

A Sample From:

The Executive MindXchange Chronicles



11th Annual Customer Contact 2015, West: A FROST & SULLIVAN EXECUTIVE MINDXCHANGE

Part of our 2015 International Customer Contact Executive MindXchange Series

October 18 - 21, 2015
Loews Coronado Bay Resort
San Diego, CA

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The **Executive MindXchange Chronicles** offer your very own detailed summary of the event presentations, general sessions and interactive sessions. You will benefit from a thorough and focused chronicle of the Frost & Sullivan Executive MindXchange, including key take-aways and action items to implement in your own organization. These collections ensure you don't miss out on any of the event sessions and can still capture the golden nuggets from events you were unable to participate in.

**11th Annual Customer Contact 2015, West:
A Frost & Sullivan Executive MindXchange**
October 18-21, 2015, Loews Coronado Bay Resort, San Diego, CA

Dear Colleague,

At the **11th Annual Customer Contact 2015, West: A Frost & Sullivan Executive MindXchange**, we brought together top thinkers from the customer experience industry to talk about their strategies for embracing and managing change, staying agile and competitive, and delivering superior customer service via technology and agent empowerment.

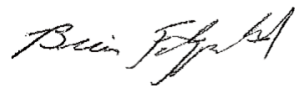
In the following pages, we present the Frost & Sullivan **Executive MindXchange Chronicles**, a collection of all the valuable best practices and key action items discussed at the event. These valuable take-aways will help executives tackle their most pressing customer service issues and plan for the future as well.

Keynote summaries include Erica Javellana, *Speaker of The House*, Zappos Insights, on Embracing and Managing Change in a Hyper Speed World; Tom Grothues, *Senior Vice President, Sales and Service*, USAA, discussing how to build customer service support with the C-Suite; and Robert Spector, *Co-Founder, Robert Spector Consulting*, presenting The Nordstrom Guide to Customer Innovation & Adaptation and elaborating on its ongoing relevance to the customer service industry today.

With these summaries, you'll discover valuable insights shared at the **11th Annual Customer Contact 2015, West: A Frost & Sullivan Executive MindXchange**, and benefit from key best practices to implement at your own company.

Thank you for your participation in Frost & Sullivan's events. I look forward to our continued partnership and welcome any feedback you might have on the Executive MindXchange Chronicles.

Sincerely,



Brian Fitzpatrick
Partner
Frost & Sullivan

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TRANSFORMATIONAL KEYNOTE

Cultivating C-Suite Believers

PRESENTER

Tom Grothues, *Senior Vice President, Sales and Service, USAA*

<https://www.linkedin.com/in/tom-grothues-b50b5497>

TIME

Tuesday, October 20, 2015 at 8:45am

SESSION ABSTRACT

A firm's brand can be shaped and defined by your customer's experience with your contact center. Building support with C-Suite leaders is a critical step to secure their commitment to the channel. By showing how the contact center is a critical function in driving customer experience and business results will establish a strong level of support.

KEY TAKE-AWAYS

- Best practices for changing the conversation from cost to revenue
- Framework for how to build contact center acumen across your entire organization
- Examples of how to secure continued support and investment (people, process and technology) in this critical channel

Overview:

If your mission is how you think about the purpose of your organization, the brand is how you represent that mission to the public. When USAA changed the conversation from being cost-focused to being revenue-focused and aligned their brand with its mission of member advocacy, the company realized an increase in customer and agent satisfaction, and a better ROI.

USAA's mission is not words on a page, it's how they work, it's what they do. Every member of the company can articulate the role they have and how it relates to the company's mission; every member of the company knows it verbatim. Their core values come from their customers: service, loyalty, honesty and integrity. They provide a full range of highly competitive financial services to the military community. Their brand pillars: shared military values, financial strength and wisdom, strong member advocacy.

TAKE AWAY

- Change the conversation from expense to revenue
- Commit to instilling contact center acumen
- Invest in the internal contact center experience
- Everyone owns the customer experience

BEST PRACTICE

Mission matters because it presents a clear message to both your customers and your employees, ensuring consistency in operations and giving purpose to employees, and satisfaction to customers. Because USAA's mission is member service focused, the contact center is central to business strategy, and receives incredible support from the C-Suite.

ACTION ITEM

Understand the math and the facts that run through your contact center operations to gain an understanding of revenue generation and costs. Think about focusing on how to generate higher revenues first, rather than looking at only how to reduce costs. Often, by investing additional resources into the contact center, you can realize an increase in revenues, which more than justifies the additional investment.

BEST PRACTICE

Building contact center acumen includes addressing areas such as customer experience, sales performance, and service levels. While these are the most visible areas of call center performance, don't neglect less-visible areas such as scheduling, forecasting, technology, call routing, average handle time, and shrinkage.

Investing in the member experience "on the glass" is often a priority – designing beautiful customer interfaces and easy to use web portals and apps receive a great deal of attention and funding. However, just as important is investing in the agent experience, the experience that members and agents have together "behind the glass." Investing in the agent experience may include workshops, or in the case of USAA, the "Agile Agent Lab," which included bringing together live agents, IT designers, and business experts to discuss current process, product complexity and decision tree organization. They identified cumbersome, time-consuming pain points, and developed solutions to improve the agent experience and create greater efficiency (e.g. creating a search function rather than a drop down menu function to locate information).

ACTION ITEM

- Encourage and train all of your staff to be aware of and competent in call center operations, regardless of their role within the company. Programming call center

awareness into onboarding for new employees is an efficient way to accomplish this

- Take time and direct resources, including IT knowledge, toward improving the agent experience, which in turn will improve your customer's experience "behind the glass" and increase your ROI

FINAL THOUGHT

Serve the customer that you want to serve, treat people like their work matters, and be financially responsible. Understanding and believing in your company's mission is an asset in your approach to contact center management. Celebrate the work that you do, and keep the mission of your company at the forefront of your decision making. It may not be easy to hold fast to your mission, but it always, always matters.

Get Your Hands on The Executive MindXchange Chronicles:

A Real Golden Nugget that Continues to Add Value Post-Event

Now you can have your very own detailed summary of the event presentations, general sessions and interactive sessions to bring back to your organization and team.

WHAT DO YOU GET?

You will benefit from a thorough and focused chronicle of the Frost & Sullivan Executive MindXchange, including key take-aways and action items to implement in your own organization. These collections, prepared mostly by your peers, ensure you don't miss out on any of the sessions that run concurrently with those that you choose to attend. Simply stated, we pull out the golden nuggets of the event for you.

THE BENEFITS ARE NUMEROUS:

- **Access to all notes;** let us do all of the note taking for you
- **Take the event home** to your teammates that were unable to attend
- **Ensure you benefit** from all the sessions, even the ones you missed
- **Never forget** what you learned and who spoke at the event
- **Huge savings** for these esteemed chronicles for event participants
- **Plus** much, much more!

PRICING:

The all-new **Executive MindXchange Chronicles*** are now available for purchase. Event participants will receive savings of over 50%. Additional savings apply when purchased prior to the event.

Participant Pricing:

Pre-event: \$395
Post-event: \$495

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Matthew McSweegan @ 516-255-3812 or

email: matthew.mcsweegan@frost.com and keep the benefits coming even after the event.

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**10th Anniversary
New Product Innovation & Development 2016:
A Frost & Sullivan Executive MindXchange**
January 11- 13, 2016 | San Diego, CA
Hilton San Diego Resort & Spa
www.frost.com/pds



**10th Anniversary
Customer Contact 2016, Europe:
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13 - 15 June 2016 | Athens, Greece
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www.frost.com/cce



**Digital Marketing 2016, Europe:
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Hotel Cascais Miragem Health & Spa
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**17th Annual
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www.frost.com/mar



**21st Annual
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Hilton San Diego Resort & Spa
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**12th Annual
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April 17 - 20, 2016 | Lake Buena Vista, FL
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**12th Annual
Customer Contact 2016, West:
A Frost & Sullivan Executive MindXchange**
October 16 - 19, 2016* | West Coast Locale*
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May 16 - 19, 2016 | Orlando, FL
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December 3, 2015

GIL 2016: Middle East
February 10, 2016

GIL 2016: Mexico
March 2, 2016

GIL 2016: Thailand
March 23, 2016

GIL 2016: Malaysia
April 14, 2016

GIL 2016: Brazil
May 12, 2016

GIL 2016: Japan
June 2, 2016

GIL 2016: Korea
June 9, 2016

GIL 2016: Europe
June 30, 2016

GIL 2016: Africa
August 18, 2016

GIL 2016: Silicon Valley
September, 2016

GIL 2016: India
October 5, 2016

GIL 2015: Miami
December 6, 2016



*Date and location subject to change

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DISCLAIMER

These Chronicles discuss key insights and take-aways from 11th Annual Customer Contact 2015, West: A Frost & Sullivan Executive MindXchange, held October 18 - 21, 2015, Loews Coronado Bay Resort, San Diego, CA. Frost & Sullivan makes every effort to ensure the quality of individual session Chronicles; however, the summaries presented in the articles are the expert opinion of the writers, and inclusion/exclusion of specific material is at the discretion of each speaker. For more details, visit www.frost.com/chronicles. Frost & Sullivan is not responsible for the loss of original context or the accuracy of the information presented by the participating companies.