



19TH ANNUAL CUSTOMER EXPERIENCE CONFERENCE AND INDUSTRY AWARDS

SPARKLING HILL RESORT, VERNON, BC, MAY 22 - 24, 2018



SQM's 2018 Conference is about sharing research and best practices for improving contact channel (e.g., call center, email, IVR self-service, web self-service, and chat) customer experience based on award winning contact centers



Agenda

Agenda Overview

Tuesday, May 22 – Day 1 Customer Experience Research & Best Practices

Time	Location	Details
11:00 am – 2:00 pm	PeakFine Restaurant	Lunch Buffet Appreciate the finest and freshest ingredients the Okanagan Valley has to offer while taking in the stunning lake and mountain views from the sparkling dining room.
12:00 pm – 6:00 pm	Sparkling Hill Lobby	Registration SQM cordially welcomes guests to the beautiful Sparkling Hill Resort. Conference attendees can pick up registration packages, coordinate activities, and sign up for tours.
Tour times: 10:00 am – 12:00 pm 1:00 pm – 3:00 pm 3:00 pm – 5:00 pm	SQM's New VoC Research Centre	SQM VoC Research Centre Tour Come see SQM's state-of-the-art VoC Research Centre facility, which opened in February of 2017. Staggered groups to be taken on buses throughout the afternoon. Please sign up when you register for the conference or at the registration desk when you arrive. See page 4 for details
4:00 pm – 6:00 pm	Fireside Lounge	mySQM™ CX Insights Demonstration The release of the new mySQM™ CX Insights, SQM's online reporting tool, is just around the corner. Beta users are working to perfect the software so that your transition will be seamless. Come experience the new mySQM™ . See page 4 for details
4:00 pm – 6:00 pm	Fireside Lounge	Networking Drop by the Fireside Lounge to network with fellow attendees while enjoying appetizers and wines from the many wineries in the Okanagan Valley, known as the "Napa Valley of the North". See page 4 for details
6:00 pm – 9:00 pm	Austria Ballroom / Fireside Lounge	Fire & Ice Themed Dinner Enjoy a Fire & Ice themed night with local beer, wine and food. Come dressed up as fire (red or orange) or ice (blue or white).
4:00 pm – 10:00 pm	KurSpa	Relaxation Enjoy the saunas, steam rooms and pools at KurSpa, the largest among luxury spas in Canada and considered by many to be the most unique in the world.

Wednesday, May 23 – Day 2 Customer Experience Research & Best Practices

7:30 am – 8:30 am	Breakfast Buffet – PeakFine Restaurant
8:30 am – 9:30 am	Customer Experience Research Keynote Speaker: Mike Desmarais, Founder and CEO, SQM Austria Ballroom - Available to all conference attendees Mike Desmarais, Founder and CEO of SQM, will share highlights from SQM's 2018 customer loyalty by industry, and customer experience improvement opportunities research. Mike will also share the Top 5 CSR best practices for providing great CX and improving CX. See page 5 for details
9:30 am – 10:00 am	Measuring & Benchmarking Internal First Contact Resolution Speaker: Lara Pow, President, SQM Austria Ballroom – Available to all conference attendees The most important metric for improving the customer experience using contact channels is FCR. Lara Pow will introduce best practices for measuring internal FCR and describe how to use it in conjunction with VoC FCR. Internal FCR calculates and measures the percentage of contact list records where there is not a repeat contact within a specified time frame. See page 5 for details
10:00 am – 10:30 am	Coffee Break – Fireside Lounge Enjoy coffee and treats

Wednesday, May 23 – Day 2 Customer Experience Best Practices

	Executive Track By invitation only Library	Management Track Available to all conference attendees Austria Ballroom
	Mike Desmarais, Founder and CEO, SQM, will share CX research and best practices. In addition, world class leaders will share best practices for improving CX using contact channels.	World class leaders from some of the best-known organizations in North America will share their best practices for improving or maintaining world class CX performance.
10:30 am – 11:15 am	Career Development Kirsten Hinton, VSP Vision Care See page 7 for details	Chat Channel Best Practices Matt Tomlinson, EA Worldwide Customer Experience See page 9 for details
11:15 am – 12:00 pm	CSR Recognition Program Cogeco Connexion See page 7 for details	Continuous Improvement Process Ken Baur & Alex Lang, Security Health Plan See page 9 for details
12:00 pm – 1:00 pm	Lunch Buffet – PeakFine Restaurant	
1:00 pm – 1:45 pm	Chat Channel Best Practices Matt Tomlinson, EA Worldwide Customer Experience See page 8 for details	Omni-Channel Best Practices Lisa Moody, World Vision Canada See page 9 for details
1:45 pm – 2:30 pm	Continuous Improvement Process Ken Baur & Alex Lang, Security Health Plan See page 8 for details	Career Development Kirsten Hinton, VSP Vision Care See page 10 for details
2:30 pm – 3:00 pm	Break	Break
3:00 pm – 3:45 pm	Omni-Channel Best Practices Lisa Moody, World Vision Canada See page 8 for details	CSR Recognition Program Cogeco Connexion See page 10 for details
4:00 pm – 6:00 pm	Relaxation Enjoy the saunas, steam rooms and pools at KurSpa, the largest among luxury spas in Canada and considered by many to be the most unique in the world.	
6:00 pm – 10:00 pm	Western Themed Dinner – Austria Ballroom Join us for a Western themed barbeque, sampling a variety of culinary creations with local beer, cider, and wine. Entertainment by the Young'uns, voted Okanagan Valley's best local music group. Bring your cowboy boots and gear, and be ready for a great time!	

Thursday, May 24 – Day 3 Customer Experience Best Practices

Time	Executive Track Library	Management Track Austria Ballroom	CSR Appreciation Day
8:00 am – 9:15 am	Breakfast Buffet – PeakFine Restaurant		Breakfast Buffet – Meritage Room A & B @ Four Points by Sheraton
9:15 am – 10:00 am	CSR Training Program Emma Dellalian, Canadian Tire Financial Services See page 11 for details	CSR Selection Process Jennifer Carbone, Blue Cross Blue Shield of Massachusetts See page 13 for details	CSR Appreciation Day Activities Available <ul style="list-style-type: none">• KurSpa treatments• Golf at Predator Ridge• Zipline Adventure• Kelowna East Bench Winery Tour• Kayaks & Spirits• Okanagan Lake Houseboat Cruise• Pinot & Picasso
10:00 am – 10:30 am	Break	Break	
10:30 am – 11:15 am	Quality Assurance Program Penny Garrett & Jackie Heaven-Ah Hi, Regence Blue Cross and Blue Shield Plans (Idaho, Oregon, Utah & select counties of Washington State) See page 11 for details	Quality Assurance Program Janalee Willett, BlueCross BlueShield of Vermont See page 13 for details	
11:15 am – 12:00 pm	CSR Selection Process Jennifer Carbone, Blue Cross Blue Shield of Massachusetts See page 12 for details	CSR Training Program Emma Dellalian, Canadian Tire Financial Services See page 14 for details	

12:00 pm – 1:00 pm

Lunch Buffet – PeakFine Restaurant

Thursday, May 24 – Day 3 Customer Experience Best Practices

1:00 pm – 2:00 pm	<p>Contact Center of the Year for 2017 – VSP Vision Care Keynote Speaker: Kathy Rodine, Vice President, Customer Care Austria Ballroom – Available to all conference attendees Learn how VSP Vision Care achieved world class FCR and employee satisfaction and, as a result, became Contact Center of the Year. See page 6 for details</p>	CSR Appreciation Day
2:00 pm – 3:00 pm	<p>TCPA Compliance Keynote Speaker: Christine Reilly, JD, Partner, Manatt, Phelps & Phillips, LLP Austria Ballroom – Available to all conference attendees A presentation describing how TCPA compliance and the recent decisions of the D.C. Circuit affects organizations when outbound dialing See page 6 for details</p>	
3:00 pm – 5:00 pm	Rest and Relaxation Time	

Thursday, May 24 – Awards Ceremony Celebration & Gala Dinner

5:00 pm – 6:00 pm	Fireside Lounge & Austria Ballroom	<p>Wine Reception Mingle in the lounge and enjoy a glass of wine before the main event. The Okanagan Valley region has over 120 wineries and is considered the “Napa Valley of the North” with many of the wineries winning international wine awards.</p>
6:00 pm – 12:00 am	SQM Awards Gala Tent at Sparkling Hill	<p>Awards Ceremony & Gala Dinner Semi-Formal Attire – Black Tie Welcome</p> <p>This is SQM's 19th Annual Most Prestigious North American Contact Channel Customer Experience Awards Program for Service Quality Excellence – as judged by customers who used a contact center and by employees who work in the contact center. SQM will be presenting Service Quality Excellence Awards and Certificates in the following categories:</p> <ul style="list-style-type: none"> • <i>Contact Center of the Year</i> • <i>Best Practices</i> • <i>Contact Center Customer and Employee Satisfaction</i> • <i>World Class Contact Center Certification</i> • <i>World Class Customer Representative and Supervisor Certification</i> • <i>First Call Resolution Improvement</i> • <i>Customer Service Representative of the Year and Top 24 Finalists</i> • <i>Supervisor of the Year and Top 9 Finalists</i> <p>... and many more!</p> <p>Casino Royale Double down and let the roulette wheel spin. Celebrate into the night with a jackpot experience featuring Texas hold'em, Blackjack, Roulette, Casino Wheels and more! The DJ will be spinning tunes for your dancing pleasure until midnight!</p>

Friday, May 25

End of Conference

Now that your heads are full of invaluable CX Best Practices information, hop on the shuttle to the Kelowna Airport or make a weekend of your trip to the Okanagan Valley by exploring the nearby wineries and attractions.

Agenda Details

Tuesday, May 22 – Day 1 Customer Experience Research & Best Practices

SQM VoC Research Centre Tour Tour times: 10:00 am – 12:00 pm 1:00 pm – 3:00 pm 3:00 pm – 5:00 pm	Session: SQM VoC Research Centre Tour
	Facilitator: Nader Ghattas, Consultant – Vice President, SQM
	Location: Board bus at Sparkling Hill to be taken to SQM's VoC Research Centre
	Attendees: Open to all Executive and Management track registrants
	Come see SQM's facility, which opened in February of 2017. Staggered groups to be taken on buses throughout the afternoon for a tour of SQM's state-of-the-art VoC Research Centre facility. Please sign up when you register for the conference or at the registration desk when you arrive. Meet in the lobby at the beginning of the tour to take the bus to SQM's VoC Research Centre. The site visit will include a tour of the following: <ul style="list-style-type: none"> • Call centre area where telephone survey representatives conduct surveys • Sharing of best practices that SQM uses for quality assurance, coaching, and recognition • Support personnel areas such as analysts, call list quota management, quality assurance, programming, and account management • Server room for data storage and telephony with a sharing of security and compliance practices • Recording studio for IVR surveys and webinar sessions • SQM 'think-tank' conference rooms for collaboration sessions with contact channel industry experts
Demonstration of New mySQM™ 4:00 pm – 6:00 pm	Session: mySQM™ CX Insights Demonstration
	Facilitator: Sarah Moffat, Vice President of Research, SQM
	Facilitator: Charlene Hutchison, Training Manager, SQM
	Location: Fireside Lounge
	Attendees: Open to all Executive and Management track registrants The release of the new mySQM™ Contact Channel Insights, SQM's online reporting tool, is just around the corner. Beta users are working to perfect the software so that your transition will be seamless. The new mySQM™ will be launched after the conference. Come take the software for a spin and see: <ul style="list-style-type: none"> • New reports menus • Customizable landing pages • Updated survey view • Faster, more robust pivot tables • Expanded user management options • Customizable raw data extracts
Networking 4:00 pm – 6:00 pm	Session: Networking
	Location: Fireside Lounge
	Network with your peers. Come network with your peers while enjoying the finest wines from one of the many wineries in the Okanagan Valley, known as the "Napa Valley of the North". Paired appetizers will accompany each wine.

Customer Experience Keynote Sessions

Wednesday, May 23 – Day 2 Sparkling Hill Resort, Austria Ballroom

<p>Customer Experience Research</p> <p>8:30 am – 9:30 am</p>	Session: Customer Experience Research
	Speaker: Mike Desmarais, Founder and CEO, SQM
	Location: Austria Ballroom
	Attendees: Open to all Executive and Management track registrants
	Description: Mike Desmarais, Founder and CEO of SQM, will share highlights from SQM's 2018 customer loyalty by industry, and customer experience improvement opportunities research. Mike will also share the Top 5 CSR best practices for providing great CX and improving CX.
	Customer loyalty by industry, and CX improvement opportunities research
	<ul style="list-style-type: none"> • The top 10 customer experience metrics and how to use them effectively to measure and improve CX • The power of using open-ended feedback with a sophisticated tagging system for identifying CX improvement areas • The differences between customer relationship and transaction CX surveying • Customer loyalty metrics (e.g., CX Greatness, NPS®, and NRI) results based on both relationship and transaction-based surveying • Contact channel of choice by contact reason and CX ratings • The top 10 repeat call reasons for complaint callers
	The Top 5 CSR best practices for providing great CX and improving CX <ul style="list-style-type: none"> • The power of CX storytelling practices for improving CX • Customer quality assurance practices needed to improve CX • CX performance management practices needed to create CX accountability and provide great CX • Vital complaint handling practices for CSRs so they can provide positive CX service recovery • CSR recognition practices for motivating CSRs to provide great CX and improve CX
<p>Measuring & Benchmarking Internal FCR</p> <p>9:30 am – 10:00 am</p>	Session: Measuring & Benchmarking Internal First Contact Resolution
	Speaker: Lara Pow, President, SQM
	Location: Austria Ballroom
	Attendees: Open to all Executive and Management track registrants
	Description: The most important metric for improving the customer experience using contact channels is FCR. Lara Pow will introduce best practices for measuring internal FCR and describe how to use it in conjunction with VoC FCR. Internal FCR calculates and measures the percentage of contact list records where there is not a repeat contact within a specified time frame.
	Measuring & Benchmarking Internal First Contact Resolution
	<ul style="list-style-type: none"> • Business case for using internal resolution reporting • Definition of Internal FCR • Benchmarking Internal FCR • Best practices using Internal FCR • Best practices for call lists when using Internal FCR • Difference in calculation between Internal FCR and Internal Call Resolution • Introduction of the Call Resolution Index • Available reports for Internal FCR

Customer Experience Keynote Sessions

Thursday, May 24 – Day 3 Sparkling Hill Resort, Austria Ballroom

Contact Center of the Year for 2017 1:00 pm – 2:00 pm	Session: Contact Center of the Year for 2017
	Speaker: Kathy Rodine, Vice President, Customer Care, VSP Vision Care
	Location: Austria Ballroom
	Attendees: Open to all Executive and Management track registrants
	Describes how they achieved world class FCR and employee satisfaction The contact center of the year award recognizes the organization with the highest combined FCR rating and overall employee satisfaction for organizations with over 100 contact center employees. Learn how VSP Vision Care achieved world class FCR and employee satisfaction.
TCPA Compliance 2:00 pm – 3:00 pm	Session: TCPA Compliance
	Speaker: Christine Reilly, JD, Partner, Manatt, Phelps & Phillips, LLP
	Location: Austria Ballroom
	Attendees: Open to all Executive and Management track registrants
	A presentation describing how TCPA compliance and the recent decisions of the D.C. Circuit affects organizations when outbound dialing On March 16, 2018, the U.S. Court of Appeals released its hotly anticipated decision in ACA Int'l v. FCC. The D.C. Circuit has ruled on several key aspects of the TCPA, including the FCC's controversial definition of autodialer, reassigned telephone numbers, revocation of consent and the exigent healthcare exemption. This decision is likely to have far reaching impact for many industries, including financial services, retail, and healthcare. In this presentation, Christine will discuss the ruling and its implications plus offer practical guidance on compliance and litigation strategies.
	Describe how to follow TCPA compliance <ul style="list-style-type: none"> • TCPA legislation as it applies to surveying data • Critical items that need to be complied with as call lists are generated • Implications for cell phones versus landlines • Compliance requirements according to survey methodology • Scope of consent • Definition of an autodialer (ATDS) • Reassigned telephone numbers • Revocation of consent • Practical guidance to companies about compliance in the wake of the D.C. Circuit's decision, such as possible changes to consumer agreements

Executive Track Details – Day 2

Wednesday, May 23 – Sparkling Hill Resort, Library	
Career Development 10:30 am – 11:15 am	Session: Career Development
	Speaker: Kirsten Hinton, Customer Care Supervisor – Talent Development and Service Delivery Support, VSP Vision Care
	How CSRs and supervisors receive career advancement opportunities based on their customer feedback performance
	<ul style="list-style-type: none"> • Method of customer feedback • Volume of customer feedback • Action taken from customer feedback
	How satisfied CSRs are with their career advancement program for motivating them to improve call resolution/Csat performance
	<ul style="list-style-type: none"> • Method of gathering employee feedback • Volume of employee feedback • CSRs' satisfaction ratings with their career advancement program • Action taken from employee feedback
	Show the link between their FCR/Csat performance and their career advancement program
	<ul style="list-style-type: none"> • FCR and Csat performance prior to implementing their career advancement program • FCR and Csat performance after implementing their career advancement program
CSR Recognition Program 11:15 am – 12:00 pm	Session: CSR Recognition Program
	Speaker: Cogeco Connexion
	Describes how their CSR recognition program works
	<ul style="list-style-type: none"> • Who owns the program • What are the objectives • Describe how the best practice works • What investments / resources does it require • Key lessons learned • Mistakes to be avoided • Future improvements
	How they know what motivates each of their CSRs to improve their call resolution and Csat performance
	<ul style="list-style-type: none"> • Method of employee feedback • Volume of employee feedback • Action taken from employee feedback
	How satisfied are CSRs with their CSR recognition program for motivating them to improve their call resolution and Csat performance
	<ul style="list-style-type: none"> • CSRs' satisfaction ratings with their CSR recognition program • Action taken from employee feedback
	Shows the link between their FCR/Csat performance and their recognition program
	<ul style="list-style-type: none"> • FCR and Csat performance prior to implementing their CSR recognition program • FCR and Csat performance after implementing their CSR recognition program

Executive Track Details – Day 2, continued

Wednesday, May 23 – Sparkling Hill Resort, Library	
Chat Channel Best Practices 1:00 pm – 1:45 pm	Session: Chat Channel Best Practices
	Speaker: Matt Tomlinson, Global Director of Innovation, Customer Experience Labs, EA Worldwide Customer Experience
	Describe how their virtual chat channel works
	<ul style="list-style-type: none"> • Impact of the chat channel practice on the customer and employee experience • The plans to evolve the customer experience
	Describe the chat channel customer experience strategy
	Key differentiators that enable the achievement of consistent satisfaction numbers
	How they incorporate customer feedback into their chat channel
	<ul style="list-style-type: none"> • Method of customer feedback • Volume of customer feedback • Action taken from customer feedback
	How satisfied CSRs are with the chat channel in helping them improve or maintain their call resolution/Csat performance
	<ul style="list-style-type: none"> • Method of gathering employee feedback • Volume of employee feedback • CSRs' satisfaction ratings with the chat channel • Action taken from employee feedback • CSR access to customer chat history
	Show the FCR/Csat performance for the chat channel
	<ul style="list-style-type: none"> • FCR and Csat performance of chat channel • Call volume coming from fail points in the chat channel
Continuous Improvement Process 1:45 pm – 2:30 pm	Session: Continuous Improvement Process
	Speaker: Ken Baur, Director-Member Experience & Contact Center, Security Health Plan
	Speaker: Alex Lang, Workforce Analyst, Security Health Plan
	Describes how their continuous improvement process works
	Security Health Plan will speak on how they use their continuous improvement process for improving career advancement, CSR recognition, CSR coaching, performance management, and quality assurance programs.
	How satisfied are CSRs with the continuous improvement process for helping customers resolve their inquiry or problem
	<ul style="list-style-type: none"> • CSRs' satisfaction ratings with the continuous improvement process • Action taken from employee feedback
	Shows increases in FCR/Csat performance from the continuous improvement process
Omni-Channel Best Practices 3:00 pm – 3:45 pm	<ul style="list-style-type: none"> • Increases in FCR and Csat performance • Reduction in call volume coming from continuous improvement process
	Session: Omni-Channel Best Practices
	Speaker: Lisa Moody, Director, Customer Care, World Vision Canada
	Describes how they provide a world class omni-channel customer satisfaction experience
	<ul style="list-style-type: none"> • Impact of the omni-channel practice on the customer and employee experience • Omni-channel service delivery • The differences between single- and multi- channel users • The plans to evolve the customer experience across channels in future
	Describes the omni-channel customer experience strategy
	<ul style="list-style-type: none"> • Key differentiators that enable the achievement of consistent satisfaction numbers between single- and multi- channel users and why this is important • How the omni-channel experience is linked to performance
	Describes the delivery of the omni-channel customer experience for major customer interactions
	<ul style="list-style-type: none"> • The platforms developed to enable an omni-channel experience
	Shows the Csat performance for the omni-channel customer experience
	<ul style="list-style-type: none"> • Criteria that define success for the customer experience in multi-channel scenarios

Management Track Details – Day 2

Wednesday, May 23 – Sparkling Hill Resort, Austria Ballroom

Chat Channel Best Practices 10:30 am – 11:15 am	Session: Chat Channel Best Practices
	Speaker: Matt Tomlinson, Global Director of Innovation, Customer Experience Labs, EA Worldwide Customer Experience
	Describe how their virtual chat channel works
	<ul style="list-style-type: none"> • Impact of the chat channel practice on the customer and employee experience • The plans to evolve the customer experience
	Describe the chat channel customer experience strategy
	Key differentiators that enable the achievement of consistent satisfaction numbers
	How they incorporate customer feedback into their chat channel
	<ul style="list-style-type: none"> • Method of customer feedback • Volume of customer feedback • Action taken from customer feedback
	How satisfied CSRs are with the chat channel in helping them improve or maintain their call resolution/Csat performance
	<ul style="list-style-type: none"> • Method of gathering employee feedback • Volume of employee feedback • CSRs' satisfaction ratings with the chat channel • Action taken from employee feedback • CSR access to customer chat history
	Show the FCR/Csat performance for the chat channel
	<ul style="list-style-type: none"> • FCR and Csat performance of chat channel • Call volume coming from fail points in the chat channel
Continuous Improvement Process 11:15 am – 12:00 pm	Session: Continuous Improvement Process
	Speaker: Ken Baur, Director-Member Experience & Contact Center, Security Health Plan
	Speaker: Alex Lang, Workforce Analyst, Security Health Plan
	Describes how their continuous improvement process works
	Security Health Plan will speak on how they use their continuous improvement process for improving career advancement, CSR recognition, CSR coaching, performance management, and quality assurance programs.
	How satisfied are CSRs with the continuous improvement process for helping customers resolve their inquiry or problem
	<ul style="list-style-type: none"> • CSRs' satisfaction ratings with the continuous improvement process • Action taken from employee feedback
Omni-Channel Best Practices 1:00 pm – 1:45 pm	Shows increases in FCR/Csat performance from the continuous improvement process
	<ul style="list-style-type: none"> • Increases in FCR and Csat performance • Reduction in call volume coming from continuous improvement process
	Session: Omni-channel Best Practices
	Speaker: Lisa Moody, Director, Customer Care, World Vision Canada
	Describes how they provide a world class omni-channel customer satisfaction experience
	<ul style="list-style-type: none"> • Impact of the omni-channel practice on the customer and employee experience • Omni-channel service delivery • The differences between single- and multi- channel users • The plans to evolve the customer experience across channels in future
	Describes the omni-channel customer experience strategy
	<ul style="list-style-type: none"> • Key differentiators that enable the achievement of consistent satisfaction numbers between single- and multi- channel users and why this is important • How the omni-channel experience is linked to performance
	Describes the delivery of the omni-channel customer experience for major customer interactions
	<ul style="list-style-type: none"> • The platforms developed to enable an omni-channel experience
	Shows the Csat performance for the omni-channel customer experience
	<ul style="list-style-type: none"> • Criteria that define success for the customer experience in multi-channel scenarios

Management Track Details – Day 2, continued

<p>Career Development</p> <p>1:45 pm – 2:30 pm</p>	Session: Career Development
	Speaker: Kirsten Hinton, Customer Care Supervisor – Talent Development and Service Delivery Support, VSP Vision Care
	How CSRs and supervisors receive career advancement opportunities based on their customer feedback performance
	<ul style="list-style-type: none"> • Method of customer feedback • Volume of customer feedback • Action taken from customer feedback
	How satisfied CSRs are with their career advancement program for motivating them to improve call resolution/Csat performance
	<ul style="list-style-type: none"> • Method of gathering employee feedback • Volume of employee feedback • CSRs' satisfaction ratings with their career advancement program • Action taken from employee feedback
	Show the link between their FCR/Csat performance and their career advancement program
	<ul style="list-style-type: none"> • FCR and Csat performance prior to implementing their career advancement program • FCR and Csat performance after implementing their career advancement program
<p>CSR Recognition Program</p> <p>3:00 pm – 3:45 pm</p>	Session: CSR Recognition Program
	Speaker: Cogeco Connexion
	Describes how their CSR Recognition program works
	<ul style="list-style-type: none"> • Who owns the program • What are the objectives • Describe how the best practice works • What investments / resources does it require • Key lessons learned • Mistakes to be avoided • Future improvements
	How they know what motivates each of their CSRs to improve their call resolution and Csat performance
	<ul style="list-style-type: none"> • Method of employee feedback • Volume of employee feedback • Action taken from employee feedback
	How satisfied are CSRs with their CSR recognition program for motivating them to improve their call resolution and Csat performance
	<ul style="list-style-type: none"> • CSRs' satisfaction ratings with their CSR recognition program • Action taken from employee feedback
	Shows the link between their FCR/Csat performance and their recognition program
	<ul style="list-style-type: none"> • FCR and Csat performance prior to implementing their CSR recognition program • FCR and Csat performance after implementing their CSR recognition program

Executive Track Details – Day 3

Thursday, May 24 – Sparkling Hill Resort, Library

CSR Training Program 9:15 am – 10:00 am	Session: CSR Training Program
	Speaker: Emma Dellalian, Manager, Learning and Compliance, Canadian Tire Financial Services
	Describes how their CSR training program works
	<ul style="list-style-type: none"> • Who owns the CSR training program • What are the objectives • Describe how the best practice works • What investments / resources does it require • Key lessons learned • Mistakes to be avoided • Future improvements
	How they incorporate customer feedback into their CSR training program
	<ul style="list-style-type: none"> • Method of customer feedback • Volume of customer feedback • Action taken from customer feedback
	How satisfied are CSRs with their training program for helping them improve their call resolution and Csat performance
	<ul style="list-style-type: none"> • CSRs' satisfaction ratings with their CSR training program • Action taken from employee feedback
	Shows the link between their FCR/Csat performance and their CSR training program
	<ul style="list-style-type: none"> • FCR and Csat performance prior to implementing their CSR training program • FCR and Csat performance after implementing their CSR training program
Quality Assurance Program 10:30 am – 11:15 am	Session: Quality Assurance Program
	Speaker: Penny Garrett, Vice President Member and Provider Services, Regence Blue Cross and Blue Shield Plans (Idaho, Oregon, Utah & select counties of Washington State)
	Speaker: Jackie Heaven-Ah Hi, Operations Manager, Regence Blue Cross and Blue Shield Plans (Idaho, Oregon, Utah & Select Counties of Washington State)
	Describes how their quality assurance program works
	<ul style="list-style-type: none"> • Who owns the program • What are the objectives • Describe how the best practice works • What investments / resources does it require • Key lessons learned • Mistakes to be avoided • Future improvements
	How they incorporate customer feedback into their quality assurance program
	<ul style="list-style-type: none"> • Method of customer feedback • Volume of customer feedback • Action taken from customer feedback
	How satisfied are CSRs with their quality assurance program for helping them improve their call resolution and Csat performance
	<ul style="list-style-type: none"> • CSRs' satisfaction ratings with their quality assurance program • Action taken from employee feedback
	Shows the link between their FCR/Csat performance and their quality assurance program
	<ul style="list-style-type: none"> • FCR and Csat performance prior to implementing their quality assurance program • FCR and Csat performance after implementing their quality assurance program

Executive Track Details – Day 3, continued

Thursday, May 24 – Sparkling Hill Resort, Library	
CSR Selection Process 11:15 am – 12:00 pm	Session: CSR Selection Process
	Speaker: Jennifer Carbone, Senior Director Member Service, Blue Cross Blue Shield of Massachusetts
	Describe how their CSR selection process works
	<ul style="list-style-type: none"> • Who owns the CSR selection process • What are the objectives • Describe how the best practice works • What investments / resources does it require • Key lessons learned and mistakes to be avoided • Future improvements
	How they incorporate customer feedback into their CSR selection process
	<ul style="list-style-type: none"> • Method of customer feedback and volume of customer feedback • Action taken from customer feedback
	How satisfied CSRs are with their CSR selection process for helping them improve their call resolution/Csat performance
	<ul style="list-style-type: none"> • Method of gathering employee feedback and volume of employee feedback • CSRs' satisfaction ratings with their CSR selection process • Action taken from employee feedback
	Show the link between their FCR/Csat performance and their CSR selection process
	<ul style="list-style-type: none"> • FCR and Csat performance prior to implementing their CSR selection process • FCR and Csat performance after implementing their CSR selection process
Thursday, May 24 – Day 3 Sparkling Hill Resort, Austria Ballroom	
Contact Center of the Year for 2017 1:00 pm – 2:00 pm	Session: Contact Center of the Year for 2017 Speaker: Kathy Rodine, Vice President, Customer Care, VSP Vision Care Attendees: Open to all Executive and Management track registrants See Customer Experience Keynote Session section for details
TCPA Compliance 2:00 pm – 3:00 pm	Session: TCPA Compliance Speaker: Christine Reilly, JD, Partner, Manatt, Phelps & Phillips, LLP Attendees: Open to all Executive and Management track registrants See Customer Experience Keynote Session section for details
Rest & Relaxation 3:00 pm – 5:00 pm	Rest and Relaxation Time

Management Track Details – Day 3

Thursday, May 24 – Sparkling Hill Resort, Austria Ballroom

<p>CSR Selection Process</p> <p>9:15 am – 10:00 am</p>	<p>Session: CSR Selection Process</p> <p>Speaker: Jennifer Carbone, Senior Director Member Service, Blue Cross Blue Shield of Massachusetts</p> <p>Describe how their CSR selection process works</p> <ul style="list-style-type: none"> • Who owns the CSR selection process • What are the objectives • Describe how the best practice works • What investments / resources does it require • Key lessons learned and mistakes to be avoided • Future improvements <p>How they incorporate customer feedback into their CSR selection process</p> <ul style="list-style-type: none"> • Method of customer feedback and volume of customer feedback • Action taken from customer feedback <p>How satisfied CSRs are with their CSR selection process for helping them improve their call resolution/Csat performance</p> <ul style="list-style-type: none"> • Method of gathering employee feedback and volume of employee feedback • CSRs' satisfaction ratings with their CSR selection process • Action taken from employee feedback <p>Show the link between their FCR/Csat performance and their CSR selection process</p> <ul style="list-style-type: none"> • FCR and Csat performance prior to implementing their CSR selection process • FCR and Csat performance after implementing their CSR selection process
<p>Quality Assurance Program</p> <p>10:30 am – 11:15 am</p>	<p>Session: Quality Assurance Program</p> <p>Speaker: Janalee Willett, Call Center Supervisor, BlueCross BlueShield of Vermont</p> <p>Describes how their quality assurance program works</p> <p>Find out how BlueCross BlueShield of Vermont expanded their customer feedback process into their quality process. By tying in the survey results with their quality process, BlueCross BlueShield of Vermont was able to have their agents, supervisors, QA coaches, and managers understand what their customers were saying and hear what was frustrating to customers.</p> <p>How they incorporate customer feedback into their quality assurance program</p> <ul style="list-style-type: none"> • Method of customer feedback • Volume of customer feedback • Action taken from customer feedback <p>How satisfied are CSRs with their quality assurance program for helping them improve their call resolution and Csat performance</p> <ul style="list-style-type: none"> • CSRs' satisfaction ratings with their quality assurance program • Action taken from employee feedback <p>Shows the link between their FCR/Csat performance and their quality assurance program</p> <ul style="list-style-type: none"> • FCR and Csat performance prior to implementing their quality assurance program • FCR and Csat performance after implementing their quality assurance program

Management Track Details – Day 3, continued

Thursday, May 24 – Sparkling Hill Resort, Austria Ballroom

CSR Training Program 11:15 am – 12:00 pm	Session: CSR Training Program
	Speaker: Emma Dellalian, Manager, Learning and Compliance, Canadian Tire Financial Services
	Describes how their CSR training program works
	<ul style="list-style-type: none"> • Who owns the CSR training program • What are the objectives • Describe how the best practice works • What investments / resources does it require • Key lessons learned • Mistakes to be avoided • Future improvements
	How they incorporate customer feedback into their CSR training program
	<ul style="list-style-type: none"> • Method of customer feedback • Volume of customer feedback • Action taken from customer feedback
	How satisfied are CSRs with their training program for helping them improve their call resolution and Csat performance
	<ul style="list-style-type: none"> • CSRs' satisfaction ratings with their CSR training program • Action taken from employee feedback
	Shows the link between their FCR/Csat performance and their CSR training program
	<ul style="list-style-type: none"> • FCR and Csat performance prior to implementing their CSR training program • FCR and Csat performance after implementing their CSR training program
Contact Center of the Year for 2017 1:00 pm – 2:00 pm	Session: Contact Center of the Year for 2017
	Speaker: Kathy Rodine, Vice President, Customer Care, VSP Vision Care
	Location: Austria Ballroom
	Attendees: Open to all Executive and Management track registrants
TCPA Compliance 2:00 pm – 3:00 pm	See Customer Experience Keynote Session section for details
	Session: TCPA Compliance
	Speaker: Christine Reilly, JD, Partner, Manatt, Phelps & Phillips, LLP
	Location: Austria Ballroom
	Attendees: Open to all Executive and Management track registrants
Rest & Relaxation 3:00 pm – 5:00 pm	See Customer Experience Keynote Session section for details
	Rest and Relaxation Time

CONFERENCE ENTERTAINMENT

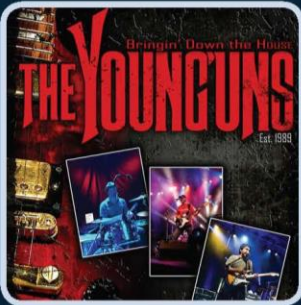


FIRE & ICE THEMED DINNER WITH ENTERTAINMENT

Tuesday, May 22nd

6:00 pm - 9:00 pm

The first evening of the conference is planned for you to enjoy a spectacular Fire & Ice themed night with entertainment. Witness the elements of fire and ice brought to life through ice sculptures, costumed characters, and a thrilling performance from entertainers that will mix danger and delight! We welcome you to come dressed up as fire (red or orange) or ice (blue or white) to join in the fun!



WESTERN THEMED DINNER WITH ENTERTAINMENT

Wednesday, May 23rd

6:00 pm - 10:00 pm

Join us for a Western themed evening. Bring your cowboy boots and plaid shirts, and be ready to enjoy a great time! Back by popular demand, the entertainment for the night is the Young'uns. Voted "Best of the Okanagan" 2016, The Young'uns have been a staple of the area for many years. The Okanagan's most versatile band is better than ever this year with many new songs and mash-ups that will keep you going all set long. Formed in 1989, the Young'uns are a group of veteran musicians that have worked the valley for many years. Check them out at www.theyounguns.com.



CASINO ROYALE NIGHT

Thursday, May 24th

9:00 pm - 12:00 am

After the gala awards dinner evening, SQM invites you to join us in continuing to celebrate with a Casino Royale night. Double down and let the roulette wheel spin! Enjoy a jackpot experience by trying your hand at Texas hold 'em, Blackjack, Roulette, Casino Wheels and more! The DJ will be spinning tunes for your dancing pleasure until midnight!

Okanagan Valley Attractions and Activities



Sparkling Hill Accommodations

Bask in sunlight, take in fresh mountain air, and savor the remarkable scenery from the plush setting of one of our luxury guest rooms. Sparkling Hill Resort rooms are beautifully appointed with Swarovski crystal architecture, floor-to-ceiling sliding window walls, and custom soaking tubs perfectly situated to take in views of the Monashee Mountains or Lake Okanagan. Experience the best of Okanagan Valley hotels at Sparkling Hill Resort.



World Class Spa

Housed in one of the best spa hotels, KurSpa is the largest among luxury spas in Canada and considered by many to be the most unique in the world. Comprised of over 40,000 sq. ft. of treatment space infused with our unique Swarovski crystal architecture, and offering 100+ innovative healing treatments, KurSpa provides guests with the wellness retreat of a lifetime. Our fully-planned wellness spa vacations offer the chance to surrender to relaxation at Sparkling Hill.



Golf

Consistently recognized as one of the best courses in Canada over the last 20 years, the Predator Course has twice hosted the prestigious World Skins Game featuring some of the best players in the world. The Predator Course offers a challenge for every level of player. The rolling hills, long grasses and undulating greens make this course – designed by legendary course architect Les Furber – an unforgettable golfing experience.



Wineries

The North Okanagan has many wineries to pique your curiosity and desire to discover a way of life that includes the growing and making of wine. Being located this far north has some advantages that make our production unique. You will find some of the most delightful whites like Ortega that do well in this colder climate but most of all you will find the people and scenery beyond compare.



Hiking

Love hiking or walking in the great outdoors? Within Vernon, trails lead into the cedar-lined riparian zone bordering BX Falls and follow the route of the historically important Grey Canal irrigation channel. Or hike the rolling grasslands of the Commonage, explore Ellison and Kalamalka Lake Provincial Parks, head through the forest to the high-country lakes of the Aberdeen Plateau, or travel to Silver Star Mountain and the Monashee Mountains beyond. There is so much to explore!



Watersports

With the vast amount of lakes and rivers in the area, there's always something fun to do on or in the water. Whether you prefer wakeboarding, water skiing, knee boarding, stand up paddle boarding, sailing, kayaking, scuba diving or snorkeling, this is the place to be. You might even get a glimpse of the Ogopogo.