ICMI®
contact center
demo & conference
October 19-21, 2015 | Rio Las Vegas

Optimize Today. Thrive Tomorrow.

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In an era of great expectations and remarkable change, modern contact center leaders must find a way to satisfy their customers. New technologies and the explosive growth of channels such as self-service, chat, and social media have put the customer in the driver's seat of their own experience, all while elevating the importance of the contact center. Struggles with staffing, training, and performance management must be eradicated and new metrics, additional responsibilities, and advancements in tools and resources are required. Attend ICMI's Contact Center Demo and Conference to discover best practices for optimizing your contact center today and learn new insights on how to thrive in the years ahead.

Why Attend?

Produced by ICMI, Contact Center Demo & Conference is the one industry event to attend this fall.
It's known as the essential forum for educational growth, networking, and sharing of proven best practices.

Improving Contact Centers for Over 30 Years

ICMI has been invested in the contact center industry for more years than any other organization. As the leading global provider of comprehensive resources for customer management professionals, ICMI has helped more than 50,000 organizations in 167 countries through training, events, certification, consulting, and informational resources.

An Established Event Since 1999

Contact Center Demo & Conference has been a favorite event for industry professionals for over 15 years.

Over 50 Hours of Rich Content

With 4 tracks across 4 core subject areas, session options include case studies and presentations on the hot topics facing the industry today. Each session ends with plenty of time for Q&A to answer your most pressing questions.

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. No hidden agendas here!

Variety of Solution Providers

From the well-known powerhouses that offer comprehensive packages to exhibitors that focus on specific needs, they are all here, ready to engage in productive conversations that provide attendees with information they need to plan for tomorrow and equip for today.

Half-Day Workshops to Dig Deeper

Sometimes an hour just isn't enough... our half-day workshops provide 4 hours of interactive training with some of the best speakers in the industry. Included with a Premium Pass, it's a great way to jump start your conference experience and pairs up nicely with a half-day site tour!

Engaging Site Tours

This is your "backstage pass" into the contact centers of well-known organizations willing to give you an inside view, discuss technology used and share lessons they've learned. Included with a 3-Day Pass, these tours as the perfect complement to your conference experience.

Connections That Last a Lifetime

Whether you are looking for a support system or to increase your professional network, you will find numerous opportunities to connect with others, share ideas, and discuss the intricacies of our industry.

75+ Companies Sent a Group Last Year. Here are just a few:

AARP Services	Cadence Physician Group	GE Capital	National Restaurant Assn
ACE Hardware	Canadian Medical Protective Assn	Georgia Pacific	Navy Federal Credit Union
Alarm.com	Cars.com	The Home Depot	Northwestern Mutual
Alliance Credit Union	Catholic Charities	Healthgrades	Ozarks Electric Cooperative Corp.
Allstate	Cord Blood Registry	Jostens, Inc.	Redstone Federal Credit Union
Alzheimer's Assn	Crisis Prevention Institute (CPI)	kCura	TDS Telecom
American Bar Assn	Delta Dental	Kohler Company	TelNet Worldwide, Inc
American Hospital Assn	DentaQuest	LAZ Parking	Texas Department of Public Safety
American Modern Insurance Group	Eagle's Wings Air	Liberty University	TravelCenters of America
Ancestry.com	EZ Links Golf	Merchants' Choice	ULine
Bank of Hawaii	Farmers Insurance	Million Dollar Round Table	UW Medicine
CableOne	First Merchants Bank	MOHELA	Vision Service Plan

OCTOBER 19-21, 2015 | RIO LAS VEGAS

Core Subject Areas

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

Strategy & Leadership
Inspiration and best practices from front-runners 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

PRE-7 | STRATEGY AND LEADERSHIP
Positioning Call Center Leaders for Success in a Sea of Change

SESSION 102 | OPERATIONS MANAGEMENT
One Size Does Not Fit All: QM Out of the Box

SESSION 104 | TECHNOLOGY MANAGEMENT
Venturing to the Cloud at Columbia Sportswear Primer

SESSION 202 | OPERATIONS MANAGEMENT
Deriving Measurable ROI and Impact from your VOC Data and Tools

SESSION 203 | STRATEGY AND LEADERSHIP
Connecting the Dots – How Boeing Increased Support Options While Reducing Overall Spend Loyalty

SESSION 204 | TECHNOLOGY MANAGEMENT
From Common to Intelligent: Keys to "New" Self Service

SESSION 302 | OPERATIONS MANAGEMENT
Striving for Progress, Not Perfection: 10 Actions to Dramatically Move the Needle on Performance

SESSION 304 | TECHNOLOGY MANAGEMENT
Moving from Multi-Channel to Omni-Channel with Knowledge as the Foundation

SESSIONS 402 AND 502 | OPERATIONS MANAGEMENT
Evaluating Non-Voice Conversations: A Quality Monitoring Case Study for the New Age of Customer Interactions

SESSION 601 | PEOPLE MANAGEMENT
Managing Millennials: Mentoring and Motivating the Next Generation of the Workforce

SESSION 604 | PEOPLE MANAGEMENT
How Southern Company Turned Their Automated Phone System into a Hero of the Organization

Schedule

SUNDAY, OCTOBER 18 – PRE-CONFERENCE	
4:00PM-7:00PM	☑ Registration

MONDAY, OCTOBER 19 – PRE-CONFERENCE					
6:30AM-7:00PM	☑ Registration				
7:00AM-8:30AM	🍴☕ Breakfast				
MORNING SITE TOURS/WORKSHOPS (PRE-REGISTRATION REQUIRED)					
8:30AM-12:00PM	**AM1:** Caesars Entertainment **AM2:** Zappos.com **AM3:** Las Vegas Valley Water District	**Pre-1:** Staff Up! 10 Ways to Hire and Train Faster	**Pre-2:** The Principles of Effective Contact Center Management	**Pre-3:** Customer Journey Mapping – A Valuable Tool for Improving Service	**Pre-4:** Shaping your Contact Center's Role in an Omni-Channel Strategy
12:00PM - 1:30PM	🍴 Lunch				
AFTERNOON SITE TOURS/ WORKSHOPS (PRE-REGISTRATION REQUIRED)					
1:30 PM-5:00PM	**PM1:** GES **PM2:** Caesars Entertainment	**Pre-5:** 10 Essential Principles for Writing to Customers in a Multichannel World	**Pre-6:** Conquering the Cross-Channel Customer Experience	**Pre-7:** *Case Study:* Positioning Call Center Leaders for Success in a Sea of Change	**Pre-8:** Contact Center Technology 101: What Every Professional Needs to Know
5:00PM-7:00PM	▦ 💬 🍴 🍸 Demo Hall Bash				

TUESDAY, OCTOBER 20 – MAIN CONFERENCE				
7:30AM-6:30PM	☑ Registration			
7:00AM-8:15AM	💬 🍴☕ Industry Roundtables Breakfast			
8:15AM-10:00AM	🎤 Welcome & Keynote Presentation, Jon Wolske – Creating and Nurturing a Culture of Service			
10:00AM-2:00PM	▦ Visit the Demo Hall - Book Signings			
SESSION BLOCK 1				
11:30AM-12:30PM	**Session 101:** Be a Contact Center Super Hero! A Step-by-Step Guide to Engaging & Retaining Talented Agents	**Session 102:** *Case Study:* One Size Does Not Fit All: QM Out of the Box	**Session 103:** I've Mapped the Customer Journey. Now What?	**Session 104:** *Case Study:* Venturing to the Cloud at Columbia Sportswear
12:30PM-2:00PM	▦ 🍴 Lunch in the Demo Hall			
SESSION BLOCK 2				
1:45PM-2:45PM	**Session 201:** Agent Optimization: Maximizing the Frontline's Performance & Productivity	**Session 202:** *Case Study:* Deriving Measurable ROI and Impact from your VOC Data and Tools	**Session 203:** *Case Study:* Connecting the Dots – How Boeing Increased Support Options While Reducing Overall Spend	**Session 204:** From Common to Intelligent: Keys to "New" Self Service

Schedule

TUESDAY, OCTOBER 20 – MAIN CONFERENCE (CONTINUED)

SESSION BLOCK 3

3:00PM-4:00PM	**Session 301:** Don't Just Manage - Lead!	**Session 302:** *Case Study:* Striving for Progress, Not Perfection: 10 Actions to Dramatically Move the Needle on Performance	**Session 303:** The Path to Gamification Success	**Session 304:** *Case Study:* Multi-Channel to Omni-Channel - How to Make 8+ Channels Feel Line ONE!

SESSION BLOCK 4

4:15PM-5:15PM	**ENCORE** **Session 401:** Contact Center Technology: Hot Ideas on Hot Topics	**ENCORE** **Session 402:** *Case Study:* Evaluating Non-Voice Conversations: A Quality Monitoring Case Study for the New Age of Customer Interactions	**ENCORE** **Session 403:** Agent Optimization: Maximizing the Frontline's Performance & Productivity	**ENCORE** **Session 404:** I've Mapped the Customer Journey. Now What?
5:15PM-7:00PM	💬 🍴🍷 Peers & Beers Party			

WEDNESDAY, OCTOBER 21 – MAIN CONFERENCE

7:30AM-4:30PM	☑ Registration
7:00AM-8:15AM	💬 🍴☕ Best Practices Networking Breakfast
8:15AM-10:00AM	🎤 Keynote Presentation, Myra Golden – The "Beyond Wow" Customer Experience
10:00AM-12:30PM	▦ Visit the Demo Hall - Book Signings
12:30PM-1:45PM	🍴 Lunch

SESSION BLOCK 5

1:45PM-2:45PM	**Session 501:** Using Predictive Analytics to Attract and Hire the RIGHT People	**Session 502:** *Case Study:* Evaluating Non-Voice Conversations: A Quality Monitoring Case Study for the New Age of Customer Interactions	**Session 503:** Reduce Customer Effort and Operating Costs by Optimizing Online Service	**Session 504:** Contact Center Technology: Hot Ideas on Hot Topics

SESSION BLOCK 6

3:00PM-4:00PM	**Session 601:** *Case Study:* Managing Millennials: Mentoring and Motivating the Next Generation of the Workforce	**Session 602:** "The Power of One" Activity - A Powerful Tool in Improving Adherence	**Session 603:** Advanced Work at Home Strategies for Contact Centers & Support Functions	**Session 604:** *Case Study:* How Southern Company Turned Their Automated Phone System into a Hero of the Organization

LEGEND: 🍴🍷 Food & Drink | 💬 Networking Event | 🎤 Keynote | ▦ Demo Hall | ☑ Registration

PRE-1 | PEOPLE MANAGEMENT
Staff Up! 10 Ways to Hire and Train Faster

Jeff Toister, President,
Toister Performance Solutions, Inc.

For most centers, hiring and training new employees represents a significant investment of time and money. What if there was a way to reduce recruiting and training time AND improve results? This dynamic session reveals ten proven ways you can ramp up your staffing levels faster than ever before. These concepts can also be used to improve short and long-term retention, increase new hire performance, and decrease recruiting and training costs. Drawing upon real-life case studies and cutting-edge research, you will gain practical ideas, tools, and techniques to speed up the hiring and training process in your call center.

PRE-2 | OPERATIONS MANAGEMENT
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
Customer Journey Mapping – A Valuable Tool for Improving Service

Jim Tincher, Principal, Heart of the Customer

How hard is it to be your customer? Probably harder than you realize! Journey mapping is the key to understanding why you're losing customers and where your investment in customer experience is best spent to produce the greatest loyalty. In this hands-on workshop you'll create a journey map based on a hypothetical scenario. You'll walk through the process step-by-step, including identifying "moments of truth" and developing a plan of action to improve them. You'll leave with everything you need to run your own journey mapping workshop within your own organization.

PRE-4 | TECHNOLOGY
Shaping your Contact Center's Role in an Omni-Channel Strategy

Lori Bocklund, President, Strategic Contact, Inc.

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 workshop, you will work with other creative leaders to define what multichannel means, identify the priorities for technology to enable multichannel 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.

PRE-5 | PEOPLE MANAGEMENT
10 Essential Principles for Writing to Customers in a Multichannel World

Leslie O'Flahavan, *Principal, E-WRITE*

While you want customers to receive excellent written service in the channel they prefer, you've got to give them a consistent experience whether it's a letter, email, chat, text, social media, or self-service. This hands-on workshop will describe 10 principles for writing to customers in any channel. Learn how to ensure consistency of tone, the appropriate level of formality for each channel, and how/when to repurpose content between channels. You'll review and comment on actual samples of written customer service, and leave with a guide to share with your customer service managers, quality assurance leads, and frontline agents.

PRE-6 | OPERATIONS MANAGEMENT
Conquering the Cross-Channel Customer Experience

Justin Robbins, *Community Manager, ICMI*

With most customers utilizing multiple channels at any given time, contact center leaders are tasked with providing a consistent experience regardless of how the customer decides to contact them. Meeting this challenge requires the ability to empower the front-line, leverage technology and true real-time management insights, and align the use of data and performance metrics. Is your contact center able to see the whole story when (not if) the customer's journey moves them across channels? This workshop will provide attendees with actionable insights and best practices for conquering the cross-channel customer experience, as discovered from ICMI's 2015 research programs.

PRE-7 | STRATEGY AND LEADERSHIP | CASE STUDY
Positioning Call Center Leaders for Success in a Sea of Change

Lorianne Feltz, *Senior Vice President, Customer Service, Erie Insurance*
Tim Montgomery, *CEO, Culture Service Growth*

It's a given that the contact center is a real-time environment of continuous change that requires daily adjustments to plans, people and processes. Unfortunately, many leaders focus only on today's chaos and finding one-time resolutions. Successful leaders view themselves as "change agents," providing a broad and log-term perspective on making adjustments and driving sustainable and continuous improvement. Hear how Erie Insurance discovered powerful ways to navigate change – and learn how to become a successful, confident leader who is ready for anything!

PRE-8 | TECHNOLOGY
Contact Center Technology 101: What Every Professional Needs to Know

Lori Bocklund, *President, Strategic Contact, Inc.*

If technologies such as multimedia routing and reporting, knowledge management, integrated desktop, and analytics sound enticing but intimidating, this highly interactive session is for you! Operations and technology leaders alike will learn how today's solutions, whether premise- or cloud-based, can help you more effectively manage increasingly complex customer interactions. You'll discover the capabilities every center needs, as well as the innovations that are changing the landscape. Learn practical information that will arm you for a discussion with your contact center or IT counterparts, as well as vendors. You'll leave this session ready to tackle technology projects that can transform your customer experience.

Site Tours

Tour a local facility and hear from key personnel as they share success stories and areas of improvement. You will gain a fresh perspective and new ideas to apply to your own center. *Site tours are included in the 3-day pass only.

Site Tours Sell Out! Register Early.
For details visit ICMI.COM/CCDEMOTOURS

Site Tour Schedule Monday, October 19

8:30AM-12:00PM

AM1: Caesars Entertainment
AM2: Zappos.com
AM3: Las Vegas Valley Water District

1:30PM-5:00PM

PM1: GES
PM2: Caesars Entertainment

Keynotes

Tuesday, October 20, | 8:15AM-10:00AM
Creating and Nurturing a Culture of Service

Jon Wolske, Zappos.com, Culture Evangelist

The service and culture at Zappos is legendary – and for good reason! In this keynote, Zappos Culture Evangelist Jon Wolske will show you that there is so much more to service than the way you wow customers.   By defining who they are and what they're really all about, the Zappos Family has been able to cultivate a culture of service across their entire company.   Discover how establishing the right guidelines (not rules!) and empowering team members will enable them to make all the right decisions for your business. Jon will demonstrate how understanding the purpose of your business can inspire results from everyone!

Wednesday, October 21 | 8:15AM-10:00AM
The "Beyond Wow" Customer Experience

Myra Golden, Myra Golden Media, Customer Loyalty Expert

Based on her bestselling book, this inspiring keynote will provide the insights, benchmarks, and motivation to deliver on the needs and expectations of your customers. Learn how to go beyond buzzwords to truly create a culture of wow customer experiences. From the initial point of contact, to giving customers solutions, to handling complaints as if they were gifts, you will learn how to create customers for life at every service touch point.

SESSION 101 | PEOPLE MANAGEMENT

Be a Contact Center Super Hero! A Step-by-Step Guide to Engaging & Retaining Talented Agents

Jeff Toister, President, Toister Performance Solutions, Inc.

The evil villain Disengagement has plagued contact centers for years, causing chaos through turnover, absenteeism, and poor performance. Through cutting-edge research, real-life success stories, and opportunities for self-assessment, this fast-paced session will show you how to ward off Disengagement once and for all. Discover proven strategies for improving turnover, absenteeism, poor performance, and other agent disengagement symptoms. Learn five reasons why agent engagement initiatives fail, an agent motivation secret that we've all overlooked, and five critical points in the agent engagement cycle. You'll leave the session with a step-by-step plan for engaging your contact center's agents like never before!

SESSION 102 | OPERATIONS MANAGEMENT | CASE STUDY

One Size Does Not Fit All: QM Out of the Box

Annie Woo, Customer Love Goddess, aka VP of Customer Service, Mindbody

This thought-provoking session will describe Mindbody's unconventional approach to quality monitoring. Despite years of using best practices for reporting and QM, turnover was still high and the metrics used were continuously outdated. They discovered that agents needed to be trusted to do what's right in every interaction — and that traditional QM was in the direct opposition of trust. Their new process is a paradigm shift away from traditional QM that improves culture and morale, reduces turnover, and provides clarity in how customer service actually drives loyalty. Come hear how their unique solution to QM has reduced turnover to 12% and earned Mindbody regular "Best Place to Work" ranking.

SESSION 103 | STRATEGY AND LEADERSHIP

I Have Mapped the Customer Journey. Now What?

Jeff Thompson, SVP Product Management, LiveOps

Mapping the customer journey has many strategic benefits, from ensuring a consistent experience across channels, to removing inefficiencies, to increasing customer lifetime value. Although this is an excellent guide, brands must also focus on the here and now if they want to provide the proactive, personalized service customers expect. Real-time monitoring is the next step, and enables brands to seize individual moments that can change the course of a customer's journey. This session will describe how to best utilize the customer journey map; what information should be tracked in order to deliver proactive, hyper-personalized service, and how emerging technologies can be leveraged to exceed customer expectations.

SESSION 104 | TECHNOLOGY MANAGEMENT | CASE STUDY

Venturing to the Cloud at Columbia Sportswear

Kristina Coker, Enterprise Mobility and Telecommunications Engineer, Columbia Sportswear

Offering outstanding customer support is a primary mission for outdoor apparel manufacturer, Columbia Sportswear. In support of this mission, they recently leveraged the cloud for a new contact center system that allows them to support a wider range of communication channels, scale to satisfy seasonal call volumes, be more resilient to outages, and gain easy access to live call statistics. If you're considering a move to the cloud, join us as they share the challenges and lessons learned during their journey, as well as the benefits and competitive advantage they've achieved as a result.

SESSION 201 | PEOPLE MANAGEMENT

Agent Optimization: Maximizing the Frontline's Performance & Productivity

Justin Robbins, *Community Manager, ICMI*

While contact centers are spending lots of energy servicing newer channels, many customers still prefer email. However, social media and chat have changed what customers expect from email. In the age of social media, companies must to renew efforts to write high quality, brief, responsive mail to customers who want to reach them that way. In this session, you'll revisit best practices for writing email to customers and how customer expectations for this channel have changed. Learn how to get the best from email – and avoid the channel's natural pitfalls. Leave armed with the tools you need to improve your email service.

SESSION 202 | OPERATIONS MANAGEMENT | CASE STUDY

Deriving Measurable ROI and Impact from your VOC Data and Tools

John Goodman, *Vice Chairman, CCMC*
Marlyn Denter, *Director, Consumer Affairs, Southern California Edison*

There are a multitude of tools available to collect and interpret "voice of the customer" data. How much of this is hype and what produces real value? Where should you spend the most time and resources? This informative session will provide a roadmap for assessing your VOC and quality measurement processes, and help determine the optimal balance of investment in technology vs. analytical expertise. Discover how Southern California Edison uses data from multiple tools and sources to impact customers at four levels – at the individual rep transaction, the team, call center strategy, and by identifying opportunities and proactively communicate with customers.

> "I got a great mix between really *practical* things that I can implement within my team *immediately* as well as some strategic stuff to get me *thinking outside the box*."
>
> *Leeann V., Customer Service Manager, GTA Travel*

SESSION 203 | STRATEGY AND LEADERSHIP | CASE STUDY

Connecting the Dots – How Boeing Increased Support Options While Reducing Overall Spend

Angie Tobin, *Demand Management Program Lead* and **Reis Sherin,** *Enterprise Help Desk Operations Lead, The Boeing Company*

Are you struggling to identify and implement the right channels of support for your organization? Learn how implementing multiple channels of support, such as self-help, live chat, online ticketing and user groups can reduce costs while increasing customer satisfaction. Hear how the Boeing Enterprise Help Desk – which handles over 1 million contacts a year – implemented a demand management program that leveraged innovation to increase support channels while dramatically reducing contact volume, cost per contact and total spend. Attendees will leave this session with ideas for choosing, implementing and expanding multiple channels of support in addition to marketing techniques.

SESSION 204 | TECHNOLOGY | CASE STUDY

From Common to Intelligent: Keys to "New" Self Service

Lance Christmann, *Director of UX and Marketing, OneReach*

Stephen Williams, *Chief of Operations, DC.gov Office of Unified Communications*

The goal of most support organizations is to improve customer experience while reducing costs. To address these concerns, organizations implement customer self-service capabilities wherever possible. Companies that are able to add multiple self-service channels, including SMS, can take advantage of advanced and sophisticated automation, but most companies can't even change the prompt in their basic phone menu! How do you move from basic phone trees into great automation and amazing self-service? Come learn how a DC.gov Office of Unified Communications made the journey from a common to an intelligent system that resulted in fewer calls and increased customer engagement.

SESSION 301 | PEOPLE MANAGEMENT
Don't Just Manage - Lead!

Art Coombs, *President & CEO, KomBea Corp.*

Why do some contact center teams flourish while others flounder? 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 we are given tools to MANAGE, yet very little training or tools are offered to help us LEAD. This session will examine 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!

SESSION 302 | OPERATIONS MANAGEMENT | CASE STUDY
Striving for Progress, Not Perfection: 10 Actions to Dramatically Move the Needle on Performance

Agnes Barard, *Vice President, Customer Service, San Antonio Water System*

Cindy Garrett, *Senior Principal and Contact Center Lead, Customer Experience Practice, West Monroe Partners*

If you want to improve performance in your contact center but feel overwhelmed by the task, this session is for you! Learn how to put together an actionable plan that can achieve dramatic results. We'll highlight 10 key areas that San Antonio Water Services focused on in their 30/60/90 plan to significantly transform their performance and achieve dramatic improvements in service level, schedule adherence, ASA, abandonment rate and hold time. You'll leave with insights on best practices and lessons learned, as well as a structured approach you can utilize to make tangible progress in your own contact center.

SESSION 303 | GAMIFICATION
The Path to Gamification Success

Neal Topf, *President and Co-Founder, Callzilla*

If you're considering incorporating gamification into your center, this session is a "must attend". Gamification can be a smashing success – but like all contact center technologies there are challenges that come with vendor search and selection, implementation and integration, learning and adoption curve, and measurement. Come hear how Callzilla has worked through the learning curves associated with Gamification, and now has their contact center on the path to improved KPIs, broader agent engagement, and improved overall results. Discover the do's and don'ts and lessons learned that you can apply to your own gamification journey.

SESSION 304 | TECHNOLOGY MANAGEMENT | CASE STUDY
Multi-Channel to Omni-Channel - How to Make 8+ Channels Feel Like ONE!

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

Josh Jandrain, *President of Software Development, Berkshire Hathaway Travel Protection*

While the industry has put a lot of focus on adding new channels (multi-channel support), today's customer is more focused on receiving the same level of support across all channels (omni-channel support). Hear how companies like Berkshire Hathaway Travel Services are raising the bar on customer expectations. In this enlightening session you'll learn how to prioritize channels that fit your specific company profile, plan for the impact of each one, and understand the key role knowledge plays. Discover BHTS's real-life challenges of providing strong omni-channel support and how their learnings and success can impact your organization.

> "The conference was a *great way for me to judge* how well our contact center is performing in some areas and also allowed me to see *where we could improve*."
>
> *Matt D., Assistant Manager Contact Center Operations, Londen Companies*

SESSION 401 | ENCORE
Contact Center Technology: Hot Ideas on Hot Topics

Brenda Patt, Manager, Call Center Services Diplomat Pharmacy

Lori Bocklund, President, Strategic Contact Inc.

Art Schoeller, VP & Principal Analyst, Forrester Research

Bob Furniss, Director, Service Cloud Practice, BlueWolf

Two of the hottest topics on the contact center technology front are omni-channel and performance tools. This panel is going to bring over 100 years of experience working in the industry to a lively, rapid fire discussion about what's hot, where it fits, the value it brings, and how to do it right. If you're looking for insights on analytics, gamification, eLearning and coaching tools, reporting, quality, workforce management, and more across voice, email, chat, SMS/Text, social, and other media, this session promises to entertain and enlighten!

SESSION 402 | CASE STUDY | ENCORE
Evaluating Non-Voice Conversations: A Quality Monitoring Case Study for the New Age of Customer Interactions

Lauren Mott, Senior Director Customer Care; **Michael Castillo,** Customer Care Quality Manager and **Ryan Newhouse,** Customer Care Manager, Bright House Networks

Are you optimizing your quality culture across your multi-channel contact center? Are you consistently measuring agent conversations with customers in Email, Live Chat and Social Media? This practical case study featuring Bright House Networks will provide the framework for applying quality monitoring behaviors that can carry over from voice interactions to your non-traditional customer conversations. You will learn the strategy and tactics for implementing a quality culture that can encompass all of your two-way customer communication touch points. Plus, learn about the science of communication and how to create real dialogue with your customers.

SESSION 403 | ENCORE
Agent Optimization: Maximizing the Frontline's Performance & Productivity

Justin Robbins, Community Manager, ICMI

ICMI research conducted in the fall of 2014 uncovered that the agent is the cornerstone of the customer experience. It also revealed critical concerns about employee engagement and empowerment, common contact center metrics, and their implications on customer engagement and satisfaction. A follow-up study in the spring of 2015 probed deeper to discover the real state of today's contact center agent — and what steps must be taken to ensure that your most critical asset is set up for success. Come hear ICMI's findings and learn what you can do to optimize agent performance and productivity in your own contact center.

SESSION 404 | ENCORE
I Have Mapped the Customer Journey. Now What?

Jeff Thompson, SVP Product Management, LiveOps

Mapping the customer journey has many strategic benefits, from ensuring a consistent experience across channels, to removing inefficiencies, to increasing customer lifetime value. Although this is an excellent guide, brands must also focus on the here and now if they want to provide the proactive, personalized service customers expect. Real-time monitoring is the next step, and enables brands to seize individual moments that can change the course of a customer's journey. This session will describe how to best utilize the customer journey map; what information should be tracked in order to deliver proactive, hyper-personalized service, and how emerging technologies can be leveraged to exceed customer expectations.

> "Great site tours and *robust content* in breakout sessions."
>
> *Michael T., Director of Call Center Operations, Central Security Group-Nationwide*

SESSION 501 | PEOPLE MANAGEMENT

Using Predictive Analytics to Attract and Hire the RIGHT People

Greta Roberts, *CEO, Talent Analytics, Corp*

Most centers spend significant resources on training, coaching and incentives to try to coax otherwise detached employees into performing, but little is done to help identify better candidates pre hire. Predictive analytics solves this problem by predicting how likely a candidate is to pass their initial exam, have a high Net Promoter Score, exactly follow processes, input accurate information, and stay in the job for a prescribed time. Learn how a predictive analytics approach can add new insight into increasing employee performance, making low performance a solvable challenge that can deliver millions directly to the bottom line.

SESSION 502 | OPERATIONS MANAGEMENT | CASE STUDY

Evaluating Non-Voice Conversations: A Quality Monitoring Case Study for the New Age of Customer Interactions

Lauren Mott, *Senior Director Customer Care;* ***Michael Castillo,*** *Customer Care Quality Manager and* ***Ryan Newhouse,*** *Customer Care Manager, Bright House Networks*

Are you optimizing your quality culture across your multi-channel contact center? Are you consistently measuring agent conversations with customers in Email, Live Chat and Social Media? This practical case study featuring Bright House Networks will provide the framework for applying quality monitoring behaviors that can carry over from voice interactions to your non-traditional customer conversations. You will learn the strategy and tactics for implementing a quality culture that can encompass all of your two-way customer communication touch points. Plus, learn about the science of communication and how to create real dialogue with your customers.

SESSION 503 | STRATEGY AND LEADERSHIP

Reduce Customer Effort and Operating Costs by Optimizing Online Service

Lara Ponomareff, *Senior Director, CEB*

CEB research finds that in today's digital age, customers actually prefer to self-serve, and often go to a company website first to find a solution. The challenge isn't getting customer to try self-service, it's getting customers to fully 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 the best companies provide a simple and clear path to resolution in order to build the optimal web self-service experience for customers.

SESSION 504 | TECHNOLOGY MANAGEMENT

Contact Center Technology: Hot Ideas on Hot Topics

Brenda Patt, *Manager, Call Center Services Diplomat Pharmacy*

Lori Bocklund, *President, Strategic Contact Inc.*

Art Schoeller, *VP & Principal Analyst, Forrester Research*

Bob Furniss, *Director, Service Cloud Practice, BlueWolf*

Two of the hottest topics on the contact center technology front are omni-channel and performance tools. This panel is going to bring over 100 years of experience working in the industry to a lively, rapid fire discussion about what's hot, where it fits, the value it brings, and how to do it right. If you're looking for insights on analytics, gamification, eLearning and coaching tools, reporting, quality, workforce management, and more across voice, email, chat, SMS/Text, social, and other media, this session promises to entertain and enlighten!

SESSION 601 | PEOPLE MANAGEMENT | CASE STUDY

Managing Millennials: Mentoring and Motivating the Next Generation of the Workforce

Jennifer Richard, Contact Center Director, McKesson

They're here....and whether you like it or not, Millennials are beginning to outnumber Gen X and Boomers in the workplace. In order for your contact center to be successful, you will need to open your mind to a new, different and potentially uncomfortable way (at first) of managing your team. Join the discussion on how to understand this growing workforce presence and more importantly, how to capitalize on their unique strengths. One size does not fit all, and contact center leaders need to prepare for a new way of driving employee engagement and business results.

SESSION 602 | OPERATIONS MANAGEMENT

"The Power of One" Activity - A Powerful Tool in Improving Adherence

Vicki Herrell, Executive Director, QATC

What other session utilizes a wading pool, tennis balls, and a bucket from your favorite fried chicken joint? Probably none, because this one is unique! If you struggle with adherence in your center, come learn some proven techniques and activities that show agents in an impactful way just how important they are – and that one person really does make a difference! This session will help call center managers and supervisors understand "The Power of One" concept, and also gives workforce management professionals the tools they need to share this information with management as well.

SESSION 603 | STRATEGY AND LEADERSHIP

Advanced Work at Home Strategies for Contact Centers & Support Functions

Michele Rowan, President, Customer Contact Strategies

Work-at-home for contact centers and support functions has exploded, but many still struggle with optimizing hiring, training, engagement and performance in the remote environment. This invaluable session will describe advanced strategies for sourcing, assessing, hiring and onboarding remote workers, as well as advanced practices in virtual training. Learn how to leverage next generation tactics for virtual performance support and engagement, and gain real-time visibility and process automation without high capital expenditures and IT costs. You'll leave this session with best-in-class deployment strategies, business processes & policies for successful telecommuting and work at home programs that you can implement immediately.

SESSION 604 | TECHNOLOGY MANAGEMENT | CASE STUDY

How Southern Company Turned Their Automated Phone System into a Hero of the Organization

Mark Camack, Principal, IVR Doctors

Wesley Higgins, Customer Service Operations Support & Online Services Manager, Alabama Power

IVR may not be a sexy subject, but most centers have one – and most are victims of benign neglect! In this session, Southern Company will share details of their successful IVR improvement project, which provided proven ROI from dramatic increases in self-service containment. The case study will demonstrate easy-to-grasp, best-in-class design principles that result in IVR system menus that callers are more likely to use – and that CFOs and CIOs embrace, since performance improvements and savings are driven directly to the bottom line. Be inspired to bring your IVR from good to great!

> "*Networking* with other small bank call centers was *outstanding* for sharing *best practices*."
>
> *Elaine A., Call Center Operations Manager,*
> *City National Bank of Oklahoma*

Exhibiting Solution Providers

Meet these and other industry solution providers

DIAMOND

salesforce service cloud

GOLD

Five9 · Genesys · inContact · SAP

SILVER

Enghouse Interactive · INTERACTIVE INTELLIGENCE DELIBERATE INNOVATION

EXHIBITORS

8x8, Inc. · AireContact Cloud Hosted Contact Center · CERTIFIED LANGUAGES INTERNATIONAL · corvisa

Customer Relationship METRICS · eGain · fonolo · voices your voice to the world · injixo

Insight Systems Exchange · KnoahSoft · LOXYSOFT · MERIDIAN CONTACT SOLUTIONS · OnBrand24 Premier Call Center Services

openspan where people and technology meet · PIPKINS · PTP Performance Technology Partners, LLC · SUPPORT.COM · SWPP Society of Workforce Planning Professionals

TeleSpeak · USAD USA DIGITAL · VOCALCOM · VOIANCE a CyraCom International company · zendesk

MORE TO COME! VISIT ICMI.COM/CCDEMOEXHIBITORS FOR A CURRENT LIST

In and Around the Demo Hall

Explore. Learn. Network.

Take time to visit the Demo Hall and browse the very latest technology and services for contact centers. Visit with participating vendors for your chance to win valuable prizes. Sit in on a product demo and see product offerings in action. Network with peers and make new connections.

Monday, October 19
5:00PM-7:00PM

Tuesday, October 20
10:00AM – 2:00PM

Wednesday, October 21
10:00AM – 12:30PM

Demo Hall Bash

Monday, 5:00PM – 7:00PM

Network with other attendees as you browse the latest contact center solutions in a casual, relaxed environment!

Keynote Book Signing and Giveaway

Tuesday & Wednesday

Immediately following the Keynote Presentation, the first 50 people will receive a signed copy of that keynote speaker's book. Jon Wolske: "Zappos Culture Book"; Myra Golden: "Beyond Wow"

Solutions Spotlight Sessions

Tuesday & Wednesday

These open-to-all sessions provide first-class education on industry solutions and conclude with a drawing for a $100 American Express Gift Certificate! Look for topics and session descriptions on the event website in early July.

Passport to Prizes

During Demo Hall hours

This is your opportunity to win gift cards and various prizes! Simply visit the booths of participating vendors, have your passport stamped, and return the completed passport for your chance to win!

Career Development Roadmap

During Demo Hall hours

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.

Networking Activities & Special Events

Contact Center Demo & Conference offers numerous opportunities to enhance your conference experience. We invite you to add these activities into your schedule to connect with peers, make new friends, learn new things, and win great prizes!

Demo Hall Bash

Monday, October 19, 5:00PM – 7:00PM

Enjoy your favorite beverage and light hors d'oeuvres while getting exclusive access to the exhibitors you've been waiting to meet; network with peers and exchange ideas as you preview cutting-edge products from leading industry solution providers.

Industry Roundtables Breakfast

Tuesday, October 20, 7:00AM – 8:15AM

Have breakfast with others in your industry. Share experiences and discuss challenges unique to your industry and develop a network of support. Tables will be hosted by ICMI experts who will facilitate networking and conversation.

Peers & Beers

Tuesday, October 20, 5:15PM – 6:30PM

Join us for a casual get-together while enjoy drinks or a beer. This is a great chance to connect with peers, enjoy light-hearted conversation, and get to know who is here this year to maximize your conference experience.

Best Practices Networking Breakfast

Wednesday, October 21, 7:00AM – 8:15AM

Select one of the pressing topics on the minds of contact center professionals; then enjoy breakfast and great conversation with peers who are also interested in the same area of challenge, desired technology, or solution within their centers. Tables are hosted by industry experts with experience in the table topic.

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

Sending a Team is a Smart Investment!

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 contact center-related? Contact Center Demo & Conference is the perfect way.

Recognize your team's outstanding performance. Recognize your team's achievements, motivate them to continued success, and demonstrate an investment in their future.

Wrap a strategy and planning session around the conference. Not only will your team be more creative thanks to fresh ideas and perspectives, but they can take what they learned and develop plans that are immediately actionable.

*Group/Team Pricing:

3-5 attendees
receive a 20% discount

6-9 attendees
receive a 30% discount

10+ attendees
receive a 40% discount

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

To register your team, download the registration form at **ICMI.COM/CCDemoGROUP** or call 866.535.9002

Registration, Hotel & Travel
Select the Package That's Right for You

Access To:	Premium Pass Oct 19-21	Main Pass Oct 20-21
Pre-Conference Workshops & Site Tours Monday, Oct 19	✔	
Speaker Presentations	✔	✔
Networking Activities	✔	✔
Breakfasts, Lunches, Receptions	✔	✔
Keynote Presentations	✔	✔
Solutions Spotlight Sessions	✔	✔
Early Bird Price thru 09/04/15	**$1,695**	**$1,395**
Regular Price	**$1,895**	**$1,595**

FOUR WAYS TO REGISTER

1 **Online:** www.icmi.com/CCDemo

2 **Phone:** 866.535.9002 or 415.947.6967

3 **Email:** ICMIDemoReg@ubm.com

4 **Fax:** 415.947.6011

Conference Location

All Conference Activities will take place at the:

Rio Las Vegas

3700 W. Flamingo Road
Las Vegas, NV 89103
Tel: (866) 746-7671

Conference rate of $129 per night*
available through Sept 30, 2015.

Book online at:
ICMI.COM/CCDEMOHOTEL

PLEASE NOTE: While ICMI makes every effort to secure an adequate amount of hotel rooms, we expect the rooms to sell out quickly. We **STRONGLY** encourage you to book early to avoid a sold-out situation. The hotel rate is available for select dates, so please check with the hotel for available rates.

*plus a $22 daily resort fee

Visiting Las Vegas

Whether you're a high roller or a low-key lounger, Las Vegas has something to suit your vacation taste. Sample fare from top chefs and cornucopian buffets, try your luck at one of the world's premier casinos, or take in a spectacular show. Just wandering the Strip is enough to get your heart pumping.

Contact Center Demo& Conference is a trade-only event. You must be 18 years of age and a qualified buyer of contact center technology, applications, or products to visit the expo hall.

Registration Policies, Cancellations, Substitutions & Changes
If you need to cancel or downgrade, you may do so until September 21, 2015. A non-refundable $150 cancellation fee will be charged for cancellations. No-shows and cancellations after September 21, 2015 will be charged the full conference rate. Cancellation policies apply to all conference packages. Attendees who register prior to or after the deadline date who do not cancel in writing by the deadline date are liable for the package cost and will be charged for the full registration fee. Sorry, refunds and downgrades are not available after this date. If you are unable to attend the conference, we strongly recommend that you send a substitution in your place. Changes to registrations must be presented in written form. Please fax your cancellation or substitution request to 415-947-6011 using the Registration Change Form on the Packages and Pricing page of the event website.