

**PREPARE
SHAPE
IMPROVE**

**THE CYCLE OF IMPACTING
EVERY CUSTOMER INTERACTION**

Executive
Power Lunch

Customers are contacting you in greater numbers, via a growing number of interaction channels and various touch points. These engaged customers have greater knowledge, influence, and expectations than ever before, and demand NOW service. It's important that you deliver on customer expectations. And it is also critical that you meet your own business goals. Whatever your priorities may be, at that moment - when the customer is on the phone, at the branch, or on your website - you have an opportunity to lead the interaction to the optimal result. To OWN the Decisive Moment.

The key to owning this Decisive Moment of customer service lies in the ability to manage the full lifecycle of the interaction: Shaping it in real time, preparing the workforce, and continuously improving by analyzing the interactions and implementing improvements across the enterprise.

PREPARE . SHAPE . IMPROVE . We invite you to this series of NICE Executive Power Lunches, to learn how to maximize the value of customer interactions for optimal impact on business goals.

October 30th

Ritz-Carlton Grande Lakes
Orlando, FL

[Register NOW >>](#)

November 7th

The Four Seasons Hotel
Austin, TX

[Register NOW >>](#)

November 8th

The Grand America Hotel
Salt Lake City, UT

[Register NOW >>](#)

For dates and times for each location, and to register, [click here](#)

QUICK VIEW AGENDA

11:30am Registration, Peer Networking

12pm Lunch

1pm Prepare, Shape, Improve: The **CYCLE** of impacting every customer interaction Matthew Storm, Director of Innovations & Solutions, NICE

1:30pm **Featured Presentation:**
Generation C and how you can tap into its connected power Brian Vellmure, Principal and Founder of Initium LLC / Innovantage

2pm **PREPARE:** Learn how to Inspire High Performance at critical, Decisive Moments, of the customer interaction Wendy Kinney, VP Workforce Optimizatiior Solutions, NICE

2:45pm Break

3pm **SHAPE:** Shape Interactions as They Happen and OWN the Decisive Moment Mike Levitz, Practice Lead, Insight Solutions, NICE

3:45 **IMPROVE:** Leveraging Interaction Analytics powered Voice of the Customer to improve on every future customer interaction Roger Hughes, VP Customer Experience Solutions, NICE

4:30 Conclusion, Q&A, Peer Discussions

SESSIONS DESCRIPTIONS

Prepare, Shape, Improve: The CYCLE of impacting every customer interaction

Matthew Storm, Director of Innovations & Solutions, NICE

Every interaction, happening at any touch-point and via any communication channel carries the opportunity to promote your business goals. Whether it's about greater productivity, customer loyalty or revenue growth – it's at that moment when the customer is on the phone, at the branch, or on your website that you have a window of opportunity to lead the interaction to the optimal result. The ability to leverage this opportunity is the key to a successful customer interaction. In this session you'll learn new insights from customer interactions that create meaningful, personal, specific and detailed attributes that drive customer behavior and ultimately drive your business objectives.

Featured Presentation: Generation C and how you can tap into its connected power

Brian Vellmure, Principal and Founder of Initium LLC / Innovantage.

Generation C is not a demographic. It's everyone. They're connected, and they're in control.

Brian Vellmure, an influential thought leader and expert, will guide us through the characteristics of the connected customer and the opportunities this segment present to brands.

PREPARE: Learn how to Inspire High Performance at critical, Decisive Moments, of the customer interaction.

Wendy Kinney, VP Workforce Optimization Solutions, NICE

This is the day and age of delivering the best possible customer experience within seconds. To prepare agents for quality interactions that meet the performance expectations can seem daunting and potentially impossible. The innovations in technology have changed what agent performance management is all about and how it can improve the operational responsiveness to your customers. What agents do, how they are coached on what they say, and when to say it matters. But how prepared ARE your agents? Ms. Kinney will lead an invigorating, best practice based, discussion focusing on agent preparedness including NICE customer testimonials and real life case studies.

SHAPE: Shape Interactions as They Happen and OWN the Decisive Moment

Mike Levitz, Practice Leads, Insight Solutions, NICE

Connected customers use a variety of channels and touch points to interact with your brand. During any engagement, they expect you to resolve their issues immediately. Most will start by interacting with your web site and self-service channels. If failed, they are even more impatient. This session will review the types of insight your company can gain from multi-channel analytics, and how to operationalize these insights at the decisive moment in the call center. The session will touch on business goals such as call volume reduction, first call resolution, increasing customer satisfaction and others, and will review technologies such as Real-time Speech Analytics that enables you to instantly understand the full context of each interaction, and know exactly what the Next Best Action is every step of the way – shaping interactions as they happen.

IMPROVE: Leveraging Interaction Analytics powered Voice of the Customer to improve on every future customer interaction

Roger Hughes, VP Customer Experience Solutions, NICE

This captivating and engaging session will discuss the various aspects that make a Voice of the Customer program implementation within the organization successful. To impact and improve on every customer interaction, leading organizations have leverage NICE's interaction analytics Voice of the Customer solution not just to significantly improve metrics of post service customer survey responses, but to use the insights gained to improve on internal processes (operationalizing VoC), and make a significant impact on customer experience, loyalty, employee engagement, and bottom line business results. Led by Mr. Hughes, the session will also include testimonials from leading brands who implemented and benefited from NICE Voice of the Customer Solution, and a live, 'knock you off your chair', demonstration of the customer journey and experience.

LOCATIONS

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|-------------------------|--------------------|--|
| October 30, 2012 | Orlando, FL | Ritz-Carlton Grande Lakes 4040 Central Florida Parkway Orlando, FL 32837 |
| November 7, 2012 | Austin, TX | Four Seasons Hotel 98 San Jacinto Boulevard Austin, TX 78701 |
| November 8, 2012 | Salt Lake City, UT | The Grand America Hotel 555 South Main Street Salt Lake City, UT 84111 |

FEATURED SPEAKERS



Brian Vellmure,
Principal and
Founder of Initium
LLC /
Innovantage

Over the past two decades, Brian has been helping organizations accelerate growth through strategic customer focused transformation initiatives. He is an accomplished business leader, management consultant, keynote speaker, and an award winning syndicated blogger. He is often referred to as a Social CRM and Social Business thought leader & pioneer. Brian specializes in helping executive and senior management teams accelerate growth through creating high performance alignment between organizational strategy, customer and employee needs, data, process, and technology. He is a regular contributor to several media properties including Social Media Today, The Social Customer, Social Enterprise Today, CustomerThink, the CIO Collaboration Network, and multiple Ziff Davis properties. In addition, he often serves as an expert advisor for software and technology vendors and their customers, providing thought leadership content, and market and product strategy guidance. For more, please visit: <http://www.brianvellmure.com>



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.



Wendy Kinney,
VP, Workforce
Optimization
Solutions, NICE

Wendy Kinney (Lauther) was part of the MCI Call Center Consulting group and is recognized as a pioneer in the Performance Management industry with experience spanning 16+ years. The majority of that time has been spent in verticals such as Insurance, Financial Services, High Tech, Telecom, Utilities; in both the call center as well as back office. She has developed management strategy and tactical execution plans from the agent level to C-level executives. Wendy is published on topics such as: First Contact Resolution, Realizing Performance Management ROI, Back Office Performance Management and the Art of Balancing Cost, Quality & Service. Today she leads the Workforce Optimization practice at NICE which includes Performance Management and Workforce Management.



Mike Levitz,
Practice Lead,
Insight Solutions,
NICE

Mike specializes in architecting unique strategies that drive contact center innovation and transformation in order to optimize each and every customer interaction across multiple contact channels. Mike creates synergies between technology, contact center operations, and corporate objectives. Mike brings over twenty years of contact center optimization and web commerce experience and expertise. Mike has supported hundreds of organizations in their quest to improve quality, productivity and results in their sales and service contact centers. In addition, he has helped organizations in their efforts to optimize the overall customer experience from the web & mobile devices through to the contact center, while aiming to deliver consistent and seamless experiences along the way. During his career, Mike has lead relationships with industry leaders across multiple vertical markets including; Financial Services, Retail, Telecommunications, Public Utilities, Travel & Hospitality.

Roger Hughes, VP, Customer
Experience Solutions, NICE

Roger leads NICE's sales efforts for Customer Experience Management and Voice of the Customer solutions across the Americas. For more than 15 years Roger has helped companies from a wide range of industries develop and implement solutions to improve sales, service and back-office operations. Roger has worked closely with global organizations including Citi, DIRECTV, JPMorgan Chase, Orange, Sprint, Telstra, T-Mobile, The Co-Operative, UnitedHealth Group and WellPoint.