



Monday, May 9, 2016 – Pre-Event Sessions

	Lunch Workshop	Lunch Workshop	Lunch Workshop	Lunch Workshop	Lunch Workshop
12:00 – 1:30 P.M.	Top Workforce Optimization Trends from SWPP and You!	ACE Agenda Planning and Mobile App Demo	Idea Exchange: Contact Center Culture and Motivating Agents	Innovation Doesn't Wait: Building Innovation Momentum Inside Your Organization, from the CXO Down.	Customer Care Clinic – Troubleshooting
	Customer Input Forums				
1:30 – 2:45 P.M.	Customer Input Forum: Aspect® Unified IP®				
2:45 – 3:30 P.M.	Customer Input Forum: Workforce Optimization				
3:30 – 4:30 P.M.	Customer Input Forum: Aspect® Customer Experience Platform™ (CXP), IVR, Advanced Voice Portal, Prophecy				
4:30 – 5:30 P.M.	ASUGA Meet and Greet				
6:00 – 8:00 P.M.	Welcome Reception in ACE Showcase				

Tuesday, May 10, 2016

5:30 – 6:15 A.M.	Hashtag: HIIT Total Body Workout							
7:30 – 8:15 A.M.	Breakfast							
8:15 – 9:15 A.M.	General Session: Welcome & CEO Address, Stew Bloom							
9:15 – 9:55 A.M.	General Session: Reimagine Customer Service Keynote, Joe Gagnon, GM Cloud and Chief Customer Officer, Aspect							
9:55 – 10:15 A.M.	General Session: Customer Story: Edwardian Hotels London, Michael Mrini, Director of IT							
10:15 – 10:35 A.M.	BREAK in the ACE Showcase							
10:35 – 10:55 A.M.	General Session: The Edge of Reality with Special Guest							
10:55 – 11:35 A.M.	General Session: Product Update, Jim Freeze, SVP and CMO, Aspect; Mike Regan, SVP Research & Development, Product Marketing, Aspect							
11:35 A.M. – 12:00 P.M.	General Session: Facebook Messenger – Messaging for Better Customer Service, Bryan Hurren, Strategic Partnerships, Facebook							
12:00 – 12:15 P.M.	General Session: Best-in-Class Capabilities —Trends from the Aspect Self-Assessment Process, Chris Koziol, President, Aspect							
12:20 – 1:30 P.M.	Lunch and ACE Showcase							
	Contact Center	Self-Service	Customer Outreach	Workforce Optimization	Reporting and Analytics	Jam Sessions	Customer Stories	Insights
1:30 – 2:30 P.M.								
The Aspect® Customer Service Cloud™: Bringing Together Aspect's Market-leading Solutions for the Contact Center, Self-Service and Workforce Management	IVR and Beyond: Improving the Caller Experience	Maximizing Dials While Mitigating Risk: Outbound Dialing and TCPA	Case Study: Bringing the Magic to Workforce Management	A Quantum Leap for Quality Management	How We Build an Aspect Data Center – Details of a Dependable Cloud Infrastructure	Case Study: Bringing the Magic to Workforce Management	Hitting the Jackpot with ROI	
2:40 – 3:40 P.M.								
Staying Current on Aspect® Unified IP®: How Aspect is Making it Easier to Upgrade With Each New Version of Aspect Unified IP	Why Text is the New Talk: The Four Faces of Messaging	The Role of ALM in Campaign Optimization: Aspect's Solutions for TCPA Compliance	Asurion Case Study: Driving the Customer Experience with Outstanding Agent Engagement	Making Data Actionable: Using Deep Real-Time and Historical Analytics to Improve Each and Every Customer Interaction	Building an Actionable Quality Management Evaluation Form	Asurion Case Study: Driving the Customer Experience with Outstanding Agent Engagement	A Wealth of Information at Your Fingertips	
3:40 – 4:10 P.M.								
BREAK in the ACE Showcase								
4:10 – 5:00 P.M.								
Aspect® Zipwire™ Roadmap: What's New and What's Coming in Aspect's SaaS-based Cloud Contact Center Offering – with Cable & Wireless	NLU and You: Get To Know the Power Of Natural Language Understanding	Proactive Engagement: Practical Use Cases Across Industries	Building Effective Processes: How to Consistently Deliver Excellence	Performance Management: Understanding the Possibilities and Benefits	How Non-Developers Can Create Simple IVR and ITR Applications	Citi Case Study: Using Automation to Gain Efficiencies in Scheduling, Forecasting and Back Office Processes	Where Relationship Management Meets Interaction Management: Using the Wealth of CRM Data to Improve the Customer Experience	
5:00 – 7:00 P.M.								
Cocktails in the ACE Showcase								

Wednesday, May 11, 2016

5:30 A.M.	Cloud Crowd 5k Run with Joe						
7:45 – 8:15 A.M.	Breakfast						
7:30 – 8:30 A.M.	WOMEN IN TECHNOLOGY BREAKFAST						
8:30 – 9:15 A.M.	General Session: Bringing it all Together; Ken Ewell, SVP, The COMMUNITY of Aspect Professionals and Chad Svihel, Head of Global Operations, eBay						
9:15 – 9:30 A.M.	General Session: Customer Stories, Mike Guay, Manager, Planning and Labor at the Walt Disney Company & Jamie Torres, Senior Labor Manager at the Walt Disney Company						
9:30 – 9:50 A.M.	General Session: Customer Stories, Demetric Anamateros, VP North American Customer Service, Hughes Network Systems						
9:50 – 10:10 A.M.	General Session: Customer Stories, Mauricio Vicente, VP and CIO, Language Services Associates						
10:10 – 10:40 A.M.	General Session: Microsoft Partner Keynote: The Next Generation of Customer Service, Bill Patterson, General Manager Customer Service Solutions, Microsoft						
Contact Center	Self-Service	Customer Outreach	Workforce Optimization	Reporting and Analytics	Jam Sessions	Customer Stories	Insights
11:15 A.M. – 12:15 P.M.							
Deliver a Better Agent Experience: The New Agent Desktop	Innovating with IVR	Customer Surveys: Best Practices for Capturing Feedback	“Know Me and Make it Easy” – Reimagining the Workforce Experience to Improve Agent Engagement with Self-Service	Big Data: Best Practices for Keeping on Top of What’s Important	Workforce Management Ask the Experts Panel Discussion	UW Medicine Valley Medical Center Case Study: Keeping Patients at the Center of Care—EHR Integration with Aspect	Cloud Readiness Assessment for Your Organization
12:20 – 1:30 P.M.							
Lunch and ACE Showcase							
1:30 – 2:30 P.M.							
A Hughes Case Study: Maintaining Visibility and Control in the Cloud	Self-Service on Twitter: The Domino’s Effect		An Enterprise View of Operational Efficiency and Customer Engagement: Blending the Front and Back Office	Aspect’s New Reporting Platform: The Power of Consolidated Reporting Across the Contact Center, Enterprise and Beyond	Quality Management: Ask the Experts Panel Discussion	A Hughes Case Study: Maintaining Visibility and Control in the Cloud	Fine Tuning Your Forecast Using Aspect EQ™ Workforce Management™
2:40 – 3:30 P.M.							
Enterprise Cloud Routing: Providing a Seamless Customer Journey with Aspect® Unified IP and Aspect® CXP™	Understanding Natural Language Understanding: A Technical Primer	Responding to Customers’ Social Posts: Whose Job is it Anyway?	What’s New in the Workforce Optimization Suite?	Unlocking Your Customer’s Journey: The Data is Waiting	Developing New Reports and Dashboards: A How-To Session	Caliber Home Loans Case Study	Having an Effective Disaster Recovery Strategy - Are You Ready For Anything?
4:00 – 4:20 P.M.							
General Session: Delivering Amazing Service: Aspect® Customer Care by the Numbers, Gwen Braygreen, Senior Vice President of Aspect Customer Care							
4:20 – 5:00 P.M.							
General Session Guest Speaker: The Friendliest Skies: Working From the Heart to Create Unbeatable Customer Care, Captain Denny Flanagan, United Airlines							
7:00 – 11:00 P.M.							
Customer Party at OMNIA, Caesars Palace							

Thursday, May 12, 2016 – Breakout Sessions

6:00 – 6:45 A.M.		Detox Yoga Flow					
8:00 – 9:15 A.M.		Breakfast					
9:30 – 10:15 A.M.		Closing General Session: ACE Wrap Up and Awards, Chris Koziol, President, Aspect					
Contact Center	Self-Service	Customer Outreach	Workforce Optimization	Reporting and Analytics	Jam Sessions	Customer Stories	Insights
10:15 – 11:05 A.M.							
Aspect® Customer Service Cloud™ Q&A	Aspect® Continuity Server™: How to Design and Build Seamless Customer Experiences		Challenges and Solutions for True Omni-Channel Workforce Management	Desktop Analytics: Unlocking the Data Goldmine on the Agent Desktop	Tools to Optimize Your Contact Center	Language Services Associates Case Study	Aspect® Unified IP® Technical Deep Dive and Assessment Process <i>*Extended session. May run past 11:05 A.M.</i>
Additional Breakouts							
10:15 – 11:05 A.M.		Aspect® Customer Care: Proactive Maintenance Strategies for Your Aspect Solutions					
11:15 A.M. – 12:00 P.M.		Migration Opportunity Roundtable: Planning a Future Path					
10:15 A.M. – 12:00 P.M.		SWPP Meeting					
11:30 A.M.		Grab-N-Go Lunch					

Lunch Workshops

Monday

12:00 – 1:30 P.M.

Top Workforce Optimization Trends from SWPP and You!

Presenter: Vicki Herrell, Executive Director at Society of Workforce Planning Professionals (SWPP)

What's hot and what's not in workforce planning and quality management? Join us in this highly interactive session where the Society of Workforce Professionals (SWPP) highlights leading trends and best practices for making the most of personnel resources, and where you can share your very own trends and experience too!

Monday

12:00 – 1:30 P.M.

ACE Agenda Planning and Mobile App Demo

Presenters: Kim Martin, Vice President Marketing, Aspect

Maddy Hubbard, Marketing Communications Specialist, Aspect

Stop by to work with the Aspect team to plan your schedule, including setting up subject matter expert meetings, 1-on-1 demos and more. We will also show you how to get the most out of the ACE mobile app. Stop by and see us!

Monday

12:00 – 1:30 P.M.

Idea Exchange: Contact Center Culture and Motivating Agents

Presenters: Jorge Cruz, Innovations Account Executive, Aspect

Lisa Gillespie, Senior Director Performance Improvement Services, Aspect

Colleen Sheley, Director of Marketing, Aspect Professional Services, Aspect

Happy agents play a big part in ensuring happy customers. Join your peers for an interactive roundtable discussion and idea exchange.

Monday

12:00 – 1:30 P.M.

Innovation Doesn't Wait: Building Innovation Momentum Inside Your Organization, from the CXO Down.

Speaker: Anca van Assendelft, Senior Director Cloud Solutions & IoT, Aspect

Join us for an in-depth look at examples of innovation by vertical and the metrics that are driving reimagination. The group will discuss and validate ideas. You will also take away resources to help drive momentum within your organization.

Monday

12:00 – 1:30 P.M.

Customer Care Clinic – Troubleshooting

Speaker: Jared Brown, Principal Customer Care Engineer, Aspect

Jeff Kustermann, Principal Customer Care Engineer, Aspect

Graeme Methven, Principal Customer Care Engineer, Aspect

Join Aspect® Customer Care experts for an interactive discussion and walk-through of Aspect's troubleshooting process. We'll show you how to get the most out of your customer care experience, including when using online resources and opening cases.

Breakout Tracks

Track | Contact Center

Tuesday
1:30 – 2:30 P.M.

The Aspect® Customer Service Cloud™: Bringing Together Aspect's Market-leading Solutions for the Contact Center, Self-Service and Workforce Management

Speakers: Michael Kropidowski, Director Product Marketing, Aspect
Bob Moore, Senior Manager – Product Marketing, Aspect

A complete, cloud-based solution for delivering customer service consists of high-quality omni-channel self-service that empowers customers to “do it themselves” when they require basic assistance. It also requires a reliable contact center solution that empowers agents with the technology and information essential to delivering first-contact resolution and workforce management tools that improve contact center productivity and efficiency by delivering the deep analytics and scheduling management tools that supervisors and agents need. We now deliver this end-to-end, all-Aspect solution as the “Customer Service Cloud.”

Tuesday
2:40 – 3:40 P.M.

Staying Current on Aspect® Unified IP®: How Aspect is Making it Easier to Upgrade With Each New Version of Aspect Unified IP

Speakers: Michael Kropidowski, Director Product Marketing, Aspect

At Aspect, we are continually looking for ways to improve deployment and upgrade flexibility to take cost reduction and consolidation to the next level for your business. In this session we will cover the new Aspect Unified IP 7.3 SP3 capabilities that streamline the upgrade process to minimize downtime and reduce complexity. Attend this session to discover how the 7.3 SP3 release will really make your life easier when upgrading to latest Unified IP versions now and in the future.

Tuesday
4:10 – 5:00 P.M.

Aspect® Zipwire™ Roadmap: What's New and What's Coming in Aspect's SaaS-based Cloud Contact Center Offering

Speaker: Brian Feinberg, Senior Product Manager Cloud Services, Aspect
Craig Schnoor, Director, Company Cloud Deployment, Cable & Wireless

Aspect has added significant improvements to Zipwire over the last twelve months and has an exciting roadmap planned for 2016. Be among the first to learn which new features and integrations are on the way and how Zipwire continues to create the most dynamic customer and agent experiences in the cloud contact center market.

Wednesday
11:15 A.M. – 12:15 P.M.

Deliver a Better Agent Experience: The New Agent Desktop

Speakers: Kelly Burke, Director of Interaction Management, Aspect
Brian Feinberg, Senior Product Manager Cloud Services, Aspect

Research shows a clear link between the happiness of agents and the happiness of customers. Providing agents with convenient, familiar experiences through intuitive, modern technologies can positively transform their work environment and help agents more easily service customers and accomplish tasks, no matter how simple or complex. Learn how Aspect's new, contemporary, easy to use icon and widget-based user interface improves the morale of employees while performing all job tasks and keeps them more engaged – and engaging – in important customer-facing work.

In the second half of the session, Cable & Wireless will discuss their experience and participate in a Q&A.

Breakout Tracks *(continued)*

Wednesday

1:30 – 2:30 P.M.

A Hughes Case Study: Maintaining Visibility and Control in the Cloud

Speakers: Charles Andrews, Senior Manager Call Center Tech, Hughes
Demetric Anamateros, VP North American Customer Service, Hughes

What contact centers gain in cost savings from outsourcing, they often lose in control. Join Hughes, the world's leading provider of satellite broadband, as they discuss their move from an outsourced solution to the Aspect Cloud, the reasoning for electing to go this direction and the expected gains in visibility into contact center operations and real-time metrics to better run their business. Learn how Aspect solutions including Aspect® Zipwire™ and Aspect® CXP™, are helping Hughes centralize control, drive efficiency gains and ease development. And most importantly, understand how the cloud strategy supports Hughes' goals and customer experience vision.

Wednesday

2:40 – 3:30 P.M.

Enterprise Cloud Routing: Providing a Seamless Customer Journey with Aspect® Unified IP® and Aspect CXP

Speakers: Kelly Burke, Director of Interaction Management, Aspect
Andreas Volmer, Senior Manager, Product Management, Aspect

Your customers want quick, relevant, and complete answers to their questions upon first contact so they can get back to what they were doing before their inquiry arose. Deliver a seamless omni-channel customer journey by preserving session state across customer touch points – from self-service all the way through to agent-assisted service. In this session, discover how you can provide your customers with a connected and contextually-linked service experience and give customers quick and convenient answers to questions with Aspect CXP and Aspect Unified IP Enterprise Cloud Routing.

Thursday

10:15 – 11:05 A.M.

Aspect® Customer Service Cloud™ Q&A

Speaker: Michael Kropidowski, Director Product Marketing, Aspect

Aspect Customer Service Cloud provides everything you need for customer service, in an all-in-one cloud platform. Intended for contact centers of all sizes and industries, the solution delivers contemporary self-service, interaction management and workforce optimization capabilities via Aspect's global cloud infrastructure. Selectively implement capabilities to best fit business needs, while establishing a solid foundation for growth and eliminating the EOL headache over time. Bring your questions — we'll be ready with answers!

Track | Self-Service

Tuesday

1:30 – 2:30 P.M.

IVR and Beyond: Improving the Caller Experience

Speaker: Andreas Volmer, Senior Product Manager, Self-Service Solutions, Aspect

Even as millennials are coming of age, voice is still a primary channel for customer interactions. With modern tools, it is easy to satisfy your callers with personalized interactions, streamlined dialogs, and comprehensive self-service options that are easy to use. We'll discuss techniques such as predicting the caller's intent; personalizing call flows according to behavioral patterns and personal preferences; and continuous optimization based on data analysis — all based on the advanced capabilities of Aspect CXP. We will also explore a new approach to managing queues and routing which allows for a much richer, personalized caller experience while waiting in the queue, beyond simple announcements, hold music, and offering callbacks.

Breakout Tracks *(continued)*

Tuesday
2:40 – 3:40 P.M.

Why Text is the New Talk: The Four Faces of Messaging
Speaker: Tobias Goebel, Director, Emerging Technologies, Aspect

With WhatsApp dropping their subscription fee and pivoting to a B2C usage fee, Facebook Messenger and WhatsApp reaching 1 billion (!) monthly users, Messenger publishing an API for their “Businesses on Messenger” program, and Kik (200+ million users) encouraging the buildout of messaging bots, it is time to look at what the messaging/texting channel can do for customer acquisition, service and support. This talk will show the “four faces of messaging” to prove that it is richer than phone calls, and makes for an easier, more seamless customer experience than native mobile apps.

Tuesday
4:10 – 5:00 P.M.

NLU and You: Get To Know the Power Of Natural Language Understanding
Speaker: Carla Johnston, Solutions Consultant, Aspect

NLU-powered interactive text response (ITR) is an integral component of a total solution where human language understanding is critical to customer retention and case resolution. Learn how the solution lowers overall costs for customer response, which reduces the need for live agent assistance and Improves customer satisfaction.

Wednesday
11:15 A.M. – 12:15 P.M.

Innovating with IVR
Speaker: Tobias Goebel, Director, Emerging Technologies, Aspect

Voice is not dead. Voice will never go away. The voice channel is just evolving! There are now new ways to engage with systems over voice, such as Amazon Echo’s “Alexa” at home, and of course Siri or “OK Google” on-the-go. But since phone calls are not going away, what can we do to innovate with IVR? How about using SMS during an IVR call to simplify tasks like address changes? Or using a disposable app during a phone call for a secure password reset? Or using context cookies to let a caller effortlessly resume a dropped call? This session will explore ways to add some spice to traditional IVR and pave the way towards a richer experience of “digital self-service.”

Wednesday
1:30 – 2:30 P.M.

Self-Service on Twitter: The Domino’s Effect
Speaker: Alyx Kaczuka, Product Marketing Specialist, Aspect

Creating apps for new communication channels take a leap of faith and near perfect execution, especially when handing the reins to your customers for self-service. Domino’s Pizza took social media by storm earlier this year by telling customers to tweet a pizza emoji to the company as a new ordering option, opening up a new frontier of online ordering. Learn what they did well, what could have provided a completely seamless user experience, and how to leverage messaging channels for transactional self-service and better connect with customers on their preferred channels.

Wednesday
2:40 – 3:30 P.M.

Understanding Natural Language Understanding: A Technical Primer
Speaker: Lisa Michaud, Data Architect, Enterprise Architecture, Aspect

What happens when you turn text over to Aspect® Natural Language Understanding™? A look under the hood at the science behind analyzing natural language, why it’s a challenging task, and what is involved in applying NLU technologies toward creating ITR applications.

Thursday
10:15 – 11:05 A.M.

Aspect® Continuity Server™: How to Design and Build Seamless Customer Experiences
Speaker: Tobias Goebel, Director, Emerging Technologies, Aspect

The ultimate customer experience revolves around the three C’s of customer care: context, continuity, convenience. When tracking context, you can provide continuity of experience, which leads to ultimate convenience in doing business with a company. The Continuity Server becomes a central data store for context cookies, small data bits that track customer journeys across channels. The session will introduce the concept, explain the technology, and provide examples of where and how to use context cookies to provide experience continuity.

Breakout Tracks *(continued)*

Track | Customer Outreach

Tuesday

1:30 – 2:30 P.M.

Maximizing Dials While Mitigating Risk: Outbound Dialing and TCPA

Moderator: Don Hudecek, Senior Product Manager, Aspect

Speakers: Steve Beaver, SVP & General Counsel, Aspect

Joseph Burda, Vice President, Strategic Operations, Santander Consumer USA

Brad Cole, Manager Collections IT, Fifth Third Bank

If TCPA (Telephone Consumer Protection Act) regulations have not made an impact to your outbound dialing portfolio, you may be at risk. Today 65% of households can only be contacted via a wireless device which makes connecting with your customers difficult and complicated. TCPA has strict regulations about contacting consumers on mobile devices: sending a reminder, delivering an important notification or collecting a debt without explicit consent for mobile phone communication could result in big fines. In this session we will discuss the current TCPA landscape and how Aspect is responding to the new regulatory environment.

Tuesday

2:40 – 3:40 P.M.

The Role of ALM in Campaign Optimization: Aspect's Solutions for TCPA Compliance

Speaker: Don Hudecek, Senior Product Manager, Aspect

Regulations governing your customer outreach strategies make it difficult to thread the needle between productivity and profitability vs. maintaining compliance and not getting fined nor sued. Being over compliant leads to an overly-conservative contact strategy with lost opportunity and productivity. Being under compliant leads to a risky contact strategy with increased possibility of fines. In this session, learn how Aspect can help your organization deploy smarter, compliant campaign strategies that take full advantage of engagement opportunities to save time and resources while adhering to regulatory requirements.

Tuesday

4:10 – 5:00 P.M.

Proactive Engagement: Practical Use Cases Across Industries

Speakers: Alyx Kaczuwka, Product Marketing Specialist, Aspect

Abhay Prasad, Senior Director, Cloud Solutions

Move beyond traditional proactive engagement and deliver timely, personalized, two-way proactive customer contact over voice and text channels. We'll look at proactive engagement use cases for financial institutions, healthcare and communications, as well as examples that span multiple industries.

Wednesday

11:15 A.M. – 12:15 P.M.

Customer Surveys: Best Practices for Capturing Feedback

Speaker: Chrissy Cowell, Senior Manager, WFO Product Management, Aspect

Join us to discuss how to best leverage your survey solution to provide valuable results that you can apply to your business. We will also discuss how to tie those results into other quality insights like evaluations and analytics to understand the full 360 degree perspective of your customers' experience. Plan to walk away with valuable insights around leveraging these data points to create a memorable experience each time for your customers.

Wednesday

2:40 – 3:30 P.M.

Responding to Customers' Social Posts: Whose Job is it Anyway?

Speakers: Tommy Fradenburgh, Product Marketing, Aspect

Michael Kropidowski, Director Product Marketing, Aspect

Enacting a well-planned social strategy not only lets you proactively send the right messages at the right time, it lets you respond to individual issues as they arise in a timely and tactical way. But whose job is it to respond to social posts: Marketing or Customer Care? The answer is both. Attend this session to discover advantages of marketing and customer care organizations collaborating to develop social customer care strategies that address the needs of your customers, protect the brand and adhere to social service level requirements. Let your customers know you care by listening and responding in a way that encourages two-way social dialogue.

Breakout Tracks *(continued)*

Track | Workforce Optimization

Tuesday

1:30 – 2:30 P.M.

Case Study: Bringing the Magic to Workforce Management

Speakers: Mike Guay, Manager, Planning and Labor at the Walt Disney Company
Jamie Torres, Senior Labor Manager at the Walt Disney Company

Superior Guest Satisfaction, Creating the Magic and Making Dreams Come True. Learn how this contact center team integrates these themes into their workforce management practices. Join Cast Members for a behind-the-scenes look at their contact center workforce management processes where they'll share insight on their role in the show in developing creative scheduling and staffing strategies, including how they communicate with and empower the Cast.

Tuesday

2:40 – 3:40 P.M.

Asurion Case Study: Driving the Customer Experience with Outstanding Agent Engagement

Speaker: Jon Malinowski, Senior Director Support Services and Vendor Management, Asurion
Kary Horsley, Senior Manager, Workforce Management, Asurion

Recent research shows that an empowered agent is the gateway to great customer experiences. The largely millennial agent workforce is accustomed to being "always on" through the use of smartphones, and they crave the flexibility of mobile devices and ubiquitous internet access. In this session, we will discuss innovative WFO technologies designed for today's millennial agent that can dramatically improve the agent's work life and ultimately the customer experience.

Tuesday

4:10 – 5:00 P.M.

Building Effective Processes: How to Consistently Deliver Excellence

Speaker: Chrissy Cowell, Senior Manager, WFO Product Management, Aspect

Join us to discuss best practices for building quality management (QM) processes. We will discuss the core processes needed within every QM program and how to drive success through those processes, including the role of evaluation, calibration, coaching and more. Businesses new to quality management, as well as those more tenured, will walk away with actionable information.

Wednesday

11:15 A.M. – 12:15 P.M.

"Know Me and Make it Easy" – Reimagining the Workforce Experience to Improve Agent Engagement with Self-Service

Speaker: Jorge Cruz, Innovations Account Executive, Aspect

Contact center agents are a microcosm of consumers. In them you will see the same needs and wants you see in your increasingly millennial customer base. Millennial consumers and agents want you to "do it my way on my time and make it easy." As many studies show, they would strongly prefer to communicate with organizations using self-service, yet few WFO providers have stepped up to the challenge. Learn how Aspect is developing convenient multi-channel self-service tools that make it easy for employees to self-serve, whether they are local, remote or mobile and how this flexibility drives significantly higher agent engagement and job satisfaction.

Wednesday

1:30 – 2:30 P.M.

An Enterprise View of Operational Efficiency and Customer Engagement: Blending the Front and Back Office

Speakers: Annick Duffy, Manager, Workforce Optimization Sales Specialist, Aspect
Carel Warfield, Senior Sales Specialist, Aspect

The contact center has historically been the focus of attention when looking for efficiency and customer engagement improvements, but organizations are taking an increasingly broader view that includes all parts of the enterprise. While many of the workforce optimization technologies that we know well in the front office are now being applied to the back office, they do require adaptation to work effectively in a different environment. Learn how Aspect EQ™ Workforce Optimization™ tools are spanning this divide and enabling true blending of the front and back office workforces.

Breakout Tracks *(continued)*

Wednesday
2:40 – 3:30 P.M.

What's New in the Workforce Optimization Suite?

Moderator: Chrissy Cowell, Senior Manager, WFO Product Management, Aspect

Speakers: Eric Hagaman, Senior Product Manager, Aspect

Jason Crespo, Product Manager, Reporting & Analytics, Aspect

During the past year, the Aspect EQ™ Workforce Optimization™ family of products has seen some significant enhancements that will enable our clients to enjoy better efficiency and customer engagement – even as the contact center environment becomes increasingly demanding and complex. We'll cover important new product features in the core portfolio as well as the WFO user interface, speech analytics, desktop analytics, true multi-channel WFM and cloud delivery. If you are a customer with Aspect workforce optimization products, don't miss this session!

Thursday
10:15 – 11:05 A.M.

Challenges and Solutions for True Omni-Channel Workforce Management

Speaker: Eric Hagaman, Senior Product Manager, Aspect

Although voice is still king, non-voice channels are growing at a very high rate. The contact center continues to be the de facto clearinghouse for most forms of customer communication, so we have to adapt our workforce management techniques for new channels in which the agent work dynamics are completely different from voice. In this session, we will examine the challenges of managing an efficient workforce across multiple communication channels and discuss new capabilities that are being incorporated into Aspect EQ™ Workforce Management™.

Track | Reporting and Analytics

Tuesday
1:30 – 2:30 P.M.

A Quantum Leap for Quality Management

Speaker: Magdi Khalil, Senior Sales Specialist, Aspect

Recording and quality management software form the foundation upon which an effective quality assurance program is built. Speech Analytics has joined the fold as an extremely valuable enhancement to the quality management process. Attend this session to learn how quality management is evolving. We will introduce our newest product Aspect EQ™ Speech Analytics™, which will help you add valuable insight to your business, without adding extra resources. Identifying trends and call drivers has never been this easy, all while seamless integrated into your quality processes.

Tuesday
2:40 – 3:40 P.M.

Making Data Actionable: Using Deep Real-Time and Historical Analytics to Improve Each and Every Customer Interaction

Speaker: Jason Crespo, Product Manager, Reporting & Analytics, Aspect

As companies add more and varied interaction channels, spanning automated self-service and live agent assistance, modern analytical tools are the only way to keep up with the loads of data produced every day, day-in and day-out, across a growing number of customer interaction channels. How do you find the insights buried in massive amounts of unstructured data – simply and efficiently? In this session, discover how Aspect can help you extract meaningful information from your big data. We'll walk through our latest dashboard and reporting options for up-to-the-minute real-time and historical data. And we'll demonstrate how you can drill-down to granular information and actionable analytics to fine tune contact center processes. Don't miss this session!

Breakout Tracks *(continued)*

Tuesday

4:10 – 5:00 P.M.

Performance Management: Understanding the Possibilities and Benefits

Speaker: Carel Warfield, Senior Sales Specialist, Aspect

Consolidated reports can help management understand areas needing improvement, but many organizations are left hoping staff take action and that the action was appropriate. In this session you'll learn how a Performance Management application can help facilitate organizational improvement by driving an improvement process – highlighting actionable insights, prompting the improvement steps and measuring the impact of those improvement steps, thus providing management a key tool to help meet monthly and year-end goals.

Wednesday

11:15 A.M. – 12:15 P.M.

Big Data: Best Practices for Keeping on Top of What's Important

Speaker: Jason Crespo, Product Manager, Reporting & Analytics, Aspect

Businesses are looking for ways to improve efficiencies and processes by implementing big data technologies and associated solutions. These opportunities often face a variety of challenges resulting in implementations that fail miserably, run behind schedule, finish over budget, or don't meet business expectations. Join us for a discussion on what is needed to roll out a big data platform, best practices for your implementation and understand what your teams need to know to address their most pressing issues.

Wednesday

1:30 – 2:30 P.M.

Aspect's New Reporting Platform: The Power of Consolidated Reporting Across the Contact Center, Enterprise and Beyond

Speaker: David Funck, Vice President Technology and Architecture, Aspect

Tired of the struggle to make contact center reporting relevant to your business? Interested in reports and real time displays with some sizzle? Take a deep dive into Aspect's New Reporting Platform. Learn about the features and functionality that will allow you to bring action, insight and guidance not only to your contact center but to your entire organization.

Wednesday

2:40 – 3:30 P.M.

Unlocking Your Customer's Journey: The Data is Waiting

Speaker: Michael Holley, Chief Architect, Interaction Enablement Services, Aspect
Ben Varela, Solutions Consultant, WFO, Aspect

An in-depth analytical view into the customer experience in a contact center. The session will provide best practices and reporting solutions for the age old problem of understanding the customer experience across multiple platforms and channels. Expand your customer centricity with focused system and process improvements.

Thursday

10:15 – 11:05 A.M.

Desktop Analytics: Unlocking the Data Goldmine on the Agent Desktop

Speaker: Jason Crespo, Product Manager, Reporting & Analytics, Aspect

How well do you know what is happening at your employees desktop? What makes your top performers so successful? Which process and applications cost you the most? The cost and quality of customer service and back office processes depends heavily on employee efficiency and accuracy. Work can slow to a crawl when systems are cumbersome, applications are complex and unintuitive, or business processes are flawed.

Spend some time with us to understand how desktop analytics and automation exposes the activity occurring at the employee desktop, providing insight into how employees use applications and how you can optimize their work in contact centers, branches and back office operations.

Breakout Tracks *(continued)*

Track | Jam Sessions

Tuesday

1:30 – 2:30 P.M.

How We Build an Aspect Data Center – Details of a Dependable Cloud Infrastructure

Speaker: Lincoln Anthony, Cloud Network Architect, Aspect

Discussion will cover the hardware, security, monitoring, network, carriers (including least-cost routing for outbound) and how we recently handled a real disaster!

Tuesday

2:40 – 3:40 P.M.

Building an Actionable Quality Management Evaluation Form

Speaker: Chrissy Cowell, Senior Manager, WFO Product Management, Aspect

Join this session to discuss how to get the most out of your QM Evaluation Form. We will identify goals and core KPIs that can help drive change, as well as discuss how to correlate quality to large strategy objectives. This will be an interactive session so audience participation is expected. The goal will be to walk away with an evaluation form that will drive positive improvements in your business.

Tuesday

4:10 – 5:00 P.M.

How Non-Developers Can Create Simple IVR and ITR Applications

Speaker: Andreas Volmer, Senior Product Manager, Aspect

Creating and maintaining IVR applications and self-services on SMS doesn't have to be complicated. Aspect® CXP Designer™, the new web-based design and development interface for Aspect® CXP™, enables non-technical users to author IVR trees, auto-attendants, surveys, and conversational dialogs without having to rely on IT. In this session, we will discuss the scope of solutions that can be built and managed by non-IT staff and required skills, including a hands-on demo.

Wednesday

11:15 A.M. – 12:15 P.M.

Workforce Management: Ask the Experts Panel Discussion

Moderator: Vicki Herrell, Executive Director, Society of Workforce Planning Professionals

Speakers: Eric Hagaman, Senior Product Manager, Aspect

Chris Hartney, Client Technology Engineer, Oppenheimer Funds

Sarah St. George, Director Workforce Management, One Call Care Management

Shannon Scott, Business Operations Analyst – WFM, JPMorgan Chase

Every year the contact center environment becomes more complex, and every year we see much needed advances in workforce management processes and technologies that help solve difficult problems, but undoubtedly your organization faces some ongoing workforce challenges. In this highly interactive session, our audience will have the opportunity to pose questions to our panel of experts (with suggestions from our audience of experts as well) in hopes of surfacing the best possible solutions. If you are a workforce planning professional, come with your most challenging problems, and let's get them on the table for a group discussion.

Wednesday

1:30 – 2:30 P.M.

Quality Management: Ask the Experts Panel Discussion

Moderator: Chrissy Cowell, Senior Manager, WFO Product Management, Aspect

Speakers: Becky Gargis, Director of Customer Care, Radio Systems

Vicki Herrell, Executive Director, Society of Workforce Planning Professionals

Rhonda Ludbrook, Call Recordings and Speech Analytic Business Consultant, Mercedes-Benz Financial Services

Rob Rusinko, Senior Manager Telecom Services, RCN

Quality management has been an essential component of every smoothly operating contact center for decades, but technology and QA processes continue to evolve to solve ever more complex quality problems in shorter times than ever before. In this highly interactive session, our audience will have the opportunity to pose questions to our panel of experts (with suggestions from our audience of experts as well) in hopes of surfacing the best possible solutions. If you are a quality assurance professional, come with your most challenging problems, and let's get them on the table for a group discussion.

Breakout Tracks *(continued)*

Wednesday

2:40 – 3:30 P.M.

Developing New Reports and Dashboards: A How-To Session

Speaker: David Funck, Vice President Technology and Architecture, Aspect

The business intelligence (BI) and analytics platform market is undergoing a fundamental shift. During the past ten years, expectations have evolved from IT-centric static reporting capabilities to a do it yourself approach. Users today demand interactive and intuitive approaches to leverage insights from advanced analytics, without requiring IT or data science skills. Effective reports and dashboards are a critical component of a well-run contact center, delivering insight to managers, executives and other key stakeholders across the company landscape.

This hands-on session will guide users through the creation of reports and dashboards, focusing on best practices for engaging your user community with rich, immersive and actionable historical and real-time reporting.

Thursday

10:15 – 11:05 A.M.

Tools to Optimize Your Contact Center

Speaker: Rachel Muller, Chief Architect, Aspect

Aspect designs its products to deploy into a variety of dynamic data center infrastructures. However, even under the best circumstances, changes happen which may impact how the products run. Learn how tools such as Aspect Product Environment Assessment help ensure Aspect applications perform optimally in your data center.

Track | Customer Stories

Tuesday

1:30 – 2:30 P.M.

Case Study: Bringing the Magic to Workforce Management

Speakers: Mike Guay, Manager, Planning and Labor at the Walt Disney Company
Jamie Torres, Senior Labor Manager at the Walt Disney Company

See, “Case Study: Bringing the Magic to Workforce Management” in the WFO Track.

Tuesday

2:40 – 3:40 P.M.

Asurion: ROI on Agent Engagement through Aspect Inform

Speaker: Jon Malinowski, Senior Director Support Services and Vendor Management, Asurion

See, “Asurion: ROI on Agent Engagement through Aspect Inform” in the WFO Track.

Tuesday

4:10 – 5:00 P.M.

Citi Case Study: Using Automation to Gain Efficiencies in Scheduling, Forecasting and Back Office Processes

Speakers: Annick Duffy, Manager, Workforce Optimization Sales Specialist, Aspect
Steven Singer, VP Application Development, Citigroup Technology, Inc.
Cynthia Stevenson, SVP-GWFO Group Manager, Citigroup Technology, Inc.

The contact center has historically been the focus of attention when looking for efficiency and workforce management improvements, but organizations like Citigroup are taking on an increasingly broader view that includes all parts of the enterprise. Join Citigroup for a look at the journey to create their Command Dashboard and how they worked with Aspect to span the divide between the middle and back office, enabling true optimization within their Scheduling and Forecasting teams.

Breakout Tracks *(continued)*

Wednesday
11:15 A.M. – 12:15 P.M.

UW Medicine Valley Medical Center Case Study: Keeping Patients at the Center of Care— EHR Integration with Aspect

Speaker: Bryan Jensen, Program Manager, Valley Medical Center

Learn how UW Medicine Value Medical Center integrated their Electronic Health Record (EHR) with Aspect, including downstream improvements to the patient experience. The team will share their business use cases, implementation approach and how they tackled the challenges facing healthcare entities. They'll also share lessons learned and considerations for other organizations undertaking this type of integration.

Wednesday
1:30 – 2:30 P.M.

A Hughes Case Study: Maintaining Visibility and Control in the Cloud

Speakers: Charles Andrews, Senior Manager Call Center Tech, Hughes
Demetric Anamateros, VP North American Customer Service, Hughes

See, "Hughes Case Study" in the Contact Center track.

Wednesday
2:40 – 3:30 P.M.

Caliber Home Loans Case Study

Speaker: Brian Braly, Vice President of Contact Strategy, Caliber Home Loans

In just two years, Caliber Home Loans has grown to become a leading provider of home financing. Learn how the organization's mortgage servicing division is using Aspect software to optimize contact rates, improve resource allocation, maximize collections and debt recovery, and efficiently address compliance issues — all while supporting the company's commitment to maintaining a customer-centric culture. Brian will discuss Caliber Home Loans' use of Aspect® Unified IP®, Advanced List Management and Aspect EQ™ Workforce Optimization™, the results they've experienced, their vision and recent implementation of Aspect EQ™ Back Office™.

Thursday
10:15 – 11:05 A.M.

Language Services Associates Case Study

Speaker: Mauricio Vicente, Vice President & Chief Information Officer, Language Services Associates
David Hoke, Software Development Manager, Language Services Associates

LSA fulfills the multicultural communication needs of more than 1,400 clients worldwide, in over 200 languages, across virtually every industry. The company's language solutions include telephone interpreting, translation and localization, video remote interpreting, face-to-face interpreting, sign language interpreting and language assessments. Learn more about how LSA uses Aspect's IVR to deliver an integrated cloud-based solution with sophisticated routing and the elasticity and resilience they require.

Track | Insights

Tuesday
1:30 – 2:30 P.M.

Hitting the Jackpot with ROI

Speakers: Lisa Gillespie, Senior Director Performance Improvement Services, Aspect
Jon Zorio, Senior Director, Global Operations, Admin-APS, Aspect

Your biggest expense is your workforce, it is also the face of your organization and where investments can really make a difference. Learn which investments will pay off to increase the productivity of your workforce and increase the face of customer engagement. How to make an expert agent? Why should you invest to make your agents live your culture? What does self-service really mean to your contact center?

Breakout Tracks *(continued)*

Tuesday

2:40 – 3:40 P.M.

A Wealth of Information at Your Fingertips

Speakers: Michael Cavataio, Principal Professional Services Consultant, Aspect

Did you know you can audit your database using Employee DataCenter? Did you know you can find lost time using Adherence View? Did you know you have historical reporting for activity and schedule alarms? All of these capabilities and more are at your fingertips using Aspect Workforce Management.

Tuesday

4:10 – 5:00 P.M.

Where Relationship Management Meets Interaction Management: Using the Wealth of CRM Data to Improve the Customer Experience

Speakers: Jason Griffith, Practice Manager, Aspect

Your customers expect you to “know” them. That means they expect you know who they are when they interact with you, be aware of their history of doing business with your company and maintain that continuity regardless of what else happens.

These are tough expectations, especially given the ever-increasing variety of ways your customers interact with you. The only way you can deal with this is to integrate your CRM system with your customer experience / interaction management systems. CRM gives you the ability to keep track of (and act on) all those interactions whether they happen on email, in a web chat, over a text channel, or over voice (live or IVR). This kind of integration can pay huge dividends for your business. By leveraging your CRM system to track each and every interaction with your customers you can give more intel to your agents, solve customer issues faster, put yourself in a position to be proactive and even reduce your customer service costs.

Wednesday

11:15 A.M. – 12:15 P.M.

Cloud Readiness Assessment for Your Organization

Speakers: Judy Nichols, Senior Director, Interaction Enablement Services, Aspect
Brad Scott, Senior Director, APS Consulting, Aspect

Cloud Ready? Where do you start? If you are on-prem today, we have a simple process to help you identify where you can invest in cloud solutions. Our experts will walk through our process with real-life customer examples and success stories.

Wednesday

1:30 – 2:30 P.M.

Fine Tuning Your Forecast Using Aspect EQ™ Workforce Management™

Speaker: Michael Cavataio, Principal Professional Services Consultant, Aspect

Should we create our forecasts using Workforce Management? At some point every forecasting analyst has been asked this question. We will take an in depth look at some of the triggers you can fine tune to get accurate contact/staff forecasts. Our approach will use the historical information as a basis and focus on where you can adjust to better represent various drivers that increase/decrease your projections.

Wednesday

2:40 – 3:30 P.M.

Having an Effective Disaster Recovery Strategy - Are You Ready For Anything?

Speaker: Joe Chisolm, Director of Implementation Consulting, Aspect
Vince Picerno, Senior Director, APS Sales, Aspect

Having a disaster recovery solution is more than just having a second system. Are you really ready at the technology layer, the business layer, and the data layer for a true DR strategy? Do you understand the RTOs (Recovery Time Objectives) for each process and channel inside your contact center or are you treating them the same regardless of need? Don't just prepare to recover; prepare to be resilient! Come talk with us about network, systems, data sharing, business and application continuity planning. We will share best practices and lessons learned.

Breakout Tracks *(continued)*

Thursday
10:15 A.M. – 12:00 P.M. **Aspect® Unified IP® Technical Deep Dive and Assessment Process**
Speaker: Joe Chisolm, Director of Implementation Consulting, Aspect
Vince Picerno, Senior Director, APS Sales, Aspect

We will share our deep knowledge to help you become more familiar and confident with the technology of your Aspect Unified IP solution. With more than 1,300 solutions implemented or enhanced each year, our architects, developers and consultants bring an unequalled depth of knowledge about Aspect products to the services they provide. This Aspect-specific expertise is enriched by a wider perspective. Our professionals average 15 years of experience in the customer contact industry. In this session we will go deep into the technical side of Interaction Management and how to ensure you are optimized for getting the most out of your investment.

Additional Breakouts

Thursday
10:15 – 11:05 A.M. **Aspect® Customer Care: Proactive Maintenance Strategies for Your Aspect Solutions**
Speakers: Jared Brown, Principal Customer Care Engineer, Aspect
Jeff Kustermann, Principal Customer Care Engineer, Aspect
Graeme Methven, Principal Customer Care Engineer, Aspect

Join Aspect Customer Care experts for an interactive discussion of the importance of environment monitoring and maintenance using tools such as APEA. Walk through sample case studies to learn proactive strategies to maximize up time and reduce risk.

Thursday
11:15 A.M. – 12:00 P.M. **Migration Opportunity Roundtable: Planning a Future Path**
Facilitator: Rusty Coleman, Regional VP of Sales, Aspect

Aspect offers a variety of migration alternatives for customers who are on platforms that are approaching End of Support Life. Our diversified product portfolio and deployment options including premise, cloud, and hybrid offer a variety of possibilities to consider. Join us in this session to learn more about how to leverage your investment with Aspect and move to the next generation of contact center solutions.

Thursday
10:15 A.M. – 12:00 P.M. **SWPP Meeting**
Speaker: Vicki Herrell, Executive Director, Society of Workforce Planning Professionals

You won't want to miss the SWPP Meeting at ACE 2016. Spend a couple of hours with your workforce planning peers and discuss the issues of utmost concern to you. Learn from other people who do the same thing you do. Workforce planners in contact centers of all types and sizes have their own tricks and techniques. Maybe you have some that others haven't used – and vice versa. Bring your questions to the meeting and see how your peers are dealing with similar situations. Learn from their mistakes as well as their successes and bring back a wealth of new knowledge to apply in your own center.

General Session

Tuesday, May 10, 2016

8:15 – 9:15 A.M.

Welcome & CEO Address: Winning The Hearts, Minds and Wallets of Consumers At the Intersection of Simplicity, Empowerment and Tectonic Shifts

Speaker: Stew Bloom, Chief Executive Officer, Aspect

Disruption, change, consumer empowerment and uncharted economic waters are laying the foundation for reimagined customer experiences. We are transitioning from a market that rewards disruption to one that will punish companies that don't disrupt. With consumer loyalty at an all-time low, embracing demand for a customer experience that empowers agents as much as it empowers consumers is more important than ever. Join Stew as he discusses how innovative companies are engaging and empowering agents via the delivery of powerful, personalized and seamless connections with consumers.

9:15 – 9:55 A.M.

Reimagine Customer Service Keynote

Speaker: Joe Gagnon, GM Cloud and Chief Customer Officer, Aspect

Today's consumers are widely celebrated for their newly empowered behaviors. By embracing technology and mobility, they have profoundly changed the relationships they have with the companies they do business with. As these consumers have grown to expect best-in-class customer experiences, the bar for how we deliver customer service has been raised forever more. Before we become "past due", now is the right time to harness new conversational user interfaces, messaging and our mobile phones to deepen customer relationships and empower the consumer when they tell us "Let me do it." Join Joe as he discusses and demonstrates ways to reimagine customer service – and how taking action now will allow you to better catch and ride a digital disruptive wave of your own. The stakes are high, but with a new set of capabilities in the hands of the consumer, companies can address unmet needs in a way that solidifies long-term relationships.

9:55 – 10:15 A.M.

Customer Story: Edwardian Hotels, London

Speaker: Michael Mrini, Director of IT, Edwardian Hotels London

Learn how Radisson Blu Edwardian in London is reimagining customer service with Edward, an Artificially Intelligent, SMS Virtual Host for the hotel. Michael will share how they are using ITR, or "chatbots", to let customers quickly self-serve on text channels with a User Interface that resembles that of a natural conversation with a person.

10:35 – 10:55 A.M.

The Edge of Reality with Special Guest

10:55 – 11:35 A.M.

Product Update

Speaker: Jim Freeze, SVP and Chief Marketing Officer, Aspect

Mike Regan, SVP Research & Development, Product Marketing, Aspect

Meeting rising consumer expectations for reimagined customer experiences is transitioning from an objective to an imperative. Aspect's Engagement 20/20 model provides the vision on how to meet those challenges and our product roadmap provides the technologies for making this vision a reality. Technologies that are open, scalable and allow for seamless integrations and updates. Technologies that maximize the customer AND agent experience.

In this session, Aspect's marketing and technology leadership will discuss and demonstrate how Aspect is delivering a pathway to the future via Cloud and on-premises solutions that unite agents, supervisors and consumers.

General Session *(continued)*

11:35 A.M. – 12:00 P.M. **Facebook Messenger – Messaging for Better Customer Service**

Speaker: Bryan Hurren, Strategic Partnerships, Facebook

In 2015, Facebook pivoted its business model for Messenger to drive a new form of customer engagement. The company thinks of Messenger as a platform on which entire businesses will be built: becoming “an app for everything”, with messaging as the core paradigm of interaction. Bryan Hurren, Strategic Partnerships Manager at Facebook, will introduce the possibilities and be joined by Joe Gagnon, Chief Strategy Officer at Aspect, to discuss how Aspect customers can better serve and engage consumers through smart use of self-service with Artificial Intelligence and seamless agent engagement when needed.

12:00 – 12:15 P.M. **Best-in-Class Capabilities – Trends from the Aspect Self-Assessment Process**

Speaker: Chris Koziol, President, Aspect

Aspect’s best-in-class capabilities assessment tool allows companies to quickly and easily assess how they’ve adapted to technology advancements and growing consumer expectations. Chris will share findings and trends from 100 companies who have submitted responses to date.

Wednesday, May 11, 2016

8:30 – 9:15 A.M. **Bringing it all Together**

Speakers: Ken Ewell, SVP, The COMMUNITY of Aspect Professionals
Chad Svihel, Head of Global Operations, eBay

Join Ken Ewell as he dissects in real time the ACE Participant Index (API). Come prepared to engage in this demonstration with your mobile device. Ken will then zoom in on the people, processes and technology required to power the API experience and how these tools fit in the Aspect contact center benchmarking model with a real world customer example from eBay.

9:15 – 9:30 A.M. **Customer Story: Disney**

Speaker: Mike Guay, Manager, Planning and Labor at the Walt Disney Company
Jamie Torres, Senior Labor Manager at the Walt Disney Company

For those that missed the Breakout Session, Mike Guay and Jamie Torres will give us a sense for the magnitude of the Disney enterprise and explain how they communicate with the cast to minimize scheduling problems and to enable the best possible customer experiences.

9:30 – 9:50 A.M. **Customer Story: Hughes Network Systems**

Speaker: Demetric Anamateros, VP North American Customer Service, Hughes Network Systems

Hughes, the world’s leading provider of satellite broadband, will highlight their move from an outsourced solution to the Aspect Cloud and how the cloud strategy supports their goals and customer experience vision.

9:50 – 10:10 A.M. **Customer Story: Language Services Associates**

Speaker: Mauricio Vicente, VP and CIO, Language Services Associates

LSA’s mission is to help people and companies survive and thrive in a global environment. Leading corporations across the globe depend on our language solutions to get the cultural support they need, while benefiting from the best customer service possible. LSA will share their journey to Aspect after years with Avaya and the innovative ways they are using our cloud IVR platform.

General Session *(continued)*

10:10 – 10:40 A.M.

Microsoft Partner Keynote: The Next Generation of Customer Service

Speaker: Bill Patterson, General Manager Customer Service Solutions, Microsoft

As organizations and brands look for new ways to differentiate themselves in the eyes of customers, Aspect and Microsoft continue to redefine the way businesses can deliver transformative customer service leveraging innovations that include intelligent decisions and knowledge management. Hear from Microsoft general manager of customer service solutions Bill Patterson on how Aspect and Microsoft satisfy more customers through right channel, right agent, right knowledge customer service.

4:00 – 4:20 P.M.

Delivering Amazing Service: Aspect® Customer Care by the Numbers

Speaker: Gwen Braygreen, Senior Vice President of Aspect Customer Care, Aspect

Learn how Aspect Customer Care is taking it's focus on customer obsession, operational excellence and industry leadership to new levels. Gwen will share the team's adoption of industry-leading processes and tools — and the impact these efforts are having on response times, resolution times and satisfaction.

4:20 – 5:00 P.M.

Guest Speaker: The Friendliest Skies: Working From the Heart to Create Unbeatable Customer Care

Speaker: Captain Denny Flanagan, United Airlines

Captain Denny Flanagan has become an underground celebrity with frequent flyers across the nation. Over the course of his career with United Airlines, he has revolutionized the definition of superior client service both inside and outside his organization. Captain Denny routinely goes above and beyond the call of duty to ensure that his passengers enjoy an unparalleled flying experience. Flanagan's approach has been featured in the Wall Street Journal, USA Today and CBS News. Join Captain Denny as he shares with you his unique experiences and his rare perspective, guaranteed to change the way you practice client service!

Thursday, May 12, 2016

9:30 – 10:15 A.M.

ACE Wrap Up and Awards

Speaker: Chris Koziol, President, Aspect

Don't let what happens at ACE stay at ACE! Chris Koziol will share top takeaways from the event and discuss tangible ways to put your ideas into action. He'll also recognize the Aspect customers who are demonstrating Excellence in Consumer Engagement by announcing the winners of our second annual ACE Awards. We'll cap it all off with our ACE prize drawings!