**CANTO – 2nd Annual Marketing Forum**

***“Customer Experience Management to Increase Loyalty and Profitability”***

**Agenda – Third Draft, April 23, 2015**

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| **Day 1: July 30th – 8:30 am – 5:00 pm** | **Time Frame** | **Schedule** |
| **Registration and Coffee** | 30 minutes | 8:30 am – 9:00 am |
| * Welcome Address – Julian Wilkins, Head of Group Telecoms Public Policy, Digicel and Chairman of CANTO (Confirmed) | 10 minutes | 9:00 am – 9:10 am |
| * Opening Remarks from the Chair – Melissa Harris, President, Telecom Training Corporation (Confirmed) | 10 minutes | 9:10 am – 9:20 am |
| * Presentation 1 (CASE STUDY) – Mariano Legaz, Florida Region President, Verizon (confirmed)   *“How Verizon Creates Winning Propositions That Deliver Value To Both The Business And The Customer”* | 45 minutes | 9:20 am – 10:05 am |
| * Speed Networking Session (Interactive Activity to Meet As Many Attendees as Possible) | 30 minutes | 10:05 am – 10:35 am |
| **Networking Refreshment Break** | 30 minutes | 10:35 am – 11:05 am |
| * Moderated Panel Discussion (3 Presenters TBD)   *“Techniques to Improve Customer Journey Roadmaps, Net Promoter Scores (NPS), Voice of the Customer (VOC), and Customer Satisfaction (CSAT)”* | 90 minutes | 11:05 am – 12:35 pm |
| **Networking Lunch** | 60 minutes | 12:35 pm – 1:35 pm |
| * Presentation 2 – Dionne Chamberlain Miranda, Managing Director/Lead Consultant, Chamberlain Consulting and Former Chief Customer Service Officer, Belize Telemedia (Confirmed)   *“Relationship Building with Employees to Create More Loyal Customers”* | 45 minutes | 1:35 pm – 2:20 pm |
| * Interactive Round Table Discussions (4 Topics & 4 Facilitators TBD)   + *How To Break Down Departmental Silos And Stimulate Cross-Functional Collaboration In Order To Improve The Customer Experience*   + *How to Obtain Company-Wide Commitment for CEM Success*   + *How To Make The Customer Experience Relevant To Staff Within Departments That Are Not Traditionally Associated With Customer Care*   + *Determining How To Incentivize Your Employees And Drive Accountability For Improving The Customer Experience* | 60 minutes | 2:20 pm – 3:20 pm |
| **Networking Refreshment Break** | 30 minutes | 3:20 pm – 3:50 pm |
| * Presentation 3 - Tequea Batson Diaz, Presdient, Visible Dreams Coaching and Former Call Center Director, Sprint (Confirmed)   *“Empowered Employees Maximize the Customer Experience”* | 45 minutes | 3:50 pm – 4:35 pm |
| * Interactive Wrap-Up Activity | 15 minutes | 4:35 pm – 4:50 pm |
| * Closing Remarks from the Chair | 10 minutes | 4:50 pm – 5:00 pm |
| **Networking Reception** | -- | 5:30 pm – 7:30 pm |

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| **Day 2: July 31th – 8:30 am – 5:30 pm** | **Time Frame** | **Schedule** |
| **Registration and Coffee** | 30 minutes | 8:30 am – 9:00 am |
| * Opening Remarks from the Chair | 10 minutes | 9:00 am – 9:10 am |
| * Presentation 4 (CASE STUDY): Leon Williams, CEO, Bahamas Telecommunications Company and CANTO Director (To Be Confirmed)   *“Strategies to Improve BTC’s Net Promoter Score (NPS)”* | 45 minutes | 9:10 am – 9:55 am |
| * Interactive Customer Issue Resolving Session (Each attendee will be assigned a challenging CEM customer issue to develop potential solutions with colleagues) | 60 minutes | 9:55 am – 10:55 am |
| **Networking Refreshment Break** | 30 minutes | 10:55 am – 11:25 am |
| * Presentation 5: Carlos Bosch, Outreach Director, GSMA (To Be Confirmed)   *“Using Technology to Improve CEM”* | 45 minutes | 11:25 am – 12:10 pm |
| * Presentation 6: Melissa Harris, CEO, Telecom Training Corporation (Confirmed)   *“CEM & Retention Strategies to Increase Loyalty and Profitability”* | 45 minutes | 12:10 pm – 12:55 pm |
| **Networking Lunch** | 60 minutes | 12:55 pm – 1:55 pm |
| * Interactive Roundtable Discussions (3 topics) * *How to Use CEM as a Competitive Differentiator?* * *How To Use Your Data To Better Understand Your Customers And Use This Intelligence To Improve The Customer Experience?* * *How to Deliver Effective And Empathetic Customer Service While Maximizing Cross-Selling And Up-Selling Opportunities?* | 60 minutes | 1:55 pm – 2:55 pm |
| * Presentation 7: Speaker To be Confirmed   *“Establishing How To Radically Improve The Customer Experience Through The Use Of Social Media”* | 45 minutes | 2:55 pm – 3:40 pm |
| **Networking Refreshment Break** | 30 minutes | 3:40 pm – 4:20 pm |
| * Interactive Wrap Up Session | 15 minutes | 4:20 pm – 4:35 pm |
| * Action Plan Development | 15 minutes | 4:35 pm – 4:50 pm |
| * Closing Remarks from the Chair | 10 minutes | 4:50 pm – 5:00 pm |