Revolutionize the Customer Experience

Customers now demand personalized, high quality service through the channel they want, when they want it — and they can (and do!) tell the world if you don't deliver on their expectations. This reality, combined with advances in self-service and mobile, are forcing a transformation in our industry. Mechanistic, siloed contact centers are a thing of the past — delighting customers today requires a more holistic, networked approach to service, which has implications for every aspect of contact center operations and strategy. This year's conference has been specifically designed to help you navigate these issues and deliver the service necessary to revolutionize the customer experience.

Why Attend?

Produced by ICMI, the Contact Center Expo & Conference (formerly ACCE) is the leading global gathering for the contact center industry. It's known worldwide as the essential forum for educational growth, networking, and sharing of proven best practices.

Meaningful Content

Our educational program offers deep, meaningful and actionable content, which is reflected in session length. With 4-hour pre-conference workshops, 75-minute main conference sessions, and full-day selections for post-conference training, our classes provide a non-rushed learning environment with plenty of time for Q&A.

Create Your Own Experience

Seven concurrent sessions allow attendees to make the conference experience unique to their needs and interests.

Global Contact Center Awards Dinner

The most comprehensive awards program dedicated to the customer management industry. Add it to any pass for just $150.

It's Easy to Find Solutions

We offer a non-threatening, low pressure environment to interact with vendors through Passport-to-Prizes, Solutions Spotlight sessions, and thought leading panel discussions.

Expert Speakers

Session and workshop speaking spots cannot be "purchased" by vendors or sponsors. All sessions and speakers are selected by our Advisory Board of industry experts through a "call for papers" process and outreach to industry experts. Content is driven by research, community needs, and audience feedback.

Breakfast Roundtable Discussions

Have breakfast and discuss current issues with top industry experts and table hosts, such as a SVP of Wells Fargo or an AVP from OppenheimerFunds.

Engaging Site Tours

Attendees can learn from other centers up close and personal; it's not just a tour, it's a unique learning experience with interaction from numerous key personnel.

Interesting Ways to Connect

Whether it's with vendors or peers, we offer fun ways to connect. Flying solo? No problem. It's easy to connect with others through tours, games/contests, breakfast roundtable discussions, welcome parties, and planned evening outings.

Just a few organizations that have attended in recent years

|			
Alaska Airlines	Deluxe Corporation	Kaiser Permanente	Progressive Insurance
AllRecipes.com	Dick's Sporting Goods	Kohl's Corporation	REI
American Express	Disney Destinations	LifeLock	Royal Caribbean International
AutoTrader.com	eBay	Marriott International	Samsung Electronics America
Blue Cross Blue Shield	Electrolux Major Appliances	Microsoft	Seattle Public Utilities
St. Jude Children's Research Hospital	Emeritus Senior Living	Motorola Solutions	Sephora
Amazon.com	Farm Bureau	Nationwide Insurance	Shuttle Express
Allstate Insurance	Expedia	Navy Federal Credit Union	Starbucks Coffee Company
BP	Footlocker	New Balance Athletic Shoe	The Home Depot
Capital One	Fossil	Nintendo	The JM Smucker Company
Carnival Cruiselines	Gerber Life Insurance Company	Nordstrom	Thomson Reuters
Cars.com	GoDaddy.com	Open Table	U-Pack Moving
Chicago Teachers Pension Fund	Guardian Life Insurance	Pearson Education	Verizon Wireless
Coca-Cola Enterprises	Hyatt Reservation Center	Pepsi	VW Credit
Costco Wholesale	JetBlue Airways	Prep Sportswear	Walmart

Core Subject Areas

People Management
Ideas and resources to tackle the touch issues of hiring, mentoring and motivating; plus strategies for supervisor success.

Strategy & Leadership
Inspiration and best practices from frontrunners in the industry to help you lead your team to success.
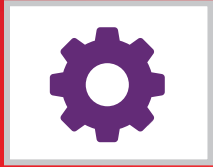
Operations Management
Actionable ideas around critical operations topics, such metrics, technology, multichannel, outsourcing, and workforce optimization.

Technology Management
How to select and use contact center technology to get the job done; plus how to coordinate implementation across the organization.

Case Studies

SESSION 101
How Maximizing Supervisor Effectiveness Helped Turn Sprint's Business Around

SESSION 307
Virtual Assistant: A 24 Hour Employee That Provides Great Feedback

SESSION 104
Customer-Inspired Excellence Through Speech Analytics

SESSION 404
How iContact Brought Social Media Support into the Call Center

SESSION 201
Mentoring and Motivating a Multi-Generational Workforce

SESSION 406
Managing Change Through Technology Implementations

SESSION 202
"It's All About the Customer": Creating a Quality Program that Delivers Results!

SESSION 505
Change IS Good! Helping Your Team Adapt to Change

SESSION 203
Walking in their Shoes: Symantec's Journey to Service Excellence

SESSION 506
Simplifying the Agent Experience

SESSION 303
Increase Customer Satisfaction Through Employee Engagement

Keynote Presentations

How to Succeed in Business and Life

Bill Rancic, Award-winning Author and TV Celebrity

Many strategies helped make Bill Rancic a successful entrepreneur. From starting a boat wash and wax business while in college to his cigar-of-the-month club, and being named the first-ever winner of the NBC hit show "The Apprentice" with Donald Trump, Bill will share the ups and downs on his road to success. With tremendous experience that ranges from real estate development, investing as well as creating, and developing several startup companies, Mr. Rancic brings a fresh, firsthand look at people's personal and professional codes, choices, values and behaviors. Bill will translate these experiences into a source of relevant tips whereby you can improve your game, and create a successful plan for your future success!

About Bill Rancic

Award-winning personality Bill Rancic hosts the successful nationally-syndicated television show, America Now, and serves as co-executive producer with his wife Giuliana Rancic on the top-rated reality show, Giuliana and Bill.

A published author of New York Times best-selling books, Bill wrote *You're Hired: How to Succeed in Business and Life* and *Beyond the Lemonade Stand*. Most recently Bill and Giuliana co-authored the best-seller *I Do... Now What* where the duo share secrets to everlasting love and understanding.

Innovating Analytics: Gaining a Competitive Advantage in a Customer-Driven World

Larry Freed, President & CEO, ForeSee

See conference website for Keynote Presentation description.

Sponsored by **FORESEE**

About Larry Freed

An expert on web customer satisfaction, Larry Freed speaks extensively on the topic at private and public sector industry events and has been quoted in numerous publications and media, including CNN, the Wall Street Journal, the Washington Post, Investor's Business Weekly, Internet Retailer, Multichannel Merchant, DM News, Computerworld, Federal Computer Week and Government Executive, among many others. Larry is the author of a book on customer satisfaction released in 2011, Managing Forward: How to Move from Measuring the Past to Managing the Future.

The Effortless Experience: Conquering the New Battleground for Customer Loyalty

Matt Dixon, Director of Sales & Service Practice, CEB

The most common approach to customer loyalty today is devoting limitless time, energy, and resources trying to dazzle people and inspire customers' undying loyalty. But the new book from CEB, The Effortless Experience, uses over five years of research and tens of thousands of respondents to reveal that the "dazzle factor" is wildly overrated. Consider this: what do customers really want from their cable company, a free month of HBO when it screws up, or a fast, painless restoration of your connection? Do they want a personal relationship with their bank teller, or quick in-and-out transactions and an easy way to get a refund for an accidental overcharge? Most customers don't want to be "wowed"; they want an effortless experience. In this enlightening session, Matthew Dixon, executive director at CEB, will explain how a company's ability to deliver on basic promises and solve day-to-day problems drives customer loyalty.

About Matt Dixon

Matt Dixon is Executive Director of the Sales & Service Practice of CEB in Arlington, VA. He has management responsibility for the Sales Leadership Council and Customer Contact Leadership Council, which together serve more than 1,000 sales and customer service organizations globally. As Executive Director, Matt has overseen dozens of original quantitative and qualitative research studies of customer service and sales and has presented to hundreds of senior executives and management teams around the world, including those of many Fortune 500 companies, on issues ranging from customer service strategy to sales effectiveness.

In addition to his many speaking engagements, Matt is also a noted business writer. His first book, *The Challenger Sale: Taking Control of the Customer Conversation* was a Wall Street Journal bestseller and the top sales and marketing book of 2012 on Amazon. His new book, *The Effortless Experience: Conquering the New Battleground for Customer Loyalty*, was released in September 2013.

Site Tours

Site tours are a great opportunity for attendees to learn from other centers up close and personal. It's not just a tour; it's a learning experience with interaction from numerous key personnel throughout the hosting contact center. Each of our site tour options have been carefully selected to provide a detailed and distinctive view of a contact center's operations, as well as best practices and takeaways to apply to your own center. Many attendees have cited these tours as the perfect complement to their conference experience. We're certain you'll agree!

Space is limited. Reserve your spot during registration. For details on each site tour, visit ICMI.COM/TOURS.

2-1-1 San Diego is a resource and information hub that connects people with community, health and disaster services through a free, 24/7 stigma-free confidential phone service and searchable online database. Serving the entire population of the county, assistance is offered in more than 200 languages and dialects.

CSA Travel Protection's call center is an inbound call center. Their team of 38 handles roughly 300,000 calls and 40,000 emails per year. Representatives are trained to handle a wide variety of calls, ranging from policy sales to answering policy coverage questions.

Employing more than 700 full-time associates at 10 Customer Contact Centers across the US and Canada, they are passionate about making each customer experience exceptional. Through their award-winning VOC Program and use of cutting-edge technologies including Voice Analytics, HD Supply ensures they are not only capturing customer feedback, but using it to develop and implement real solutions to continuously improve their customer's experience.

A fully owned subsidiary of Kaiser Permanente, KP OnCall is the nation's leading telehealth/remote care management provider. Employing 251 agents, many of who work from home, they provide advice and guidance to over 4 million healthcare consumers.

In order to maximize customer service, the Padres run their entire 50 person Call Center at Petco Park in downtown San Diego. Placing a high value on training and technological upgrades, the sales and services staff was ranked No. 1 in MLB for two years in a row by a secret shopper survey by the Sports Business Journal.

Sharp Rees-Stealy is one of the largest, most comprehensive medical groups in San Diego County with 20 locations. Their multispecialty medical group consists of more than 460 physicians and 2,000 staff members representing virtually every field of medicine.

Schedule

Pre-Conference Site Tours
TUESDAY, MAY 6TH

8:30AM - 12:00PM

PRE-AM1
Sharp Rees-Stealy

PRE-AM2
2-1-1 San Diego

PRE-AM3
San Diego Padres/Petco Stadium

1:30PM - 5:00PM

PRE-PM1
CSA Travel Protection

PRE-PM2
HD Supply

PRE-PM3
Kaiser Permanente OnCall

Post-Conference Site Tours
FRIDAY, MAY 9TH

8:30AM - 5:00PM

POST-3
Sharp Rees-Stealy

HD Supply

Schedule

TUESDAY, MAY 6 – PRE-CONFERENCE

7:00AM-6:30PM	✏ Registration				
7:00AM-8:30AM	🍴☕ Continental Breakfast				
8:30AM-12:00PM	**PRE-AM** Site Tours	**PRE-1** High Performance Management: Getting the Most Out of Contact Center Agents	**PRE-2** The Principles of Effective Contact Center Management	**PRE-3** Customer Experience Journey Mapping	**PRE-4** Contact Center Technology 101
12:00PM-1:30PM	🍴 Lunch				
1:30PM-5:00PM	**PRE-PM** Site Tours	**PRE-5** Maximizing the Effectiveness of Your Quality Monitoring Form	**PRE-6** Moving Metrics Into Action	**PRE-7** Don't Just Manage – Lead!	**PRE-8** Shaping Your Contact Center's Role in a Multi-Channel Strategy
5:00PM-6:30PM	🍴🍸💬 Welcome Reception				

WEDNESDAY, MAY 7 – MAIN CONFERENCE
EXHIBIT HALL HOURS 10:00AM – 2:30PM & 4:30PM – 6:30PM

7:30AM-6:30PM	✏ Registration						
7:30AM-8:30AM	🍴☕💬 Industry Roundtables Breakfast						
7:45AM-8:30AM	💡 Solutions Spotlight Presentation						
8:30AM-10:00AM	🎤 Welcome & Keynote Presentation – Bill Rancic						
10:00AM-11:00AM	☕ Morning Beverage Break						
10:00AM-2:30PM	⊞ Visit the Exhibit Hall						
10:15AM-11:00AM	💡 Solutions Spotlight Presentation						
SESSION BLOCK 1 11:00AM-12:15PM	**SESSION 101** How Maximizing Supervisor Effectiveness Helped Turn Sprint's Business Around	**SESSION 102** Next Issue Avoidance: Why It Beats First Contact Resolution Every Time	**SESSION 103** 6 Best Practices for Building the Multichannel Contact Center	**SESSION 104** Customer-Inspired Excellence Through Speech Analytics	**SESSION 105** Contact Center Operations Management 101	**SESSION 106** Transforming the Customer Experience: An "Outside-In" Focus on Reducing Customer Effort	**SESSION 107** Cloud-Based Solutions: Should You? And if You Do, How Do You Get It RIGHT
12:15PM-2:15PM	🍴 Lunch						
SESSION BLOCK 2 2:30PM-3:45PM	**SESSION 201** Mentoring and Motivating a Multi-Generational Workforce	**SESSION 202** "It's All About the Customer": Creating a Quality Program that Delivers Results!	**SESSION 203** Walking in Their Shoes: Symantec's Journey to Service Excellence	**SESSION 204** Improve Your Hiring Accuracy with Multimedia Contact Center Simulations	**SESSION 205** Workforce Optimization in the Customer Channel Choice World	**SESSION 206** How to Write High-Quality Chat to Customers	**SESSION 207** Big Data's Impact on Interaction Handling
3:45PM-4:00PM	☕ Afternoon Beverage Break						
4:00PM-4:45PM	🎤 Keynote Presentation – Larry Freed – Sponsored by ForeSee						
4:45PM-6:30PM	🍸💬⊞ Networking Reception – Sponsored by Interactive Intelligence						
7:30PM-10:00PM	🏆🍴🍸💬 Awards Dinner – Sponsored by iQor (*Separate registration required, see page 16 for details.*)						

CCMI **contact center** expo & conference

SAN DIEGO, CA • MAY 6-9, 2014

THURSDAY, MAY 8 – MAIN CONFERENCE
EXHIBIT HALL HOURS 10:00AM – 2:30PM

Time							
7:30AM-5:00PM	✎ Registration						
7:30AM-8:30AM	🍴☕💬 Best Practices Networking Breakfast						
7:45AM-8:30AM	💡 Solutions Spotlight Presentation						
8:30AM-10:00AM	🎤 Keynote Presentation – Matt Dixon						
10:00AM-11:00AM	☕ Morning Beverage Break						
10:00AM-2:30PM	▦ Visit the Exhibit Hall						
10:15AM-11:00AM	💡 Solutions Spotlight Presentation						
SESSION BLOCK 3 11:00AM-12:15PM	SESSION 301 Building a Better Agent Experience in the Multichannel World	SESSION 302 Reduce Customer Effort and Operating Costs by Optimizing Online Service	SESSION 303 Increase Customer Satisfaction Through Employee Engagement	SESSION 304 Hiring A+ Attitudes for Your Organization	SESSION 305 #goingsocial in the Contact Center	SESSION 306 The Top Drivers of Call Center Customer Satisfaction	SESSION 307 Virtual Assistant: A 24 Hour Employee That Provides Great Feedback
12:15PM-1:30PM	🍴 Lunch in the ▦ Exhibit Hall						
12:30PM-1:15PM	💡 Solutions Spotlight Presentation						
1:30PM-2:15PM	💡 Solutions Spotlight Presentation						
SESSION BLOCK 4 2:30PM-3:45PM	SESSION 401 Incentive Programs That Drive Performance	SESSION 402 An Insider's Guide to Getting the Most Out of Your Outsourcing Relationship	SESSION 403 Best Practices in Next Generation Agent Optimization	SESSION 404 How iContact Brought Social Media Support into the Call Center	SESSION 405 The Power of Magnetic Leadership	SESSION 406 Managing Change Through Technology Implementations	SESSION 407 Demonstrating Training ROI and Effectiveness
3:45PM-4:00PM	☕ Afternoon Beverage Break						
SESSION BLOCK 5 4:00PM-5:15PM	SESSION 501 Teaching Supervisors Best-In-Class Coaching	SESSION 502 Using Metrics to Drive Success	SESSION 503 The Future of Customer Service: Emerging Technologies and Multi-Channel Care	SESSION 504 Implementing a New Call Center CRM	SESSION 505 Change IS Good! Helping Your Team Adapt to Change	SESSION 506 Simplifying the Agent Experience	SESSION 507 Advanced Best Practices for Remote Workers
7:00PM-11:00PM	🍴🍸💬 Padres Baseball Game. (*Tickets must be purchased separately, see page 15 for details.*)						

FRIDAY, MAY 9 – POST-CONFERENCE

Time			
7:30AM-1:30PM	Information Desk		
7:30AM-8:30AM	🍴☕ Continental Breakfast		
8:30AM-5:00PM	POST-1 TRAINING ICMI Small Contact Center Summit	POST-2 TRAINING ICMI Contact Center Metrics	POST-3 FULL DAY OF SITE TOURS Sharp Rees-Stealy (AM) and HD Supply (PM)
12:00PM-1:00PM	🍴 Lunch		

🍴☕🍸 Food & Drink | 💬 Networking Event | 💡 Solutions Spotlight | 🎤 Keynote | ▦ Expo Hall | 🏆 Awards | ✎ Registration

Pre-Conference Workshops

PRE-1 | PEOPLE MANAGEMENT | HALF-DAY WORKSHOP

High Performance Management: Getting the Most Out of Contact Center Agents

Jeff Toister, *President, Toister Performance Solutions, Inc.*

Getting the most out your contact center agents is a challenge for every manager. This interactive workshop focuses on the essential skills required to help today's contact center agents achieve and sustain a high level of performance. Through hands-on activities, you'll experience common obstacles to great performance and explore tactics for overcoming them. You'll also learn proven best practices in performance management skill areas such as expectation setting, coaching, employee motivation, and holding agents accountable. You will walk away with tools and actionable ideas to help your team reach its full potential.

PRE-2 | OPERATIONS MANAGEMENT | HALF-DAY WORKSHOP

The Principles of Effective Contact Center Management

Brad Cleveland, *Senior Advisor, ICMI*

This always-popular course has been a favorite at ICMI conferences for over two decades, and for good reason: it covers the skills and knowledge you absolutely, positively must have to run an effective contact center. In step-by-step format, Brad Cleveland, author of Call Center Management on Fast Forward (recipient of an Amazon.com best-selling award), walks you through the foundational principles that will serve you well throughout your career. Whether you are a new manager or a veteran in search of a dependable refresher - this session provides the essential knowledge and confidence you need to succeed in today's fast-changing environment.

PRE-3 | STRATEGY AND LEADERSHIP | HALF-DAY WORKSHOP

Customer Experience Journey Mapping

Jim Tincher, *Principal Consultant, Heart of the Customer*

Organizations that deliver great customer experiences will realize true business impact through better operating efficiencies, improved customer loyalty, and growth. According to a recent Forrester report, consumers are willing to pay more for a better customer experience. Unfortunately, most companies build their experiences from an inside-out view, rather than from the customer's perspective. During this hands-on workshop you will learn best practices to map your customer's journeys through their eyes, and how you can use this to improve your customer experience.

PRE-4 | TECHNOLOGY MANAGEMENT | HALF-DAY WORKSHOP

Contact Center Technology 101

Lori Bocklund, *President, Strategic Contact*

If you're wondering (or downright perplexed) about technologies such as Voice over IP (VoIP), speech recognition, multimedia routing, multi-site virtualization, knowledge management, analytics and the rest of the performance tools, and the buzz around social media, this session is for you! Operations and technology leaders alike should attend this course to learn more about the technologies you have and the ones you might be considering. You'll discover the capabilities every center needs, as well as the innovations that are changing the landscape. You will learn practical information about today's technology that will arm you for a discussion with your contact center or IT counterparts, as well as vendors. Most importantly, you'll leave this session ready to successfully tackle your own projects.

Pre-Conference Workshops

TUESDAY, MAY 6, 1:30PM – 5:00PM

PRE-5 | PEOPLE MANAGEMENT | HALF-DAY WORKSHOP

Maximizing the Effectiveness of Your Quality Monitoring Form

Justin Robbins, Training and Development Manager, ICMI

Whether you're building a quality program from scratch or breathing new life into an existing one, this course is for you. This workshop will take an in-depth look at the components of an effective quality program, regardless of the channel. After spending some time identifying the key elements of a quality monitoring form, attendees will undergo the process of building a QM form, transition into conducting effective calibration sessions, and finally end by delivering actionable coaching and feedback. Your quality program has the potential to provide tremendous value to you, your organization, and your customers. By attending this session, you'll be able to maximize the value that you see from your quality program.

PRE-6 | OPERATIONS MANAGEMENT | HALF-DAY WORKSHOP

Moving Metrics Into Action

Tim Montgomery, CEO, Culture.Service.Growth

These days, with pressure to maximize efficiency without sacrificing customer satisfaction, front-line managers are often caught struggling to balance conflicting objectives and priorities. When everyone isn't aligned, it quickly finds its way to the front line and ultimately, the customer. There's no easy cure, but in this session you'll learn practical ways to use the resources you already have more effectively and move your organization closer to getting everyone on the same "productivity page". Discover strategies for using metrics to motivate positive behavior changes — and what to avoid. Join Tim Montgomery as he shares what he's experienced in working with some of the world's most celebrated service organizations.

PRE-7 | STRATEGY AND LEADERSHIP | HALF-DAY WORKSHOP

Don't Just Manage – Lead!

Art Coombs, President & CEO, KomBea Corp

Why do some contact center teams flourish, consistently exceeding goals, while others flounder, often falling short of expectations? They use the same technical tools, draw from the same employee pool, deploy the same processes, serve the same customers — yet some teams seem to dependably have lower employee turnover, and higher customer satisfaction scores. Why? All too often in our industry we are given tools to MANAGE, yet very little training or tools are offered to help us LEAD. This half day workshop will examine some of the differences between Managers and Leaders. Discover how to demonstrate stronger leadership yourself — and how to develop and nurture it in key members of your team. You'll be amazed at the difference true leadership can make in your organization!

PRE-8 | TECHNOLOGY MANAGEMENT | HALF-DAY WORKSHOP

Shaping Your Contact Center's Role in a Multi-Channel Strategy

*Lori Bocklund, President, Strategic Contact*

The contact center is an essential part of an enterprise strategy that enables you to meet — and exceed — your customers' expectations. During this highly interactive session, you will work with other creative leaders to define what multi-channel means, identify the priorities for technology to enable multi-channel delivery, and ponder where you'll spend valuable money and resources to make your vision come to fruition. You will be challenged to consider best practices and catalyze cross-channel collaboration to ensure success for your company — and your customers. You'll leave with a strategy that ensures your planning efforts lead to sustainable positive outcomes.

101 | PEOPLE MANAGEMENT | 75-MINUTE CASE STUDY
How Maximizing Supervisor Effectiveness Helped Turn Sprint's Business Around

***Tequea Batson-Diaz**, Operations Manager, Sprint*
***Scott Buchanan**, Head of Marketing, NICE Systems*
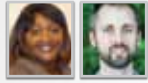
In the mid-2000's Sprint saw a steady decline in customer satisfaction rankings and by 2007 the decline had a significant impact on the business. The company embarked on an ambitious program to revamp customer service operations. Hear best practices that Sprint learned as they worked to make a step-change in supervisor engagement.. Discover how Sprint improved customer experience and operational efficiency through the use of advanced technologies and amplified supervisor engagement – and how you can do the same within your own organization.

102 | OPERATIONS MANAGEMENT | 75-MINUTE INTERACTIVE DISCUSSION
Next Issue Avoidance: Why It Beats First Contact Resolution Every Time

***Rick DeLisi**, Senior Director, CEB*
***Lara Ponomareff**, Practice Manager, CEB*

While striving for greater first contact resolution seems like an important goal for customer service organizations, research analysis shows it actually creates more problems than it solves. However, a newly-emerging concept called "next issue avoidance" accomplishes everything FCR is designed to do –and more – without any downside. Discover ways your organization can diagnose likely potential downstream problems and issues, and solve them during a live interaction with a customer. Focusing on next issue avoidance is a proven way for companies to eliminate unnecessary callbacks and reduce operating costs.

103 | STRATEGY AND LEADERSHIP | 75-MINUTE PRESENTATION
6 Best Practices for Building the Multichannel Contact Center

***Sarah Stealey Reed**, Content Director, ICMI*

It's no secret that emerging channels are changing the inside of the contact center. But how do you optimize and improve customer support through the use of mobile, social, and advanced self-service? Join Sarah Stealey Reed as she shares ICMI's recent emerging channel research and gives you the top six best practices for building the multi-channel contact center from technology, processes and training. She'll arm you with actionable and relevant tips to bring back to your contact center to successfully optimize your multichannel support.

104 | TECHNOLOGY MANAGEMENT | 75-MINUTE CASE STUDY
Customer-Inspired Excellence Through Speech Analytics

***Dale Davis**, Quality and Training Manager, McKesson*
***Jennifer Richard**, Director - Call Center Operation, McKesson*
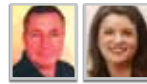
Maximizing customer satisfaction and increasing revenue while minimizing cost is a top corporate objective today. Learn how McKesson went about implementing speech analytics to achieve these goals, including the initial call studies it performed to generate quick wins. Hear details of the strategies, lessons learned and measurement techniques that helped deliver excellence across McKesson. You'll gain invaluable insights and ideas you can put into practice in your own organization.

105 | OPERATIONS MANAGEMENT | 75-MINUTE PRESENTATION
Contact Center Operations Management 101

***Rose Polchin**, Senior Consultant, ICMI*
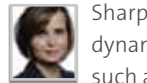
Sharpen your working knowledge of the seven key operational dynamics in the customer contact environment. Critical concepts such as the link between resources and results, the relationship between service level and quality, how accessibility impacts productivity, schedule needs versus base staff requirements and much more will be examined. Whether you're new to contact centers or a seasoned pro, you'll return armed to improve your operations, manage with confidence, and better meet the needs of your customers.

106 | STRATEGY AND LEADERSHIP | 75-MINUTE CASE STUDY
Transforming the Customer Experience: An "Outside-In" Focus on Reducing Customer Effort

***Eric Michrowski**, COO & Head, Americas & Europe, Sentis*
***Dale Lawrence**, VP, Operational Excellence & Business Transformation, Sentis*

Research shows a strong link between customer effort and both propensity to recommend and profitability. Reducing customer effort also helps rapidly align contact center improvement efforts to maximize the impact on customer experience. Learn how to create a tangible and transformational framework to reduce customer effort and shift customer loyalty. Through an "outside-in" view of the customer experience you'll discover approaches to redesigning the contact center experience that are easy to replicate in your own center.

107 | TECHNOLOGY MANAGEMENT | 75-MINUTE PANEL DISCUSSION
Cloud-Based Solutions: Should You? And If You Do, How Do You Get It RIGHT?

***Lori Bocklund**, President, Strategic Contact*
***Art Schoeller**, Vice President and Principal Analyst, Forrester*
***Amas Tenumah**, Vice President Operations, Telflora*
***Jason Alley**, Solutions Marketing Manager, CaaS, Interactive Intelligence*
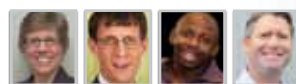
Is moving to the Cloud right for your center? If so, how do you ensure success? This panel will provide a realistic approach to determining your needs and optimizing the results. Gain insights into defining requirements, selecting the right vendor, pursuing implementation, support, and service level agreements, and minimizing risks. You will learn how leading experts navigate through this sometimes confusing and much talked about strategic step for businesses.

201 | PEOPLE MANAGEMENT | 75-MINUTE CASE STUDY

Mentoring and Motivating a Multi-Generational Workforce

Jennifer Richard, Director - Call Center Operations, McKesson

The babies of the Baby Boomer generation are turning 50 with an eye toward moving out of the workforce. The Millennials are moving in with an entirely different focus and set of life experiences. Over the next 10-15 years, our teams will be a blend of both groups (and the Gen Xers in between). Join in the discussion to better understand who these groups of people are, what motivates them and how they can be managed collectively going forward. One size does not fit all, and contact center leaders need to prepare for a new way of driving employee engagement and business results.

202 | OPERATIONS MANAGEMENT | 75-MINUTE CASE STUDY

"It's All About the Customer": Creating a Quality Program that Delivers Results!

Antonette Adams, Senior Customer Support Advisor, Pearson

Finding it difficult to develop a quality program that effectively serves both the customer and your business? Learn how Pearson, a global media and education company, is standardizing a customer-focused quality program across eight product lines. They will share best practices and lessons learned in creating a quality-focused support culture, and how they used quality monitoring ROI to gain executive sponsorship. Discover how by adopting an "everyone owns quality and customer satisfaction" practice — and marrying its customer-first philosophy and quality monitoring solution — they were able to reap the benefits of quality monitoring software while enhancing the performance of their agents and business.

203 | STRATEGY AND LEADERSHIP | 75-MINUTE CASE STUDY

Walking in Their Shoes: Symantec's Journey to Service Excellence

Matt Miller, Senior Manager - Contact Center, Symantec

In 2013 Symantec's sales contact center analyzed the call experience from the customer's perspective, and the results were enlightening. They discovered that through various iterations of process improvement, the center had become a highly specialized and compartmentalized organization that created unnecessary transfers for customers and slowed down the sales process. Learn how they transformed their center into one that outpaces the market by differentiating the Symantec brand and delivering a simple, scalable and repeatable customer experience — all while reducing the cost of the contact center.

204 | TECHNOLOGY MANAGEMENT | 75-MINUTE PRESENTATION

Improve Your Hiring Accuracy with Multimedia Contact Center Simulations

Brent Holland, Vice President, Research & Consulting, FurstPerson, Inc.

Self-escalation due to advances in self-service has made identifying and hiring contact center representatives who can deliver exceptional results enormously challenging, but getting it right creates a significant competitive advantage for contact center organizations. Data from case studies and research findings suggests that multimedia contact center simulations are one of the best available predictors of contact center representative success. This session will provide insight into how to use such simulations to improve hiring accuracy with qualified candidates, and explore best practices for selecting and implementing the right simulation for your organization.

205 | OPERATIONS MANAGEMENT | 75-MINUTE PRESENTATION

Workforce Optimization in the Customer Channel Choice World

Tim Montgomery, CEO, Culture.Service.Growth

Planning, staffing, scheduling, real-time, reporting and results in the multi-channel choice world are forcing contact centers to adopt new practices to ensure proper staffing. Channel choice (fax, phone, email, chat, etc) makes it a challenge, with many customers utilizing multiple channels to complete a single transaction. Join industry expert Tim Montgomery as he shares what he's experienced in working with some of the world's most celebrated service organizations. You'll return to your environment with simple tricks to make life in the multi-channel world easier for your organization, customers and front line agents.

206 | PEOPLE MANAGEMENT | 75-MINUTE PRESENTATION

How to Write High-Quality Chat to Customers

Leslie O'Flavahan, Principle, E-WRITE

Live chat with customers requires a whole new set of writing skills. Even agents who are great at e-mail may struggle to write professional, real-time chats. Learn how to identify essential chat writing skills, so you'll know whether your agents are up to the challenge. Discover how to measure the quality of chat, how to develop chat templates that don't seem "canned", and how to help agents deal with the unique challenges of this channel. You'll leave with tangible tactics to help improve your success with chat!

207 | TECHNOLOGY MANAGEMENT | 75-MINUTE PRESENTATION

Big Data's Impact on Interaction Handling

Richard Snow, VP & Research Director, Customer and Contact Center Research, Ventana Research

Most companies now support an average of 7.5 channels, and have multiple business units involved in interaction handling. The net result is more systems producing more data, in more forms. How do you effectively cope with all this data, and use analytics (structured, text, voice, social, process) to achieve a more complete view of your customer? This session will address how to better support all customer-related activities and deliver personalized, in-context and consistent responses regardless of channel. Discover how to drive the best action during interactions, and predict likely customer responses/actions in order to avoid undesirable outcomes.

301 | PEOPLE MANAGEMENT | 75-MINUTE PRESENTATION

Building a Better Agent Experience in the Multichannel World

Sarah Stealey Reed, Content Director, ICMI

How does your multichannel contact center compare to industry standards for agent engagement? Do you find that the more channels you add, the harder it is to keep agents feeling valued and their productivity high? Building on research and industry best practices, this educational session will show you how to build a better agent experience to keep agents happy and customers satisfied. This session provides valuable tools to keep the multichannel agent engaged and happy, thereby creating engaged and happy customers.

302 | OPERATIONS MANAGEMENT | 75-MINUTE PRESENTATION

Reduce Customer Effort and Operating Costs by Optimizing Online Service

Lara Ponomareff, Practice Manager, CEB
Pete Slease, Senior Director, CEB

Research shows that in today's digital age, customers actually prefer to self-serve, and often to go to a company website first to find a solution. The challenge isn't getting customers to try self-service, it's getting customers to resolve in self-service. Nearly two-thirds of phone volume represents customers who first tried to resolve their issue on the web, but failed. This session will explore the type of web self-service experience customers actually prefer, and describe how leading companies provide a simple and clear path to resolution in order to build the optimal web self-service experience for their customers.

303 | STRATEGY AND LEADERSHIP | 75-MINUTE CASE STUDY

Increase Customer Satisfaction Through Employee Engagement

Mary Beth Jenkins, Sr. VP & C.O.O. UPMC Health Plan
George Larribas, Vice President, Wells Fargo

High-performance cultures boost morale, employee engagement, customer satisfaction and loyalty, and business results. Join George and Mary Beth as they share how Wells Fargo and UPMC Health Plan Call Centers engage their employees to drive path-breaking performance. You'll get a first-hand glimpse into these executives' perspectives on the responsibilities of leadership, the role of incentive programs, and whom to partner with internally in order to drive a successful culture — and leave with tangible strategies and tactics you can use to improve engagement in your own center.

304 | PEOPLE MANAGEMENT | 75-MINUTE PRESENTATION

Hiring A+ Attitudes for Your Organization

Dianne Durkin, President, Loyalty Factor

Would you believe that 72% of all HR and hiring managers base their hiring decisions on skills and experience, despite the fact that more than half of new hire failures are due to attitudinal issues? This enlightening session will explore how managers can hire more successfully by establishing universal questioning strategies to uncover attitudes that match the corporate culture — and lead to long-term engagement. You'll gather valuable techniques to identify, filter, and hire not only talented candidates, but also those with the best attitudes that will supercharge your organization!

305 | OPERATIONS MANAGEMENT | 75-MINUTE PRESENTATION

#goingsocial in the Contact Center

Bob Furniss, Director, Customer Care/Service Cloud, Bluewolf

With customers now able to quickly share their latest experience through an ever-increasing variety of social media outlets, forward-thinking contact centers are creating strategies for how they will play in this new customer channel. It is not too late to prepare! In this session you'll learn how to build a social playbook, create a training plan, and develop a marketing/service plan that provides a consistent experience for the customer. You'll also hear the best practices — and worst mistakes — from some of the top brands in the world.

306 | STRATEGY AND LEADERSHIP | 75-MINUTE PRESENTATION

The Top Drivers of Contact Center Customer Satisfaction

Mark Miller, Sr. Director, Contact Center Solutions, JD Power & Associates

Discover what J.D. Power's contact center research reveals about the top drivers of customer satisfaction, and how to maximize the customer experience in the contact center. Based on findings from over 40 studies, covering hundreds of thousands of people interacting with the contact centers of more than 1,200 organizations, you'll learn what customers value the most, and what rep and organizational behaviors most influence satisfaction with the contact center experience. Uncover the secrets of influence, and how you can implement three simple practices that will improve your customer's experience immediately!

307 | TECHNOLOGY MANAGEMENT | 75-MINUTE CASE STUDY

Virtual Assistant: A 24 Hour Employee That Provides Great Feedback

William Davis, Technology Program Leader, Vanguard Investments

Are relatively simple customer issues still resulting in costly interactions with your contact center? Hear how Vanguard Investments deployed a Virtual Assistant on the web to help clients retrieve their user names or passwords — a task that previously often led to a phone call. Within days the number of calls dropped, leading them to seek additional opportunities to harness this technology within their center. You'll gain valuable insights as they share the lessons learned during the implementation, and discover how embracing Virtual Assistant technology can be a critical weapon in call deflection for your company.

401 | PEOPLE MANAGEMENT | 75-MINUTE PANEL DISCUSSION
Incentive Programs That Drive Performance

Moderator: Joan Scazzaro, *Corporate Senior Director of Customer Care, Bright House Networks*

Panelists: Aaron W. Taylor, *Vice President, Customer Care, MyLife.com*
Jenny Dempsey, *Customer Success Manager, Phone.com*

Contact centers are full of programs to motivate agents and boost morale – but all too often these programs are actually counter-productive, reducing morale and encouraging unintended behaviors. How do you create a program that is effective, aligned with your business goals, and embraced by your staff? In this panel you'll hear about creative incentive programs that really work, and gain insight into how they were developed in order to maximize their success. You'll also have a unique opportunity to hear the honest perspectives of agents and supervisors on these programs, and learn what really motivates the front line.

402 | OPERATIONS MANAGEMENT | 75-MINUTE INTERACTIVE DISCUSSION
An Insider's Guide to Getting the Most Out of Your Outsourcing Relationship

Mark Miller, *Sr. Director, Contact Center Solutions, JD Power & Associates*
David Geiger, *Founder and CEO, Customer Experience Partners*

Most contact centers use outsourcers in some capacity – whether for overflow calls, language coverage, off-hours coverage, specific channels, or for a larger portion of their activity. Setting up and managing these relationships effectively has a direct impact on your ability to provide a consistently positive experience for your customers. This enlightening, interview-style session will provide invaluable tips on developing a positive, productive relationship with an outsourcer, navigating the SLA and contract negotiations process for maximum strategic benefit, and other critical factors for driving high customer satisfaction through outsourced centers.

403 | STRATEGY AND LEADERSHIP | 75-MINUTE PRESENTATION
Best Practices in Next Generation Agent Optimization

Richard Snow, *VP & Research Director, Customer and Contact Center Research, Ventana Research*

Research indicates a trend towards expanding the traditional workforce optimization suite to include applications such as coaching/elearning, compensation management, and multi-dimensional analytics. These applications enable companies to manage the wider aspects of customer interactions, and the benefits can be great. This session will explore new approaches to training, information/process management and technology deployments that enable agents to handle customer interactions in ways that improve customer satisfaction and loyalty. Gain insights into what steps you can take to optimize, monitor and assess agent performance, and ensure that the best-qualified person handles each interaction.

404 | TECHNOLOGY MANAGEMENT | 75-MINUTE CASE STUDY
How iContact Brought Social Media Support into the Call Center

Sean Hawkins, *Manager of Technical Support, iContact*
Jeremiah Methven, *Team Lead, Support Engineering, iContact*
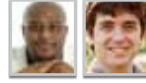
If you're looking to implement social media support into your call center, this session will provide you with invaluable first hand insight into the creative ways iContact was able to overcome seemingly insurmountable obstacles. Skeptical of the value of social media support? You'll hear specific examples of the efficacy of engaging with customers on social media, particularly from a support department perspective. The iContact methodology can be used as a general template for the implementation of social media support at any company – including yours!

405 | STRATEGY AND LEADERSHIP | 75-MINUTE PRESENTATION
The Power of Magnetic Leadership

Diane Durkin, *President, Loyalty Factor*

If you have weak or non-existent leadership in your organization, it is like spraying a big can of people repellent into the air that your employees breathe. You kill creativity, productivity and the spark that motivates your team. The good news is you can become a magnetic leader – that force that attracts others. You can become that leader that uses their passion to energize the inner powers of the organization despite the outer pressures. Learn how magnetic leaders use their magnetism to attract others and inspire them to be creative, innovative, build a responsibility-based culture and exceed all expectations!

406 | OPERATIONS MANAGEMENT | 75-MINUTE CASE STUDY
Managing Change Through Technology Implementations

Dee Kohler, *Consultant, Strategic Contact Inc.*
Sue Palmer, *Operations Support Executive, Insurance Customer Service, CSAA Insurance Group*

The biggest challenge in technology implementations comes from the need to change processes and behaviors in order to utilize the tool and realize its potential. This enlightening case study will describe how the guiding principle of 80% People and Process + 20% Technology resulted in a successful multi-site performance management tool implementation at CSAAIG. The team will share the lessons learned during the project, and describe the importance of a strong change management plan. If a technology implementation is in your future, you won't want to miss this session!

407 | PEOPLE MANAGEMENT | 75-MINUTE INTERACTIVE DISCUSSION
Demonstrating Training ROI and Effectiveness

Justin Robbins, *Training and Development Manager, ICMI*

Have you ever felt like your training program could be more effective? You're not alone. Whether your needs are reducing time in the classroom, increasing employee adoption of new processes, or enhancing the retention rates of your training program, this session will establish the fundamentals necessary to ensure a successful training program. Learn how to create and conduct successful training evaluations, define realistic training objectives, and provide support that will ensure prolonged success.

501 | PEOPLE MANAGEMENT | 75-MINUTE PRESENTATION

Teaching Supervisors Best-In-Class Coaching

Pete Slease, Senior Director, CEB
Lara Ponomareff, Practice Manager, CEB

Most contact center supervisors were once high-performing reps, but few enter the supervisory role with coaching experience or knowledge. CEB has uncovered that although coaching is the best rep performance lever, bad coaching hurts performance almost twice as much as good coaching helps! This session will introduce a proven four-step model to drive effective coaching into your service organization. It involves flexing the supervisor's coaching style to frontline learning preferences, understanding development opportunities behind scorecard metrics, and using short, in-the-moment bursts of coaching to change rep behaviors. You'll leave this session with the tools you need to set your supervisors — and your center — up for success!

502 | OPERATIONS MANAGEMENT | 75-MINUTE PRESENTATION

Using Metrics to Drive Success

Justin Robbins, Training and Development Manager, ICMI

By identifying the right metrics and harnessing your tools and resources, you have the opportunity to make a tremendous impact on your contact center, your customers, and your entire organization. This session will guide you through the process of evaluating and refining your existing performance measures and enhancing your strategic value through information sharing. You'll also discover how to ensure you choose the RIGHT metrics to drive the RIGHT behaviors and desired RESULTS.

503 | STRATEGY AND LEADERSHIP | 75-MINUTE PANEL DISCUSSION

The Future of Customer Service: Emerging Technologies and Multi-Channel Care

Moderator: *Ann Ruckstuhl, CMO, LiveOps*

Panelists: *Marty Beard, CEO, LiveOps*
Aaron Fulkerson, CEO, MindTouch
Art Schoeller, Principal Analyst, Forrester Research

Today's consumers are forcing brands to interact with them across all communications channels. They do not hesitate to publically voice their dissatisfaction with a brand via social media, presenting new challenges and opportunities for customer service. With every additional channel, the agent experience gets more challenging, and the customer experience is at risk. What does this new channel preference power mean for companies moving forward? How can you leverage emerging technologies to capitalize on this new generation of customer interactions? You'll leave this session with solutions and actionable next steps for achieving success in this new era of customer service.

504 | TECHNOLOGY MANAGEMENT | 75-MINUTE CASE STUDY

Implementing a New Call Center CRM

Michael Sernoff, Senior Vice President, SofterWare, Inc.

Implementing a new CRM solution for a call center can be a significant undertaking. Do it well and your ability to satisfy your customers can improve dramatically. Do it poorly and your relationship with your customers could be unnecessarily put at risk. SofterWare began the process of replacing their CRM in fall 2013. This session will describe the steps taken to prepare for this change, from evaluating your organization's needs through vendor selection and implementation. This session will provide takeaways on how to best prepare your organization for this process, regardless of what CRM solution you plan on using.

505 | PEOPLE MANAGEMENT | 75-MINUTE INTERACTIVE DISCUSSION

Change IS Good! Helping Your Team Adapt to Change

Loide Cilardi, Change Leader, Transamerica Life Canada

Change is one of the only certainties in a contact center, and your ability to effectively manage your team through it can impact retention, morale, customer satisfaction and more. This session provides an overview of the change curve to understand how people adapt to change. Learn tactics to manage people through the transition stage, where there can be a loss of productivity, employee engagement, and morale. Gain tools to understand and manage resistance, overcome objections and move towards acceptance.

506 | TECHNOLOGY MANAGEMENT | 75-MINUTE PRESENTATION

Simplifying the Agent Experience

Steve Stockman, VP Operations Technology, Priceline.com

Is your agent experience overly complicated, requiring numerous screens and applications to handle even the simplest of calls? Come hear how Priceline.com set out to simplify the agent desktop while enabling them to manage a large library of interactions, process flows, and scripts effectively. Their selected solution provided additional organizational benefits such as integration with back-end systems and compliance enforcement. You'll learn the benefits of creating process flows, call center scripts, and business rules that are instantly deployed to agents, monitored, and fine-tuned in real time in order to enhance the customer experience.

507 | STRATEGY AND LEADERSHIP | 75-MINUTE INTERACTIVE DISCUSSION

Advanced Best Practices for Remote Workers

Michele Rowan, CEO, Customer Contact Strategies, LLC

Remote working enables companies to grow without adding real estate, and in tandem drives employee satisfaction to off-the-charts levels. There is a segment of every company's work force that would opt to work from home, given the opportunity — an expanding demographic. Join this session to qualify which jobs (and people) are a good fit for home working. In addition, Michele will share a host of advanced best practices and case studies from her 500+ client base that demonstrate how to achieve top performance and returns with home working, and how to marginalize the risk of failure.

Post-Conference Training

FRIDAY, MAY 9, 8:30AM — 5:00PM

POST-1
ICMI Small Contact Center Summit

Rose Polchin, *Senior Consultant, ICMI*

"Do more with less!" In today's economy, that's a common edict. But the performance impact can be much greater in centers with fewer than 50 agents. The good news is having limited resources does not have to mean limited results. Managers of small centers can and must become masters of strategic planning, relationship building, agent education and motivation, forecasting and scheduling, and technology optimization. This targeted summit, specifically for those in small contact centers (from 2 to 50 agents), is designed to provide the tools, strategies and tips you need to achieve big results. Come prepared to participate, share with your peers who manage other small centers, and capture a ton of ideas you can apply right away!

POST-2
ICMI Contact Center Metrics

Justin Robbins, *Training and Development Manager, ICMI*

In this comprehensive course, you'll identify what should be measured, why it should be measured, and how to collect the information and data that really counts! You'll learn how to track metrics that support your contact center strategy, the relationship between those metrics, and how to analyze the accrued data. You'll gain practical, proven techniques for leveraging key findings, identifying root causes of inefficiencies, and furthering the success of your contact center. And, you'll discover how to assess the effectiveness of service delivery across all contact channels. Key performance indicators are presented in five overarching categories: quality, accessibility, efficiency, cost performance, and strategic impact. Specific measures covered include first resolution, agent performance, service level, contact center ROI, and many others. If you want to move beyond simplistic benchmarks to identify the measures and goals that best drive success, this seminar is for you!

POST-3
Full Day of Site Tours
See page 5 for details.

**SHARP** Rees-Stealy Medical Centers   **HD SUPPLY**

THURSDAY, MAY 8, 2014
San Diego Padres vs. Miami Marlins
First Pitch at 7:10PM

Join your contact center colleagues for a fun night out to see the San Diego Padres play the Miami Marlins at Petco Park! We have a reserved section just for Contact Center Expo & Conference attendees who can WALK right next door from the Convention Center. Ticket price is $27.50* and includes admission as well as the "all you can eat" selection from the ballpark.

"ALL YOU CAN EAT" SEATS
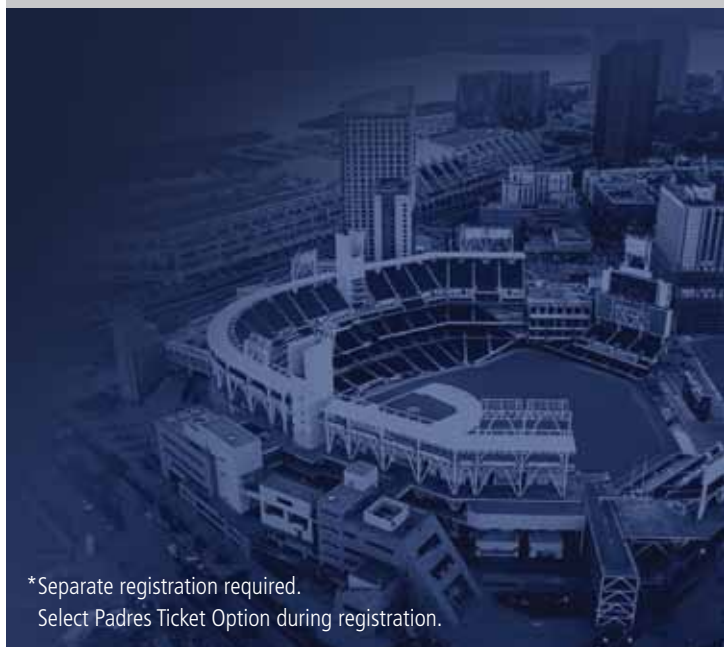
*Separate registration required.
  Select Padres Ticket Option during registration.

Networking Activities & Special Events

TUESDAY, MAY 6, 5:00PM–6:30PM

Welcome Reception

Join us for a party and plenty of networking opportunities! Sip a glass of wine and enjoy light hors d'oeuvres. Make new contacts, exchange ideas, and share tips.

WEDNESDAY, MAY 7, 7:30AM–8:30AM

Industry Roundtables Breakfast

Get a jumpstart on your networking by identifying and sharing experiences with others in your industry. Tables will be hosted by ICMI community experts who will facilitate networking and share their expertise at this informal breakfast.

WEDNESDAY, MAY 7, 4:45PM – 6:30PM

Networking Reception in the Expo Hall

Network as you browse the latest contact center solutions in a casual environment!

Sponsored by:

INTERACTIVE INTELLIGENCE®

THURSDAY, MAY 8, 7:30AM–8:30AM

Best Practices Networking Breakfast

Meet your contact center peers/ table hosts as they share lessons learned and success stories on specific areas of challenge within their centers. Select a topic you'd like to learn more about — then enjoy a tasty breakfast and great conversation.

ICMI® global contact center awards

WEDNESDAY, MAY 7, 7:30PM-11:00PM

Global Contact Center Awards Dinner

Please join us for an unforgettable evening, as we honor and recognize the contact centers and individuals that provide a platform for leadership, vision, innovation, and strategic accomplishments for the industry.

Individual Seat ($150)

Sit with award finalists and/or industry peers. Reserve your spot during registration.

ICMI's Global Contact Center Award applications & nominations are open through February 21, 2014.

Nominate your company, team, or colleagues today!

LEARN MORE ABOUT THE AWARDS PROGRAM AND DINNER AT ICMI.COM/AWARDS

In And Around the
Expo Hall

The Contact Center Expo & Conference will feature the latest tools and services for contact centers. Visit with vendors and discuss product solutions or sit in on a product demo and see vital product offerings in action.

Expo Hall Hours

WEDNESDAY, MAY 7, 10:00AM – 2:30PM & 4:30PM – 6:30PM | THURSDAY, MAY 8, 10:00AM – 2:30PM

WEDNESDAY, 4:45PM – 6:30PM
Networking Reception in the Expo Hall
Network as you browse the latest contact center solutions in a casual environment!

Sponsored by:

INTERACTIVE INTELLIGENCE

WEDNESDAY & THURSDAY
Solutions Spotlight Presentations
These open-to-all presentations provide first-class education on industry solutions and conclude with a drawing for a $100 American Express Gift Certificate! Look for topic descriptions on the event website.

DURING EXHIBIT HALL HOURS
Passport to Prizes
This is your opportunity to win valuable prizes! Simply visit the booths of participating vendors, have your passport stamped, and return the completed passport for your chance to win! Previous prizes offered include a $100 AMEX gift certificate, an iPad Mini, Bose Noise Cancelling Headphones, and many more!
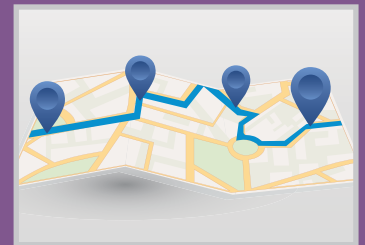
DURING EXHIBIT HALL HOURS
Contact Center Roadmap
Receive a customized professional "roadmap," created by an industry expert for your contact center - identifying recommended next steps in your team's development. For more information, contact Todd Piccuillo at tpiccuillo@icmi.com.

Who's Exhibiting So Far?

88 8x8, Inc. | ADTECH GLOBAL | AVAYA The Power of We™ | CEB | CERTIFIED LANGUAGES INTERNATIONAL | ConnectFirst | Convergent | Five9 | FORESEE | | Genesys

Voices your voice to the world | HDI The IT Service & Technical Support Community | inContact | iQor | iqservices | INTERACTIVE INTELLIGENCE Deliberately Innovative | Jabra® | jacada | J.D. POWER McGRAW HILL FINANCIAL | JONES NCTI | LIVE LOOK

liveops | LogMeIn | NEWVOICEMEDIA | next IT | OnBrand24 | openspan | PIPKINS | presence technology | PTP | TantaComm | tcn

tpc | TRANSERA | uptivity | USAN | VERINT | VOCALCOM | VOIANCE a CyraCom International company | VoltDelta | voxbone | VOXOX | VPI

zendesk

More to come! Check **ICMI.COM/CCEXPO/EXHIBITORS** for an up-to-date list of exhibitors.

Invest in Your Contact Center's Most Valuable Asset —
Your Team.

Bring Your Team to Contact Center Expo & Conference

✔ Cover all sessions of interest. Meet prior to the conference and devise a strategy to cover the most applicable sessions.

✔ Develop the skill sets of your people. Want your team to collectively expand their expertise in all things call center-related? There's never been a better way.

✔ Recognize your team's outstanding performance. Contact Center Expo & Conference can serve as a great way to recognize your team's achievements and motivate them to continued success.

✔ Wrap a strategy and planning session around the conference. Not only will your team be more creative thanks to fresh ideas and perspectives, but you can take what you all learned at Contact Center Expo & Conference and develop plans that are immediately actionable.

*Group/Team Pricing:

3-5 attendees receive a 20% discount

6-10 attendees receive a 30% discount

10+ attendees receive a 40% discount

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

To register your team, download the registration form at
ICMI.COM/EXPOGROUP

Passes & Pricing

Select the Pass That's Right for You!

Access To:	All-Access Pass May 6-9	Premium Pass May 6-8	Main Pass May 7-8	Expo Hall May 7-8
Pre-Conference Workshops & Site Tours — May 6	✔	✔		
Post-Conference Training & Site Tours — May 9	✔			
Conference Presentations	✔	✔	✔	
Networking Events	✔	✔	✔	
Breakfast, Lunches, Reception	✔	✔	✔	
Keynote Presentations	✔	✔	✔	✔
Expo Hall Entry	✔	✔	✔	✔
Early Bird Price thru 3/21/14	**$2,395**	**$2,095**	**$1,795**	**Complimentary***
Regular Price	**$2,595**	**$2,295**	**$1,995**	**Complimentary***

➕ Add the ICMI Global Contact Center Awards Dinner to any package for only $150 - *available as an option when you register.*
➕ Add the San Diego Padres Game to any package for only $27.50 - *available as an option when you register.*

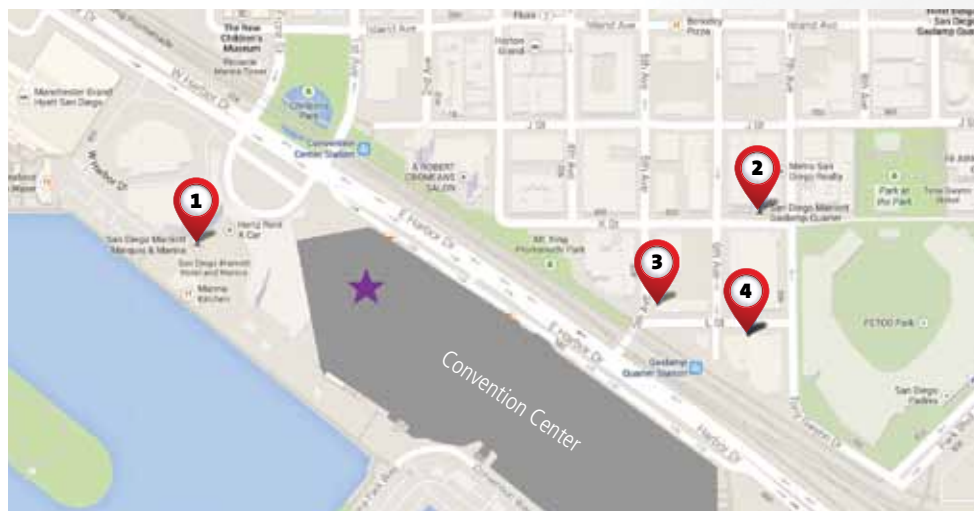**Expo Hall pass is complimentary for approved end users only and must be pre-approved by Event Manager.*

FOUR WAYS TO REGISTER

1 **Online:** www.icmi.com/CCExpo
2 **Phone:** 866.535.8988 or 415.947.6907
3 **Email:** ICMIExpoReg@ubm.com
4 **Fax:** 415.947.6011

HOTELS

*Stated prices do not include tax.
Please ask for the Contact Center Expo & Conference (CCExpo) 2014 Rate.

CONFERENCE LOCATION

SAN DIEGO - "AMERICA'S FINEST CITY"

The eighth largest city in the country, San Diego boasts beautiful weather, pristine beaches, friendly people, and an assortment of entertainment with something for everyone. It is a favorite travel destination for visitors from across the globe.

All Conference Activities will take place at the:
San Diego Convention Center
111 W. Harbor Drive
San Diego, CA 92101

1. San Diego Marriott Marquis & Marina
333 West Harbor Dr.
San Diego, CA 92101
800-228-9290
$219/night

2. Marriott Gaslamp
660 K St.
San Diego, CA 92101
800-228-9290
$199/night

3. Hard Rock Hotel
207 5th Ave.
San Diego, CA 92102
866-751-7625
$209/night

4. Omni Hotel & Resort San Diego
675 L St.
San Diego, CA
800-843-6664
$199/night

All hotel rates are available until April 21, 2014.