



GETTING YOU CLOSER TO YOUR CUSTOMERS

executive networking event

June 12, 3:30pm

THE WESTIN DOWNTOWN

1672 Lawrence St., Denver, CO

GET CLOSER TO **WOW!**

The simple fact of business: consumers have wants that companies strive to fulfill. The best companies know how to deliver those 'key drivers' that create WOW customer experiences. They focus on improving the customer experience for a good reason: because a WOW customer experience is the hardest thing for competitors to copy. And if it's delivered consistently, across all channels and for every single customer, consumers will keep coming back.

As Big Data enable us to know more about our customers, it is important to get closer to them more than ever before, analyzing every interaction, transaction and channel to build a detailed picture. Only when you're this close to your customers can you predict, understand and adapt to their needs in real time, creating tailored personal experiences beyond their expectation.

Join us for our next series of executive briefings, as we explore the elements that can help you get closer to every customer, and ultimately deliver a WOW experience, consistently

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NOW**



KEYNOTE SPEAKER

BRUCE TEMKIN

Customer Experience
Transformist & Managing
Partner, Temkin Group

Bruce is widely viewed as a leading expert in customer experience. He has worked with hundreds of large organizations on defining and accelerating their customer experience journeys. He is also the Chair and co-founder of the Customer Experience Professionals Association. Bruce has published reports such as The ROI of Customer Experience, The Future of Customer Experience, and The Four Customer Experience Core Competencies and uses this insight to advise companies on their customer experience journeys, identifying opportunities for sustainable breakthrough performance. Combining humor and entertaining stories with deep customer experience insights, Bruce is a highly demanded public speaker. Bruce holds a master's degree from the MIT Sloan School of Management, where he concentrated in business strategy and operations. He also holds an undergraduate degree in mechanical engineering from Union College.

QUICK VIEW AGENDA

3:30pm Registration and Peer Networking

4pm-4:30pm [KEYNOTE PRESENTATION - THE FUTURE OF THE CUSTOMER EXPERIENCE](#)

Bruce Temkin - Customer Experience Transformist & Managing Partner, Temkin Group

If you want to build a raving fan base, then your organization must exceed its customers' expectations. New technology, processes and big data are making it easier to not only understand your customers, but organizations must move from tracking customers to improving experiences, from analyzing interactions to operationalizing insights, from sampling customers to projecting and predicting behaviors, from responding to needs to anticipating them and from controlling the customer journey to engaging at the decisive moment. Just as Moneyball changed the game of baseball, new techniques will change the state of the art in customer experience. Join us for a session with Bruce Temkin, customer experience visionary, to hear how your organization can tap into these emerging trends to increase customer loyalty.

4:30pm-5pm [GETTING YOU CLOSER TO YOUR CUSTOMERS](#)

Matthew Storm - Director, Innovations & Solutions, NICE

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5pm [MODERATED Q&A, Peer Networking, Showcase and Close](#)

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ABOUT THE SPEAKERS

BRUCE TEMKIN

Customer Experience
Transformist
& Managing Partner,
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MATTHEW STORM

Director, Innovations &
Solutions, NICE

Matthew has over 14 years of experience in the contact center industry, having started in Dell Computer, where he implemented solutions for workforce management, recording, analytics, predictive dialers and CRM. Matthew regularly presents on numerous topics such as customer satisfaction, predicting churn, speech analytics, multi-channel communications and real-time guidance and has been featured in dozens of industry events in over 20 countries.

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