September 19th-21st Customer Response Summit is taking on the windy city - Chicago, IL. The summit will continue to embody our “Leaders Learning From Leaders” approach, and include sessions focused on AI and machine learning, employee engagement, text for service, digital fraud, outsourcing, the VoC on channel choice, and using big data to create an individualized relationship with each customer.

Network with a passionate, dedicated group of customer driven professionals who are open and willing to share best practices and opportunities for improvement. Stay on top of the latest industry trends and take back actionable ideas that will energize and strengthen your customer experience operations.

VENUE & ACCOMMODATION

Hyatt Regency McCormick Place
2233 South Dr. Martin Luther
King Jr. Drive
Chicago, Illinois, USA
60616-9985
Tel: +1 312 567 1234

KEYNOTES

Aileen Allkins
Corporate VP of Customer Service & Support
Microsoft

Brian Mullins
Head of Risk Operations
Square, Inc.

Mary Winfield
VP of Customer Experience & Trust
Lyft

SPECIAL
First time attendee? Receive 50% off your pass!

How to Register
Visit: www.execsintheknow.com/events/crs-chicago/

Questions?
Email: info@execsintheknow.com
THE CUSTOMER RESPONSE SUMMIT IS ABOUT
connecting with like-minded peers that are obsessed with serving the customer. CRS provides many great opportunities to network and learn from attendees, speakers and industry experts.

- Identify best practices and discuss innovative ideas on how to serve your customer, through emerging channels.
- Ensure your brand is part of the customer success movement.
- Benchmark how brands are servicing the Connected Consumer. How does your company compare?
- Brainstorm and create customer care strategy plans within small groups. You will walk away with knowledge and ideas to take back to your team.

5 REASONS TO REGISTER

1. REAL BRANDS, REAL INSIGHTS The best minds in customer care and customer experience will be on hand to educate, motivate, and inspire new ideas for you to take back to your team.

2. AWARENESS AND EDUCATION Working with our research partner COPC Inc., Execs In The Know creates a bi-annual Customer Experience Benchmarking Study. One installment focuses on Corporate Insights and the other on Consumer Insights. While at CRS Chicago, you will get the opportunity to review the 2017 Consumer Edition in detail with industry experts.

3. CONNECTIONS We love to network! Networking is the cornerstone to learning, opportunities, and fun. Each day has customized networking events. In addition, we create networking “moments” throughout the conference agenda to ensure that even shy people are comfortable enough to network.

4. PERSONALIZATION Our team is focused on ensuring that you get the most of your conference experience. We strive to understand your conference goals and help you find the right information and contacts. We focus on developing the right size and the right audience for each event, to help ensure your experience exceeds your expectations.

5. PROVEN TRACK RECORD 95% would recommend the CR Summit events to a friend or co-worker and 98% were satisfied with overall content of the forum. The proof is in the numbers.

REGISTER:
www.execsintheknow.com/events/crs-chicago/

#CRSUMMIT
PRE-CONFERENCE  Tuesday, September 19, 2017

*UNDER CONSTRUCTION: Our agenda is updated weekly with new speakers and content. Keep checking back for all of the exciting additions.

3:15 P.M. - 4:00 P.M.
LEADERS LEARNING FROM LEADERS

Pick a topic and join your peers for an informal discussion on a shared topic of interest. These are small groups, driven by the voices in the room. A moderator will be provided in each room, but the attendees will set the detailed discussion for the selected topic.

4:15 P.M. - 5:00 P.M.
LEADERS LEARNING FROM LEADERS

Pick a topic and join your peers for an informal discussion on a shared topic of interest. These are small groups, driven by the voices in the room. A moderator will be provided in each room, but the attendees will set the detailed discussion for the selected topic.

5:30 P.M. - 7:30 P.M.
WELCOME RECEPTION & REGISTRATION

Location: The Patio at Arc Bar

Sponsored by:

Teleperformance
Transforming Passion into Excellence
CONFERENCE DAY 1  Wednesday, September 20, 2017

7:30 A.M. - 8:30 A.M.  
REGISTRATION AND BREAKFAST  
Location: REGENCY AB CORRIDOR, 2ND FLOOR

8:30 A.M. - 8:45 A.M.  
CONFERENCE KICK OFF  
Location: REGENCY AB, 2ND FLR

8:45 A.M. - 9:30 A.M.  
CREATING DELIGHTED AND LOYAL CUSTOMERS THROUGH OUR DIGITAL TRANSFORMATION

The digital revolution is rapidly changing the marketplace and our customers’ expectations. In a cloud and mobile driven world, customers want access to service and support when they want, how they want and where they want. Microsoft has embarked on a digital transformation to provide our customers expert advice quickly and seamlessly on their terms. Through AI, machine learning and other technologies, we are helping our customers self-serve and providing our engineers and agents tools that enable them to provide more personalized assisted support.

KEYNOTE

Aileen Allkins  
Corporate VP of Customer Service & Support  
Microsoft
9:30 A.M. - 10:30 A.M.
**EXPLORING THE JOURNEY: 2017 CXMB SERIES CONSUMER EDITION RESULTS - PANEL**

Join COPC Inc. and a select group of industry leaders for a lively discussion revolving around research highlights from the 2017 Consumer Edition of the Customer Experience Management Benchmark (CXMB) Series. The CXMB Series of reports, a collaboration between Execs In The Know and COPC Inc., is published bi-annually and features both Corporate and Consumer Editions.

The 2017 CXMB Series Consumer Edition continues established trends, while also venturing into new areas of exploration. Listen in as industry leaders discuss how shifting consumer behaviors and opinions have helped shape priorities and initiatives over the past year, and find out which opportunities and challenges are coming into view next.

**Judi Brenstein - Moderator**
Vice President
COPC, Inc.

**Tony Drummond**
Vice President, Customer Experience
Manheim

**Chad Thorpe**
Senior Vice President, Customer Service
Apria Healthcare

10:30 A.M. - 11:00 A.M.
**NETWORKING BREAK**
CONFERENCE DAY 1  Wednesday, September 20, 2017

CUSTOMER SHOP TALK

Customer Shop Talk sessions are small industry expert led discussions, on a laser focused topic. Join a group that is addressing a topic that is top of mind for you. Customize your agenda by picking which sessions to attend. Each discussion allows you 30 minutes to collaborate with your peers on your topic of choice.

**TOPIC:** Debunking the AI and Chatbots Myths: What You Need to Know to Plan Your CX Strategy

**LOCATION:** ADLER / CC24

It seems that virtually every tech vendor is now “AI-powered”. With any new technology, there’s a lot of hype, which leads to confusion on what the technology can and can’t do. In this session [24]7 will examine some of the top myths about AI and chatbots, and discuss guidelines to help you develop your corporate strategy for implementing these new technologies - along with examples of companies that are doing it well. You’ll learn:

- The myths and realities about AI and chatbots and how to leverage these technologies to attract and retain quality customers.
- How Artificial Intelligence and Machine Learning work in practice.
- Things to know to get on the fast path to business results.

**TOPIC:** Keys for Personalized, Effortless Omnichannel Journeys

**LOCATION:** BURNHAM / CC23

By 2020 90%+ of customer engagements are predicted to start online but major silos continue to exist across web, voice, callback, mobile app, text, email, video and other channels. The silos will increase with new messaging channels such as chatbots now entering into the customer experience. Customers today expect seamless conversations across all channels yet few companies are delivering on this expectation today. This session will share keys for creating personalized omnichannel journeys for today’s channels, as well as new emerging channels such as chatbots.

**TOPIC:** The Importance of eNPS

**LOCATION:** CLARK / CC22

Employees who are engaged are enthusiastic about their jobs and their company. Not only is their enthusiasm contagious, affecting other employees’ productivity and customer satisfaction, but it also motivates them to come up with creative and innovative ideas that improve the organization and services. Companies have good reason to understand employee engagement levels and earn employee enthusiasm and loyalty.

- What is eNPS and why you should care
- Lessons from Silicon Valley
- Driving engagement in a millennial workforce
According to a report from the Aberdeen Group, 55% of companies employ self-service solutions, and 26% said they planned to build a chatbot as part of their self-service strategy. Last year, tens of thousands of chatbots were built and launched. Most of them failed due to a lack of enterprise capabilities. Chat remains the number one way customers want to talk to brands, and they often want to talk when customer service teams are offline. This presentation will talk about the way companies are deploying enterprise-class chatbots and generating customer and business success.

**KEY TAKE-AWAYS:**
- The definition of an enterprise-class chatbot, one that yields effective business results.
- What is natural language processing technology and machine learning for chatbots.
- Approaches to integrate with your existing systems and knowledge bases.

Customer demands are higher than ever, as they expect an ever-increasing level of customer service that meets their needs across a wide variety of devices and channels. For brands, this growing complexity means providing an increasing number of delivery options at a higher quality level, while still meeting the same budgetary constraints. Together we discuss several ways to achieve an economical blend of sourcing opportunities, geographical diversity, and digital alternatives while still enhancing the customer experience. We will explore the options for leveraging the value of human capital through on-shore, offshore and near-shore options - within both captive and outsourced models. We will discuss best practices to help navigate the balancing act of cost vs quality.
HOW INTELLIGENT SELF-SERVICE POWERED BY AI IS CHANGING THE CALL CENTER LANDSCAPE - PANEL

The explosion of voice based digital assistants is rapidly shifting consumers’ willingness and expectation to talk to a machine. This trend is also increasing their expectations regarding the intelligence of automated self-service. For brands, the trend offers an opportunity to deliver a better service experience when implemented and executed with the customer at the center of the decision making.

In this panel top brands will bring their practical experiences implementing intelligent self-service as they discuss:

- When is the right time for a self-service strategy
- What is the proper balance of virtual agents and human agents
- What level of application complexity can be automated
- How seamless multi-channel self-service can be achieved

Tom Lewis  
CEO  
SmartAction

Bonnie Verhulst  
Director of Operations,  
Contact Center  
Road America

Sandra Peterson  
Vice President Enterprise  
Contact Center  
Mapfre Insurance

John Bowden  
VP Member Services  
Sears Holdings Corporation
CONFERENCE DAY 1  Wednesday, September 20, 2017

2:45 P.M. - 3:30 P.M.
DIRECTLY & SAMSUNG CASE STUDY

Antony Brydon
CEO
Directly

Michael Lawder
SVP of Customer Care
Samsung

3:30 P.M. - 4:00 P.M.
NETWORKING BREAK
4:00 P.M. - 4:45 P.M.
DESIGNING CUSTOMER INTERACTION EXPERIENCES FROM THE CONSUMER POINT OF VIEW - PANEL

This panel of industry experts will discuss:

1. Effort - What does effort mean to the consumer and what is too much?
2. Demographics - Who your customer is impacts how you need to connect with them.
3. Channels - With the ever increasing ways that consumers can connect with brands, what’s a brand to do? (Determining the right channel mix based on the above items)
4. Cross channel and flow - Designing for the best experience

The right mix of self service automation vs human interaction -- when to apply which.

Jane Price
VP, Marketing
Interactions

Michael Jones
Senior Director, Customer Care
The Home Depot

Alex Rivera
VP, Customer Care & Fulfillment
The Mine (a Lowes Company)
CONFERENCE DAY 1  Wednesday, September 20, 2017

4:45 P.M. - 5:15 P.M.
CLOSING KEYNOTE

6:00 P.M. - 7:00 P.M.
COCKTAIL HOUR

Location: Prairie B

Who doesn’t like a happy hour after a long day?
Get your Wednesday evening started right by joining your peers for drinks and conversation at Cocktail Hour.

Sponsored By:

Clear Harbor

7:15 P.M. - 10:30 P.M.
EVENING NETWORKING EVENT

After an action packed day, join us for some R&R. You won’t want to miss the delicious food, music, and great networking with your peers that we’ll have in store for you!
CONFERENCE DAY 2  Thursday, September 21, 2017

7:45 A.M. - 8:45 A.M.
BREAKFAST AND REGISTRATION
Location: REGENCY AB CORRIDOR, 2ND FLR

8:45 A.M. - 9:00 A.M.
DAY 2 KICKOFF
Location: REGENCY AB, 2ND FLR

9:00 A.M. - 9:45 A.M.
LYFT KEYNOTE

KEYNOTE

Mary Winfield  
VP of Customer Experience & Trust  
Lyft

9:45 A.M. - 10:55 A.M.
CUSTOMER SHOP TALK

Customer Shop Talk sessions are small industry expert led discussions, on a laser focused topic. Join a group that is addressing a topic that is top of mind for you. Customize your agenda by picking which sessions to attend. Each discussion allows you 30 minutes to collaborate with your peers on your topic of choice.

TOPIC: A New Perspective on Customer Contact Strategies
LOCATION: BURNHAM / CC23

How do you develop your customer contact strategies and processes? Is it based on channels? Or is it based on agent skills? Or something else entirely? With the evolution of self-service and unassisted channels, and the quest for the nearly impossible omnichannel experience, sometimes it's difficult to see the forest through the trees. High performing organizations are looking at the customer journey from the customer's perspective to dictate their contact strategies and processes. In doing so, many find that a 100% omnichannel experience isn't the right answer. Join COPC Inc. for a thought provoking discussion where they share examples of what the customer journey looks like from the customer's perspective, and learn practical ways on how you can begin to take this approach in your own organization.
ARE YOU LISTENING TO THE VOICE OF YOUR CUSTOMER AND CONNECTING THAT TO THE RIGHT METRICS AND PROCESSES TO ACHIEVE YOUR BUSINESS OBJECTIVES? IN THIS INTERACTIVE SESSION, WE WILL DISCUSS MOVING FROM REACTIVE DATA AND TACTICAL OPERATIONS MANAGEMENT TO PROACTIVE DATA AND STRATEGIC MANAGEMENT BY USING ANALYTICS AS A TOOL TO FACILITATE VOICE OF CUSTOMER DECISION MAKING. EACH PARTICIPANT WILL UNPACK OPPORTUNITIES TO EVALUATE THEIR BUSINESS INSIGHTS FRAMEWORK AND ASSESS WHERE THEIR ORGANIZATION CURRENTLY RESIDES WITHIN EACH STAGE OF PROACTIVE DATA MANAGEMENT.

KEY TAKE-AWAYS:

• Benchmark your approach to determine if you are proactive or reactive in use of business insights
• Best practices on measuring the right metrics
• Guide to identifying opportunities to create action from your insights

10:55 A.M. - 11:15 A.M.
NETWORKING BREAK

11:15 A.M. - 12:00 P.M.
PROVIDING SERVICE OVER MESSAGING CHANNELS UNIQUELY DELIVERS THE EXPERIENCE CUSTOMERS DEMAND - PANEL

whether with a live person or (increasingly) with a chatbot, consumers overwhelmingly prefer texting for their service interactions. While many companies have been slow to adopt a messaging channel strategy, now is the time to consider which channels and which interactions best suit their goals in becoming a customer-centric organization.

In this panel, leading brands will discuss:

• Understanding which interactions are best suited for messaging channels
• How to choose the appropriate channels for messaging interactions
• Connecting messages to the live contact center and when to escalate
• Knowing the limitations of messaging and blending with a live agent
12:00 P.M. - 12:45 P.M.
CASE STUDY

12:45 P.M. - 1:15 P.M.
USING RISK MANAGEMENT AS A SERVICE DIFFERENTIATOR

This session will begin by looking at the sweeping changes in risk management brought on by the digital revolution and the changing needs of our customers. Brian Mullins, Head of Risk Operations at Square, will discuss the key considerations for brands as they look at the future of Risk Management. Brian will also share his insights on how Risk Management can become a key service differentiator in your CX strategy.

1:15 P.M. - 2:15 P.M.
LUNCH

2:30 P.M. - 5:00 P.M.
INDUSTRY TOUR

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**CUSTOMER RESPONSE SUMMIT**

**CHICAGO**

**SEPTEMBER 19-21, 2017**

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**Pricing**

**Corporate Brand Attendee**

**Definition:** I am a customer service/customer experience professional representing a brand. i.e., Target, FedEx, Amazon, etc.

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<th>Early Bird - Register by July 22, 2017 (USD)</th>
<th>Early Bird - Register by August 27, 2017 (USD)</th>
<th>Full Price (USD)</th>
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**Special Offers**

1. **First Time Attendee?**
   Get 50% Off.

2. **Refer a friend**
   If you’re a previous CR Summit attendee & invite a guest to attend with you, receive a special discount for you and your guest.

3. **Want to bring a group?**
   Bring three or more guests & receive a discount.

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**Well organized and valuable sessions. The networking opportunities to talk to peers in the customer space is highly valuable.**

- Aaron McMillan, Managing Director – Employee Development, United Airlines

**Action packed. Great mix of brands.**

- Michael Martin, Senior Vice President, Retail Distribution & Channel Strategy and President’s Choice Financial Operational Effectiveness, CIBC Retail & Business Banking

**The intimate size and very timely and relevant nature of the content presented made this event the most valuable event I’ve attended in 15+ years.**

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**How to Register**

execsintheknow.com/events/crs-chicago/

**Questions?**

info@execsintheknow.com

#CRSUMMIT
CUSTOMER RESPONSE SUMMIT
CHICAGO
SEPTEMBER 19-21, 2017

A MEETING OF THE BRIGHTEST MINDS IN CUSTOMER EXPERIENCE

We know that your time is incredibly valuable and take that into consideration to ensure the best speakers, content, attendees, and experts are in the room, so that you can learn valuable insights, lessons, and best practices to strengthen your own brand strategies. At CRS Chicago you will team up with the most inspiring minds in the industry that are devoted to creating increased competitive advantage, through the service channel. Through education, collaboration, networking, and moments of awe you will leave CRS inspired to create a new frontier of service, ready to compete in the experience economy.

If you are a Manager, Director, VP, or C-Level employee, and focus on the customer or overall customer experience, then this is the event for you. Whether you’re in Marketing, IT, Operations, etc. there is something for everyone at CRS Chicago. Step out of your customer service comfort zone and join us to expand your industry knowledge, network with other like-minded individuals, and experience a bit of personal growth, in a positive, relaxed setting.

BRANDS THAT HAVE PREVIOUSLY ATTENDED

Chad’s ability to connect people creates a strong community feel and helps to break down barriers. The panels are great because you hear many points of view.
- Shellie Dow, VP Consumer Service, Product Testing & Repairs, Nintendo of America

Just a great event with the right focus. If I could only attend one event, this would be it.
- JC Quintana, Founder, Corporate Relationship Group

The food, venue and overall agenda was excellent. I feel this event has a higher level attendee which makes for very productive conversation.
- Ginna Sauerwein, Managing Director, FedEx Services

REGISTER:
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