Join us March 12th-14th as Customer Response Summit visits the South Carolina port city - Charleston. Known for its rich history, stunning architecture, and delicious restaurants, Customer Response Summit Charleston will be an event to remember.

The summit will continue to embody our “Leaders Learning From Leaders” approach, focusing on content that is relevant to your brand and will have an impact on your customers. 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.

LOCATION
BELMOND CHARLESTON

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

How to Register
execsintheknow.com/events/crs-charleston

Questions?
info@execsintheknow.com
HIGHLIGHTS

1. AWARENESS AND EDUCATION
   While at CRS Charleston you will get the opportunity to review the Customer Experience Management Benchmark Series 2017 Corporate Edition in detail, with industry experts. In addition, between our general session speakers, small brainstorming activities, and Customer Shop Talk sessions you’ll walk away with multiple new ideas and insights.

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

3. 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.
PRE-CONFERENCE  MONDAY, MARCH 12, 2018

3:00 P.M. - 5:00 P.M.  INNOVATIONS LAB

5:00 P.M.  WELCOME RECEPTION

Sponsored by:

Teleperformance
Transforming Passion into Excellence
CONFERENCE DAY 1  TUESDAY, MARCH 13, 2018

7:30 A.M. - 8:30 A.M.  REGISTRATION AND BREAKFAST

8:30 A.M. - 8:45 A.M.  KICK OFF

8:45 A.M. - 9:30 A.M.  INNOVATING THE NEIMAN MARCUS EXPERIENCE WITH CUTTING EDGE TECHNOLOGY

Technology has quickly become a core value for Neiman Marcus. Focused on the shopping experience, both in store and online, the 100-year-old luxury retailer has embraced technology to deliver value for their customers. Join Scott Emmons, Head of the Innovation lab at Neiman Marcus, as he shares how the iconic brand is staying one step ahead of changing consumer habits and expectations and focusing on the customer of the future.

KEYNOTE

Scott Emmons  
Head of the Innovation Lab  
Neiman Marcus

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CONFERENCE DAY 1  TUESDAY, MARCH 13, 2018

9:30 A.M. - 10:45 A.M.  CXMB SERIES 2017 CORPORATE EDITION: DISCUSSING THE RESULTS

Join COPC Inc. as they moderate a select group of industry leaders in discussing the results of the soon to be released Corporate Edition of the 2017 Customer Experience Management Benchmark (CXMB) Series. The CXMB Series is the product of a research partnership between Execs In The Know and COPC Inc. The reports, which are published bi-annually, cover the perspectives of both consumers and companies, with the Corporate Edition released each winter, while the Consumer Edition is released each fall.

This year’s CXMB Series Corporate Edition report features many new questions, enhancing the series’ unique vision into the customer experience (CX) priorities, initiatives and CX program structures of some of the world’s top brands. Results are also compared with those from the 2017 CXMB Series Consumer Edition report, revealing differences and similarities between the two perspectives. You don’t want to miss this discussion, which is sure to be both lively and enlightening.

Judi Brenstein  
Vice President  
COPC Inc.

Caroline Tuan  
COO  
Balsam Brands

Mark Killick  
Vice President of Care  
Grubhub

Salena Scardina  
Senior Vice President of Customer Experience  
Sweetwater Sound
CONFERENCE DAY 1  TUESDAY, MARCH 13, 2018

10:45 A.M. - 11:15 A.M.  BREAK

11:15 A.M. - 12:40 P.M.  SHOP TALKS

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:** CX Measurement for the Ever-Connected Customer

**LOCATION:** TBD

When given a choice, consumers prefer to interact digitally almost 70% of the time. Customer VOC measurement hasn’t kept pace, with most organizations still focused on traditional transactions and survey questions. The explosion of digital channels and always-connected customers has created a need to change feedback programs and step beyond software focused on measurement. Today, everyone has a role in operationalizing VOC—from leadership (monitoring change and enabling outcomes) to the frontline (accelerating performance and resolving issues).

This session examines how industry leaders are using customer journey mapping, predictive analytics, and closed-loop insight within CX measurement programs to capture feedback seamlessly across channels at the points that matter most to customers, tie CX to big data environments to proactively mitigate churn, escalation and repeat contacts, infuse the culture of daily accountability and performance coaching with CX, and optimize the omnichannel journey by correcting process and channel gaps.

**TOPIC:** BOTs, Speech and Humans - Seamlessly Balanced

**LOCATION:** TBD

Can your employees process 1,000 data points simultaneously, in order to provide the ideal experience for your customers? Given the answer is almost certainly ‘no’, does that mean artificial intelligence should replace your customer service agents in their entirety?

Explore the future of customer service, and understand that while the latest phase of automation - incorporating self-service, artificial intelligence and chatbots - can help reduce labour costs and streamline many customer interactions, it can’t handle every single customer journey or solve every problem your customers have.

Customer service is not a question of human versus machine, but a balancing act that incorporates AI and automation into your customer engagement strategy, alongside the expertise and knowledge of your employees.

**YOU WILL LEARN:**
- What role chatbots and other AI tools might serve for you and your customers.
- Why intelligent chatbot technology and automated services empower your human agents to deal with more complex customer service queries.
- How to build a viable service strategy around the digital, voice and human mix.
TOPIC: Practical Steps to Digital CX Transformation
LOCATION: TBD

Digital disruption has already revolutionized industries across the globe, and the customer service industry is no exception. Digital interactions now account for more than 42% of all interactions taking place inside contact centers across the globe. At that current rate, digital is expected to overtake voice in 2018. Is your contact center ready? In this session, HGS will share tips for getting started on the digital transformation journey, best practices for measuring digital success, lessons learned from bots and AI integration, and strategies for implementing and improving text message customer service.

TOPIC: Are You Ready? This is the Year of Consumer Messaging & Bots
LOCATION: TBD

It’s a big year! 2018 will be the year of messaging and bots. There has been a lot of noise around bots, but few success stories have yet to emerge. And, with the pending releases of WhatsApp and Apple Business Chat, it is critical companies understand consumers will have two more ways to message and interact directly with businesses. Sorting through the convergence of human-assisted and automated customer experiences is critical to stay competitive and grow your business.

TOGETHER WITH MIKE MYER, CEO OF QUIQ, WE’LL DISCUSS:

• The shift to consumer-driven digital engagement vs company-established traditional channels
• Which 2018 industry announcements will dramatically change the messaging landscape
• Why messaging and bots are a match made in heaven for customer experience
• How to build a path towards a successful automation strategy

12:40 P.M. - 12:50 P.M.  5 MINUTES OF BRILLIANCE
12:50 P.M. - 1:50 P.M.  LUNCH
1:50 P.M. - 2:35 P.M.  CASE STUDY
THE IMPACT OF DISRUPTORS ON CUSTOMER EXPECTATIONS AND CX DELIVERY

Disruption has played a new role in how products are marketed, customers are served and the needs are met. With panelists from companies that are disruptive in their product or service, in hyper growth mode, or emerging brands that are game changers we will see, from their lens, their approach to the world of customer service. From strategies to technologies, from automation to a personal touch, we will discuss their approach. With a view forward, the panel will also explore a vision of how to leverage “start up” thinking for large scale brands and their customer care organizations.

Stephanie Millner
Vice President
Teleperformance

Jerry Howe
VP - Customer Experience
OfferUp

5 MINUTES OF BRILLIANCE

3:20 P.M. - 3:30 P.M.

NETWORKING BREAK

3:30 P.M. - 3:55 P.M.

CLOSING KEYNOTE

3:55 P.M. - 4:40 P.M.

KEYNOTE

Doug Woodard
SVP
Capital One

COCKTAIL HOUR

5:30 P.M. - 6:30 P.M.

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

Sponsored by:

EVENING EVENT

6:30 P.M. - 9:30 P.M.

You do not want to miss our evening social event where the learning and networking continues, in a fun, relaxed environment. Join us for dinner, drinks, and an evening filled with music and show stopping moments!

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7:30 A.M. - 8:30 A.M.  REGISTRATION AND BREAKFAST

8:30 A.M. - 8:45 A.M.  KICK OFF

8:45 A.M. - 9:30 A.M.  INDEED’S MISSION OF CUSTOMER CENTRICITY

Never before has customer centricity been as important as it is today. Customers are demanding a unified, consistent experience and company foundations not built around the customer will fail in delivering on these growing expectations. Founded in 2004, Indeed set out to become the leader in job search by putting the job seeker first. Today they are the world’s #1 job site with over 200 million unique visitors every month while operating in over 60 countries. Join Michele Watson, SVP of Client Success at Indeed, as she shares how her organization is answering the call to deliver value to the business while staying true to their mission- the Customer.

KEYNOTE

Michele Watson
Senior Vice President of Client Success
Indeed

9:30 A.M. - 11:00 A.M.  MINI CASE STUDIES

11:00 A.M. - 11:15 A.M.  BREAK
CONFERENCE DAY 2  WEDNESDAY, MARCH 14, 2018

11:15 A.M. - 12:00 P.M.  ENGAGE YOUR EMPLOYEES: IMPROVE CUSTOMER SATISFACTION AND YOUR BOTTOM LINE

Gallup reports that only one-third of U.S. employees are engaged in their job, and only about one in five say their performance is managed in a way that motivates them to do outstanding work. Employee engagement can help transform the employee experience and offer the flexibility and empowerment that today’s workers crave, while also driving business value.

In this interactive session, hear how leading organizations are attacking the problem of employee disengagement and attrition with proven strategies to drive increased productivity, revenue generation and customer engagement, including:

- Ensuring employees have the tools and knowledge to do their jobs effectively
- Capturing customer satisfaction data and sharing it with employees through coaching
- Establishing clear performance goals and growth paths
- Rewarding employees and encouraging collaboration

Jenni Palocsik
Senior Director, Content Marketing
Verint Systems

Beth Linthicum
Director for Quality and Analytics
Aetna Health, Inc.

Amy Shioji
Vice President, Customer Experience & Insights
USA TODAY NETWORK

12:00 P.M. - 12:45 P.M.  HOW COMPANIES ARE SHAPING THE FUTURE OF SERVICE WITH ARTIFICIAL INTELLIGENCE

The one thing that Service leaders can agree on is that Artificial Intelligence is something they can’t stop hearing about it. Most would also agree that AI will fundamentally change how we provide customer service and the benefits that it can enable for your customers and your business. This panel will dive into the journey of 3 brands and the integration of AI their service strategies.

Join us to hear:

- How to get started in AI
- The best places to start your implementation plan
- The realities of implementation
- Success and failures that have led to Best Practices

Marc Hutchinson
Master Solution Engineer
Salesforce
CONFERENCE DAY 2  WEDNESDAY, MARCH 14, 2018

12:45 P.M. - 1:15 P.M.  CLOSING KEYNOTE

KEYNOTE

Sid Bothra  
Vice President, Strategy & Transformation,  
Customer Care  
T-Mobile

1:15 P.M. - 2:00 P.M.  LUNCH

2:15 P.M. - 5:00 P.M.  TOUR

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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. 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, this is the event for you. Whether you’re in Marketing, IT, Operations, etc. there will be something for everyone at CRS Charleston. 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 environment.

BRANDS THAT HAVE PREVIOUSLY ATTENDED

Execs In The Know is a CX community that allows me to learn and share with peers across industries. In a short period of time I have strengthened my network, which enables me to reach out when challenged and gather insight from peers in CX.

John Pompei – Head of Customer Care Operations – Electronic Arts

The Execs In The Know event was such a valuable event for my team that it will be on our calendar every year going forward. Fantastic event, wonderful networking and meaningful content. It exceeded expectations.

Walter Liebenow – Customer Care Director – The Home Depot

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