

Ultimate CX

See the Future of
Customer Experience



Pre-Conference Workshop:
Creating the Change Mindset for a
Customer-Centric Culture
October 22, 2019

Conference:
October 23–24 2019
Vdara Hotel
Las Vegas, NV

Supporting Sponsor:



www.conferenceboard.org/CX

Pre-Conference Agenda

Creating the Change Mindset for a Customer-Centric Culture

October 22, 2019

Your customers' needs, desires, and expectations are never going to stop changing. So, you can't either! Creating a culture of change – where your teams embrace “what's next” with agility, flexibility, and speed – powers your ability to stay on top.

You'll work with a team of your peers, led by your own change coach, to solve a CX case study in a simulated experience. Your team will compete to solve a real-life CX challenge! Using storytelling, discussion, and simulation, you'll explore the why, what, and how of a customer-centric culture:

- Why – An overview of the trends that make it essential to disrupt your organization's CX, and the change mindset that the disruption requires
- What – Capture the hearts and minds of your people to transform culture and create champions of customer-centric change
- How – Interactive exercises to show how to put these tools to work immediately

Come away with a roadmap to reinvent the employee experience in your organization and spark the change mindset needed to create a true customer-centric culture.

8 - 9:00 am

Registration and Breakfast

9:00 – 9:15 am

Welcome and Introductions

Joan Greco, Program Director, **The Conference Board**
Gary Magenta, Chief Change Architect & SVP, **Root Inc.**

9:15 – 10:30 am

Keynote – Change Starts Here: A Disruptive Approach to CX Change

Customer expectations are evolving at breakneck speed – are you? According to Forbes, 80% of companies believe they're delivering a differentiated CX, yet only 8% of customers agree. How can this be?

Determine whether your business has what it takes to keep up with today's rapidly changing customer experience. You'll discover the three steps to bring your CX strategy to life and sustain that change.

Gary Magenta, SVP and Chief Change Architect, **Root Inc.**

10:30 – 11:00 am

Break

11:00 – 11:10 am

Case Study – Delivering a Differentiated CX

11:10 – 11:40 am

The Wall of Reality – Defining the Current State and Future State of Your CX

Defining and delivering your future CX means involving everyone – yes, everyone – from your front line to your managers to the leadership team. Your managers and frontline employees bring your CX experience to life through every action and interaction they have with one another and with your customers. It takes courage to unearth and hear the “unspoken” and sometimes brutal issues that might be standing in your way of delivering that experience.

Using humor and honesty, this activity will put all the previously unmentionable issues on the table to ensure you have a realistic assessment of the current CX and a clear picture of the future. Join your team to build a wall of current realities and have a meaningful conversation to define your future CX.

Change Coaches:

Colby Fordham, Director of Strategic Growth, **Root Inc.**
Gary Magenta, Chief Change Architect & SVP, **Root Inc.**
Heather Lee, Managing Director, **Root Inc.**

CX Concept Artist:

JJ Pastore, Senior Concept Artist, **Root Inc.**
Chad-Michael Simon, Senior Concept Artist, **Root Inc.**

11:40 am – 12 pm

Debrief

Moderated by

Colby Fordham, Director of Strategic Growth, **Root Inc.**

12 – 1 pm

Lunch

1 – 2:40 pm

Build an Organizational Movement

You can't just send an email announcing a new CX strategy; it simply doesn't work. And a PowerPoint deck or a series of town hall meetings isn't enough to create an organizational movement. Engaging the next-level leaders to champion and encourage a movement is essential for change. It's something organizations intuitively understand but fail to put into practice.

It's time to get everyone in the game and inspire a change movement through storytelling. Work with your concept artist to illustrate your CX vision.

Change Coaches:

Colby Fordham, Director of Strategic Growth, **Root Inc.**
Gary Magenta, Chief Change Architect & SVP, **Root Inc.**
Matt Metzger, CX Senior Consultant, **Root Inc.**

CX Concept Artist:

JJ Pastore, Senior Concept Artist, **Root Inc.**
Chad-Michael Simon, Senior Concept Artist, **Root Inc.**

2:40 – 3 pm

Debrief

Moderated by

Matt Metzger, CX Senior Consultant, **Root Inc.**

3 – 3:30 pm

Networking Break

For sponsorship opportunities, please contact michael.felden@conferenceboard.org

3:30 – 4:20 pm

Create Lasting Change

Change is never done.

Sustaining your CX change movement is the most challenging part of any strategy. Managers are the catalyst or the bottleneck in leading and sustaining your CX effort. You must build new skills – for both them and the front line – that turn new activities into habits and accelerate your efforts.

Don't assume your strategy will stick. Measure how well your people are adopting the CX change and pinpoint what needs to happen next to keep the momentum going.

Change Coaches:

Colby Fordham, Director of Strategic Growth, **Root Inc.**

Gary Magenta, Chief Change Architect & SVP, **Root Inc.**

Matt Metzger, CX Senior Consultant, **Root Inc.**

CX Concept Artist:

JJ Pastore, Senior Concept Artist, **Root Inc.**

4:20 – 4:50 pm

Debrief of the Day

Moderated by

Gary Magenta, Chief Change Architect & SVP, **Root Inc.**

4:50 – 5 pm

Closing Remarks

Joan Greco, Program Director, **The Conference Board**

Gary Magenta, Chief Change Architect & SVP, **Root Inc.**

Sponsored by:



Day One

Wednesday, October 23, 2019

8 – 8:30 am **Registration and Breakfast**

8:30 – 8:40 am **Welcome and Introductions**

Tom Grothues, Senior Vice President - Banking and Insurance Solutions, **USAA**, **Conference Chair**

8:40 – 9:10 am

Dialogue: How CX Rock Stars Turn Insights into Action

Learn how some of the most-lauded customer experience leaders across sectors ensure their customer insights consistently lead to changed behavior, design, and results.

Lisa Love, Ph.D. Director, Guest Research & Insights, **Alaska Airlines**

Paul Long, Vice President, Enterprise Customer Experience Strategy, **UnitedHealth Group**

Moderator: **Christine Hill**, Global Customer Experience Strategy and Measurement Leader, **Eli Lilly and Company**

9:10 – 10:10 am

Customer-Centric Transformation

A true Customer-Centric culture requires a mindset that embraces continuous change as customers' needs, desires and expectations constantly evolve. Learn what holds back organization change and discover the keys to real transformations of mindsets and cultures.

Gary Magenta, Senior Vice President, **Root**

10:10 – 10:20 am **Break**

10:20 – 10:55 am

How Walt Disney Parks Innovate for Inclusive, Extraordinary Experiences

A truly superior guest experience must also be an *inclusive* experience. Learn how the world-renowned innovators of Walt Disney Imagineering design inclusive, extraordinary experiences that enhance every guest's journey.

Carmen Smith, Vice President Creative Development, **Walt Disney Imagineering**

10:55 – 11:30 am

How Sprint's Customer-First Focus Transformed an Existing Product from Ordinary to Extraordinary

About 95 percent of new products fail. But while that risk is sometimes necessary, sometimes the answer is already sitting on your shelf. In this talk, Robert Hackl, Senior Vice President of Sprint's multibillion-dollar Handset Leasing and Insurance businesses, will share how Sprint was able to transform an existing product with a revitalized emphasis on the customer's needs. Learn the steps taken to transform an existing product into a "new" product, and how to make the ordinary extraordinary with a true customer-first focus.

Robert Hackl, Senior Vice President, Handset Leasing and Insurance, **Sprint**

11:30 am – 12:05 pm

How Ebay Designed and Scaled Its Concierge-Level Premium Relationship

Learn the strategy and execution behind Ebay's new premium customer relationship, including:

- Creating an end-to-end experience customer love
- Designing and scaling concierge-level service offerings
- The power (and impact) of personalized service

Andy Lisk, Senior Director, NA Global Customer Experience, **eBay**

12:05 – 12:25 pm **Break**

Deeper Dives: Concurrent Workshops

In-depth exchanges of challenges and strategies; the subtopics in each session will be based in part on attendee input in our pre-conference survey.

12:25 – 1:15 pm

Understanding Generation Alpha: What Has – and Has Not – Changed in How Generations of Consumers Connect with Your Brand

Engage in a deep dive in how to understand and leverage generational differences (and similarities) in how consumers connect with brands. Gain actionable insights from a world leader in understanding the journeys of the latest wave of new customers, over and over again.

Monica Dreger, Vice President, Head of Global Consumer Insights, **Mattel**

12:25 – 1:15 pm

Beginning and Maintaining a Customer-Centric B2B Culture

Understanding customers' business models, end users and multiple stakeholders; meeting buyers' and employees' expectations for the same seamless omnichannel experience they have as consumers – these are just some of the challenges of customer experience leadership in B2B. Engage with CX leaders who have built customer- and user-focused teams on challenges and breakthroughs in beginning, scaling, and maintaining customer-centric cultures and structures in B2B organizations, and the competitive advantages that result.

Lori Laffin, Customer Experience Business Relationship Manager, **Cargill**

Chris Paddock, Director, User Experience, **Cherwell Software**



Site Visit to Zappos HQ: How a Customer-Obsessed Culture is Built from the Ground Up

Explore in depth how a customer-obsessed culture is built from the ground up in an immersive, interactive site visit to Zappos headquarters. Learn first-hand what it takes to build a culture and structure that delivers a "wow" customer experience every time.

1:30 – 3:00 pm

Travel to and Lunch at Zappos

3:00 – 4:00 pm

Inside the Zappos Customer Model

Senior Director of Customer Service Rob Siefker helped grow Zappos' customer service team more than tenfold while maintaining a laser-focus on providing WOW service to both customers and employees. In this session he will share insights and answer your questions on the Zappos Customer Model and the secrets behind its remarkable customer service.

Rob Siefker, Senior Director of Customer Service, **Zappos**

4:00 – 5:00 pm

Tour of Zappos Headquarters

5:00 – 6:00 pm **Reception**

6:00 pm **Depart from Zappos**

Day Two

Thursday, October 24, 2019

8:00 – 9:00 am

Registration and Breakfast

8:00 – 8:45 am

Breakfast Roundtables

Attendees are welcome to join a Breakfast Roundtable for small group discussions on focused issues such as:

- Voice Activated Consumer Experiences
- Brands' Perceived Impact in the World
- Putting Personas to Work
- Does Consistency Get in the Way of Authentic Experiences?
- Improving Operational Processes to Strengthen Customer Experience
- CX and Org Design

8:45 – 8:55 am

Welcome

Tom Grothues, Senior Vice President - Banking and Insurance Solutions, USAA, **Conference Chair**

8:55 am – 9:35 am

Keynote Conversation: Lilian Tomovich, Chief Experience & Marketing Officer, MGM Resorts International

A deep-dive conversation with the award-winning customer experience and marketing leader of MGM Resorts International, which encompasses world-famous hospitality and entertainment brands such as Bellagio, MGM Grand, The Mirage, and ARIA. Learn how Lilian Tomovich drove a global transformation to ensure a customer-centric culture that would deliver extraordinary experiences across every channel and venue. Don't let what happens in Vegas stay in Vegas – take back insights on delivering wondrous, responsive customer experiences time and again.

Lilian Tomovich, Chief Experience & Marketing Officer, **MGM Resorts International**

Moderator: **Greg Chase**, former VP of Guest Strategy & Insights, **MGM Resorts**

9:35 am – 10:15 am

The Future of Understanding Consumers' Behavior

Businesses that want to survive – and to thrive – through massive shifts in customer options need to understand evolving consumer expectations more quickly and with higher accuracy. This requires unlocking new ways of understanding why consumers do what they do and what they will do next. Hear from global experts on unlocking insights from consumers' conscious and sub-conscious behavior and understanding how core beliefs impact decisions.

Abigail Posner, Director of Strategy, Google's Brand Unit, **Google**

Lakshmi Madabhushi, Nielsen Neuro NA & EU Business Lead, **Nielsen**

Simon Benarroch, VP Global Marketing Analytics, **Visa**

Moderator

Sumair Sayani, former Vice President, **Nielsen**, **The Demand Institute**

10:15 – 10:35 am

Break

10:35– 11:10 am

How Overstock Interacts with Customers Where They Are

As consumers, we have switched many of our conversations with friends and family away from phone calls to messaging. However, when we want to contact a business, we're often required to call, download an app, or register on a website. Pioneering businesses are beginning to interact with consumers through the same kind of asynchronous messaging conversations that they are already having, right in their default messaging app. See why Overstock sees messaging as the future of customer service, commerce, and marketing, and learn how Overstock is already using this technology to engage their customers.

Tyler Forbes Cook, Vice President of Product Management, **Overstock**

11:10 – 11:45 am

How VMware Radically Transformed its Customer Service

Cloud computing is reshaping customers' expectations and transforming almost every sector of every industry – making the reliability and responsiveness of digital infrastructure support more crucial than ever. Learn how leader in cloud infrastructure VMware is using AI and machine learning to transform its customer service by identifying and bringing solutions to individual customers *before* they contact customer support.

Scott Bajtos, Chief Customer Officer, **VMware**

11:45 am – 12:20 pm

The Millennial Mindset and the Sharing Economy Experience

We conclude with a look into how new customer experiences are being shaped by the mindsets of millennials and the generations following them. Discover how shifting desires and expectations relating to ownership and sharing are creating new possibilities and learn how new market entrants have leveraged these insights to remake businesses.

Cari Jacobs, Chief Marketing Officer, **Unison**

12:20 pm

Closing Remarks

Tom Grothues, Senior Vice President - Banking and Insurance Solutions, USAA, **Conference Chair**

REGISTRATION INFORMATION

Online www.conferenceboard.org/CX

Email customer.service@conferenceboard.org

Phone 212.339.0345

8:30 am – 5:30 pm ET, Monday – Friday

Pre-Conference Pricing:	
Members	\$505
Non–Members	\$605

Conference Pricing:	
Members	\$1,995
Non–Members	\$2,195

Fees do not include hotel accommodations.

Location

Vdara Hotel

2600 W Harmon Ave
Las Vegas, NV, 89158
tel: **(866) 745-7767**

Cancellation Policy

Full refund until three weeks before the meeting. \$500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

Team Discounts per Person

For a team of three or more registering from the same company at the same time, take \$300 off each person's registration. One discount per registration. Multiple discounts may not be combined.