

CCW

AGENDA

WELCOME

SPEAKERS

ATTENDEES

REASONS TO
ATTEND

PROGRAM
HIGHLIGHTS

AGENDA

SPONSORS

VENUE

PRICING

CCW AGENDA-AT-A-GLANCE

Wednesday | October 12, 2022 Pre-Conference Workshop & Focus Day

8:00 AM – 9:00 AM	Check-in & Breakfast	12:30 PM – 1:30 PM	Lunch	7:00 PM – 9:00 PM	CCW Welcome Party
9:00 AM – 12:30 PM	Workshops and Technology & Innovation Focus Day	1:30 PM – 5:00 PM	Workshops and Technology & Innovation Focus Day		

Thursday | October 13, 2022 Main Conference & Expo

7:00 AM – 8:00 AM	Check-in & Breakfast	12:15 PM – 1:45 PM	Lunch	4:30 PM – 5:30 PM	Main Stage Sessions
8:00 AM – 9:30 AM	Main Stage Sessions	1:45 PM – 3:30 PM	Breakout Sessions	5:30 PM – 6:30 PM	Cocktail Reception in the Expo Hall
9:30 AM – 10:30 AM	Expo Hall Grand Opening	3:30 PM – 4:30 PM	Networking Break in the Expo Hall		
10:30 AM – 12:15 PM	Breakout Sessions				

Friday | October 14, 2022 Main Conference & Expo

7:30 AM – 8:30 AM	Check-in & Breakfast	10:30 AM – 12:15 PM	Breakout Sessions	3:00 PM – 4:00 PM	Networking Break in the Expo Hall
8:30 AM – 9:30 AM	Main Stage Sessions	12:15 PM – 12:15 PM	Lunch	4:00 PM – 5:30 PM	Main Stage Sessions
9:30 AM – 10:30 AM	Expo Hall Networking Break	1:15 PM – 3:00 PM	Breakout Sessions		





8:00 AM - 9:00 AM

Check-In & Breakfast

9:00 AM - 10:30 AM

TECHNOLOGY & INNOVATION FOCUS DAY

Part 1. Digital Channels

Chances are, digital channels represent the first touchpoint a customer has with your brand. Nowadays, the digital customer experience is a natural extension of the customer relationship. The digital customer experience is the sum of digital interactions between a customer and a company and the customer's resulting impression of the brand. This includes front-end services and supporting back-office processes typically designed to provide speedier, more convenient customer support than off-line channels. This session will discuss the hallmarks of an omnichannel customer experience, common mistakes businesses make in the digital customer experience, and how to optimize various digital channels for their best possible use case.

WORKSHOP

How to Adapt Training & Upskilling for the Remote Contact Center Workforce

The pivot to a remote workforce happened quickly and with little warning. Beyond the transition and production ramp-up, contact center leaders suddenly faced a new L&D environment, one very different from the one they met a year ago. In this workshop, we'll examine:

- Transitioning in-person training programs for remote delivery
- Use cases for learning technology that supports virtual delivery of agent training
- Measuring the effectiveness of remote training programs and their impact on agent performance

10:30 AM - 11:00 AM

Networking Break

11:00 AM - 12:30 PM

TECHNOLOGY & INNOVATION FOCUS DAY

Part 2. Journey Mapping

Customer journey maps are more than a handy visualization tool for rooting out gaps and pain points in the customer experience. Journey mapping aims to take insights onboard and transform them into business goals. A customer journey map can help you answer big-picture questions when done right. This session will dive into what types of questions a journey map can help answer, bottom line-related business goals they can help you meet, and a step-by-step process of creating your customer journey map.

WORKSHOP

How to Lead a Contact Center Cloud Migration Project

Developing and leading a cloud migration project requires contact center executives to navigate complex issues. In this workshop, we'll analyze:

- Best practices for building a compelling business case for transitioning to the cloud
- Top business, security, and technical considerations that executives must address in a cloud migration plan
- Debunking myths around cloud operations and data security

12:30 PM - 1:30 PM

Lunch



1:30 PM - 3:00 PM

TECHNOLOGY & INNOVATION FOCUS DAY

Part 3. Analytics

There's an infinite number of things your customer contact team could pursue. But how do you definitively determine team priorities? More importantly, how do you empower bots and employees to make the right decisions in critical moments of truth? The answer lies in actionable customer analytics. Not simply "prescriptive," actionable intelligence acts as a team enablement tool. As a result, actionable analytics lead to greater satisfaction, sales, marketing conversions, and operational efficiency. This session will uncover a 5-step actionable analytics journey, the most pressing customer data challenges, critical contact center insights you must measure and action today, and critical requirements for an actionable customer analytics strategy.

WORKSHOP

How to Build a Playbook for Ensuring Exceptional Service Delivery From a Distributed Agent Workforce

Remote working comes with a host of competing priorities. Employees are busier than ever. Unpredictable situations at home have replaced the commute. And, it's harder than ever to make time for the productivity and creativity required to keep up. In this session, we'll explore:

- How to support agents in a remote work environment
- Enforcing consistent quality and setting standards for home workstations and service quality
- Innovation and creativity across a distributed workforce

3:00 PM - 3:30 PM

Networking Break

3:30 PM - 5:00 PM

TECHNOLOGY & INNOVATION FOCUS DAY

Part 4. Knowledge Management

Knowledge management and building a continuously effective and relevant knowledge base is a challenging and massive undertaking. That said, an adequate knowledge base for employees and contact center agents is critical to delivering reliable service. Furthermore, consolidating and building content from that knowledge base specifically for customer-facing touchpoints can act as a powerful self-service touchpoint, reducing call volume. In this interactive session, we dive deep into how to consolidate and analyze your current knowledge situation and build a resilient strategy around knowledge management and content development for next-generation positioning.

WORKSHOP

How to Layer AI Into Your Existing Tech Ecosystem to Augment Agent Capacity

As AI and machine learning models improve, how can customer contact leaders integrate agents alongside these powerful tools to improve productivity and efficiency? In this workshop, we'll tackle:

- Strategically deploying AI to support agents
- Blending agents with automation tools to improve the agent experience
- Earning agent buy-in for AI initiatives

7:00 PM - 9:00 PM

CCW Welcome Party

If you want to see Nashville on your flight to CCW, look for seat 10C. If you want to leave with new professional contacts and memories that'll last a lifetime, don't miss our legendary Welcome Party.



7:00 AM - 8:00 AM

Check-In & Breakfast

8:00 AM - 9:30 AM

Main Stage Sessions: Block 1

Welcome to Customer Contact Week

The CCW analyst team will lead a can't miss conference orientation and share pro tips to help you get the most out of your CCW experience.

Architect a New World of Work: How Do You Future-Proof Your Organization?

Marcus Buckingham is the world's authority on what the most effective leaders and highest-performing people do differently. He is the New York Times best-selling author of two of the most popular business books of all time. He has two of Harvard Business Review's most circulated, industry-changing cover articles. His strengths assessments have been taken by over 10 million people worldwide.

Building on nearly two decades of experience as a Senior Researcher at The Gallup Organization, he brought his data-based discoveries to build a \$100 million tech company focused on helping people find and leverage their strengths at work. He currently guides the vision of ADP Research Institute as Head of People + Performance research and sits on Harvard Business Review's editorial advisory board.

Marcus will explore the correlation between strengths-driven, engaged employees and business fundamentals such as turnover rates, customer satisfaction, profits, resiliency, and productivity. Challenging entrenched preconceptions about achievement to get to the core of what drives success, his strengths-based approach is a win/win scenario that, without exaggeration, will define the future of work.

Engagement Strategies for a Distributed Workforce

Contact center work models have changed dramatically. For many, agents no longer have real-time human support from peers or leaders to serve customers successfully. As a result, contact center leaders had to quickly understand the changing needs of their frontline workers in this new distributed environment. This panel discussion will explore agent engagement strategies that provide assistance, emotive tools, and the realtime support necessary to move forward in the modern workforce.

9:30 AM - 10:30 AM

Expo Hall Grand Opening

10:30 AM - 11:15 AM

BREAKOUT

Leverage Advanced Customer Listening for Effective Channel Expansion

Do you offer support via a new channel for the sake of it, or do you invest time and effort into understanding and anticipating your customers' needs? This session will focus on:

- Top strategies for approaching channel expansion in your contact center
- Invaluable tips for leveraging your VOC platform
- Lessons from top brands on integrating customer support into the innovation pipeline

What You Need to Know About the Latest Trends in Customer Data Security and Compliance

Leading your customer contact team through a seemingly endless barrage of data security threats while ensuring compliance with a kaleidoscopic regulatory framework is a vital skill for customer contact executives. How do you balance those responsibilities with your mission to deliver world-class customer experiences? What are the most critical questions you need to answer about your data protection policies? In this session, we'll explore top data security trends and compliance issues facing customer contact executives, including:

- Emerging customer data security threats
- Compliant customer communication policies
- Data security crisis management strategies

THINK TANK

How to Overcome the Static Journey Map Trap

In this scenario-based, interactive session, we'll facilitate a discussion on tips and tricks for overcoming the catastrophic pitfalls of static journey maps and how to go about moving to a more real-time, dynamic journey model.

How to Get Started with Social Customer Care

In this scenario-based, interactive session, we'll facilitate a discussion on tips and tricks for getting started with social customer care given it's dramatic rise in demand over the course of the pandemic.

CASE STUDY

7 Gamification Strategies that Achieve Jaw Dropping Agent Performance Improvements

Using case studies as a framework for analysis, we'll evaluate gamification strategies that delivered jaw dropping agent performance improvements - and identify best practices that you can apply to your business.

11:15 AM - 11:30 PM

Transition

11:30 AM - 12:15 PM

BREAKOUT

Design and Deliver a Career Growth for the Modern Contact Center Agent

Team members feel more engaged when there are clear paths for career growth and opportunities to reach professional goals. In addition, implementing career paths impacts the entire organization by improving morale, overall satisfaction, motivation, and productivity. In this session, we'll tackle:

- Aligning your values/culture with your business practices
- Introducing career paths in the contact center environment
- Business impact of retaining ambitious contact center reps

User Experience Considerations Across the End-to-End Customer Journey

A User Experience (UX) team is a vital tiger team to address and improve customer journey touchpoints. From a more navigable web experience to rolling out a new automated voice system, your UX team is the key to disruptive CX improvements through new and existing digital products. In this session, we will address:

- The power of a UX team for the service experience
- User research, and the development process
- How to identify and prioritize mission-critical UX projects

THINK TANK

How to Support Employee Mental Health and Wellness

In this scenario-based, interactive session, we'll facilitate a discussion on tips and tricks supporting employee mental health and wellness in a modern environment where preserving mental health must be an utmost priority.

How to Develop Tech Evaluation Criteria for Your Organization

In this scenario-based, interactive session, we'll facilitate a discussion on the end-to-end process for developing tech evaluation criteria for your contact center, transforming ad hoc tech investments into an integrated strategy.

CASE STUDY

How a Leading Retailer Dramatically Increased Self-Service Resolution by Simplifying Customer Authentication

Using case studies as a framework for analysis, we'll evaluate how a leading retailer increased self-service resolution by leveraging a simplified and more customer-friendly authentication process.

12:15 PM - 1:45 PM

Lunch

1:45 PM - 2:30PM

BREAKOUT

Mastering the Art & Science Behind Customer Journey Mapping

Are you using journey maps as a snapshot in time or a living and breathing experience map? Are you assessing journey touchpoints and redesigning them to deliver greater customer lifetime value? This session addresses how to transform journey maps from static to dynamic:

- Make journey maps an iterative process
- Allocate teams to continuously review and redesign pain points
- Use journey maps as an agent for a customer-centric culture

Transform Your RPA Strategy Through the Power of CX Innovation Incubation

Process automation provides significant upside for organizations, but longstanding enterprises often follow trends rather than disrupt the status quo. What can your organization do to transform reactive RPA into proactive RPA? The answer lies in effectively incubating technology innovation and focusing on better meeting customer needs. In this session, we will tackle:

- How to create a tech innovation incubator specifically for CX
- User research to shape innovation rooted in customer needs
- Leverage internal, cross-functional teams to drive innovation

THINK TANK

How to Strategically Deploy Chatbots to Drive Up the Stickiness of Your Digital Channels

In this scenario-based, interactive session, we'll facilitate a discussion on tips and tricks for deploying chatbots in your contact center that drive real customer satisfaction and self-service resolution improvements.

How to Avoid the Most Costly AI & Automation Mistakes

In this scenario-based, interactive session, we'll facilitate a discussion on tips and tricks for avoiding the most costly AI and automation mistakes through a more proactive and thoughtful approach to technology investments.

CASE STUDY

How a Major Financial Institution Quickly Transformed Their Digital Channel Infrastructure

Using case studies as a framework for analysis, we'll evaluate how a top financial institution quickly re-engineered their digital customer engagement strategy - and identify best practices that you can apply to your business.

2:30 PM - 2:45 PM

Transition

2:45 PM - 3:30 PM

BREAKOUT

Re-Imagining Recruitment Strategies for Hybrid and Fully Remote Workforces

The future of recruiting belongs to those who are quick to adopt new and creative methods of attracting applicants. In this session, we'll present solutions to the unique challenges faced by HR leaders charged with recruiting contact center agents. We'll also explore best practices top brands deploy to fill their recruiting funnels and more quickly identify and close top candidates.

Humanize End-to-End Digital Experiences, from Self-Service Portals to IVR and Chatbots

In a world where AI disrupted the very essence of speedy and efficient customer interaction, empathy can suddenly be absent from your customer experience. The balance of AI and human touch is dependent on the expertise your organization wants to deliver and your customer's expectations. In this session, we explore various approaches to leveraging AI and humans:

- Customer-facing AI vs. assisted service
- When is human interaction a requirement
- Effective transitions between self-service and assisted service

THINK TANK

How to Adapt Your Agent Performance Management Program for a Hybrid Workforce

In this scenario-based, interactive session, we'll facilitate a discussion on tips and tricks for adapting your agent performance management program to optimize it for delivery across hybrid and/or fully distributed workforces.

How to Develop Your Next Generation of Customer-Centric Service Leaders

In this scenario-based, interactive session, we'll facilitate a discussion on tips and tricks for developing the next generation of customer-centric service leaders in an environment forever-changed by the global pandemic.

CASE STUDY

How a Leading Global Contact Center Dramatically Improved CX with AI-Powered Coaching

Using case studies as a framework for analysis, we'll evaluate how a leading global contact center leveraged AI-powered coaching solutions to dramatically improve agent performance - and identify best practices that you can apply to your business.

3:30 PM - 4:30 PM

Networking Break in the Expo Hall

4:30 PM - 5:30 PM

Main Stage Sessions: Block 2

CCWomen

CCWomen convenes a community of influential and inspirational female executives whose august leadership and achievements are charting the course for contact center & CX teams around the world. Our sessions will provide cutting-edge content from across industries and generations on the most critical issues facing women in customer contact based on community feedback and market research.

Get ready. We'll roll out the red carpet for you!

3 Ways to Sharpen Your Leadership Skills for the Modern World

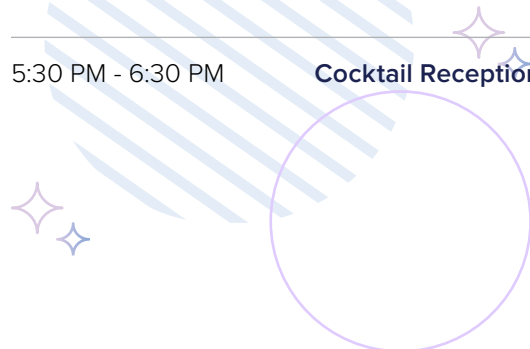
- Current market trends and our evolving customers influence business priorities including the way we view leadership.
- The demand for inclusive leadership is crucial as it implies how organizations develop current and future leaders. It also shows the readiness of the organization's innovation strategy and process.
- Competent and adept leaders are the way of the future and they are core assets to the success of reshaping the workplace.
- This session will provide tangible solutions to sharpen and refocus your leadership skills.

In the Queue: Pay Transparency & Negotiations.

This no-holds-barred rapid-fire segment will feature the strong female leaders of our CCWomen community as they answer personal and industry-specific questions around pay transparency & negotiations.

5:30 PM - 6:30 PM

Cocktail Reception in the Expo Hall





7:30 AM - 8:30 AM

Check-In & Breakfast | CCWomen Networking Breakfast (RSVP required)

8:30 AM - 9:30 AM

Main Stage Sessions: Block 3

The Evolution of The End-to-End Customer Experience

We'll take a deep dive into the complex and interconnected nature of the end-to-end customer experience. Beyond our day-to-day responsibilities to the customer, how are we working to collaborate internally and rethink customer experience for the future? How can the contact center advocate for customer centricity and become the glue for a connected, end-to-end experience? In this dynamic opening panel, we will explore how some of the most customer-centric brands:

- Adapt to the blurred boundaries between products, services, and environments
- Adopt an integrated view to design end-to-end experiences that are valuable to their customers and successful in the market
- Break down silos and organizational collaboration to transforming experience delivery.

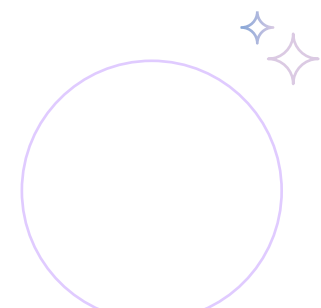
How to Transform Your Contact Center Agents into Modern Knowledge Workers

This dynamic panel discussion will explore:

- The process of transforming contact centers from the factory floor model to leading-edge, 21st-century, knowledge working environments
- How to reconfigure your workforce to meet customer and business goals
- Individual and team performance measurement strategies

9:30 AM - 10:30 AM

Networking Break in the Expo Hall



10:30 AM - 11:15 AM

BREAKOUT

Harness the Power of Artificial Intelligence to Drive Extraordinary Competitive Advantage

This session will address how top brands use AI tools to support their customer contact function. From small, quick wins to large, complex applications, we'll explore how leading brands deploy automation and artificial intelligence to manage call volume, lower operating costs, and elevate the customer experience.

Top CX Executives Share Strategies for Building an Organization-Wide Coaching Culture

Frequent coaching in the contact center environment is more effective and more engaging than any formal training and development program. How can you formalize a coaching environment that embeds itself as a way of working rather than a management dictated mandate? This session will explore:

- Key characteristics of a coaching culture
- How to organically initiate coaching at the supervisor level
- Tips from the best enterprise business coaches.

THINK TANK

How to Promote Equity and Build a Culture of Inclusion in Your Contact Center

In this scenario-based, interactive session, we'll facilitate a discussion on tips and tricks for overcoming the catastrophic pitfalls of static journey maps and how to go about moving to a more real-time, dynamic journey model.

How to Create the Right New Self Service Offering for Your Customer Base

In this scenario-based, interactive session, we'll facilitate a discussion on tips and tricks for creating new self-service offerings that meet the needs of your modern customer.

CASE STUDY

How a Patient Access Center Rebuilt Their Playbook to Improve Service Delivery From a Distributed Agent Workforce

Using case studies as a framework for analysis, we'll evaluate how a major healthcare institution rebuilt their workforce management playbook to improve service delivery from a remote workforce - and identify best practices that you can apply to your business.

11:15 AM - 11:30 PM

Transition

11:30 AM - 12:15 PM

BREAKOUT

What You Need to Know About How Macro Customer Behavior Trends Are Affecting Service Expectations

The global pandemic impacted virtually all aspects of our lives. Some sudden and involuntary changes, such as social distancing, masks, lockdowns, and travel restrictions. For others, it accelerated the adoption of behaviors already percolating, such as the digitization of shopping and service delivery. In this session, we'll explore:

- How increased digital adoption is changing service expectations
- The most significant customer behavior changes by major demographic groups
- How to improve forecasts based on evolving customer channel preferences and service expectations

Foster a Robust Coaching Culture for Talent Success

Frequent coaching in the contact center environment is more effective and more engaging than any formal training and development program. How can you formalize a coaching environment that embeds itself as a way of working rather than a management dictated mandate? This session will explore:

- Key characteristics of a coaching culture
- How to organically initiate coaching at the supervisor level
- Tips from the best enterprise business coaches.

THINK TANK

How to Use Customer Feedback to Drive Organizational Change

In this scenario-based, interactive session, we'll facilitate a discussion on tips and tricks for using customer feedback to drive organizational change.

How to Leverage Analytics to Augment Agent Performance

In this scenario-based, interactive session, we'll facilitate a discussion on tips and tricks for using analytics influence agent performance.

CASE STUDY

A Health Insurance Contact Center Shares Valuable Lessons From Their First Chatbot Deployment

Using case studies as a framework for analysis, we'll evaluate how a leading health insurance contact center deployed their first chatbot - and identify best practices that you can apply to your business.

12:15 PM - 1:15 PM

Lunch

1:15 PM - 2:00 PM

BREAKOUT

How to Make Customer Feedback Meaningful Across Your Company

Many organizations struggle to make feedback meaningful and actionable for the organization. In this session, contact center leaders share their customer listening tips and tricks, including:

- How to operationalize feedback quickly
- Collaboration across support and product teams
- Feedback mechanisms you can implement today

Workforce Planning in an Unpredictable Operating Environment

Aligning the workforce with call volume is one of the most important competencies for a contact center leader. In this dynamic panel discussion, leading contact center executives will explore best practices and innovative alternatives for ensuring operational continuity through unpredictable spikes in call volume, including;

- Tapping into the on-demand gig workforce
- Outsourcing to automated services or live agents
- Deploying call-backs to smooth out call spikes

THINK TANK

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2:00 PM - 2:15 PM

Transition

2:15 PM - 3:00 PM

BREAKOUT

How to Integrate Automation Into Service Experience Operations

Artificial intelligence presents one of the most significant opportunities for enterprises to deliver better, faster, and more effortless customer experiences. Whether via a customer-facing chatbot or agent-facing support technology, process automation raises the standard for both customer and agent experience. In this interactive panel, we will explore:

- AI use cases across several enterprise organizations
- Automation technology beyond the hyped chatbot
- How AI can drive engagement and empowerment from agents.

What Everyone Ought to Know About Business Trends Affecting the Contact Center

Discover the latest contact center transformation macro trends and prepare now to lead change in your organization. A venerable panel of contact center industry strategists will help you stay at the forefront of the rapidly changing CX landscape – and grow your competitive advantage.

In this session, we'll outline:

- How top brands are deploying cutting-edge tools to optimize the efficacy and efficiency of their contact centers.
- The 3 most preventable transformation disasters and how you can learn from them.
- How to identify quick wins and accelerate your business

THINK TANK

How to Map Employee Journeys and Experiences

In this scenario-based, interactive session, we'll facilitate a discussion on tips and tricks for mapping employee journeys and experiences.

How to Overcome the Challenges of the Great Resignation in the Contact Center

In this scenario-based, interactive session, we'll facilitate a discussion on tips and tricks for tackling some of the biggest workforce- and process-related challenges as a result of The Great Resignation.

3:00 PM - 4:00 PM

Networking Break in the Expo Hall

4:00 PM - 5:30 PM

Main Stage Sessions: Block 4

How to Optimize the Human Factor in Agent and Customer Engagement

Self-service options, driven by chatbots, portals, communities, and knowledge management, change the nature of interactions in the customer journey. They place new demands on agents, who now focus on complex or uncommon requests not resolved through self-service. This main stage panel will discuss keeping customer service real and genuine to improve both agent and customer experience. Topics include:

- Why digital tools, such as AI, can foster greater empathy and human connection
- What skills and attributes are essential for the productive super-agent
- How workflow connected teams and automated processes enhance the agent experience

To Transform Your Business You Must Urgently Transform Customer Service

Marcus Buckingham is the world's authority on what the most effective leaders and highest-performing people do differently. He is the New York Times best-selling author of two of the most popular business books of all time. He has two of Harvard Business Review's most circulated, industry-changing cover articles. His strengths assessments have been taken by over 10 million people worldwide.

Building on nearly two decades of experience as a Senior Researcher at The Gallup Organization, he brought his data-based discoveries to build a \$100 million tech company focused on helping people find and leverage their strengths at work. He currently guides the vision of ADP Research Institute as Head of People + Performance research and sits on Harvard Business Review's editorial advisory board.

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CCW Prize Drawing

The CCW Expo Hall prize drawing is the icing on top of an action-packed week. We will be drawing prizes for both the Demo Drive and Meet the Customer activities in the Expo Hall. Prizes range from cash and gift cards to personal electronics. You must be present to win.

