ATTEND CUSTOMER SERVICE EXPERIENCE 2017 AND LEARN HOW TO:

- Provide friction-free customer service.
- Manage the shift to a customer-centric corporate culture.
- Prepare for an almost fully automated world.
- Create a culture of ownership in your company.
- Improve morale and employee engagement.
- Empower genuine empathy from your agents.
- Get your team obsessed with service.

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KEYNOTE SPEAKER

GERRY MCGOVERN

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We are witnessing a dramatic shift in the balance of power between many organizations and their customers across virtually all industries. Today’s customers value experiences—selfies, stories, chats, and influence stats grab the attention of digitally empowered consumers, who in turn feel compelled to share their personal encounters. Experience, not price, will be the battleground of the future. Today’s empowered customers have access to more information, choices, and opportunities, redefining the “ideal experience.” Customers decide what they want and also where and how they want it. The effect is that they can now dictate the terms of engagement with businesses.

Organizations must digitally transform to deliver a differentiated experience that is not a luxury, but a necessity for survival. The explosion of new technologies and touchpoints such as chatbots, mobile messaging apps, augmented reality, and two-way video chat has dramatically changed the face of customer engagement.

This event will have insights from practitioners who have already paved the way for you through their own experiences—and have the battle scars to prove it. You’ll hear case studies from leading brands, best practices from industry luminaries, and how-to’s from those on the front lines of the new customer service reality. This year, our hands-on conference features two tracks. The first track will focus on the end customer’s experience of service, including ways to provide friction-free service. The second track will be squarely centered on the experience of customer service representatives and contact center agents, including ways to drive greater agent engagement and tools to better arm your staff to solve increasingly complex service issues.
MONDAY, APRIL 24

8:00 a.m. – 8:45 a.m.  REGISTRATION & CONTINENTAL BREAKFAST

8:45 a.m. – 9:45 a.m.  WELCOME & OPENING KEYNOTE  Thurgood Marshall Ballroom = Speeding to Success: Quantifying the Customer Experience = Gerry McGovern, Customer Carewords, & Author

9:45 a.m. – 10:15 a.m.  COFFEE BREAK

10:15 a.m. – 11:00 a.m.  A101 = The Need for an Employee- & Customer-Centric Approach to CRM—A Case Study = Bindu Nair, Accenture

11:15 a.m. – 12:00 p.m.  A102 = The Power of Hello = Jacqueline Jasieniawski, BMW of North America

12:15 p.m. – 1:15 p.m.  KEYNOTE LUNCH  Thurgood Marshall Ballroom  = How Chatbots Are Ushering in the Era of the Digital Employee = Joe Gagnon, Customer Carewords, & Author

1:15 p.m. – 2:00 p.m.  A103 = How to Get Your Team Obsessed With Service = Jeff Toddler, Toddler Performance Solutions

2:15 p.m. – 3:00 p.m.  SOLUTION SESSIONS  Top Ten Signs Your Customer Service Needs Rebooting = ServiceNow  Growing Up Great: Building Up to Social Customer Service Maturity = Clarabridge

3:15 p.m. – 4:00 p.m.  A104 = Building the Business Case for Advancing Customer Service Maturity = Rebecca Wettmenn, Nucleus Research

4:15 p.m. – 5:00 p.m.  A105 = Building a Holistic Customer Service Experience Through Integration, Analytics, & Journey Mapping = A.J. Melaragno & Fran Homer, Singola Consulting

5:00 p.m. – 7:00 p.m.  GRAND OPENING RECEPTION

TUESDAY, APRIL 25

8:00 a.m. – 8:45 a.m.  CONTINENTAL BREAKFAST  Why You Should Be Piloting Mobile Messaging Customer Service = MODERATOR: Sheryl Kingstone, 451 Research

9:00 a.m. – 10:00 a.m.  TRACK A = CUSTOMER ENGAGEMENT  Wilson

9:00 a.m. – 10:45 a.m.  BREAK IN THE TRACK

10:45 a.m. – 11:30 a.m.  A201 = The Power of Human Contact: A Case Study on Self-Service & Full-Service Support = Libby Maurer & Melanie Olsen, Widen

11:45 a.m. – 12:30 p.m.  A202 = The Discovery Opportunity of Integrating With Your Existing System = Timothy Pearce, Flight Centre Travel Solution

12:45 p.m. – 1:45 p.m.  A203 = Excellent Customer Service Is Amazing Marketing = Jordan Gobik & Erin Robinson, AOL

1:45 p.m. – 2:30 p.m.  KEYNOTE LUNCH  Thurgood Marshall Ballroom  = From IVR to IoT: Digital Transformation in the Real World = Allyson Boudousquie, sponsored by Convergex

2:45 p.m. – 3:30 p.m.  SOLUTION SESSION  The Journey From Chief Apology Officer to Chief Customer Officer = Salesforce

3:30 p.m. – 4:15 p.m.  A204 = The Journey From Chief Apology Officer to Chief Customer Officer = Salesforce

4:15 p.m. – 5:15 p.m.  A205 = Best-In-Class Customer Service—Brought to You By Local Government = Joe Marras, Mayor’s Office, City of New York

5:30 p.m. – 7:00 p.m.  NETWORKING RECEPTION

WEDNESDAY, APRIL 26

8:00 a.m. – 8:45 a.m.  CONTINENTAL BREAKFAST

9:00 a.m. – 9:45 a.m.  TRACK A = CUSTOMER ENGAGEMENT  Wilson

9:00 a.m. – 10:45 a.m.  BREAK IN THE TRACK

10:45 a.m. – 11:30 a.m.  A301 = The Need for an Employee- & Customer-Centric Approach to CRM—A Case Study = Bindu Nair, Accenture

11:45 a.m. – 12:30 p.m.  A302 = The Power of Hello = Jacqueline Jasieniawski, BMW of North America

12:30 p.m. – 1:00 p.m.  LAST CHANCE TO VISIT THE CONFERENCE AT-A-GLANCE
MONDAY, APRIL 24

All sessions are located in the Wilson Room unless otherwise noted.

WELCOME & OPENING KEYNOTE
8:45 a.m. – 9:45 a.m.  Thurgood Marshall Ballroom
Speeding to Success: Quantifying the Customer Experience

How do you truly measure the quality of the customer experience you are delivering? How do you know you’re getting better? Amazon and Google know that the answers to these questions involve helping customers get stuff done as quickly as possible. Task completion gets you in the right ballpark, but it is speed that wins you the game of excellent customer experience. This keynote stresses how the relentless pursuit of customer convenience drives customer loyalty, retention, and revenue growth. Learn how to speed to success by measuring your results.

9:45 a.m. – 10:15 a.m.
COFFEE BREAK

10:15 a.m. – 11:00 a.m.
A101 = The Need for an Employee- & Customer-Centric Approach to CRM—A Case Study
Bindu Nair, Manager, Healthcare CRM Practice, Accenture

CRM implementations can be difficult, often with an unacceptable failure rate. Why? In many cases, once projects pass the business case stage, IT teams assume control, leaving the process and people components of the implementation less represented. This case study examines the pitfalls of letting IT efficiency take priority over operational priorities and of letting the implementers run the show. It presents findings from an actual implementation and identifies the major factors that reinforce the need for a user- and customer-centric approach to CRM implementations to achieve organizational objectives.

11:15 a.m. – 12:00 p.m.
A102 = The Power of Hello
Jacqueline Jasienowski, Customer Experience Sales Manager, BMW of North America

In this day of technology, overbooked schedules, and multitasking, we too often forget the basic common courtesies of human interaction that could lead to exceptional customer service experiences. Participants are encouraged to examine who they are and how they want to be perceived. In this interactive session, we discuss reasons why “Hello” has become secondary and how to reframe our perspectives to reengage our families, our colleagues, and, ultimately, our customers. “The Power of Hello” will inspire you to action by breathing life into simple acts of kindness.

12:15 p.m. – 1:15 p.m.
KEYNOTE LUNCH sponsored by aspect  Thurgood Marshall Ballroom
How Chatbots Are Ushering in the Era of the Digital Employee
Joe Gagnon, SVP, GM Cloud, Chief Customer Officer, Aspect

Imagine if you could hire someone who learns quickly, Someone who is always available, doesn’t require overtime pay, and will never ask for a wage increase. Someone who could help scale your service organization, but could also make your existing employees better at their jobs. Sound too good to be true? It’s not! Learn how a digital employee can provide immense value to organizations by managing repetitive tasks, freeing agents to focus on higher-value customer-centric activities, improving the routing of questions to answers, changing the dynamic of how you manage your workforce, and much more.

1:15 p.m. – 2:00 p.m.
A103 = How to Get Your Team Obsessed With Service
Jeff Toister, President, Toister Performance Solutions

A few elite organizations have figured out how to get their customer service teams absolutely obsessed with delivering outstanding service. They somehow seem to do the right thing each and every time. The session uses experiential activities to demonstrate how you can ignite your team’s passion too. Cutting-edge research, real-life examples from leading organizations, and practical solutions are shared to help you implement these ideas in your own organizations. Participants gain the following from attending this session: how culture can influence our agents’ actions; the three essential elements of a customer-focused culture; and how to develop strategies for integrating each element into your own contact center.

2:15 p.m. – 2:35 p.m.
SOLUTION SESSION
Top Ten Signs Your Customer Service Needs Rebooting
Abhijit Mitra, GM, Customer Service Management, ServiceNow

Join Abhijit Mitra, GM for ServiceNow Customer Service Management, for an extremely entertaining and spirited 10-minute rundown of the top 10 reasons why customer service leaders need to take a good, hard look at their current approaches to service delivery right now. Attendees walk away armed with practical recommendations to enable their organizations to shift from reactive to proactive customer service delivery.

2:40 p.m. – 3:00 p.m.
SOLUTION SESSION
Growing Up Great: Building Up to Social Customer Service Maturity
Andy Davis, Director, CX Social, Clarabridge

Whether you are just beginning to engage with customers via social, or you’re a large enterprise with several-hundred-person Centers of Excellence, you will benefit from Andy Davis’s discussion of what companies have discovered about team structure, KPIs, and how to evolve from delivering tactical customer response to becoming strategic business partners for customer experience.

3:15 p.m. – 4:00 p.m.
A104 = Building the Business Case for Advancing Customer Service Maturity
Rebecca Wettlmann, VP, Nucleus Research

Customer service organizations are faced with constantly evolving challenges and demands from increasingly tech-savvy and vocal customers. Many are also faced with trying to ensure consistent customer service while still addressing new and evolving channels? Learn how Nucleus Research’s Customer Service Maturity model can help you do both. This presentation shares the keys to advancing customer service maturity without disruption and building a business case for addressing new and evolving channels. Industry best practices based on actual customer experiences uncovered in case study research are provided. Participants leave with a checklist to prioritize their customer service technology initiatives, a road map for successful evolution without business disruption, and the tools to communicate and champion their customer service goals.

4:15 p.m. – 5:00 p.m.
A105 = Creating a Holistic Customer Service Experience Through Integration, Analytics, & Journey Mapping
A.J. Melaragno, President, & Fran Horner, Managing Partner, Singoia Consulting

Contact center improvements usually focus on achieving a better ROI, even at the risk of compromising customer service standards. Learn how focusing first on customer service improvements can increase ROI, deliver better service, and improve the bottom line. Learn how to leverage technology and analytics to understand the true voice of the customer and make meaningful measurements and scorecards that lead to smart business decisions. Also learn how to create a customer journey mapping process that allows you to better comprehend the total customer experience and see where and how the experience can be streamlined and improved. Done individually, integration, analytics, and journey mapping will improve the customer experience. Combining all three results in a holistic customer service strategy, happier customers, and more revenue.

5:00 p.m. – 7:00 p.m.
GRAND OPENING RECEPTION
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8:00 a.m. – 8:45 a.m.
CONTINENTAL BREAKFAST
Why You Should Be Piloting Mobile Messaging Customer Service
MODERATOR: Sheryl Kingston, Research Director, Customer Experience & Commerce, 451 Research

Join us in this informal discussion moderated by co-chair, Sheryl Kingston, who discusses why new modes of digital engagement will shift commerce and service from interactions to conversations. 451 Research data shows that 76% of respondents prefer digital channels to communicate with businesses, and 40% prefer to chat with a business through SMS or social media messenger. If you haven’t made the move to mobile customer service yet, you should join Kingston and some of your peers to talk about the benefits and challenges in launching this new channel.

9:00 a.m. – 10:00 a.m.
A201 = The Power of Human Contact: A Case Study on Self-Service & Full-Service Support
Libby Maurer, UX Manager, & Melanie Olsen, Community & Events Manager, Widen

In 2014, Widen introduced self-service customer support based on the thought that to grow, it had to reduce the cost of service and invest more in innovation and marketing. Customer satisfaction and service ratings declined. So the company ignored conventional wisdom and provided one-on-one support to 500 customers and 300,000 users around the world. As a result, customer satisfaction ratings and retention increased and the company grew. This case study shows how Widen switched from a self-service to a hands-on support model and the lessons learned along the way, including how service emerges from organizational culture, the importance of human contact, and how great service can be preemptive.

B201 = Is the Agent Experience Killing Your Customer Experience?
Chris Lawson, Managing Partner, Lawson Concepts

Everyone knows about the customer experience, but few talk about the agent experience and its impact on customers and the enterprise. The agent experience at most organizations was defined decades ago and forces agents to treat customers based upon transactional logic. Combine this with the information landfill that agents use to find answers to customer questions, and it’s no wonder companies deliver convoluted, high-effort experiences on each call. Learn about the agent experience, the effects of the information landfill, and how to begin recouping part of the $650 billion a year that organizations lose in productivity.

10:00 a.m. – 10:45 a.m.
BREAK IN THE EXPO

10:45 a.m. – 11:30 a.m.
A202 = The Discovery Opportunity of Integrating With Your Existing System
Timothy Pearce, Salesforce.com Platform–Regional Leader, the Americas, Flight Centre Travel Solution

This session provides a real-life, nontechnical case study based on an actual Salesforce.com Service Cloud implementation, focusing on integrating data from different systems into one central customer service portal. Whether you are doing the work in-house or gathering information prior to engaging an outside integrator, this session can help you prepare for the challenge and discover hidden opportunities at each stage of the process. Learn why you should leverage existing systems, data, and resources to build a better service delivery platform and how you can build a big system with a small amount of knowledge.

B202 = Great Strategies for Improving Morale & Employee Engagement
Sheri Green, Senior Manager, Professional Services, CBIZ Employee Services Organization

What is the key to improved customer retention, productivity, and financial results? It starts with your employees! Customer service agents strive to perform at a high level when they are challenged, feel that they are treated fairly and with respect, and have a great atmosphere in which to work. Maintaining a strong and positive culture is a critical component of a successful organization. This session provides proven tactics and strategies that you can implement in your workplace to improve the overall morale and engagement of your employees.

11:45 a.m. – 12:30 p.m.
A203 = Excellent Customer Service Is Amazing Marketing
Jordan Golob, Communications Manager, and Erin Robinson, Program Director, Customer Experience & Social Media, AOL

AOL’s Voice of the Customer experts Jordan Golob and Erin Robinson examine the greatly expanding next phase of the customer experience—social media customer support. The locations and methods available for customers to communicate with companies are extremely critical parts of customer support. As communication evolves, social networking is transforming the world of customer interactions, enabling businesses to interact with customers like never before. Is your company ready? Find out as we do the following: Identify effective social media customer support strategies from top companies, including AOL; navigate through best practices in the forever-changing social media world; map a customer’s journey through a contact center; and share strategies for setting up and getting the most out of customer experience support teams.

B203 = Implementing Culture Change That Sticks
Dan Schaefer, Assistant VP, Customer Centricity, Lincoln Financial’s Group Protection Division
Maryann Costa, Senior Associate, Valeocon Management Consulting

In 2015, Lincoln Financial Group embarked on a mission to bring the customer into the center of its business in a way that would refocus how every part of the company delivered for the customer. As the old adage goes, “What gets measured gets managed.” And from that perspective, a customer-centric culture is no different from operational metrics. This case-study presentation explains how to manage the shift to a customer-centric corporate culture and walks attendees through each step of the strategy that was implemented and the metrics by which every individual and team in the business is now measured.

12:45 p.m. – 1:45 p.m.
KEYNOTE LUNCH sponsored by Convergys = Thurgood Marshall East/South
From IWR to IoT: Digital Transformation in the Real World
Allyson Boudousquie, Senior Director, Solutions Development, Convergys

Does it seem like all the businesses around you are hurtling toward digital transformation at warp speed, while you’re still trying to figure out where to begin? Don’t worry, you’re not alone! This presentation provided fresh insights into a more holistic (and more human) approach to digital transformation—an approach that has the potential to change your customers’ lives, not just your technologies.

1:45 p.m. – 2:30 p.m.
A204 = Using Data-Driven Discovery & Machine Learning to Drive Quantifiable CX Improvements
Jonathan Eisenkop, Principal Consultant, BT

Digital change is happening at such a rapid pace, managers can no longer make business decisions based solely on observation or gut instinct; nor do they have the luxury to create plans with a 2-year horizon. Rather, decisions must be informed by rigorous customer journey data analysis across touchpoints, agile development, and continuous experimentation based on measurable business outcomes. This session outlines the strategies, tools, and methods to implement an empirical, data-driven, continuous CX improvement process. It also looks at innovative visualization and machine learning tools and techniques that accelerate the process to create a competitive advantage.

B204 = Moving Employees From Compliant to Committed: Creating a Culture of Ownership in Your Company
Randi Busse, President, Workforce Development Group

Does the expression, “You can’t get good help these days” come to mind when you think about your employees? Are you worried about what your employees are doing and saying to customers when you’re not there? It’s possible to get your employees to think and act like owners of the business without giving them stock or paying them more money. Attendees learn how to do the following: Demonstrate the behaviors you want employees to emulate with customers; ensure your employees know what great service looks like so they can deliver it; help employees connect the dots between their behaviors and the success of the business; and hold employees accountable for delivering the customer experience you expect them to deliver.

2:45 p.m. – 3:05 p.m.
SOLUTION SESSION = Wilson
The Journey From Chief Apology Officer to Chief Customer Officer
Ben Irvine, Regional VP, GB Sales, Salesforce

Customer service leaders get to hear the voice of the customer firsthand, but too many contact centers are so busy, that the voice of the customer is lost. Learn how analytics, AI, connected products, and omnichannel technologies can be used to measure and transform your employee and customer experience. Lave this session with a three-step plan to move above the fray and help guide your customers to a better experience with your organization.

3:30 p.m. – 4:15 p.m.
BREAK IN THE EXPO

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4:15 p.m. – 5:15 p.m.

**A205 = Best-In-Class Customer Service—Brought to You by Local Government**

Joe Morrison, Executive Director–NYC311, Mayor’s Office of the City of New York

Leveraging a continued focus on customer access and quality service delivery, NYC311, New York’s customer service platform, has achieved customer satisfaction rankings on a par with the best performers in the private-sector during the past 5 years. This session shares the path taken to reach that performance level and the strategic plan and practical execution of NYC311’s expansion to a multichannel platform. It also provides insight on how civil service staff can deliver best-in-class results and showcases the adoption and integration of technology, from an advanced natural language understanding IVR to a redesigned mobile app that serves more than 1 million users. The NYC311 story provides a road map for private- and public-sector practitioners to deliver outstanding service while achieving aggressive in-year and multi-year financial targets, all while serving the most challenging and demanding customer base in the country.

5:30 p.m. – 7:00 p.m.

**NETWORKING RECEPTION**

**CSE in Motion**

The Customer Service Experience program is available in a mobile version and is an easy way to access everything you need during the event at any time. No download required.

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**TUESDAY, APRIL 25**

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**WEDNESDAY, APRIL 26**

Sessions are located in either Wilson Room (Track A) or Harding Room (Track B) unless otherwise noted.

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8:00 a.m. – 8:45 a.m.

**CONTINENTAL BREAKFAST**

9:00 a.m. – 9:45 a.m.

**A301 = Quantifying How Reduced Customer Effort Delivers Bottom-Line Results**

John Georgesen, Senior Director, Research Analytics & Decision Sciences, Convergys

You will have more success if you make it easier for customers to engage with you. But how do you prove it to corporate leadership that demands evidence before an investment? In this session, John Georgesen outlines how and where customer effort has a direct impact on Net Promoter Scores and customer experiences. He offers insight on how even moderate effort can play a disproportionate role in depressing CX metrics. Case studies in customer effort and journey mapping from financial services and technology engagements show how a multichannel world compounds customer experience challenges and what can be done to reduce customer effort.

10:05 a.m. – 11:45 a.m.

**BREAK IN THE**

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11:45 a.m. – 12:30 p.m.

**CLOSING KEYNOTE PANEL**

**When Will the Contact Center Be Fully Automated?**

**MODERATOR:** Ian Jacobs, Senior Analyst, Forrester Research

**PANELISTS:**

- Esteban Kolsky, Founder, thinkJar
- Sheryl Kingstone, Research Director, Customer Experience & Commerce, 451 Research

The Wall Street Journal recently announced “robots on track to bump humans from call center jobs.” Yet data shows contact centers actually planning to increase in size. So, when will chatbots, cognitive computing, and AI start to successfully handle customer service requests? Join our panel to hear their predictions on when our customer service requests will be meaningfully and satisfyingly solved with no human involvement.

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8:00 a.m. – 8:45 a.m.

**A302 = Customer Service in 2027: How to Get Your Organization Ready**

Esteban Kolsky, Founder, thinkJar

For customer service departments to shine, daily operations need to be efficient and customers need to be effectively satisfied. Unfortunately, the world is changing too fast for the usual “refresh cycles” that most departments undergo. This session takes a look at how the world will progress in the next decade and what you will need to do differently to succeed. It showcases some of the latest technologies and introduces real-life lessons learned, best practices, and case studies (both positive and negative) to help customer service practitioners make the right decisions. It offers advice for moving forward with implementations and preparing for an almost fully automated world, where customer service will be focused on preventing and proactively solving issues rather than merely reacting to issues after they’ve already surfaced.

10:00 a.m. – 10:45 a.m.

**B302 = Improving Customer & Employee Satisfaction With Smart Programs & Automated Interaction Analytics**

Adam McCord, Quality Analytics Manager, Club Services, Bluegreen Vacations

There is no magic or “Easy” button to help contact centers consistently produce optimal customer outcomes while also improving agents’ job satisfaction and increasing the number of customer issues resolved on the first contact. But automated performance feedback technology, along with smart staffing and coaching, can go a long way to address the most pressing problems. This is the story of how Bluegreen Vacations coupled interaction analytics in new and exciting ways with innovative personnel programs to motivate and improve staff morale, while taking its customer care center from a cost center to a profit center and increasing Top Box, Net Promoter, and first contact resolution scores.

12:30 p.m. – 1:00 p.m.

**LAST CHANCE TO VISIT THE**

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Chatbots are revolutionizing customer service

Find out How Chatbots are Ushering in the Era of the Digital Employee at Monday’s Lunch Keynote, or visit Aspect at Booth 302 to see them in action.
CUSTOMER SOLUTIONS EXPO HOURS

Monday, April 24 .............................................. 5:00 p.m. – 7:00 p.m.
Grand Opening Reception
Tuesday, April 25 ........................................ 10:00 a.m. – 5:30 p.m.
Wednesday, April 26 .................................. 10:00 a.m. – 1:00 p.m.

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Use digital engagement technologies

Enable your Digital Strategy with innovative technologies that will provide a real competitive edge. Our unique solutions help you fuel sales, increase customer lifetime value and streamline operations by providing actionable insights, real-time digital engagement, and personalized customer experiences.

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