



Customized Training Solutions for Telecommunications, Electric Power, and Cable Industries

CANTO – 2nd Annual Marketing Forum
“Customer Experience Management to Increase Loyalty and Profitability”
Agenda – Fifth Draft, May 25, 2015

Day 1: July 30th – 8:30 am – 5:00 pm	Time Frame	Schedule
Registration and Coffee	30 minutes	8:30 am – 9:00 am
<ul style="list-style-type: none"> Welcome Address – Julian Wilkins, Head of Group Telecoms Public Policy, Digicel and Chairman of CANTO (Confirmed) 	10 minutes	9:00 am – 9:10 am
<ul style="list-style-type: none"> Opening Remarks from the Chair – Melissa Harris, President, Telecom Training Corporation (Confirmed) 	10 minutes	9:10 am – 9:20 am
<ul style="list-style-type: none"> Presentation 1 (CASE STUDY) – Mariano Legaz, Florida Region President, Verizon (confirmed) <i>“How Verizon Creates Winning Propositions That Deliver Value To Both The Business And The Customer”</i> 	45 minutes	9:20 am – 10:05 am
<ul style="list-style-type: none"> 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
<ul style="list-style-type: none"> Moderated Panel Discussion (3 Presenters TBD) <i>“Techniques to Improve Customer Journey Roadmaps, Net Promoter Scores (NPS), Voice of the Customer (VOC), and Customer Satisfaction (CSAT)”</i> 	90 minutes	11:05 am – 12:35 pm
Networking Lunch	60 minutes	12:35 pm – 1:35 pm
<ul style="list-style-type: none"> Presentation 2 (CASE STUDY) – Sandeep Shashikant, Manager, Product Marketing, Frontier Communications <i>“How ‘Frontier Secure’ Has Reduced Churn at Frontier Communications”</i> 	45 minutes	1:35 pm – 2:20 pm
<ul style="list-style-type: none"> Interactive Round Table Discussions (4 Topics & 4 Facilitators TBD) <ul style="list-style-type: none"> <i>How To Break Down Departmental Silos And Stimulate Cross-Functional Collaboration In Order To Improve The Customer Experience</i> <i>How to Obtain Company-Wide Commitment for CEM Success</i> <i>How To Make The Customer Experience Relevant To Staff Within Departments That Are Not Traditionally Associated With Customer Care</i> 	60 minutes	2:20 pm – 3:20 pm



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<ul style="list-style-type: none"> <i>Determining How To Incentivize Your Employees And Drive Accountability For Improving The Customer Experience</i> 		
Networking Refreshment Break	30 minutes	3:20 pm – 3:50 pm
<ul style="list-style-type: none"> Presentation 3 - Tequea Batson Diaz, President, Visible Dreams Coaching and Former Call Center Director, Sprint (Confirmed) <i>“Empowered Employees Maximize the Customer Experience”</i> 	45 minutes	3:50 pm – 4:35 pm
<ul style="list-style-type: none"> Interactive Wrap-Up Activity 	15 minutes	4:35 pm – 4:50 pm
<ul style="list-style-type: none"> Closing Remarks from the Chair 	10 minutes	4:50 pm – 5:00 pm
Networking Reception	--	5:30 pm – 7:30 pm

Day 2: July 31th – 8:30 am – 5:30 pm	Time Frame	Schedule
Registration and Coffee	30 minutes	8:30 am – 9:00 am
<ul style="list-style-type: none"> Opening Remarks from the Chair 	10 minutes	9:00 am – 9:10 am
<ul style="list-style-type: none"> Presentation 4 (CASE STUDY): Leon Williams, CEO, Bahamas Telecommunications Company and CANTO Director (To Be Confirmed) <i>“Strategies to Improve BTC’s Net Promoter Score (NPS)”</i> 	45 minutes	9:10 am – 9:55 am
<ul style="list-style-type: none"> 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
<ul style="list-style-type: none"> Presentation 5: Bert Oliva, Human Behavior Expert, BOWAworld (Confirmed) <i>“Branding Your Digital Care Strategy”</i> 	45 minutes	11:25 am – 12:10 pm
<ul style="list-style-type: none"> Presentation 6: Melissa Harris, CEO, Telecom Training Corporation (Confirmed) <i>“CEM & Retention Strategies to Increase Loyalty and Profitability”</i> 	45 minutes	12:10 pm – 12:55 pm
Networking Lunch	60 minutes	12:55 pm – 1:55 pm
<ul style="list-style-type: none"> Interactive Roundtable Discussions (3 topics) <ul style="list-style-type: none"> <i>How to Use CEM as a Competitive Differentiator?</i> <i>How To Use Your Data To Better Understand Your Customers And Use This Intelligence To Improve The Customer Experience?</i> 	60 minutes	1:55 pm – 2:55 pm



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<ul style="list-style-type: none"> • <i>How to Deliver Effective And Empathetic Customer Service While Maximizing Cross-Selling And Up-Selling Opportunities?</i> 		
<ul style="list-style-type: none"> • Presentation 7: Kevin Pitts, President, Performance Consulting Group (Confirmed) <i>“Corporate Growth: The Three Levels of Differentiation Leading to Three Levels of Customer Loyalty”</i> 	45 minutes	2:55 pm – 3:40 pm
Networking Refreshment Break	30 minutes	3:40 pm – 4:20 pm
<ul style="list-style-type: none"> • Interactive Wrap Up Session 	15 minutes	4:20 pm – 4:35 pm
<ul style="list-style-type: none"> • Action Plan Development 	15 minutes	4:35 pm – 4:50 pm
<ul style="list-style-type: none"> • Closing Remarks from the Chair 	10 minutes	4:50 pm – 5:00 pm