**CANTO – 2nd Annual Marketing Forum**

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

**Agenda – 8th Draft, July 9, 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 |
| * Opening Remarks from the Chair – Melissa Harris, President, Telecom Training Corporation (Confirmed)
 | 10 minutes | 9:00 am – 9:10 am |
| * Welcome Address – Julian Wilkins, Head of Group Telecoms Public Policy, Digicel and Chairman of CANTO (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  |
| * Presentation 2 - Rolando Oliver, Title TBD, Alcatel-Lucent (Confirmed)

Topic TBD | 45 minutes  | 11:05 am – 11:50 am |
| * Presentation 3 – Dionne Chamberlain Miranda, Managing Director/Lead Consultant, Chamberlain Consulting (Former Chief Customer Service Officer of Belize Telemedia)

*“Inspiring Employee Happiness and Engagement to Build a Customer Focused Culture and Wow Your Customers”* | 45 minutes | 11:50 am – 12:35 pm  |
| **Networking Lunch** | 60 minutes | 12:35 pm – 1:35 pm  |
| * Presentation 4 (CASE STUDY) – Sandeep Shashikant, Manager, Product Marketing, Frontier Communications (Pending Confirmation)

*“How ‘Frontier Secure’ Has Reduced Churn at Frontier Communications”* | 45 minutes  | 1:35 pm – 2:20 pm  |
| * Presentation 5 (CASE STUDY) - Sunny Dogra, Managing Director, and Ulrich Reinecker, Associate Principal, Rawlings Consultants (Confirmed)

“*Customer Experience Initiative* – *Global Lessons Learnt”* | 45 minutes | 2:20 pm – 3:05 pm  |
| **Networking Refreshment Break**  | 30 minutes | 3:05 pm – 3:35 pm  |
| * Presentation 6 - Tequea Batson Diaz, President, Visible Dreams Coaching (Former Call Center Director, Sprint) (Confirmed)

*“Empowered Employees Maximize the Customer Experience”* | 45 minutes | 3:35 pm – 4:20 pm  |
| * Kelly Bute-Seaton, Manager Caribbean Global Business and Partner Development, Laureate Online Education

*“Benefits of Laureate Online Education to CANTO Members”* | 20 minutes | 4:20 pm – 4:40 pm  |
| * Interactive Wrap-Up Activity
 | 15 minutes | 4:40 pm – 4:55 pm  |
| * Closing Remarks from the Chair
 | 5 minutes | 4:55 pm – 5:00 pm  |
| **Optional – Group Drinks/Dinner (“Dutch Treat”)** | TBD | 6:00 pm - TBD |

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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 7 (CASE STUDY): Leon Williams, CEO, Bahamas Telecommunications Company and CANTO Director (Pending Confirmation)

 *“Strategies to Improve BTC’s Net Promoter Score (NPS)”* | 45 minutes | 9:10 am – 9:55 am |
| * Panel Presentation (3 panel members to address 3 of the following topics)
	+ Marlushka Scheper,Manager Customer Interfaces SETAR N.V. (Aruba Telecommunications Operator) (Pending Confirmation)
	+ Brett Calder, Senior Director of Sales – Wireless, Globecomm Systems Inc. (Pending Confirmation)
	+ 3rd Panel Member To Be Determined
* *Techniques to Improve:*
	+ *Customer Journey Roadmaps*
	+ *Net Promoter Scores (NPS)*
	+ *Voice of the Customer (VOC)*
	+ *Customer Satisfaction (CSAT)*
* *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*
* *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*
 | 45 minutes | 9:55 am – 10:40 am |
| **Networking Refreshment Break**  | 30 minutes | 10:40 am – 11:10 am  |
| * Presentation 8: Bert Oliva, Human Behavior Expert, BOWAworld (Confirmed)

*“Branding Your Digital Care Strategy”* | 45 minutes | 11:10 am – 11:55 pm |
| * Presentation 9: Melissa Harris, CEO, Telecom Training Corporation (Confirmed)

*“CEM & Retention Strategies to Increase Loyalty and Profitability”* | 45 minutes | 11:55 pm – 12:40 pm  |
| **Networking Lunch** | 60 minutes | 12:40 pm – 1:40 pm |
| * Presentation 10: Dominic Carubba, Director, Performance Solutions Center, LLC (Formerly with AT&T Wireless, Verizon Wireless, and BellSouth) (Pending Confirmation)

*“Using Technology to Improve CEM*” | 45 minutes | 1:40 pm – 2:25 pm |
| * Interactive Customer Issue Resolving Session – Facilitator, Melissa Harris, Telecom Training Corporation

*The group will identify and prioritize key CEM issues and then develop potential solutions with their colleagues* | 60 minutes | 2:25 pm – 3:25 pm  |
| **Networking Refreshment Break**  | 15 minutes | 3:25 pm – 3:40 pm  |
| * Presentation 11: Kevin Pitts, President, Performance Consulting Group (Confirmed)

*“Corporate Growth: The Three Levels of Differentiation Leading to Three Levels of Customer Loyalty”* | 45 minutes | 3:40 pm – 4:25 pm  |
| * Interactive Wrap Up Session
 | 15 minutes | 4:25 pm – 4:40 pm  |
| * Action Plan Development
 | 15 minutes | 4:40 pm – 4:55 pm |
| * Closing Remarks from the Chair
 | 5 minutes | 4:55 pm – 5:00 pm  |