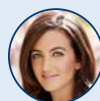
Hundreds of businesses have customers who admire them, but only an elite few have true advocates - passionate, loyal fans - who rave about them to anyone who will listen. Beloved companies create an indelible bond with customers. They become a part of their lives. Their devoted customers grow their business for them; telling everyone they know on twitter, Facebook, chat rooms and hundreds of websites every day that these companies are worthy of their business.

What is behind achieving beloved status? Jeanne Bliss' memorable keynote will inspire you with the five decisions that create beloved companies and drive explosive business growth.



Jeanne Bliss
President
Customer Bliss

9:00 AM **GAME CHANGER KEYNOTE: Reinventing and Creating a New Model for Effortless, Seamless, Personalized (and luxurious!) Experience**



Jennifer Hyman
Chief Executive Officer and Co-Founder
Rent the Runway

Rent the Runway has disrupted the \$1.7 trillion dollar retail industry by making designer apparel and accessory rentals a convenient and accessible luxury experience for millions of women. With over 6 million members, 1,100 employees and 450 designer brands, Rent the Runway is reinventing retail to be smarter, more convenient, and more in line with how we live our lives. Powered by a transformative business model, a unique proprietary reverse-logistics technology and some of the smartest people on earth, the company is challenging old systems and rewriting new rules. Our game changer keynote, who has democratized luxury fashion for women everywhere, will share new ideas for delivering effortless, seamless, convenient and personalized CX.

9:45 AM **Morning Networking and Refreshments Break in the Expo Hall:**

EXPO HALL MEET-UPS

Break away from the action to take dedicated time solving "What's Keeping you Up at Night?" with today's CX trailblazers. Grab a beverage and snack and participate in meaningful conversations peers. Located right on our expo hall, CCW presents you with the opportunity to participate in the "meet-up" of your choice.

DISCUSSION ON DEVELOPING CROSS-CHANNEL PROFILING OF CUSTOMERS



Greg Lindsley
VP Application Development Lead, Social Media
JPMorgan Chase & Co.

SPECIAL MEET AND GREET WITH:



Jennifer Hyman
Chief Executive Officer and Co-Founder
Rent the Runway

BOOK SIGNING



Don't miss this chance to meet well known guru Jeanne Bliss, Author of *I Love you More than My Dog*

"This is probably the best book on customer service to be published in a long time. And since customer service is the new marketing, I Love You More Than My Dog is an essential read for entrepreneurs—and for anyone in your company who is responsible for keeping clients satisfied." Inc. Magazine Best Books for Business Owners

STAY TUNED FOR ADDITIONAL MEET-UP LEADERS ON THE FOLLOWING TOPICS:

- Create a digital customer experience roadmap
- Pinpoint how Machine Learning and AI will drive CX
- Tap into data driven marketing to address consumers in a hyper-personalized fashion
- Empower agents to resolve issues at the first point of contact

10:40 AM **5 minute transition**

10:45 AM **NEW INTERACTIVE DISCUSSION GROUPS (IDGS) BEGIN - SELECT THREE**

Attendees will be sorted into groups of 20 to take part in Interactive Discussions around today's hot topics. Each IDG includes both the end-user and thought leader perspectives. You will get the opportunity to select and pre-register for three topics and will rotate between your choices every 30 minutes. These sessions repeat 3 times with 5 minutes transition in between each IDG. Discussion groups are kept small to ensure all delegates get the opportunity to ask their most pressing questions ensuring a perfectly tailored experience.

10:45 AM
-11:15 AM

The Power of Listening - Deliver Real-Time Meaningful Action

- Deliver unprecedented customer support across multiple channels
- Learn about customer behaviors and trends
- Generate consistent customer feedback to deliver **seamless, personalized customer support**



Michelle Brigman
Head of Customer Listening and Engagement
Citi

Grassroots CX: Get the Most Out of Your Investment

- Focus on building customer relationships
- Realize the ROI of your technology investments
- Make technological implementations relevant to business resources



Lisa Nance
Vice President, Client Experience Manager, Client Onboarding and Service Delivery
Texas Capital Bank

Drive Superior CX Through Improved Employee Engagement

- Empower your employees and make them feel valued
- Provide agents with the tools for success
- Use gamification to motivate your workforce



Don't Leave Customers Hanging - Balance Self Service with Assisted Self Service

- Assess the impact of growth in assisted channels
- Balance self service with agent support
- Invest in self service and scale to growth



11:20 AM
-11:50 AM

The Art of Operational Excellence to Drive Customer Value

- Improve staff efficiency
- Focus on meeting customer expectations
- Connect continuous improvement with operational excellence



Iqbal Shariff
President
Best Home Healthcare Network

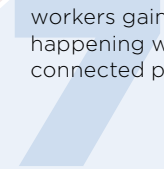
Hire and Motivate Today's Strategic Agent: Chatbots Can Handle the Easy Stuff

- Streamline transactional tasks and free up agents for strategic customer connections.
- Hire and retain a skilled workforce
- Reduce turnover through career development



Discover How Augmented Reality and Robotics are Leveraging an IoT Foundation

- Transform your business processes to deliver better results
- Improve CX and operational excellence
- Leverage augmented reality as the technology enabler that lets workers gain access to what's happening with their smart, connected products.



Excel in the "Auto-Channel" Environment Characterized by Speed, On-Demand and Effortless Experience

- Shift from Omni Channel to "Auto Channel"
- Organize and automate content.
- Intelligently connect to content



Jewell Parker
Director Specialty Markets, **DentaQuest** And President, **Austin Contact Center Alliance (ACCA)**

ADDITIONAL IDG LEADERS WILL BE ANNOUNCED SHORTLY

12:25 PM **5 minute transition**

12:30 PM **Networking Lunch**

| |  <p>TRACK 1 FUTURE LEADERS LAB</p> |  <p>TRACK 2 THE INTELLIGENT WORKFORCE</p> |  <p>TRACK 3 CONTACT CENTER 2025: GET READY FOR FUTURE TRANSFORMATION</p> |  <p>TRACK 4 CCW EXECUTIVE CLUB (VP Level - Invitation Only) In association with TELUS International™</p> |
|---------|--|--|---|--|
| 1:45 PM | <p>Chairperson's Remarks</p>  <p>Troy Mills Chief Academic Officer CCW University <i>2017 CCW Advisory Board Member</i></p> | <p>Chairperson's Remarks</p>  <p>Chairperson will be Announced shortly</p> | <p>Chairperson's Remarks</p>  <p>Chairperson will be Announced shortly</p> | <p>Chairperson's Remarks</p>  <p>Kevin Bottoms Global Vice President Business Development TELUS International <i>2017 CCW Advisory Board Member</i></p> |
| 1:55 PM | <p>PEOPLE LEADERSHIP: You're in a Fishbowl</p> <p>You're experienced with managing people; what changes can you expect as you move up the ladder? This course will focus on: culture, core values, leadership, customer centricity and succession planning.</p> <p>As an added bonus, find out how to tread every customer like a "Wish Kid."</p>  <p>Larry Lundy Vice President of Corporate Relations Make a Wish Foundation of America</p> | <p>PANEL: Humanize CX Across a "Matrix" of Generations</p> <p>Discover how to personalize experiences across 6-7 generations of customers across all channels. Thrive in the new mediums!</p>  <p>Sean Ellis Regional Partner Manager - North America CX Airbnb</p> | <p>The Magic Spell - Voice Technology will Transform Computing</p> <p>Voice is the future of self-service and search; it offers the instant always-on service customers crave in a hands-free environment (leaving consumers free to multitask). As consumers continue to adopt Voice, what is the impact on: privacy/security, computing, and even the use of language?</p> | <p>Self Service vs. Assisted Service - What's the Right Balance?</p> <p>As we continue to see growth in assisted channels, we need to look at the entire funnel from end to end. John Pompei will lead us in a discussion of the value of investing in self service to scale with growth.</p>  <p>John Pompei Head of Customer Care Operations WW Electronic Arts</p> |

2:35 PM **5 minute transition**

2:40 PM

FINANCIAL LEADERSHIP: Business Focused View of CX: How to Make Your Data Relatable to the C-Suite

Winc Wines underwent an intensive segmentation and data analysis process that led to treating customers as assets while earning the right to grow. Find out how to take the C suite measurements and drill them down to your team. Learn to crunch the numbers: translate KPIs into customer and business value, create the business case for investment and understand customer value.



Ari Radesky
Vice President Customer Experience
Winc Wines

Employee Experience- Understand the Employee Journey Map

Silicon Valley has been “preaching” culture loudly. But, how do you define culture and measure good culture versus bad culture? Hear about an innovative strategy for “mapping” the employee journey and defining culture through the lens of your employees.



Tim Galarza
Global Head of Partner and WFM
Lyft

Case Study” Improve Customer Journeys with Omni-Channel Self-Service

Discover how to integrate voice, web, social and mobile self-service for effective, personalized interaction and anticipate customer needs.

Introducing client:



Ted Hunting
Vice President Marketing
Genesys

Cyber Security: Protect Sensitive Customer Data and Your Brand Reputation

The Federal Trade Commission will demonstrate how to “start with security message” and take reasonable steps for data security and privacy.



Dama J. Brown
Regional Director
Southwest Regional Office
Federal Trade Commission

3:20 PM

Mid-Afternoon Refreshment Break in the Expo Hall

Here’s your chance to follow our roadmap and visit the solution providers that best meet your current and future technology needs. Special programming is also included in our breaks.

BOOK SIGNING: 8 Moments of Power in Coaching: Here’s your chance to receive a pre-signed book by author Mark Colgate, Ph.D. In addition, our speakers from American Family Insurance - Tim Johnston and Eddie Dryer - will be signing the chapter that features their company.



BOOK SIGNING: Dama J. Brown, our Executive Club speaker from the Federal Trade Commission, will be signing copies of Protecting Personal Information and Start with Security.



BOOK SIGNING: Pick up a copy of The Future of Contact Centers by Matt Rocco and Jim Iyooob of Etech Global Solutions to learn about the upcoming transformations impacting the traditional customer service operation.



4:05 PM

OPERATIONAL EXCELLENCE: Did You Move the Needle?

Performance isn’t about how hard you worked; it’s about the outcomes.

Discover how to use KPIs to evaluate performance, drive actionable insights and gain an outside in perspective.



Ron Safarik
VP Participant Services
Fringe Benefit Group

Building a Coaching Culture - Lead Agents of Change

This eye opener will demonstrate why training is disjointed from everyday activities while coaching is experiential and closer to the actual performance behavior. **Building a Coaching Culture**, will share the story of American Family Insurance in their transformational journey to build an engaged coaching culture utilizing coaching tools, Lean methodology, leadership development programs and benchmark assessments to measure their results.



Tim Johnston
Sales and Service Care Center Director
American Family Insurance



Eddie Dryer
Sales and Service Care Center Administrator
American Family Insurance

Innovative Experience Design and Instantaneous Channels

Discover how to be innovative and nimble as you think about designing experiences for customers. Hear about testing tools for instantaneous channels including: Facebook Messenger, SMS, Chat and Text.

Customer in the Middle - Bring your Organization Together Collectively

Find out how to create a customer centric model that smashes internal silos, develops a consumer roadmap and creates a culture of governance.



Charlene Foley
Head of Consumer Experience
Blue Cross & Blue Shield of North Carolina

4:45 PM **5 minute transition**

4:50 PM **VISIONARY KEYNOTE: Next Gen Digital Transformation: Deliver the Human Touch in a Digital World**

A customer-first culture is steering employee empowerment and digital transformation for the global hospitality company. Discover how the 100 year old iconic brand is bridging the delivery of human hospitality in a digital world. Join us as Mike Gathright, SVP Hilton Reservations and Customer Care, walks us through the opportunities Hilton is embracing to bridge the physical and digital experiences in an always on connectivity environment.



Mike Gathright
Senior Vice President, Hilton Reservations and Customer Care
Hilton

5:35 PM **CCW Expo Hall Reception**

Day Two is done! Continue your networking with your peers and make lasting connections over cocktails and hors d'oeuvres in the Expo Hall.

7:00 PM **Buses leave for downtown Austin**

Head to Austin with other attendees for a night on the town! While you're visiting, explore Austin and enjoy the food, music, culture and so much more.



8:00 AM **Registration & Morning Coffee**

8:15 AM **Opening Remarks & Recap**

8:30 AM **Chairperson's Remarks**

8:45 AM **KEYNOTE: Fireside Chat: Optimize CX at Key Touch-Points with the Company**

Our leaders are responsible for defining the customer experience strategy and take a cross-functional approach. Discover how our CX masterminds are transforming their company culture, and recognizing employee customer-centric behaviors.

- Industry Disruptor Perspective: Deliver top notch CX in a high growth environment



Jason Mathias
Chief Operating Officer
Homesnap

- Create and implement an organization-wide (8 business units across 200 countries) multi-layered initiative that focuses on optimizing the customer experience at key touch-points with the company.



Ben London
Global Lead of Customer Experience
MoneyGram International

9:30 AM **Reimagining Innovation - Don't Get Stuck in the Lore**

To stay competitive, your business must be able to change and adapt—but it's not all about the lore of developing breakthrough products or adopting cutting-edge solutions. Innovation can be cultivated through changes in your people, processes, and technology too. Dr. Sydney Savion has a dynamic career in creating and executing strategies for fostering an innovative learning culture and a high-impact learning organization and is the newly appointed Chief of Education Strategy for Dell EMC Education Services. Join her she reflects on Larry Keely's book, Ten Types of Innovation: The Discipline of Building Breakthroughs, and shares insights on redefining the organizational culture to spark innovation at Dell EMC for 100,000+ employees across 170 countries and 6 continents. Walk away with key strategies for reimagining innovation. Move beyond the lore.



Dr. Sydney Savion
Chief of Education Strategy
Dell EMC Education Services

10:15 AM **Morning Networking and Refreshments Break in the Expo Hall**

TOPIC CHAMPS - INFORMAL MEET-UPS WITH INDUSTRY LEADERS

- Beef up training to get the capabilities your need – at a price you can afford
- Create a frictionless customer experience
- Translate customer analytics into business intelligence
- Hire and lead the next generation of talent
- Balance Business Value and Customer Value
- Earn Meaningful Engagement from Agents
- Collaborate across the Organization

PARTICIPATE IN THE DEMO DRIVE AND WIN - MAKE VENDOR SOURCING FUN!

11:00 AM **PANEL: Where the Rubber Hits the Road: Shift from Platform Concept to Usage**

As you evaluate bots, Robotics Process Automation and other game changers, it's critical to establish a strategy for configuring, deploying and actually using technology. Find out how to move from platform concept to usage by: defining the user experience, creating processes and implementing data governance.



Bryant Kaminiga
Vice President, Client Support Services
Visa



Gerald Hastie
Head of Global CX
Evernote

11:45 AM **Moderated Roundtable Discussions – Back by popular demand!**

Our peer-to-peer roundtable sessions are designed to provide an open forum to discuss your challenges and potential solutions. Roundtables are the perfect way to dig a little deeper into topics and learn new strategies through sharing ideas in interactive groups. And the best thing is, you get to choose the topic that suits you best. Take a good look through the list below and then get ready to get involved.

1. Can Agents Co-exist with Technology in the Age of Rising Automation?



Corey Besaw
Senior VP, Innovation
Ubiquity Global Services

2. Intelligent Dialogs - Power the Era of AI-Rich Conversational Interfaces



Tara Benyousky
Director of Innovation
Kore.ai

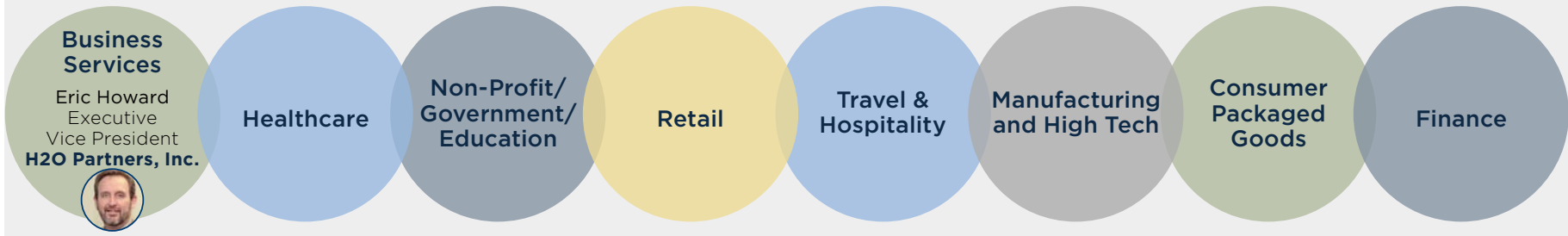
- 3. Determine How Chatbots Will Impact Other Channels Including Everything Digital**
- 4. Maintain Consistent Service Levels Across Multiple Sites and Languages**
- 5. Harness the Power of VoC intelligence to Deepen Customer Relationships**
- 6. Expand Your Talent Pool with Remote Agents**
- 7. Reduce Attrition Through Behavioral and Technical Skill Assessment**
- 8. Gamify Your Workforce to Drive Productivity, Performance and Motivation**

Additional roundtables leaders will be announced shortly

12:30 PM **5 minute transition**

12:35 PM **Strolling Lunch and Learn – Participate in The Power of Peer-to-Peer Learning**


Our birds of a feather luncheon bring like-minded people together for meaningful conversations.




| | <p>TRACK 1</p>  <p>FUTURE LEADERS LAB</p> | <p>TRACK 2</p> <p>THE INTELLIGENT WORKFORCE</p> | <p>TRACK 3</p> <p>CONTACT CENTER 2025: GET READY FOR FUTURE TRANSFORMATION</p> | <p>TRACK 4</p> <p>CCW EXECUTIVE CLUB</p> <p>(VP Level - Invitation Only) In association with</p>  |
|---------|--|--|---|--|
| 1:50 PM | <p>Chairperson's Remarks</p>  <p>Troy Mills Chief Academic Officer CCW University <i>2017 CCW Advisory Board Member</i></p> | <p>Chairperson's Remarks</p>  <p>Chairperson will be Announced shortly</p> | <p>Chairperson's Remarks</p>  <p>Chairperson will be Announced shortly</p> | <p>Chairperson's Remarks</p>  <p>Kevin Bottoms Global Vice President Business Development TELUS International <i>2017 CCW Advisory Board Member</i></p> |
| 2:00 PM | <p>BUILDING FOR THE FUTURE: TECHNOLOGY AND INNOVATION: Create a Roadmap</p> <p>This course will focus on creating and communicating a vision/roadmap for next generation innovation. Learn how to develop: vendor map, evaluation process and accountability/ROI checklist.</p>  <p>Heather Figalo Head of Innovation and Labs Southwest Airlines</p> | <p>OnShore - Insource American Jobs and Lead a Skilled Workforce</p> <p>Today's agent needs to handle more strategic calls, interact across more channels, demonstrate empathy and possess technical skills. Find out how to shift from an outsourced to an insourced workforce and improve quality, leadership and CX.</p> | <p>PANEL: Real-Time Data Usage: Keep a Pulse on Consumer Data and Visualize VOC</p> <p>Find out how to leverage real-time data usage dashboards - powered by Natural Language Processing - to pinpoint sentiment/topic trends to preempt potential PR disasters, uncover product ideas and personalize customer engagement. Plus, you can even use real-time data to inform chatbot interactions and provide proactive, hyper-personalization.</p>  <p>Kirk Sadler Senior Technical Product Manager Homeaway</p> | <p>Hyper-Personalized CX in a "Selfie World" - It's All About Your Unique Customer</p> <p>Let's explore how to tie emerging trends - A.I. bots and self service - together using human psychology as the behavior.</p>  <p>Ashish Bisaria Chief Operating Officer/Senior Vice President Fleetcor</p> |
| 2:40 PM | <p>5 minute transition</p> | | | |

2:45 PM **Final Networking Break**
 Make the most of last chance to meet your future business connections. Plus, the prize giveaway could make you a lucky winner!

3:20 PM **EXECUTIVE ENGAGEMENT AND COMMUNICATION: What's Your "Elevator Pitch?"**
 Hear about the best way to gain cross-functional influence and "sell VOC" to the C Suite. Find out how to leverage customer feedback, gain competency in speaking the C Suite language, and understand what the executive level needs.


 **Melissa O'Keefe**
 Global Head Customer Experience
Redbubble

Servant Leadership: Do You Put Your Associates Needs Above Your Own?
 Home Depot recently transformed their culture leading to a drop in annual attrition from 60% to 24%; discover new ways to focus on employee morale and development.

 **Thomas W. Hacker**
 Director - Online Contact Center
The Home Depot

Transform the Business for the Next Era of the Digital Age
 The digital economy is pulling us on a new path. What's the best strategy for reimagining the business and aligning with business objectives and customer centricity?

Digital Payments: Pay by Car and...
 We need a concrete action plan as CX is being transformed by turning anything and everything into a payment device - from cars to coffee cups to wearables.

 **Docia Myer**
 Vice President, U.S. Sales
CPI CARD GROUP

4:00 PM **5 minute transition**

4:05 PM **CLOSING KEYNOTE: Big Data, Cognition and Predictive Intent - Begin the Journey to Artificial Intelligence**

 **David Baker**
 Vice President, Distribution Power Delivery
Electric Operations

The electric grid is the largest engineering piece of work in the U.S; our distinguished keynote has been leading an effort to modernize how energy companies usher in a new area of customer engagement that drives best in class customer experience. Find out how the company is using predictive analytics and an in memory computing platform to predict customer intent with a high degree of accuracy. CenterPoint's omni-channel next best action capabilities have lowered customer effort and also increased value added services conversion rates. Discover how to harness big data, predictive and cognitive data to start you down the path of Artificial Intelligence and improve customer satisfaction and business efficiencies

CCW UNIVERSITY: FUTURE LEADERS LAB
 Congratulations on completing the Future Leader's Lab course. We will be meeting up for the following:

-  Final Exam
-  Graduation Gala
-  Certification Ceremony insert picture of diploma

4:50 PM **End of Main Conference**

Our Full Day Site Tour Experience includes 3 Tours Back to Back. Here's your chance to spend one last day with your fellow CCW attendees in an immersive tour experience. The bus will depart Horseshoe Bay Resort, head to Electronic Arts, then to Visa and lastly to LegalZoom. The bus will then do dropoffs at the airport, then Horseshoe Bay Resort.

ELECTRONIC ARTS SITE TOUR EXPERIENCE

Don't Miss the CX LAB!

Electronic Arts Inc. is a leading global interactive entertainment software company. EA delivers games, content and online services for Internet-connected consoles, personal computers, mobile phones and tablets. EA was just added to the Fortune 500 and posted GAAP net revenue of \$4.4 billion in 2016.

Come experience the EA Austin location, home to EA's WW Customer Experience Center, IT Operations and the EA BioWare Studio, where Star Wars: The Old Republic was developed. The center is EA's third largest out of 20 worldwide operations. The facility employs approximately 800, including 250 in the CX team.

Don't miss this opportunity to experience the state of the art care center and game studio where employee and customer experience are top of mind. Join us as we learn about EA's customer care operations and experience the brand new CX Lab designed for testing new technology and processes.

SITE TOUR LEADER:

John Pompei
Head of Player Experience
Operations
**Electronic Arts and 2017 CCW
Advisory Board Member**

SITE TOUR G:

8:00 AM Registration and Coffee/
Light Breakfast at
Horseshoe Bay Resort

8:30 AM Depart for Electronic Arts

9:30 AM Tour Experience

11:25 AM Bus heads to Visa



VISA SITE TOUR EXPERIENCE

*Featuring both B2B and B2C Contact Centers
and a User Experience Lab*

Jeff Allison, SVP, Global Merchant Support, Visa supports 480,000 merchants globally including small business owners through enterprise level merchants. Don't miss this exciting tour of the Austin facility, which currently has about 450 employees with aggressive growth plans to accommodate 800 employees. The center is a large technical site with product and technology teams along with 250 contact center agents handling the merchant support (b to b) and customer support (b to c). In addition, we will be visiting Visa's only U.S. based USER EXPERIENCE LAB, which explores the engagement and interactions with customers.

SITE TOUR LEADER:

Jeff Allison
SVP, Global Merchant Support
Visa

SITE TOUR H:

11:45 AM Arrive at Visa

11:45 AM Tour Experience (lunch will
be provided)

1:40 PM Bus heads to LegalZoom



LEGALZOOM SITE TOUR EXPERIENCE

Featuring the New Innovation Team

Top Workplace in Austin (American- Statesman)

LegalZoom, launched 15 years ago, is dedicated to improving access to quality legal care. Here's your chance to visit the Austin center which employees 600 in a 26,000 square foot facility housed in a 209,000 square foot campus. The tour will include visits with the Sales Center, Customer Service Center, Production Team and the NEW Innovation Team. The innovation team will share how they look at innovation differently and align it with agile thinking - based on the book Lean Start-Up. In addition, we will hear about the forward thinking Boot Camp for Future Leaders program.

SITE TOUR LEADERS:



Mike Wilson
VP of Operations and Shared Services
LegalZoom



Michelle Lopez
Director, Corporate Learning, Human Resources Team
LegalZoom



Ed Arcinue
VP of Sales
LegalZoom



Joe Callaghan
VP Legal and Managing Corporate Counsel
LegalZoom



Justina Altieri
VP Customer Care
LegalZoom



Lisa Fernandez
Director of Talent Management
LegalZoom

SITE TOUR I

2:00 PM Arrive at LegalZoom

2:00 PM Tour Experience

3:55 PM Bus departs from LegalZoom, makes an airport stop, and final stop at Horseshoe Bay Resort



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Put simply, sponsoring CCW puts your brand in the spotlight. The robust expo hall features sponsors showcasing cutting edge tools to go from good to great. Do you have a solution that can help solve the challenges in today's CX society?

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|----------------------------------|-----------------------|-----------------------|-----------------------|-------------------------------|----------------------|-----------------------|---------------------------|
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| 2 DAY PREMIUM PASS (10/17-10/18) | EXPIRED | EXPIRED | \$2,899 | | | | \$3,799 |
| 3 DAY PASS (10/16-10/18) | EXPIRED | EXPIRED | \$2,699 | | | | \$3,499 |
| 3 DAY PREMIUM PASS (10/16-10/18) | EXPIRED | EXPIRED | \$3,699 | | | | \$4,499 |
| 4 DAY PASS (10/16-10/19) | EXPIRED | EXPIRED | \$3,399 | | | | \$4,199 |
| 4 DAY PREMIUM PASS (10/16-10/19) | EXPIRED | EXPIRED | \$4,399 | | | | \$5,199 |
| BEST VALUE | | | | | | | |

| VENDOR PRICING | Register by 5/19/2017 | Register by 6/23/2017 | Register by 7/14/2017 | Register by 8/11/2017 | Register by 9/8/2017 | Register by 9/29/2017 | Standard & Onsite Pricing |
|--------------------------|-----------------------|-----------------------|-----------------------|-------------------------------|----------------------|-----------------------|---------------------------|
| 2 DAY PASS (10/17-10/18) | EXPIRED | EXPIRED | \$1,899 | REGISTER EARLY AND SAVE MORE! | | | \$3,599 |
| 3 DAY PASS (10/16-10/18) | EXPIRED | EXPIRED | \$2,699 | | | | \$4,199 |
| 4 DAY PASS (10/16-10/19) | EXPIRED | EXPIRED | \$3,399 | | | | \$4,699 |
| BEST VALUE | | | | | | | |

| A LA CARTE PRICING | |
|--------------------|------------|
| WORKSHOP | \$549 each |

| GROUP DISCOUNTS - Valid post-BOGO deadline. | | | |
|--|---------|--|---------|
| END USERS: Off standard rate on packages only | | VENDORS: (Available only for first 5 groups) Off current rate on packages only | |
| GROUP OF 3-4 | 40% off | GROUP OF 3-4 | 10% off |
| GROUP OF 5+ | 50% off | GROUP OF 5+ | 15% off |

BUY ONE PASS, GET ONE FREE!

For a limited time.



*IQPC reserves the right to determine who is considered an End-User or a Vendor upon registration for an event. Those who are determined a vendor will be denied access to End-User pricing. These prices are featured as a limited time only promotion. IQPC reserves the right to increase these prices at its discretion. Buy One, Get One Free offer is valid only to end users on packages only, off the standard price

Please note multiple discounts cannot be combined. A \$99 processing charge will be assessed to all registrations not accompanied by credit card payment at the time of registration.

MAKE CHECKS PAYABLE IN U.S. DOLLARS TO: IQPC

*CT residents or people employed in the state of CT must add 6.35% sales tax.

Team Discounts: For information on team discounts, please contact IQPC Customer Service at 1-800-882-8684. Only one discount may be applied per registrant.

Special Discounts Available: A limited number of discounts are available for the non-profit sector, government organizations and academia. For more information, please contact customer service at 1-800-882-8684.

Details for making payment via EFT or wire transfer:
 Bank Name: JP Morgan Chase & Co.
 Name on Account: Penton Learning Systems LLC dba IQPC
 Account #: 937-332641
 ABA/Routing #: 021000021
 Reference: 27632.001

Payment Policy: Payment is due in full at the time of registration and includes lunches and refreshment. Your registration will not be confirmed until payment is received and may be subject to cancellation.

For IQPC's Cancellation, Postponement and Substitution Policy, please visit www.iqpc.com/cancellation

Special Dietary Needs: If you have a dietary restriction, please contact Customer Service at 1-800-882-8684 to discuss your specific needs.

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