



 **CCW**  
**CALL CENTER WEEK *winter***

**CONFERENCE + EXPO**

January 26-29, 2016 • The Rosen Centre, Orlando, FL

**Leading Customer Service  
Experience Transformation**

The most praised event by  
customer care professionals

[www.callcenterweekwinter.com](http://www.callcenterweekwinter.com)





# Find it Fast

Click on the links below to skip ahead.

About Call Center Week.....	4
New for Winter 2016.....	6
Why Now?.....	9
The Expo Hall Experience.....	10
Meet the Keynotes.....	14
The Speakers (A List that Keeps Growing).....	15
The Full Agenda	
Workforce Optimization Boot Camp & Site Tours .....	16
Workshop Day.....	18
Main Conference Day 1 .....	19
Main Conference Day 2 .....	23
The Venue .....	26
Our Sponsors & Supporters.....	28
Registration & Discounts .....	32



Enrich  
your network  
and skillset by  
making the right  
connections

65% client-side attendance

300+ expected attendees

60 speakers presenting



“There is so much knowledge that is shared, it is hard not to bring something back to work.”

— Jon Hank, Customer Care Team Leader, JJ Keller Associate



“The most call center information I have ever seen in one place – and I’m 15+ years in the profession! A lot of information and opportunities to learn.”

— Jacqueline Addison, Vice President Customer Operations, Blue Cross Blue Shield of LA



“Conference did a great job bringing a message to all attendees – **Customer Centric**”

— Laura Farreet, VP Operations, Soft Surroundings





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  
Call Center Week 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 whatever they are.

# Why CCW is the Most Recommended Event by Customer Service Professionals

CCW is THE destination for customer care and customer experience professionals to learn, get inspired and make long-lasting relationships. That means you'll not only leave invigorated but also prepared to make immediate improvements to your contact center and armed with a generous new rolodex of "friendlies" you can call on.

- ✓ **Top Notch Curated Content.** Our content team has over 30 years of event production experience combined. Through our combined efforts of delivering the Call Center IQ network and customer-centric events, we spend all year researching global and regional trends in service delivery and bring you events on how to get ahead.
- ✓ **Purposeful Networking.** While no one individual is the same, we recognize the importance of connecting with like-minded peers. See the agenda for meet-ups organized by contact center size, industry, challenge and where you live. Plus, over 60% of our audience is end-user corporate practitioners...more than double the industry standard - a true peer-to-peer event.
- ✓ **Fun for One and All.** Whether you are attending in a large group, on your own, for the first time or back again, we want you to feel at home. From our friendly customer service to our mobile app to our wacky cocktail parties, this event promotes a fun and comfortable environment.
- ✓ **Discover the Technology You Need to Succeed.** One of the most enjoyed aspects of CCW is the expo hall. It is filled with the best solutions providers looking to improve your bottom-line. Our vendor partners cover virtually every category including CRM, data analytics, performance, virtual, outsourcing, gamification, customer experience and more.
- ✓ **A Personalized Experience.** It seems like just yesterday when we went from I to WE but now we're evolving again from WE to ME. That's why we allow you to build your most personalized event experience. Choose from interactive roundtables, customer success stories, discussion rich critical conversations. We know that topic, speaker and format all matter.





What's New?  
CCW is in  
constant  
evolution

# Goodbye Main Stage Sales Pitches! Hello Practitioner Led Track Sessions

Have you ever found yourself dozing off in a session only to tune-up and realize that the vendor is talking more about themselves than giving you practical tips?

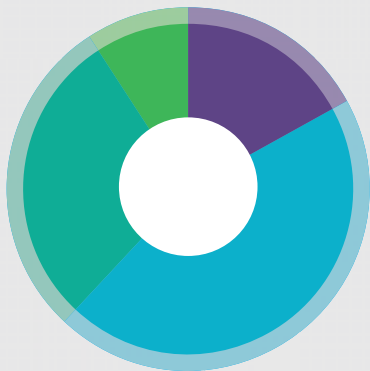
Starting 2016, Call Center Week has done away with vendors taking the stage to pitch their products and replaced it with an **all practitioner led speaker faculty** for our plenary and tracked sessions.

Now, don't get us wrong - our vendors still have a very prominent place at our events, because we know that they provide an enormous amount of value and knowledge to you. (If anything, many of the practitioners you'll hear from owe their success to a partnership with a solution-provider!) It will be your decision when and where to hear from solution-providers - whether it's a workshop, roundtable or within the Expo Hall.

We're excited to introduce this new standard in the events industry for the customer service community. Because Call Center Week is often imitated we expect others to make this important transition. However, it's the details and high quality that makes CCW stand out in a league of its own.

# Build long-lasting relationships

## ATTENDEE SENIORITY



- 17% C-Level
- 45% VPs/Heads/Directors
- 29% Managers/Sr. Managers
- 9% Others (Analysts, Engineers, Consultants)

## ATTENDEE INDUSTRY



- 23% Finance & Insurance
- 14% Retail & Manufacturing
- 12% Healthcare & Pharmaceuticals
- 11% Business Services
- 8% Information Technology
- 7% Public Sector
- 6% Media & Publishing
- 5% Hospitality & Entertainment
- 4% Travel & Transportation
- 3% Telecommunications
- 3% Energy & Utilities
- 2% Consumer Services
- 2% Construction

CCW Mobile App - more details coming soon

Join us online



[www.callcenteriq.com](http://www.callcenteriq.com)



Call Center Week  
Event Group



@CallCenterWeek  
#CallCenterWeek



Call Center IQ  
Channel



/callcenterweek

# Why Attending CCW Winter 2016 Is Critical to Your Success

Today customers expect service on their own terms - whenever they need, in whatever digital channel they want. When these needs are unmet, there can be increasing customer churn, escalating operating costs and decreasing shareholder value.

Yet when the customer experience is effectively delivered through the contact center, benefits can include higher customer and employee satisfaction, increased revenue and efficient operating cost structures. This growing expectation profoundly changes the role of customer service and the responsibility you have in leading your organization's success.



Join us this  
January in Orlando  
for inspiration,  
storytelling, skill  
development, solution  
discovery and  
camaraderie. You don't  
want to miss it.



## Call Center Week Winter focuses on the day-to-day improvements and future planning:

Core focus areas:

- ◆ The Leadership Edge - Practical, Actionable
- ◆ Next Generation Customer Experience through the Contact Center
  - ◆ Connecting the Bridge between Service & the Organization
  - ◆ Process & Knowledge Management for Efficiency Optimization
    - ◆ The IT side of Contact Centers
    - ◆ Data-Driven Customer Care
    - ◆ Workforce Optimization



# More Than Just An Expo Hall

At Call Center Week - Getting it Right in Our Expo is Just as Important as Getting It Right in Our Conference

Our expo experience goes beyond vendors exhibiting.

The atmosphere is exhilarating. Prizes, raffles, book signings and executive lounges create an atmosphere of fun. This year we're raising the bar and adding more content in the hall to keep the learning experience continuous throughout the event. Content in the hall includes personal skill development courses such as "Becoming a Ted Presenter," "Finding a Perfect Work Life Balance" along with Customer Client Success Stories.

Be sure to use our time-saving vendor tool to ensure you connect with those you are most interested in meeting.

Get My  
**FREE**  
End-User  
Expo Pass

Limited  
Passes  
Available.  
Act Fast.

Expo  
Hall  
Hours

Thursday, January 28th  
9:30 a.m. - 12:30 p.m. · 1:30 p.m. - 7:00 p.m.

Friday, January 29th  
9:30 a.m. - 11:45 a.m. · 1:15 p.m. - 2:00 p.m.

## What's included in your expo pass?

- ◆ Entry to expo hall
- ◆ Access to technology solution providers
- ◆ Entry to big ideas stage and Customer Success Stories in expo hall
- ◆ WiFi-Lounge
- ◆ Post Event Recap Report
- ◆ Cocktail Reception on the evening of January 28th

## Expo Hall Only Passes at CCW Winter

END-USERS	Standard Pricing
2 Day Entry for End-Users January 28-29 (Limited to 100)	FREE
VENDORS	Register by 1/25/2016
2 Day Entry for Vendors January 28-29 (Limited to 50)	\$499

- Limited to 4 per company for end-users
- Limited to 2 per company for vendors
- All Expo Hall Only registrants must be within the industry
- IQPC reserves the right to determine who qualifies as an end user. Free expo hall registrations by vendors will be cancelled.



# BIG IDEAS STAGE

Call Center Week Winter is pleased to introduce the Big Ideas Stage - a new content stage located in the heart of the action - the Expo Hall. Content will run almost non-stop while the Expo Hall is open. Seating is limited however standing room will be available to maximize opportunities to see these sessions.

Thursday, January 28, 2016

- 10:00 **Book Signing**  
Matt Dixon, Best Selling Author, [THE EFFORLESS EXPERIENCE](#)
- 
- 10:30 **Developing Customer Satisfaction with Real-Time Metric Management**  
Steve Chang, Senior Vice President of Strategy and Solutions, [RMG Networks](#)
- 
- 11:00 **Workspaces 2020: A Journey into the Future of Contact Center Spaces**  
Jeff Ott, Regional Manager [Interior Concepts](#)
- 
- 11:30 **Strengthen Customer Relationships to Drive a Better Business**  
Alon Waks, Global Head of Product Marketing, [LivePerson](#)
- 
- 12:00 **Closed for Lunch**
- 
- 1:30 **Phonemageddon - The End is Near...Text or Die**  
John Cronce, Director, Contact Centers, [Jockey International](#)
- 
- 2:00 **Q&A Session with a TCPA expert - Authentication and Regulatory Solutions**  
Becca J. Wahlquist, Partner, Los Angeles, [Snell & Wilmer](#)  
Hal Granoff, Director - Authentication Solutions, [Early Warning](#)
- 
- 2:30 **Product Launch followed by Q&A from CCIQ**  
Tom Tseki, VP, Global Customer Care Solutions, [Lionbridge Technologies, Inc .](#)
- 
- 3:25 **Book Signing**  
Jonathan Gottschall, Author, [Storytelling Animal: How Stories Make us Human](#)

Friday, January 29, 2016

- 9:20 **Welcome Remarks**
- 
- 9:30 **Book Signing**  
Melvin Greer, Senior Fellow, [Lockheed Martin](#) & Author of [21st Century Leadership](#)
- 
- 10:00 **Three Paths to Excellent Customer Experiences**  
Max Ball, Senior Product Manager, [8x8](#)
- 
- 10:30 **Enabling the Effortless Customer Experience**  
Presented by [VHT](#)



# BEYOND THE EVENT...



## Year-round learning through [CallCenterIQ.com](http://CallCenterIQ.com)

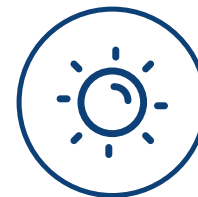
The largest community of 85,000 customer care and customer experience professionals around the world. The site features news, articles, interviews, case studies, exclusive research benchmarking reports and more. **Sign up free at [www.callcenter-iq.com](http://www.callcenter-iq.com).**



## Purchase the Audio Recordings from CCW Winter

For registered attendees, it's only \$399. If you buy an Effortless Pass, it's FREE!

Contact Gahwui Kim for more information [gahwui.kim@iqpc.com](mailto:gahwui.kim@iqpc.com).



## Connect with your industry again at CCW Summer

June 27-July 1, 2016 at The Mirage, Las Vegas, NV

**Save \$200 off the current rate if you register by March 1, 2016.**



# BUILDING YOUR PERSONALIZED JOURNEY MATTERS TO CCW

We partner with some of the world's most innovative customer-centric brands to turn ideas into reality. Every company is different and we encourage you to design your best agenda that aligns with business goals and learning objectives.

**DESIGN YOUR BEST AGENDA**

## YOUR CCW EXPERIENCE AT-A-GLANCE

### DAY 1: Tuesday, 1/26

Choice of Workforce Optimization Bootcamp OR Immersive Site Tours

### DAY 2: Wednesday, 1/27

6 Interactive Workshops

### DAY 3: Thursday, 1/28

Main Conference + 3 Breakout Tracks + Big Ideas Stage in the Expo Hall

### DAY 4: Friday, 1/29

Main Conference + 3 Breakout Tracks + Big Ideas Stage in the Expo Hall

## MEET YOUR KEYNOTE VISIONARIES

### STORYTELLING AFICIONADO

Jonathan  
Gottscall  
Author of  
*Storytelling  
Animal:  
How Stories  
Make Us  
Human*



### CUSTOMER EXPERIENCE VISIONARY

Matt Dixon  
Author of  
*The Effortless  
Experience*  
*(the most  
requested keynote  
by CCW June 2015  
attendees)*



### MILLENNIALS EXPERT

Melvin Greer  
Senior Fellow  
**LOCKHEED  
MARTIN**  
Author,  
*21st Century  
Leadership*



### AWARD-WINNING CONSUMER PSYCHOLOGIST

Kit Yarrow  
Author of  
*Decoding the  
New Consumer  
Mind*



*“(The event) was engaging. Like-minded peers shared ideas and solutions. Others get the problems and issues you face daily.”*

— Cheryl China, SVP, Contact Center Specialized Teams, Citizens Bank



Patricia Hatter  
Chief  
Information  
Officer, Intel  
Security  
Group  
**INTEL**



Darryl Michael  
Speach  
Chief Customer  
Officer  
**GREYSTONE  
& CO.**



Justin Chase  
Chief Executive  
Officer  
**CRISIS  
RESPONSE  
NETWORK**



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



## C-SUITE SPEAKERS



# THANK YOU TO OUR SPEAKERS

## Our Corporate Speakers Present Actionable Take-Aways



The common thread amongst our presenters is not only their customer-centric mindset but also their willingness to share their practices and backstories...what you can't find anywhere else. It's those pain points that help you accelerate your individual progress.



Jennifer Geno  
Second Vice President  
**TRAVELERS**



Jan van Dalen  
Director of Information  
Technology  
**Hoveround Corporation**



Ronnett Ray  
Senior Director, Organizational  
Effectiveness  
**KAPLAN PREP**



Christopher Duck  
Director of Relationship Care  
**AMERICAN EXPRESS**



Marietta Bettermann  
Contact Center Training and QA  
Manager  
**BANK OF THE WEST**



Russ Metcalf  
Vice President, Customer Service  
**NETSPEND**



Matt Greenberger  
Global Social Media Customer Care  
**MOTOROLA**



Jim Nagle  
Vice President  
**KOHL'S DEPARTMENT STORES**



Dave Murphy  
SVP Technical Operations  
**GENBAND**



Lisa Davis  
Director, Inside Sales and  
Customer Care  
**ACCO BRANDS**



Angela Reed  
Director of Inside Sales  
**TRINET**



Daniela 'DC' Camacho  
Reservations Manager  
**JETBLUE AIRWAYS, ORLANDO  
SUPPORT CENTER (OSC)**



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



James Kowalczyk  
Senior Director -  
Patient Admission Services  
**FRESENIUS MEDICAL CARE**



Bernie Jessop  
Manager Customer Support Training  
Support Campus  
**JETBLUE UNIVERSITY, ORLANDO**



Daniel Cruceano  
Director of Operations &  
Technology  
**OFFICE DEPOT**



Erin Fox  
Executive Director  
**KAPLAN PREP**



Michael Barnes  
Director, Salesforce.com Administrator  
**GolfNow**



Rich Palombo  
Director, Contact Center  
Operations  
**NORTH SHORE LIJ HOSPITAL**



Allison Leed  
Senior Director, Customer  
Experience  
**KAPLAN PREP**

### Do YOU Have a Story to Tell?

CCW is always looking for speakers with interesting stories to tell. If YOU would like to be considered for a speaking opportunity, please write to the Producer and tell her what you're working on.

Lisa.Schulman@iqpc.com



# DAY ONE: BOOTCAMP or SITE TOURS

Tuesday, January 26, 2016

OTHER EVENTS USE CONTACT CENTERS AS A THEME, CALL CENTER WEEK'S IS 100% DEDICATED TO CONTACT CENTER TRANSFORMATION

Choose your path: **BOOTCAMP** or **SITE TOURS**

## BOOTCAMP

NEW  
to CCW  
Winter!

12:30 pm - 5:30 pm

### A: WORKFORCE MANAGEMENT & TOTAL OPTIMIZATION BOOTCAMP

This bootcamp provides the battle-tested strategies for better managing, engaging and empowering agents who ultimately serve as the direct line between your business and customers.

12:30 pm

#### Networking & Registration

1:00 pm

#### Chairperson's Opening Remarks



Angela Reed  
Director of Inside Sales  
**TRINET Lean Six Sigma Black Belt**

1:10 pm - 2:00 pm

#### CASE STUDY; It's Just what the Doctor Ordered: Morale + Culture = Performance



Rich Palombo  
Director, Contact Center Operations  
**NORTH SHORE LIJ HOSPITAL**

Find out how Rich turned around two subpar teams (sub-par before his arrival) with a combination of strategy and leadership intuition.

2:00 pm - 2:30 pm

#### CASE STUDY; Culture is not Just for the Big Guys! Modernizing Communication & Evolving Culture to Match = Financial Results



Melissa Moffett  
Vice President, Customer Service  
**MACHIAS SAVINGS**

Learn how a smaller bank won over the hearts and minds of its employees and has been recognized amongst the top 50 Banks to Work for in the U.S. by American Banker.

2:30 pm - 3:00 pm

#### CASE STUDY; Don't Just Put Out Fires: Become the Leader Your Team & Business Needs



Josh Sexton  
Manager, Customer Relations  
**LIBERTY UTILITIES - CENTRAL**

12:30 Registration

1:00 pm - 5:30 pm

## SITE TOURS

FEATURING 2 FORTUNE 500 LEADERS

### B: GO ON CAMPUS AT KAPLAN TEST PREP

Looking Forward in an Omni Channel World; Total Contact Center Transformation



Erin Fox  
Executive Director  
**KAPLAN PREP**



Allison Leed  
Senior Director of Customer Experience  
**KAPLAN PREP**



Ronnet Ray  
Senior Director of Organizational Effectiveness  
**KAPLAN PREP**

We will be touring the Enrollment and Experience Team at Kaplan Test Prep, which offers preparation for 90+ standardized tests. The theme will revolve around looking forward and the changing role of the contact center.



ALL  
NEW SITE  
TOURS AT A  
GREAT VALUE  
(Two for the  
price of one)

3:00 pm **Networking & Refreshments Break**

3:30 pm-4:00 pm **CASE STUDY: Career Pathing Design & Implementation: Time & Cost Efficient to Keep & Retain Your Best**

 Angela Reed  
Director of Inside Sales  
**TRINET**  
*Lean Six Sigma Black Belt*

Set a clear vision of where you want to go, how you're going to get there and develop a strategy to chart your path to success.

4:00 pm-4:30 pm **CASE STUDY: Contact Center Turnaround: A Back to Basics Approach that Is Simple & Effective**

 James Kowalczyk  
Sr. Director - Patient Admission Services  
**FRESENIUS MEDICAL CARE**

Find out how James is taking a back to basics approach focused on hiring, coaching & motivation, quality and leadership.

4:30 pm **Bootcamp concludes**

## C. 2 STOPS ON THE JETBLUE CAMPUS TOUR

1. JetBlue University to Experience their Front-Line Training
2. JetBlue Airways Contact Center in Action

 Daniela 'DC' Camacho  
Reservations Manager  
**JETBLUE AIRWAYS, ORLANDO SUPPORT CENTER (OSC)**

 Bernie Jessop  
Manager Customer Support Training Support Campus  
**JETBLUE UNIVERSITY, ORLANDO**

We know just how important training and culture are to our contact centers. Here's your chance to view the training center and tour the contact center.







# DAY TWO: Pre-Conference Workshops

Wednesday, January 27, 2016

CALL CENTER WEEK  
IS THE TRUE VOICE  
OF THE CONTACT  
CENTER INDUSTRY



Our workshops are one of the most popular aspects of Call Center Week. **NEW THIS YEAR** - you can choose your preference in facilitator. At any given time you can choose either an expert instructor or an end-user practitioner. There is no wrong choice, but it's a great way to get the learning experience you want.

## 7:30 am Registration for Workshops D and E

Producer's Tip: Personalize your learning experience by choosing from either an expert thought-leader or a client-side practitioner

	Workshop D	Workshop E
8:00 am - 11:00 am	<p><b>A Return to Self-Service: Giving Your Customers Control While Decreasing Your Costs</b></p> <p>Tom Lewis, Chief Executive Officer, <b>SmartAction</b></p> <p>More than 50% of businesses are using self-service and another 64% plan to invest in it and extend it to other channels (Business2Community article).</p>	<p><b>Contact Center Transformation: Drive Innovation and Efficiency</b></p> <p>Lisa Davis, Director, Inside Sales and Customer Care, <b>ACCO BRANDS</b> - 2015 Call Center Week Excellence Award Winner</p> <p>This interactive session will highlight best practices for contact center growth and transformation and will provide ideas you can implement immediately.</p>

## 11:00 am Registration for Workshops F and G

	Workshop F	Workshop G
11:15 am - 2:15 pm <i>(box lunch served)</i>	<p><b>Myth or Reality: Is Virtual or At-Home Employee a Contact Center Risk or Reward?</b></p> <p>Working from home is becoming an increasingly common practice and is changing the customer contact landscape; this workshop will provide the insight needed to excel.</p>	<p><b>Ready for Superhero Status? Become Indispensable through Your VOC Program</b></p> <p>Jim Nagle, Vice President, Card Services, Delivering Service Excellence, <b>KOHL'S DEPARTMENT STORES</b> - IQPC 2014 Call Center Week Excellence Award Winner.</p> <p>In this workshop, we will cover VOC program design from systems to resourcing to processes and how you can not only improve satisfaction but also innovation and efficiency outside your business unit.</p>

## 2:15 pm Registration for Workshops H and I

	WORKSHOP H	WORKSHOP I
2:30 pm - 5:30 pm	<p><b>Build your Customer Service Strategy for the Post-Voice Era</b></p> <p>Alon Waks, Global Head of Product Marketing, <b>LivePerson</b></p> <p>Customers are demanding messaging-- whether it's chatting online or via mobile. By transforming your contact center strategy, you will not only meet the demands of today's consumer, but drive greater value to your overall business and increase brand loyalty</p>	<p><b>The Digital World - Your Customers Are Defining the Game &amp; How you can Step up to the Plate</b></p> <p>Deborah Alvord, CX Transformation Lead, <b>HEWLETT PACKARD</b></p> <p>This interactive workshop will include collaborative exercises and best practice discussions regarding optimizing the customer experience and digital transformation.</p>

The most popular and highly rated workshop leader from CCW 2015 - all brand new content

## 5:30 pm - 6:30 pm TALK IS CHEAP. BUILDING RELATIONSHIPS IS NOT.

**This is your window of opportunity - take it.** There are so many ideas, people and experiences waiting to be discovered throughout the event. Start it right by joining us for this networking FIESTA. This will be part of your registration, more details to come.





# DAY THREE: Main Conference

Thursday, January 28, 2016 • HALL HOURS: 9:30 am-12:30 pm, 1:15-1:45 pm

MORE CASE STUDIES,  
ACTIONAL KNOWLEDGE  
THAN ANY OTHER  
EVENT BRAND



Proudly  
Presenting the  
Author of the book  
that EVERYONE  
is talking  
about

## 7:15 am Registration & Morning Breakfast

### BREAKFAST OF CHAMPIONS

Rise and shine with some of our past Call Center Week award winners. Find out where they are now in their journey and enjoy conversation with best-in-class professionals.

### Meet with our Call Center Excellence Award Winners and Find out What Makes them World-Class



**Justin Chase**  
Chief Executive Officer  
**CRISIS RESPONSE NETWORK**  
*2015 Call Center Week Excellence Award Winner – Best in Class Call Center (under 99 seats)*



**Mary Beth Jenkins**  
Chief Operating Officer  
**UPMC HEALTH PLAN**  
*2015 Call Center Week Excellence Award Winner – Best in Class Call Center (over 200 seats) and Call Center Leader of the Year*



**Lisa Davis**  
Director, Inside Sales and Customer Care  
**ACCO BRANDS**  
*2015 Call Center Week Excellence Award Winner – Best in Class Call Center (100-199 seats)*

## 8:00 am Official Welcome to Call Center Week Winter

**Lisa Schulman**  
Executive Producer  
**Call Center IQ**

## 8:05 am Chairperson's Opening Remarks

Our distinguished chairperson will open up the event and set the stage for inspiring event.

8:20 am

## KEYNOTE

### A Radical New Customer Service Strategy - Choice is Not the Answer!

**Matt Dixon**  
Best-Selling Author  
*The Effortless Experience:  
Conquering the New Battleground  
for Customer Loyalty*

In this enlightening keynote session, Matt Dixon, co-author of *The Effortless Experience*, will explain how a company's ability to deliver on today's customer mindset through basic promises and solve day-to-day problems, drives a new level of customer loyalty.



9:00 am

## View from the C Suite - Create a Customer-Centric Culture Driven by VOC



**MODERATOR: Dan Candee**  
Chief Revenue Officer  
**Connect First**

### PANELISTS:



**Darryl Michael Speach**  
Chief Customer Officer  
**Greystone & Co.**



**Justin Chase**  
Chief Executive Officer  
**Crisis Response Network, Inc**  
*2015 Call Center Week Excellence Award Winner – Best in Class Call Center (under 99 seats)*



**Mary Beth Jenkins**  
Senior Vice President and Chief Operating Officer  
**UPMC Health Plan**  
*2015 Call Center Week Excellence Award Winner – Best in Class Call Center (over 200 seats)*

Our customer service game changers will provide a truly top down view of the strategic points you should be focusing on, and a road map on how to get there.

10:00 am **Grand Opening of the Expo Hall**

More people to meet than time? Not to worry, another Expo Hall break is scheduled for 10:30 am

**BOOK SIGNING**



Matt Dixon  
Best Selling Author

**THE EFFORTLESS EXPERIENCE**



10:30 am

**Bloody Mary Morning Break in the Expo Hall**

**PRIVATE MEET AND GREET WITH THE MORNING KEYNOTES**



Matt Dixon  
Best Selling Author

**THE EFFORTLESS EXPERIENCE**



Darryl Michael Speach  
Chief Customer Officer

**GREYSTONE & CO.**



Justin Chase  
Chief Executive Officer

**CRISIS RESPONSE NETWORK**

*2015 Call Center Week Excellence Award Winner – Best in Class Call Center (under 99 seats)*



Mary Beth Jenkins  
Chief Operating Officer

**UPMC HEALTH PLAN**

*2015 Call Center Week Excellence Award Winner – Best in Class Call Center (over 200 seats)*

11:30 am

**Expert Facilitated Roundtables: Conquer Your Challenges**

While most of our CCW speakers are end-users, this session will be led by experts...not to sell you anything, but instead to serve as expert facilitators and help guide the conversation to ensure discussions stay on point and everyone gets a chance to share.

**Turn Over a New Leaf with Data Analytics and Advanced Work Processes**



Dave Murphy  
SVP Technical Operations  
**GENBAND**

**Next Generation Customer Experience**



Tony Pearson  
Solutions Engineer  
**GENESYS**



Tara Griffin  
Senior Principal Solutions Engineer  
**GENESYS**

**Delivering Experience Continuity for the Mobile Consumer – Every Channel, Every Device**



Evan Dobkin  
Product Marketing Manager  
**Aspect Software**

12:30 pm **Networking Lunch for Conference Attendees**

(Expo Hall Closes during lunch from 12:30-1:15 and Re-opens for dessert and coffee at 1:15-1:45 pm)

1:40 pm **5 minute transition time**

1:45 pm **Track Sessions Begin (next page)**

“Good resource to stay current with trends and innovation, Great organization and speakers!”  
— David Freedman, I.T. Director, **GE Capital** ”



1:45 pm

**TRACK SESSIONS BEGIN**

Personalize your learning experience. You are welcome to move in and out of the tracks as you see fit! Tracks will be 40 minutes in length with 5 minutes of transition time.

**Track 1: THE LEADERSHIP EDGE**

Chairperson: Jeff Russell, EVP, Contact Center Solutions, **TestDrive.com**

Actionable, practical strategies you will use from day one.

**Track 2: NEXT GEN CX THROUGH CUSTOMER CARE**

Whenever, wherever, every interaction matters. The nuts and bolts of contact center transformation.

**Track 3: STRATEGIC VALUE FROM THE CENTER**

Want to become indispensable to your business? Here's your chance. Discover unique ways to drive strategic business value.

1:45 pm

**Opening Comments from our Thought Leader Track Chairs**

1:55 pm  
-2:35 pm

**CASE STUDY**

**Do you Struggle with Retaining Talent? E-Workers Could be your Solution**



Jennifer Geno  
2nd Vice President  
**TRAVELERS**

Hear about the benefits and challenges of a work-at-home environment.

**CASE STUDY**

**Top Keys for Creating Great Customer Journeys**



Anne Palmerine  
Associate Vice President, Customer Engagement & Enrollment Services  
**UPMC Health Plan**

Anne will be introduced by Ted Hunting, Senior Director, Genesys

This session will discuss innovative keys for creating great omnichannel journeys in today's digital world and will also feature Anne Palmerine from innovative healthcare provider UPMC who has won numerous awards for excellent customer service from JD Powers and others.

**CASE STUDY**

**It's NOT about Call Deflection: Social Media is your Key to Loyalty and Engagement**



Matt Greenberger  
Consumer Experience Champion, Global Social Media - Customer Care  
**MOTOROLA MOBILITY, A LENOVO COMPANY**

Find out how Motorola creates a connected customer experience and leverages feedback from social to get ahead of the curve.

2:40 pm

**5 minute transition**

2:45 pm  
-3:25 pm

**Create Profitable Customer Experiences**



Jan van Dalen  
Director of Information Technology  
**Hoveround Corporation**

Jennifer Waite, Product Marketing Manager at inContact will be introducing Jan van Dalen. In this case study, discover how to operate more efficiently, increase the quality of every customer interaction, and create new pathways to profit

**Speech Analytics: Gain Better Insight on What's Really Happening on Your Calls Castel Detect™ Client Case Study**



David John  
Executive Vice President  
**LTD Financial Services, L.P.**

In this case study, discover how to take action on customer/agent interactions and gain incredible insight.

**CASE STUDY**

**Cultural Transformation: Make the Leap from Leader to Change Agent**



Christopher Duck  
Director of Relationship Care  
**AMERICAN EXPRESS**

Find out how American Express makes VOC the measuring stick for the entire organization and empowers employees to be true customer advocates.



“Call Center week shows the future of the call center. The event has great classes and is very comprehensive.”

— Lyndsay Powers, Customer Service Manager, **American Greetings**



3:25 pm **Afternoon Refreshments and Networking Break in the Expo Hall**

**BOOK SIGNING**



Jonathan Gottschall  
Author  
***STORYTELLING ANIMAL:  
HOW STORIES MAKE US HUMAN***



4:10 pm **5 minute transition**

4:15 pm

**CLOSING KEYNOTE**

**Why Storytelling is the Ultimate Weapon**

Jonathan Gottschall  
Author  
***STORYTELLING ANIMAL:  
HOW STORIES MAKE US HUMAN***

In this talk, Jonathan Gottschall leads a guided tour through the literature library and science lab to show why storytelling really is a uniquely powerful form of persuasive jujitsu.



5:05 pm **GREAT GATSBY THEMED COCKTAIL CELEBRATION**

Private Meet and Greet with Author Jonathan Gottschall



“

“Great experience. Tons of information. It’s all you wanted to know about call centers and more. The expo hall was an awesome way to see all different vendors and spend time focused on the business opportunities.

— Beth Van Ryper, VP Client Services, **JP Morgan Chase and Co.**

”



# DAY FOUR: Main Conference



Friday, January 29, 2016 • HALL HOURS: 9:30 am - 11:45 am, 1:15 pm - 2:00 pm

## 7:45 am BREAKFAST OF CHAMPIONS

### End-User Only Networking: Rise and Shine with Your Peers from Similar INDUSTRIES

These are casual conversations – not forced or overly structured.

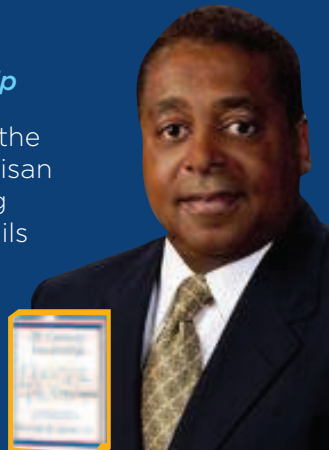
## 8:30 am Opening Remarks from our Thought Leader Chairperson

## 8:45 am KEYNOTE

### Transform your Business to Attract and Retain Born Digital Millennials

Melvin Greer  
Senior Fellow  
**LOCKHEED MARTIN**  
& Author of *21st Century Leadership*

Melvin Greer, Managing Director of the Greer Institute, a nonprofit, nonpartisan think tank dedicated to accelerating the maturation of new leaders, details the output of his research on the shared beliefs and attitudes of Millennials and how organizations are transforming to engage this large and impactful generation.

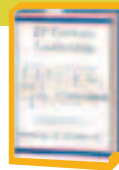


## 9:30 am Mimosa Morning Refreshment Break

## BOOK SIGNING



Melvin Greer  
Senior Fellow  
**LOCKHEED MARTIN**  
& Author of *21st Century Leadership*



## MEET WITH OUR CIO KEYNOTE



Patricia Hatter  
Chief Information Officer, Intel Security Group  
**INTEL**

## 10:15 am KEYNOTE

### The Rise of the Customer-Centric CIO: Empowering a Powerful Collaboration Between Contact Centers & IT

Patricia Hatter  
Chief Information Officer,  
Intel Security Group  
**INTEL**

In this inspiring session, find out how to orchestrate transformation across operations and IT, while gaining alignment on strategy, priorities, funding models and resourcing.



“It was worth the money spent. There was a lot of information and I liked it a lot.”

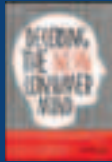
– Trudy Wilson., Director IT Systems,  
**24 Hour Fitness**



11:00 am

AWARD WINNING KEYNOTE

## A Journey Into the Mind of Today's Customer & How Customer-Centric Can Remarkably Connect



Kit Yarrow  
Author

*DECODING THE NEW CONSUMER MIND*

TOP RATED SPEAKER GLOBALLY

In this closing keynote, award-winning consumer research psychologist, Kit Yarrow, will take attendees on a tip-filled guided tour of the radically revised minds and hearts of today's consumers – with special emphasis on the Millennial Generation. **YOU DON'T WANT TO MISS THIS FUTURE FORWARD GLIMPSE INTO THE MIND OF TODAY'S CUSTOMERS.**



Don't Miss This Poignant Look Into How The World Around Us Has Changed Customer Behavior


11:45 am

PEER-TO-PEER ROUNDTABLES

### Meet with your Peers with Similar Priorities

Based on popular demand, we are offering a second set of peer-to-peer roundtables are designed to provide an open forum to discuss your challenges and opportunities.

#### Optimize Workforce Management and Performance Management in an Omni Channel Environment

 Lisa Durant  
Research Analyst  
Nemertes Research

#### Evolving What You Measure

 Josh Sexton  
Customer Care Operations  
Liberty Utilities - Central

12:30 pm **Networking Lunch for Conference Attendees**

1:15 pm **Dessert & Coffee in the Expo Hall**

Want to Know What Consumers are REALLY thinking? Sign up for an enlightening meeting with Kit Yarrow, Author of *Decoding the New Consumer Mind*

This final networking break will be a prize extravaganza – a fan favorite!

Track Sessions Begin – Customize your learning by selecting the track sessions that interest you most.

#### Track 1: COMPETE WITH SERVICE SUCCESS STORIES

Chairperson: Jeff Russell, EVP, Contact Center Solutions, **TestDrive.com**

The last remaining competitive differentiator is customer experience. Walk away with new insights for driving innovation and improving your competitive advantage

#### Track 2: IT & PROCESS IMPROVEMENT

This track will focus on how to break down functional silos and get your entire company rallied around improving operations and customer service


#### Track 3: DATA-DRIVEN CONTACT CENTERS KPIS, METRICS & BIG DATA ANALYTICS

Hear about solutions for improving and measuring your team's customer service performance

2:00 pm - 2:40 pm

#### CASE STUDY


**It's your Ace in the Hole: Turn Customer Service into your Competitive Advantage**

 Russ Metcalf  
Vice President Customer Services  
**NETSPEND**

This case study will share how Russ dropped the status-quo policy in favor of a customer-service function focused on education, advocacy, and common sense.


#### CASE STUDY

**Need Help Controlling Global Operations? Shared Services Could be your Answer**

 Daniel Cruceana  
Director of Operations & Technology  
**OFFICE DEPOT**

Find out how to develop high performance shared services solutions with CX feedback at the core of a centralized model.

#### Top 10 Tips for a Successful Five9 Deployment

 Michael Barnes  
Director, Salesforce.com Administrator  
**GolfNow**

Michael Barnes from GolfNow will detail the top 10 best practices and tips that will keep your deployment on track and under budget.

2:40 pm **5 minute transition**

### CRITICAL CONVERSATIONS

A tech-less think tank opportunity to benchmark, collaborate and share ideas on today's top business imperatives  
What is it? "Critical Conversations" is an opportunity to get to know your peers, share challenges, and prepare for the realities of tomorrow.

#### Choose your Critical Conversation Choice

2:45 pm –  
3:40 pm


#### **CRITICAL CONVERSATION #1** **Don't Fear the Competition: Differentiate your Brand to Drive Innovation**

Jeff Russell  
EVP, Contact Center Solutions  
[TestDrive.com](http://TestDrive.com)

#### **CRITICAL CONVERSATION # 2** **Can you Make Internal Collaboration Effortless?**

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

#### **CRITICAL CONVERSATION #3** **Virtual and Remote Workforce - Training and Engagement Strategies**

 Marietta Bettermann  
Contact Center Training and QA Manager  
**BANK OF THE WEST**

3:45 pm **Call Center Week Winter Concludes**

See you in Vegas at the 17th Annual Call Center Week, June 27 - July 1 at The Mirage



“Very satisfied. Learned a lot about new technologies. I was exposed to cutting edge technologies and it prompted me to think about how I can use them.”

— Lou Ninios, Director, **Monitronics**







# JOIN US IN ORLANDO

## The Rosen Centre

9840 International Drive, Orlando, FL 32819  
www.rosencentre.com  
1-407-996-0865

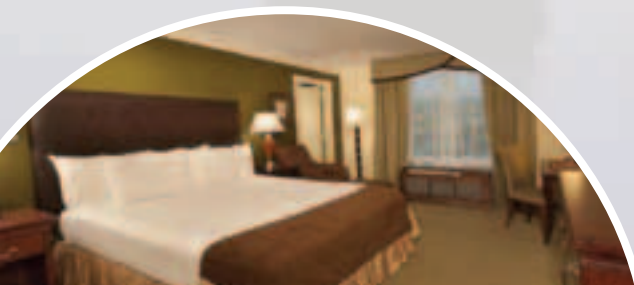
## Room Rates & Info – Book Today!

A discounted rate of **\$189.00 +12.5% tax** (single/double occupancy) has been reserved for attendees.

Reservations must be booked before January 4th, 2016 to ensure the group rate. The rate is valid 3 days pre and post event, subject to availability. Please identify you are part of the **IQPC – Call Center Week Winter group** to ensure the special rate, based on availability.

### Hotel Reservations: (407) 996-0865

\*Please keep in mind that there are three (3) ROSEN Hotels, two of which are located on International Drive – each adjacent to the Orange County Convention Center. **Call Center Week Winter will be held at Rosen Centre Hotel on International Drive.**





Our Partners  
Believe in  
Our Mission-  
to serve the  
practitioner  
community.

## Why Sponsor CCW Winter?

With over 300 people, CCW Winter is the right size to stand out. Even more impressive, we have an industry record 60% from the client side mainly director level and above— making this your best opportunity to meet pre-qualified customers.

### LET'S TALK!

Our sponsorship team can build a customized package with your needs in mind. From speaking, to exhibiting, to branding, to lunches and cocktails, if you can dream it, we can do it. **Please contact Simon today:**



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# Special Thanks to Our Sponsors



Contact Simon Copcutt at 1-212-885-2771 or email [spex@iqpc.com](mailto:spex@iqpc.com) for information on sponsorship opportunities.



**8x8**  
[www.8x8.com](http://www.8x8.com)

8x8, Inc. is the trusted provider of secure and reliable cloud-based unified communications and virtual contact center solutions to more than 40,000 businesses operating in over 40 countries across six continents. 8x8's out-of-the-box cloud solutions replace traditional on-premises PBX hardware and software-based systems with a flexible and scalable Software as a Service (SaaS) alternative, encompassing cloud business phone service, contact center solutions, and web conferencing. 8x8 software integrates with leading ERP, CRM, HCM and other third-party application suites, such as Salesforce, NetSuite and Zendesk, to provide organizations with a completely integrated business communications and collaboration experience. Visit [www.8x8.com](http://www.8x8.com).



**Advantone**  
[www.advantone.com](http://www.advantone.com)

Advantone is an industry leading, cloud contact center service-provider working with Fortune 500 multi-national organizations across the US and Canada. Its fully scalable, SaaS platform, Atmosphere, consists of competitive-edge, IVR, Virtual Automated Call Distributor (VACD), Virtual Predictive Dialer (VPD), Cloud Routing, and SMS/Email applications. This platform, coupled with Advantone's team of experts and outstanding customer service, has allowed Advantone to excel in the unified contact center space



**Calabrio**  
[www.calabrio.com](http://www.calabrio.com)

Calabrio develops Calabrio ONE®, a comprehensive and powerful suite of contact center workforce optimization and analytics software including call recording, quality management, workforce management, and analytics. Calabrio ONE is intuitive and flexible - providing innovative products with an easily personalized architecture that allows contact centers the freedom to tightly integrate applications and scale these solutions to fit their needs. Calabrio strives to put the power of harnessed data to work, kicking complexity to the curb while bringing the most important data quickly to the helm where it becomes simply actionable.



**CallMiner, Inc.**  
[www.callminer.com](http://www.callminer.com)

CallMiner helps businesses and organizations improve contact center performance and gather key business intelligence by automating their ability to listen to every customer interaction. CallMiner's market leading cloud-based voice of the customer analytics solution automatically analyzes contacts across all communication channels: audio, chat, email, and social.

CallMiner offers both real-time monitoring and post-call analytics, delivering actionable insights to contact center staff, business analysts, and executives. The results include improved agent performance, sales, operational efficiency, customer experience, and regulatory compliance. With over 10 years of industry leadership and over 2 billion hours of conversations analyzed, CallMiner serves some of the world's largest call centers, delivering highly effective, usable, and scalable speech analytics solutions.



**Castel Communications**  
[www.castel.com](http://www.castel.com)

Castel Communications, LLC is a market leader, delivering cutting-edge call center solutions for leading call center organizations across the globe. Castel Detect Voice and Speech Analysis solution provides LIVE and post-call emotion, word and phrase monitoring and detection for call centers of all sizes. Stop by Castel's booth for a brief overview of the solution and learn how Castel helps companies increase customer service levels and generate revenue! For more information about Castel's predictive dialer, digital voice recording, and voice and speech analysis solutions, call 800-657-8215 or visit [www.castel.com](http://www.castel.com).



**Early Warning**  
[www.earlywarning.com](http://www.earlywarning.com)

Early Warning, a leader in innovative risk management solutions, has direct connectivity to Mobile Network Operators. This connectivity enables organizations to verify, in real-time, if the mobile number on file has changed ownership. Organizations gain the insight to know if the mobile number on file is a match/no-match based on if there have been changes to the account since the last contact with that consumer as well as the network status of the number (suspended or deactivated). The ability to verify the accuracy of consumer mobile phone numbers and monitor mobile changes as they occur has become essential in order to mitigate the risks of violating TCPA rules and regulations



**Five9**  
[www.five9.com](http://www.five9.com)

Five9 is a leading provider of cloud contact center software, bringing the power of the cloud to thousands of customers and facilitating more than three billion customer interactions annually. Since 2001, Five9 has led the cloud revolution in contact centers, helping organizations of every size transition from premise-based solutions to the cloud. Five9 provides businesses secure, reliable, scalable cloud contact center software to create exceptional customer experiences, increase agent productivity and deliver tangible business results. For more information visit [www.five9.com](http://www.five9.com).



**Fonolo**  
[www.fonolo.com](http://www.fonolo.com)

As the leading provider of cloud-based call-back solutions, Fonolo improves the call center experience by eliminating hold-time and providing sophisticated contact capabilities for online and mobile customers.

Fonolo's In-Call Rescue solution gives your customers the option to "press 1 to get a call-back from the next agent", while Web Rescue and Mobile Rescue power your website and mobile app with click-to-call-back capabilities.

Fonolo's cloud-based technology works with any call center infrastructure and has minimal impact on your existing processes. An optional on-premise appliance can also be added to comply with strict security requirements.

More info: [Fonolo.com](http://Fonolo.com) or [info@fonolo.com](mailto:info@fonolo.com).



**Gatestone**

Since Gatestone's inception in 1978, we have been successfully providing Business Process Outsourcing (BPO) and Contact Center solutions to a variety of markets across North America. We offer fully-integrated facilities located the United States, Mexico and Canada and employ 1,000 customer facing agents. We have made tremendous investment in our technologies and process innovations to ensure all the right business outcomes while elevating customer satisfaction and brand loyalty.

## Genesys [www.genesys.com](http://www.genesys.com)

Genesys is the world's leading provider of customer service and contact center software and services — with a 100% focus on customer experience. With more than 2,000 customers in 80 countries, Genesys is uniquely positioned to help companies bring their people, insights and customer channels together to drive today's new customer conversation. Genesys software directs more than 100 million interactions every day from the contact center to the back office, helping companies deliver fast, simple service and a highly personalized cross-channel customer experience. Genesys software also optimizes processes and the performance of customer-facing employees across the enterprise. [www.genesyslab.com](http://www.genesyslab.com)

## inContact. [www.incontact.com](http://www.incontact.com)

inContact's cloud solutions enable call centers to operate more efficiently, create differentiated and profitable customer interactions and build a technology infrastructure that supports future growth. Our hosted call center software solutions are built on a flexible platform—opening the door to endless call center improvement opportunities. From hosted automatic call distributors (ACD), computer telephony integration (CTI) and interactive voice response (IVR), to cutting-edge workforce management resources, our call center software platform can not only improve your customer satisfaction response but significantly reduce your call center's operational costs.

## THE CALL CENTER SCHOOL [www.injixo.com](http://www.injixo.com)

injixo is a comprehensive WFM solution available in the cloud for an unbeatable \$9 per user per month. The injixo solution provides Forecasting, Scheduling, Adherence Monitoring & Reporting, WFM Education Programs, a vital WFM User Community, and an Employee Portal that is accessible through any browser on any device.

Since 2001 and with over 18,000 graduates, The Call Center School offers the world's most comprehensive e-Learning Curriculum for Call Centers. We believe in keeping our educational programs affordable, accessible, engaging and in line with current call center topics. Our annual plans include unlimited access to more than 170 training modules.

## Interior Concepts [www.interiorconcepts.com](http://www.interiorconcepts.com)

Interior Concepts is an industry leader in designing, manufacturing, and installing furniture for call center and office environments. Drawing from decades of experience in designing and manufacturing high quality, made in the USA commercial business furniture, Interior Concepts is your #1 choice for call center and office furniture. Contact us to start a free, no obligation quote at 800-678-5550 or visit our website [www.interiorconcepts.com](http://www.interiorconcepts.com).

## IO Solutions [www.ioscenter.com](http://www.ioscenter.com)

IO Solutions, founded in 2007, is a privately held family company, headquartered in PEI. We specialize in dedicated contact center solutions to offer our partners a fully compliant turnkey solution. We have acquired a diversified portfolio of clients in the banking, telecom, media, energy, software, retail, e-commerce, food and beverage and financial services fields. We have a bilingual, multitask delivery capability, a strong know-how in back office tasks. Our infrastructure is robust, reliable and highly scalable.

Our goal is to optimize the customer experience and help our clients become more competitive, by providing customized contact solutions tailored to our client's philosophy, needs and business processes.

Our vision is to BUILD on long-term partnership and create value in our client's business through innovative solutions.

- We are committed to increasing ROI
- We are committed to organizational changes
- We are multi-task oriented

## Language Services Association [www.lsaweb.com](http://www.lsaweb.com)

Established in 1991, LSA's mission is to help people and companies survive and thrive in a global environment. Leading corporations across the globe depend on our language solutions to get the cultural support they need, while benefiting from the best customer service possible.

As one of the largest and fastest-growing language services providers in the world, our employees and linguists know that what they do matters; together, we are making a difference in society through language. Every day, we help millions of non-English speakers overcome communication barriers, meet goals, build trust and grow as individuals.

We're proud to fulfill the multicultural communication needs of more than 1,400 clients worldwide, in over 200 languages, across virtually every industry. Our language solutions include telephone interpreting, translation and localization, video remote interpreting, face-to-face interpreting, sign language interpreting and language assessments.

## Lionbridge [www.lionbridge.com](http://www.lionbridge.com)

One of the biggest differentiators for contact centers, BPOs and their brands is language: Engaging with customers in their preferred language and channels directly impacts CX.

Until now, language solutions for customer care have failed to meet company and consumer expectations. Over-the-phone interpretation (OPI) only addresses voice, ignoring increasingly important self-service channels, and machine translation-based products don't deliver quality high-enough for digital channels.

In 2016, Lionbridge is delivering real-time translation that works for contact centers. At Call Center Week Winter, see how you can now provide multi-lingual capabilities across the entire omni-channel. Deliver outstanding omni-lingual customer service using your existing communications platforms to increase your revenue and decrease your cost/risk.

## LIVEPERSON [www.liveperson.com](http://www.liveperson.com)

LivePerson's leading platform, LiveEngage, enables thousands of brands around the world to connect with consumers through online and mobile messaging. LiveEngage offers unparalleled security and scalability, enabling brands to proactively connect and stay connected with the customers, driving greater sales and loyalty.

## LOXYSOFT [www.loxysoft.com](http://www.loxysoft.com)

Loxysoft is the provider of the workforce management system ProScheduler. ProScheduler is used by hundreds of call centers in North America to improve customer experience, by optimizing schedules based on incoming traffic, and for project planning of outbound activities. ProScheduler is affordable and has a truly intuitive and graphic user interface, which makes it quick to implement and learn. ROI is generally made already within 6-8 months. The powerful optimizing engine creates optimized schedules within a few minutes, which makes it easy to try different settings to analyze effects and measure costs before publishing the schedules to your workforce.



Texas Digital is now part of NCR Corporation. (NYSE: NCR) NCR is a global technology company leading how the world connects, interacts and transacts with business. NCR's assisted- and self-service solutions and comprehensive support services address the needs of retail, financial, travel, hospitality, telecom carrier and equipment organizations in more than 100 countries. NCR ([www.ncr.com](http://www.ncr.com)) is headquartered in Duluth, Georgia.



**Pipkins**  
[www.Pipkins.com](http://www.Pipkins.com)

Pipkins Inc., founded in 1983, is a leading supplier of workforce management software and services to the call center industry, providing sophisticated forecasting and scheduling technology. For the past twenty-eight years, Pipkins has consistently created and delivered superior workforce management products for call centers of all sizes. Pipkins maintains its reputation as an industry leader with thirteen industry-first applications. Vantage Point, Pipkins' premier product, is the most accurate forecasting and scheduling tool on the market. Pipkins' systems forecast and schedule more than 300,000 agents in over 500 locations across all industries worldwide. For more information, visit [www.Pipkins.com](http://www.Pipkins.com)



**RMG Network**  
[www.rmgnetworks.com/intelligent-contact-center](http://www.rmgnetworks.com/intelligent-contact-center)

RMG Networks™, formerly Symon Communications, is a worldwide leader in providing intelligent visual solutions for contact centers. RMG offers customers a single point of accountability for data visualization, empowering organizations to integrate and display critical data to better run their businesses using real-time performance management. RMG specializes in intelligent contact center, visual internal communications and intelligent

digital signage solutions that engage, inform and influence internal audiences. With a wide range of capabilities and one of the most experienced teams in the industry, RMG Networks provides an end-to-end contact center digital signage solution combining software, hardware, consultancy, content creation and professional services. Trusted by 70% of the Fortune 100, RMG Networks powers over one million screens on six continents. RMG Networks is headquartered in Dallas, Texas, with offices in the United States, United Kingdom, Singapore and the United Arab Emirates. For more information, visit [www.rmgnetworks.com/intelligent-contact-center/](http://www.rmgnetworks.com/intelligent-contact-center/)



**Sencommunications**  
[www.sencomm.com](http://www.sencomm.com)

Sencomm, a division of Sencommunications, Inc., is an innovative technology solutions company, and the only Premium Plantronics Distributor that is also a certified Women's Business Enterprise. Sencomm excels in design, support and implementation of end-to-end voice, video, network, and application solutions. Partnering with leading manufacturers, Sencomm offers a wide range of solutions including: Cloud-Based Contact Center solutions with Interactive Intelligence; VoIP technologies with Unified Communications partner, ShoreTel; Data & Wireless with infrastructure partners, Extreme Networks & Motorola; Video Technologies with video partners, Lifesize, Polycom and BCS Global; and hosted Technologies with cloud partner, Microsoft. Sencomm has provided outstanding customer service since 1989.



**Supero Technology**  
[www.superotech.com](http://www.superotech.com)

Supero Technology is a leading provider of agent performance management tools. Our HCPeform (Human Capital Performance) product is a contact center performance management eco system that has all of the essential modules in one cloud portal to track, manage, coach

and improve performance for front line associates in each company. Holistic agent performance begins with data integration with disparate platforms and presenting them in drillable KPI dashboards and scorecards. Once an agent's performance becomes visible, HCP's internal modules provide a workflow to monitor and manage performance in very methodical way. The workflow enables secure email, goal setting, performance plans, quality assurance scoring, knowledge testing and training content management. HCP has a module for each of these that makes it easy to not only track KPIs, but also track how much communication is taking place between employees at different levels in their team hierarchy. This ensures that you now have a way to implement your performance management plan and benefit from its fullest potential.



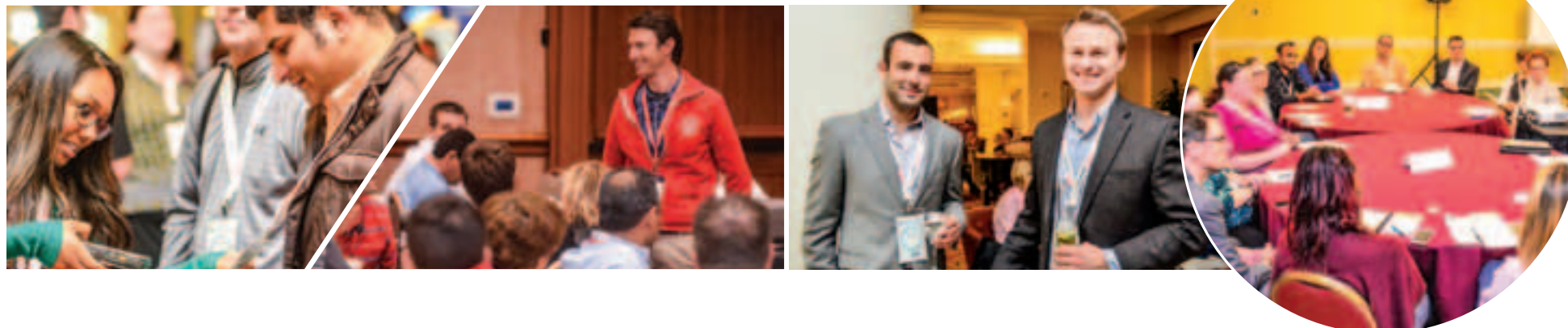
**Vcare**  
[www.vcaretec.com](http://www.vcaretec.com)

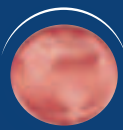
Vcare is on a feel good mission. Our mission is to provide exceptional experiences to your customers in every interaction. We handle Phone, Chat, Email and Social Media for our clients. We work with many different types of businesses: some examples are retail, healthcare and wireless companies.



**VHT**  
[www.virtualhold.com](http://www.virtualhold.com)

At VHT, we believe that delivering an exceptional customer experience doesn't have to be difficult. Every customer interaction, regardless of channel, should enrich the brand and deepen the customer relationship. For a long time, the customer journey has been broken. Twenty years ago, VHT pioneered a new approach to customer service that helps organizations eliminate customer wait times - creating a positive first impression of the brand and improving customer interactions, operational efficiencies and revenue opportunities.





# Special Thanks to Our Media Partners



**CXPA**  
Website: [www.cxpa.org](http://www.cxpa.org)

Founded in April 2011 and led by experts in the field, the Customer Experience Professionals Association (CXPA) is a global non-profit organization dedicated to the advancement of customer experience management best practices. It provides customer experience management professionals with educational and networking opportunities to help them succeed, and it facilitates industry-wide advancement of the customer experience management discipline. CXPA members are companies and individuals who develop, manage, optimize, and envision how organizations interact with their customers. The CXPA community includes practitioners within companies, vendors who support customer experience efforts, and other stakeholders in the industry. For more information, visit [www.cxpa.org](http://www.cxpa.org).



**CallCenterJobs.com**  
Website: [www.callcenterjobs.com](http://www.callcenterjobs.com)

Founded in 1998, CallCenterJobs.com is a leading "niche" employment resource for experienced Call Center and Customer Service professionals. More than a typical job board, CallCenterJobs.com is guided by a management team that possesses 20+ years of industry experience and has deep roots within the call center community. Our site boasts the largest collection of QUALITY job openings in the business and has built a solid reputation for attracting higher caliber candidates who are focused on achieving their long-term career goals.



**Aledium**  
Website: [www.CallCenterWorkforce.com](http://www.CallCenterWorkforce.com)

Aledium specializes in customized call center talent management solutions. Our Call Center Response® and Call Center Talent® programs and services deliver results at all levels in a call center organization. The core principles of Aledium were first founded in 2006. Over the past 10 years, Aledium has evolved into a specialized single-source call center human capital and talent management solutions company for all your recruiting needs.



**utkan.com**  
Website: [utkan.com](http://utkan.com)

utkan.com is a popular Customer Experience and Call Center blog in Turkey broadcasting since 2009. utkan.com is published by Engin Utkan, a Sector Executive with 19 years of experience. Engin Utkan is a jury member on the evaluation committee of Turkey Call Center Awards. Customer Experience Management, Call Center, CRM, Social Media and Technology Trends are some of the topics utkan.com covers.



**Call Center Managers Guru**  
Call Center Manager Guru's LinkedIn Group is for Managers who have "out of the box" to be called - the BEST of the BEST. This group is for ideas.. suggestions.. theories etc..

**The Customer Care Management**  
The Customer Care Management group focuses on bringing your peers from the larger community together to discuss ongoing issues and trends in the Customer Care industry. There are a wide variety of statistics available which show that ways in which customers expect pre and after sales service have long term impacts on sustainability and revenue of a business. Join in to contribute or benefit from the discussions...



**The Customer Care Network**  
The Customer Care Network brings together over a group of over 10,000 social-savvy customer care experts worldwide and several leading brands. The discussions are moderated by dutch customer experience leader and customer care blogger, Marco Houthuijzen. It also included a group of authors/consultants who are influential in this space and widely followed as bloggers on the topic of customer service



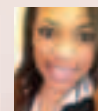
**TelePlaza**  
Website: [www.teleplaza.com](http://www.teleplaza.com)  
TelePlaza is a comprehensive online directory providing valuable and relevant call center content and is the ultimate resource for locating quality contact center information. TelePlaza offers "the MOST tele-relevant information in the LEAST amount of time."



**CRM Xchange**  
Website: [www.crmxchange.com](http://www.crmxchange.com)  
CRMXchange is the premiere destination for information on relationship management including: best practices, CIM applications, products, training, and other valuable industry resources.



**Taylor Colin, CEO & Chief Chaos Officer, The Taylor Reach Group, Inc.**  
Colin is the publisher of Customer Reach® a contact center e-newsletter published ten times a year and delivered to more than 10,000 senior contact center executives around the globe. He is the author of Compendium of Contact Center Knowledge Volume 1, 2, 3, and 4) a regular columnist for publications such as Contact Management Magazine, Contact Center Pipeline, Call Center Times and Direct Marketing News and has had more than 200 articles published. Colin is currently working on a new book focusing on the Customer Experience and contact centers. Colin is a frequent speaker on customer service, customer experience, call/contact centers, Operational Innovation, CRM, sales, and team building.



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## If you are interested in becoming a media partner, contact Marly Derisma.

# Choose the Pass that Best Suits You

PASSES ►	2 DAY PASS	3 DAY PASS <i>*Most Popular Pass</i>	4 DAY PASS <i>*Most Value</i>	EFFORTLESS PASS <i>*Easiest Way to Go if Time is Money</i>	EXPO HALL PASS
Main Conference Sessions	✓	✓	✓	✓	
Choice of 3 Workshops		✓	✓	✓	
Workforce Optimization Bootcamp/Site Tours	Optional add-on	Optional add-on	✓	✓	
Continental Breakfast	✓	✓	✓	✓	
Networking Lunch	✓	✓	✓	✓	
Access to the Expo Hall	✓	✓	✓	✓	✓
Access to the Big Ideas Stage	✓	✓	✓	✓	✓
Access to Customer Success Stories	✓	✓	✓	✓	✓
Cocktail Celebration Party on January 28th	✓	✓	✓	✓	✓
Networking Mobile App	✓	✓	✓	✓	
Post-Event Recap	✓	✓	✓	✓	✓
1 Year Complimentary Access to Call Center IQ Exclusive Research	✓	✓	✓	✓	
Wifi-Lounge Access	✓	✓	✓	✓	✓
Business Lounge Access			✓	✓	
Post-Show Access to Presentations	✓	✓	✓	✓	
Access to Book Signing (limited quantities)	✓	✓	✓	✓	✓
Fast Pass at Registration, Lunch and Book signings				✓	
Audio Presentations	Optional add-on	Optional add-on	Optional add-on	✓	
Accommodations (up to 5 nights at the Rosen Centre)				✓	



# Conference Registration & Pricing Information

**3 Easy Ways to Register**



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## DO YOU QUALIFY FOR A DISCOUNT?

\*no two discounts can be combined.

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- Did You View the Video Trailer on the Event Homepage?  
**Hint, Hint**

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<b>2 Day Pass</b> (Main Conference Only: Jan 28-29)	\$1,299 Daily rate \$649	\$1,499	\$1,999
<b>3 Day Pass</b> (Main Conference + Workshop Day: Jan 27-29)	\$2,099 Daily rate \$699	\$2,299	\$2,799
<b>4 Day Pass</b> (All Days: Main Conference + Workshop Day + Bootcamp/Site Tour Day: Jan 26-29)	\$2,499 Daily rate \$833	\$2,699	\$3,199
<b>Effortless All-Access Pass</b> All Days Jan 26-29 + Lodging + Perks (Limited to 15)	\$4,299		Not available
<b>Add 2 Site Tours</b> to any package	+\$800		
<b>Add Bootcamp</b>	\$799		
<b>Add Workshop</b>	\$549 each		
<b>Add Presentation Audio Recordings</b>	Presentations & Audio +\$399 for a paying delegate		

VENDOR PRICING	Register by 1/8/2016 & Save \$500	Register by 1/8/2016 & Save \$300	Standard & Onsite Pricing
<b>2 Day Pass</b> (Main Conference Only: Jan 28-29)	\$1,499 Daily rate of \$1,249	\$2,699	\$3,199
<b>3 Day Pass</b> (Main Conference + Workshop Day: Jan 27-29)	\$3,099 Daily rate of \$1,033	\$3,299	\$3,899
<b>4 Day Pass</b> (All Days: Main Conference + Workshop Day + Bootcamp/Site Tour Day: Jan 26-29)	\$3,299 Daily rate \$824	\$3,499	\$4,099
<b>Effortless All-Access Pass</b> All Days Jan 26-29 + Lodging + Perks (Limited to 15)	\$5,299		Not available
<b>Add 2 Site Tours</b> to any package	+\$800		
<b>Add Bootcamp</b>	\$799		
<b>Add Workshop</b>	\$549 each		
<b>Add Presentation Audio Recordings</b>	Presentations & Audio (no video) +\$399 for a paying delegate		

### Send More Save More

Take advantage of 60+ sessions by sending your entire team. Group savings, networking activities and team building experiences available to maximize your ROI. Call us today to customize a group package for your team. \*No two discounts can be combined.

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