

Nov 1-2, 2017 **Boston Seaport Hotel World Trade Center**

The original industry forum on CX best practices to help drive customer loyalty and retention



Gain exclusive insights on:

- CX Strategy
- Customer-centric Culture
- Omni-channel
- **Engagement and Loyalty**
- **Branding Customer Experience**
- **Metrics and Analytics**
- **EFM/CRM Technologies**



16 In-Depth CX Summit Sessions

- 4 CX Playbook Workshops
- CX and Social Media
- CX and Employee Experience
- CX Playbook Strategy
- CX Analytics Best In Class Performances
- **CX Contact Center Drive Customer** Lovalty
- CX Branding Benchmark
- 3 CX Technologies Case Studies
- 3 CX Playbook Strategy Case Studies

LEARN FROM CX THOUGHT LEADERS:



BARTON GOLDENBERG Founder & President ISM, Inc.

GINGER CONLON Chief Editor & Marketing Alchemist MKTGinsight



BILL MOORE

VP CX Playbook Strategy Customer Relationship Management Institute (CRMI)



MEGAN BURNS

Founder & CEO **Experience Enterprises**

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Welcome to the 15th Annual SCORE Conference (Symposium for Customer Operations & Relationship Exposition), the only event that combines CX best practices with an industry awards ceremony recognizing companies that scored exceptionally high service ratings from their own customers or certified their customer-facing groups through comprehensive soft skills training.

"If CX is your business, you need to attend SCORE!"

Join hundreds of your service, support, sales, marketing and human resources colleagues in expanding your knowledge and awareness of the methods others have used to implement a CX strategy that encompasses both employees and customers. The two-day event includes comprehensive CX summit sessions, intensive workshops, inspirational keynote presentations, engaging panel sessions and case studies that cover all areas of building a CX program and managing customer operations more productively.

A highlight of the SCORE Conference is the formal presentation of the NorthFace ScoreBoardSM Award (NFSB) and CEMPROSM Award. The NFSB Award is the original customer service industry award, voted exclusively by an organization's customers, where recipients must receive a customer rating of 4.0 or higher out of a possible 5.0 (or equivalent) score over the calendar year. The CEMPRO Award recognizes companies whose customer-facing service and support teams have been trained in the essential customer relationship soft skills and received certification as CEM Professionals.

"I learned from different real-life examples and how other companies incorporate CX."

Hear and meet presenters who are service executives and CX experts from leading companies. Learn about new CRM and CX technologies that can help you better manage your service and support operations. You're sure to take away new ideas and techniques that you can use right away within your own organization to strengthen your CX program!

John Alexander Maraganis

President/CEO
Customer Relationship
Management Institute (CRMI)

Bill Moore

VP, CX Playbook Strategy Customer Relationship Management Institute (CRMI) Ginger Conlon

Chief Editor & Marketing Alchemist MKTGinsight





CONFERENCE AGENDA

DAY 1 Wednesday, November 1, 2017		
Time	Description	
1:00 pm – 1:55 pm	The Playbook Strategy Speaker: Bill Moore, VP CX Strategy, Customer Relationship Management Institute	
	12 Key Components to Building a Successful CX Strategy	
2:00 pm – 2:55 pm	Focusing on Contact Centers to Drive Customer Loyalty Speaker: Colin Taylor, Principal, The Taylor Reach Group	
	 Learn industry-proven strategies of how to use your contact center as a focal point in driving superior customer experiences. 	
3:00 pm – 3:55 pm	Branding/Benchmarking Your CX Strategy Speaker: Bill Bradley, VP, CX Branding Customer Relationship Management Institute	
	 Learn how to include in your corporate marketing campaign the success from your CX Strategy including CSAT Annual Report, CSAT Awards, CSAT Report Card, CX Webcast, VoC Video, Podcast, customer testimonials and other marketing vehicles Learn the various industry benchmark metrics including NPS, NorthFace ScoreBoard Index, America Customer Satisfaction Index and other benchmarking techniques 	
4:00 pm – 4:55 pm	Analytics for Best in Class Customer Experience Speaker: Duncan Heal, President, Marketii USA Inc.	
	The presentation will illustrate how to take the customer experiences of your services and support along with internal KPIs and turn these into staged analysis that will help drive your organization to increase customer loyalty and improve operational effectiveness.	
5:15 pm – 7:15 pm	Birds of a Feather Networking Reception	
	Special book signing with Barton Goldenberg, President, ISM author of "The Definitive Guide to Social CRM".	





CONFERENCE AGENDA

DAY 2 | Thursday, November 2, 2017

Highlights: Industry leading CX Technology vendors share the strategies behind their clients' customer experience successes.

Emcee: Ginger Conlon, Chief Editor, MKTGinsight, and VP CX Playbook Strategy, Customer Relationship Management Institute (CRMI)

Time	Description
	Breakfast Sponsor Exhibits
8:30 am -9:20 am	KEYNOTE: Driving the Customer Experience through Omni-Channel Speaker: Barton Goldenberg, President, ISM
	Thought leader Barton Goldenberg will focus on customer experience through four channels: traditional media, social media, eCommerce, and Emerging Technology. He'll share case studies that illustrate why it's critical that these channels integrate with each other to ensure an outstanding customer experience. Driving customer experience through omni-channel interactions is the new gateway to greater customer satisfaction, loyalty, and advocacy for your brand. You won't want to miss this keynote!
9:30 am – 10:15 am	CX Playbook Technology CASE Study #1: Speech Analytics Drives Efficiency, Compliance, Sales and "Ridiculously Nice" Corporate Values for Americollect Speaker: Brian LaRoche, Director, Account Based Marketing, CallMiner
	Speech analytics has the power to drive dramatic contact center improvements and reinforce corporate values and messaging. Learn how Americollect used speech analytics to drive meaningful and sustained improvements in the contact center while strengthening corporate values across its entire organization.
	And, find out how you can adapt Americollect's approach to: • Create agent performance scorecards that reinforce corporate values and
	 reward correct agent behaviors Build a Client Intelligence Feedback System to share with customers Develop impactful and informative executive summary reporting Improve customer experience and satisfaction
10:20 am – 11:05 am	CX Playbook Technology CASE Study #2 Speaker: Delighted, Inc.
	How likely are customers to recommend you? Discover why many CX leaders consider it essential to find this out, in real time, to better understand customers who are loyal and respond faster to save those at risk.

11:10 am – 12:00 pm	CX Playbook Technology CASE Study #3 Speaker: Evans A. Manolis, VP Sales, Help Lightning			
	Augmented reality isn't just for gamers and marketers. Hear how companies are using augmented reality to improve the customer experience, especially in their field service organizations. Evans Manolis will share examples of how business are reducing their service organization's costs, increasing first-time fix rates, improving mean time to resolution, maximizing product up-time, and most important, enhancing the overall customer experience.			
12:00 pm – 1:30 pm	Networking Lunch and Sponsor Exhibits			
1:30 pm – 2:15 pm	KEYNOTE: You Can't Have Great CX Without Great Employee Experience Speaker: Megan Burns, Founder and Chief Analyst, Experience Enterprises			
	There's an ongoing debate in CX over who companies should put first: customers or employees. But it's not an either-or proposition. Employee experience (EX) is just as, if not more, important than customer experience (CX) to the long-term health of a business.			
	In this keynote session, CX expert and former Forrester VP Megan Burns will explain the difference between experience and engagement, and how changing the former helps boost the latter. You'll come away with data and real-world examples that connect the dots between EX and areas such as empathy, customer-centricity, collaboration, and customer loyalty. And, you'll get expert advice on deciding when it's best to put employee needs ahead of customer needs, and why.			
2:20 pm – 3:05 pm	CX Playbook Strategy CASE Study #1: Managing the Customer Experience Speaker: John Cockerill, President, Taylor Reach Group			
	"Random acts of customer delight" are not the makings of a sustainable customer- centric approach to business. It's essential to craft a plan to manage and maintain your organization's customer experience strategy. Learn how several companies are doing just that in this insightful presentation.			
3:10 pm – 3:55 pm	CX Playbook Strategy CASE Study #2: CX That Turns Customers to Advocates			
	What does it take to deliver an outstanding customer experience? One so compelling that it's not only delighting customers, but also positively impacting the bottom line? Executives from Hologic, KVH, and Netscout will share the secrets of their successful CX strategy, and how they use customer experience to gain a competitive edge, as well as increase customer retention and growth.			
	HOLOGIC® DETSCOUT.			

4:00 pm – 4:45 pm

CX Playbook Strategy CASE Study #3: Customer Service Is at the Heart of CX

Speaker: Brian Daniell, SVP, Customer Care, Deltek Inc.

A successful CX strategy needs to be pervasive, embedded in every part of a company. Often, the heart of a company's CX strategy beats in the customer care organization. Executives from CA Technologies and Deltek reveal how their service teams inspire customer centricity throughout their organization.



Deltek

5:15 pm – 6:45 pm

Cocktails and Sponsor Exhibits

NorthFace ScoreBoard Award Dinner

7:00 pm - 9:15 pm

View from the Top – Weaving CX Into Your Company's DNA

Speaker: Ginger Conlon, Chief Editor & Marketing Alchemist, MKTGinsight



Awarding-winning editor and CX industry watcher Ginger Conlon will discuss why it's essential to move customer experience from "initiative" to integral, and will share several stories of companies putting customer centricity at the core of their operations.





Congratulations to the 2016 NorthFace ScoreBoard Award Recipients:























































CEMPRO Award Recipients:





2017 SPONSOR GALLERY

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	CMSWire.com is a popular web magazine published by Simpler Media Group, Inc. Our daily updates keep you in the know about Customer Experience Management, Digital Marketing, Social Business and Enterprise Information Management. Founded by Brice Dunwoodie in 2003, CMSWire has drawn together an audience of digital marketers, collaboration experts and information managers. www.cmswire.com.	Help Lightning develops and delivers superior mobile communication, collaboration and cognition through merged reality and virtual interactive presence for users needing help solving problems currently across 50 countries. Our patented technology accelerates and simplifies the way knowledge is exchanged, information is learned and problems are solved. Mobile merged reality and virtual interaction allows digital merging of two real-time views blending local and remote collaborative video streams. www.helplightning.com
Customer Experience Professionals Association™	Service Strategies Advancing Service Excellence	Eureka
The Customer Experience Professionals Association (CXPA) is global non-profit organizations positioned to guide and enhance the growing field of customer experience management. CXPA brings together like-minded professionals focused on advancing the practice of customer experience management and creating career growth by establishing customer experience management as a recognized and admired professional discipline. www.cxpa.org.		CallMiner helps businesses and organizations improve contact center performance and gather key business intelligence by automating their ability to listen to every customer interaction. CallMiner's market leading cloud-based voice of the customer analytics solution automatically analyzes contacts across all communication channels: calls, chat, email, and social. CallMiner offers both real-time monitoring and post-call analytics, delivering actionable insights to contact center staff, business analysts, and executives. The results include improved agent performance, sales, operational efficiency, customer experience, and regulatory compliance. With over 10 years of industry leadership and over 2 billion hours of conversations analyzed, CallMiner serves some of the world's largest call centers, delivering highly effective, usable, and scalable speech analytics solutions. www.callminer.com











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Al Hahn is the ASP's founder and executive director. Hundreds of his articles and columns on Services have been published worldwide, and has spoken globally on Services as well.



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