## Sunday, May 7, 2017 – Pre-Event Sessions

<table>
<thead>
<tr>
<th>Time</th>
<th>Lunch Workshop</th>
<th>Lunch Workshop</th>
<th>Lunch Workshop</th>
<th>Lunch Workshop</th>
<th>Lunch Workshop</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 – 1:30 P.M.</td>
<td>Quality Management 101</td>
<td>Workforce Management 101</td>
<td>Performance Management 101</td>
<td>Tips and Tricks: Using Tools in the Aspect® Workforce Optimization™ Platform to Enable Data-driven Decision Making</td>
<td>How to Build a Better IVR</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Customer Input Forums</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:30 – 2:30 P.M.</td>
<td><strong>Customer Input Forum:</strong> Aspect® Customer Experience Platform™ (CXP)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2:30 – 3:30 P.M.</td>
<td><strong>Customer Input Forum:</strong> Aspect Workforce Optimization</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:30 – 4:30 P.M.</td>
<td><strong>Customer Input Forum:</strong> Interaction Management (Aspect® Unified IP® and Aspect® Zipwire®)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4:30 – 5:30 P.M.</td>
<td>ASUGA Meet and Greet</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:00 – 8:00 P.M.</td>
<td>Welcome Reception in ACE Showcase</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Monday, May 8, 2017

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:30 – 6:15 A.M.</td>
<td>Hashtag HIIT Total Body Workout</td>
</tr>
<tr>
<td>7:00 A.M. – 6:00 P.M.</td>
<td>Registration and Information</td>
</tr>
<tr>
<td>7:00 – 8:20 A.M.</td>
<td>Breakfast</td>
</tr>
<tr>
<td>8:30 – 8:45 A.M.</td>
<td>Welcome, Jim Freeze, SVP and CMO, Aspect</td>
</tr>
<tr>
<td>8:45 – 10:00 A.M.</td>
<td>Faster Forward: The Business and Technology Opportunities for Digital Transformation in 2017 Stew Bloom, CEO, Aspect with special guest, Brad Surak, Chief Product Officer, GE Digital</td>
</tr>
<tr>
<td>10:00 – 10:40 A.M.</td>
<td>Welcome to the Era of the Digital Employee... the Future of How We Work Joe Gagnon, GM Cloud, Chief Customer Officer, Aspect</td>
</tr>
<tr>
<td>10:40 – 11:00 A.M.</td>
<td>Break in the ACE Showcase</td>
</tr>
<tr>
<td>11:00 – 11:40 A.M.</td>
<td>Product Update Jim Freeze, SVP and CMO, Aspect and Mike Regan, SVP R&amp;D, Aspect</td>
</tr>
<tr>
<td>11:40 A.M. – 12:00 P.M.</td>
<td>iSelect: Creating an Effortless Customer Experience with Aspect Via David Christie, Chief Administrative Officer, iSelect</td>
</tr>
<tr>
<td>12:00 – 1:30 P.M.</td>
<td>Lunch and ACE Showcase</td>
</tr>
<tr>
<td>1:30 – 2:30 P.M.</td>
<td>Designing Consumer Engagement and Digital Touchpoints to Build Holistic Customer Views</td>
</tr>
<tr>
<td>2:40 – 3:40 P.M.</td>
<td>Introduction to Aspect Via™</td>
</tr>
<tr>
<td>3:40 – 4:10 P.M.</td>
<td>Break in the ACE Showcase</td>
</tr>
<tr>
<td>4:10 – 5:00 P.M.</td>
<td>How Digital Employees Will Change Your World</td>
</tr>
<tr>
<td>5:00 – 7:00 P.M.</td>
<td>Reception in the ACE Showcase</td>
</tr>
</tbody>
</table>

**Customer Engagement**
- Designing Consumer Engagement and Digital Touchpoints to Build Holistic Customer Views

**Workforce Productivity**
- Giving Agents a New Employee Experience
- How Do You Stack Up? The Aspect® Contact Center Benchmark

**Business Optimization**
- Seismic Shifts Ahead: Embracing Change!
- Sykes: Scheduling for the Millennial Agent

**(More) Customer Stories**
- Credomatic Case Study: Delivering Great CX Across Borders
- Transitioning to Aspect in the Cloud

**Foundations**
- Back to the Future: Modern IVR
- How to Use Performance Management to Improve Coaching Effectiveness

**How to...**
- So You Want a Chatbot? Where to Begin? Business Case and Discovery
- You’ve Picked Your Chatbot Use Case. What Next? 10 Steps to Building Your Bot
Tuesday, May 9, 2017

5:30 A.M. | Cloud Crowd 5k Run with Joe
7:00 A.M. – 6:00 P.M. | Registration and Information
7:00 – 8:20 A.M. | Breakfast
8:30 – 9:10 A.M. | The COMMUNITY of Aspect Professionals: Partnering THROUGH Change
10:30 – 10:50 A.M. | Cloud Perspectives
10:50 – 11:15 A.M. | Break in ACE Showcase
11:15 A.M. – 12:15 P.M. | Workforce Productivity
12:20 – 1:30 P.M. | Lunch and ACE Showcase
1:30 – 2:30 P.M. | Women in Technology Lunch
2:40 – 3:30 P.M. | Workforce Productivity
3:30 – 4:00 P.M. | Break in the ACE Showcase
4:00 – 5:00 P.M. | General Session Keynote: How to Spark a Revolution with Innovation Expert, Trend Hunter CEO & Award-Winning Author, Jeremy Gutsche
6:30 P.M. | Buses to Universal Studios
7:00 – 11:00 P.M. | Party at Universal – Block Party at Universal CityWalk™: Rides, Games and Music at Super Hero Island®
### Wednesday, May 10, 2017

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 – 6:45 A.M.</td>
<td>Detox Yoga Flow</td>
</tr>
<tr>
<td>8:00 – 9:15 A.M.</td>
<td>Breakfast</td>
</tr>
<tr>
<td>9:30 – 10:15 A.M.</td>
<td>Closing General Session- ACE Wrap Up &amp; Awards Chris Koziol, President, Aspect</td>
</tr>
</tbody>
</table>

#### Customer Engagement
- **Customer Engagement**
- **Workforce Productivity**
- **Business Optimization**
- **(More) Customer Stories**
- **Foundations**
- **How to**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
</table>
| 10:15 – 11:05 A.M. | Introduction to Aspect Via™ (Encore Session)  
                   Frontier Communications: Giving Millennials the Tools They Crave |
                   Staying Current on Aspect® Unified IP®, How Aspect is Making it Easier to Upgrade with Each New Version of Aspect Unified IP |
| 11:30 A.M.     | Grab-N-Go Lunch                                                      |
Lunch Workshops

Sunday  
12:00 – 1:30 P.M.  
**Quality Management 101**  
Speaker: Nicholas Robinson, Product Manager, Aspect

Learn how to get the most out of your quality management solution. We’ll cover best practices in ad hoc searching, saved searches, form building, reviewing scored interactions and much more.

Sunday  
12:00 – 1:30 P.M.  
**Workforce Management 101**  
Speaker: Eric Hagaman, Sr Product Manager, Aspect

Workforce Management is a complex beast. Learn how to tame it so you can balance the needs of your enterprise, your customers and your agents. Learn best practices in forecasting, scheduling and intra-day performance.

Sunday  
12:00 – 1:30 P.M.  
**Performance Management 101**  
Speakers: Jason Crespo, Analytics Manager, Aspect  
Carel Warfield, Sr Sales Specialist, WFO, Aspect

Performance Management has been available for quite some time, but many contact centers are just now coming to realize how valuable it is in a world of growing big data. Learn how to build an effective Performance Management program, create effective dashboards and understand the transition from Aspect® Performance Management™ (APM) 7.x to Aspect Performance Management 8.x.

Sunday  
12:00 – 1:30 P.M.  
**Tips and Tricks: Using Tools in the Aspect® Workforce Optimization™ Platform to Enable Data-driven Decision Making**  
Speakers: Paul Duggan, Education Services Delivery Manager, Aspect  
Janet Wilcox, Technical Instructor, Aspect

During this 90-minute session we will teach managers how to utilize tools within Aspect’s Workforce Optimization platform to:

- Design scorecards to report on performance trends within the customer engagement center
- Provide detailed views of your customer engagement center performance by customizing intra-day performance display sets
- Use interactive views in the Employee Datacenter and customize information within those views

Sunday  
12:00 – 1:30 P.M.  
**How to Build a Better IVR**  
Speaker: Andreas Volmer, Sr Manager, Product Management, Aspect

Creating IVR applications is simple and complex at the same time. The design and development techniques are straightforward, but every single decision has a huge impact on the user experience. In this session, we’ll discuss a range of best practices in designing IVR applications, and show in a hands-on demo how to implement them in CXP. We’ll cover topics including personalization, experience continuity, preference management, and speech related best practices.
Customer Input Forums

Sunday 1:30 – 2:30 P.M.
Customer Input Forum: Aspect® Customer Experience Platform™ (CXP)
Facilitator: Andreas Volmer, Sr Manager, Product Management, Aspect
In this highly interactive session, we’ll ask our CXP users for their insights into existing capabilities as well as what features they would like to see in future releases.

Sunday 2:30 – 3:30 P.M.
Customer Input Forum: Aspect® Workforce Optimization™
Facilitators: Eric Hagaman, Sr Product Manager, Aspect
Nicholas Robinson, Product Manager, Aspect
Jason Crespo, Analytics Manager, Aspect
In this highly interactive session, we’ll ask our WFO users for their insights into our existing products as well as what features they would like to see in future releases.

Sunday 3:30 – 4:30 P.M.
Customer Input Forum: Interaction Management (Aspect® Unified IP® and Aspect® Zipwire®)
Facilitators: Kelly Burke, Director of Interaction Management, Aspect
Thomas Fradenburgh, Product Marketing Specialist, Aspect
In this highly interactive session, we’ll ask our Unified IP and Zipwire users for their insights into existing capabilities as well as what features they would like to see in future releases.
General Session

Monday, May 8, 2017

8:30 – 8:45 A.M.  Welcome
Speaker: Jim Freeze, SVP and Chief Marketing Officer, Aspect

8:45 – 10:00 A.M.  Faster Forward: The Business and Technology Opportunities for Digital Transformation in 2017
Speaker: Stew Bloom, Chief Executive Officer, Aspect with special guest, Brad Surak, Chief Product Officer, GE Digital
Over the course of 5 decades, technology has evolved from limited single-task based computing on mini computers, relying on bespoke software applications, to a globally interconnected cloud network that is always on, mobile, social and changing at an ever-increasing pace. This accelerating world of ubiquitous computing will change our lives more in the next 10 years than it did in the past 50.
Now, the opportunities to rethink what are becoming increasingly outdated business models, while deploying technology architectures and tapping abundantly available data sources, are providing real and meaningful competitive advantages to the innovative enterprise. Highlighting the digital transformation of a global industrial behemoth, Brad Surak, Chief Product Officer for GE Digital, will join Aspect CEO, Stew Bloom, to explore and share impactful examples of enterprise digital transformation that have shifted the positioning of new offers, business models, and customer experiences. This will include an inside view of GE’s highly impressive digital transformation execution where the company has cracked the code for radical change at the fusion of business and technology.

10:00 – 10:40 A.M.  Welcome to the Era of the Digital Employee… the Future of How We Work
Speaker: Joe Gagnon, GM Cloud, Chief Customer Officer, Aspect
Are you ready? Are you ready for the seemingly impossible to be possible? When it comes to customer service, it’s about connecting questions to answers 24x7x365. It’s about agents and bots working together seamlessly to provide a complete and consumer-driven experience. And it’s about workforce management tools that provide a dynamic and analytically-based foundation for how work gets performed. The digital future has given us an infinitely scalable workforce and an engaged consumer. Do you know how digital will impact your workforce? Think about this… is doing digital the same as being digital? Join Joe as he talks about real-life examples showing that the future of work is here today. This session will bring to life insights, experiences, thoughts and ideas of how to leverage existing investments and get remarkable results with the introduction of a digital employee into the workforce. See you in the future...

11:00 – 11:40 A.M.  Product Update
Speakers: Jim Freeze, SVP and Chief Marketing Officer, Aspect
Mike Regan, SVP Research & Development, Aspect
Voice-only customer service isn’t enough for today’s digital consumers. They expect the ability to use chat, SMS and Facebook Messenger for convenient service and fast answers to their questions. When it comes to voice, they’ve lost patience with frustrating IVR trees that fall far short of the rich self-service options they crave. Delivering what consumers demand is no easy task. It’s complicated by the current state of the typical contact center infrastructure, which is a mish mash of best-of-breed point products — from ACDs to IVRs to workforce management and call recording — all from different vendors. Today’s contact center is a fragile, inflexible and antiquated architecture that is held together by duct tape and bubble gum!
Learn how Aspect is addressing the state of today’s contact center infrastructure with a product roadmap and technologies that transform a PowerPoint vision to reality.
Aspect’s marketing and technology leadership will discuss and demonstrate how Aspect is delivering a path to the future that unites agents, supervisors and consumers.
General Session (continued)

11:40 A.M. – 12:00 P.M.  iSelect: Creating an Effortless Customer Experience with Aspect Via™
Speaker: David Christie, Chief Administrative Officer, iSelect

Join iSelect as they take you behind their customer ‘engine’ and share how the company is adapting its business to better serve the ever-changing needs of their customers.

For iSelect, putting the customer first also means better understanding them and the relevant ‘moments’ in their lives, and then evolving the customer experience to serve them in a way that best meets their needs and expectations. Learn how iSelect is accomplishing this by ensuring its team members are equipped with the skills, training and the right technology. The customer is there, companies just need to catch up!

Tuesday, May 9, 2017

8:30 – 9:10 A.M.  The COMMUNITY of Aspect Professionals: Partnering THROUGH Change
Speaker: Ken Ewell, SVP Worldwide Professional Services, Aspect

2016 was not unique in being a season of change, but it certainly felt pretty different.

The evolution of our products and the way that we worked with our customers changed dramatically and positively last year – and we expect even more evolution in 2017.

As Contact Centers transition to Customer Engagement Centers (CEC), Aspect Professional Services has been evolving our thinking around how we add business value to our customers. The traditional on-premise delivery model is no longer enough. The addition of transformation, optimization, innovation and performance improvement consulting services are critical elements of our joint path forward. Through making significant investments we have been able to develop a set of tools and engagements to help you, no matter where you are on the road to CEC. Ken and team will share these tools and demonstrate our processes through customer examples of lessons learned, innovations uncovered and insights gathered from our formal benchmarking assessment launched in 2016.

9:10 – 10:30 A.M.  Customer Innovation: Real Challenges, Real Solutions
Speaker: Chris Koziol, President, Aspect

Join Aspect President, Chris Koziol, as he takes you through a journey of unique customer innovations leveraging Aspect solutions. Innovation is at the heart of how Aspect collaborates with businesses to solve everyday and uncommon problems and to help them compete. There is no better way to understand Aspect innovation in action than by hearing anecdotes directly from our customers.

eBay: Transformation through True Agent Engagement
Speaker: Chad Svihel, Director, Enterprise Products, eBay

Hear the latest on eBay’s journey with Aspect. Chad will discuss the team’s migration to hosting, the adoption of new mobile tools to empower agents, and how it all fits in their transformation agenda.

GuideWell’s Work Allocation Transformation
Speakers: Gregory Szotnicki, VP of Shared Services, GuideWell  
Sanjeev Dubey, Director of Information Technology, GuideWell

GuideWell is transforming the way they do business with a holistic approach to inventory management along with effective allocation to maximize workforce productivity. Learn about their vision for extending the tools and principles they have long used in the front office to optimize the way inventory is allocated and managed across their enterprise.
General Session (continued)

9:10 – 10:30 A.M.
Lloyds Bank: Securing Transactions and Reducing Friction
Speaker: Ryan Gosling, Mobile Product Manager in Digital Fraud, Lloyds Bank
Get a glimpse at how Lloyds Bank is using Aspect® Verify™ to create a trust platform for financial transactions. In addition to increased security and reduced fraud prevention costs, the solution is helping to create a frictionless journey and better banking experience.

Trupanion: Delivering Personalized Omni-channel Customer Experiences
Speaker: Shannon Snider, Director, Contact Center Technology, Trupanion
Trupanion views exceptional customer experiences as vital to their mission to help pets receive the best veterinary care. Learn how the team continues to evolve its contact center technology and leverage the agility of a cloud solution to meet changing customer and agent needs.

10:30 – 10:50 A.M.
Cloud Perspectives
Speaker: Doug Cliche, Partner Solution Architect, Amazon Web Services
Discover the benefits and power of AWS for enterprise workloads. Learn how businesses and IT are adapting to the modern world and becoming more agile with cloud enablement. Explore AWS services, security, deployment options, and how to mitigate infrastructure risk.

4:00 – 5:00 P.M.
Keynote: How to Spark a Revolution
Speaker: Jeremy Gutsche, Innovation Expert, Trend Hunter CEO and Award-Winning Author
How do you actually make change happen when change is so hard? We’re experiencing history’s highest rate of change, and most organizations overestimate how much control they have, but in 10 years, 40 percent of the Fortune 500 companies will no longer exist in a meaningful way. So now is the time for action. For change.

During this session, Jeremy will inspire you to better understand the urgency for change. Then he’ll get to tactics, offering specific frameworks, best practices, and winning methods that can be directly implemented to make change happen, faster. These methods cover 4 key topics, including how to:

• Inspire purpose
• Implement methods of change
• Discover opportunity with the 18 most powerful megatrends (based on Trend Hunter’s study of 100,000,000 people)
• Create action in yourself, your organization and your customers

Wednesday, May 10, 2017

9:30 – 10:15 A.M.
ACE Wrap Up & Awards
Speaker: Chris Koziol, President, Aspect
Chris Koziol will share top takeaways from the event and discuss tangible ways to put your ideas into action to move your customer engagement strategies FASTER FORWARD. He’ll also recognize the Aspect customers who are demonstrating Excellence in Consumer Engagement by announcing the winners of our third annual ACE Awards. We’ll cap it all off with our ACE prize drawings!
Breakout Tracks

Track | Customer Engagement

**Monday**
1:30 – 2:30 P.M.  
**Designing Consumer Engagement and Digital Touchpoints to Build Holistic Customer Views**  
Speakers: Dan Hugge, Digital Solutions Practice Director, Aspect  
           Jason Griffith, Practice Director, CRM, Aspect

Historically, CRM systems were little more than screen pop features providing a name and basic demographic information to the agent. Today, consumers are demanding personalized experiences across all channels. CRM providers are adding capabilities for agents and customer care centers to support these demands. Join the leaders from Aspect’s Digital Customer Experience and CRM practices to understand how CRM and Digital Marketing technologies are providing both agents and customers with better, more personalized experiences.

**Monday**
2:40 – 3:40 P.M.  
**Introduction to Aspect Via™**  
Speaker: Kelly Burke, Sr Director, Interaction Management, Aspect  
(Encore session on Wednesday)

Learn how Aspect leveraged its market-proven technology, completely “re-factoring” its best-in-class contact center, workforce optimization and self-services suites for the Amazon cloud (AWS). Via is the industry’s first true and proven multi-tenant Customer Engagement Center (CEC) featuring unified administration, reporting and analytics along with browser-based, persona-driven user experiences for agents, team leads and managers. We’ll also cover basic architecture, packaging options and anticipated total cost of ownership (TCO).

**Monday**
4:10 – 5:00 P.M.  
**How Digital Employees Will Change Your World**  
Speaker: Annick Duffy, Managing Director, WFO, Aspect

With Siri, Alexa, Cortana and other new personal assistants, there’s no escaping the fact that artificial intelligence, machine learning and voice recognition technologies are now advanced enough to create a simulated person that can provide a wealth of valuable information. Aspect is applying these technologies in the contact center with success, and others will soon follow suit. The contact center is certainly about to undergo radical change, and we need to be prepared with new systems and new ways of thinking about how we provide customer service. Join Annick Duffy, Managing Director for WFO, on a thought-provoking journey into a future that’s likely right around the corner.

**Tuesday**
11:15 A.M. – 12:15 P.M.  
**Fundamental Business Tasks and Processes: Covering the Bases**  
Speaker: David Rastatter, Sr Product Marketing Manager, Aspect

From a customer service perspective, there are three fundamental business processes that must be supported: notifications (e.g., appointment reminders), transactions (e.g., make a payment) and status updates (e.g., power outages). In this session, we’ll cover how Aspect can engage customers to improve collection rates, schedule adherence and customer satisfaction across a variety of industries.

**Tuesday**
1:30 – 2:30 P.M.  
**Keeping Up with Key Customer and Market Trends**  
Speaker: Michael Kropidowski, Director, Product Marketing, Aspect

There are a lot of stats and studies illustrating major changes on the customer engagement horizon. There is no shortage of facts and figures but how do you sort through them all to focus on the market dynamics that will have a real impact on your customer service operations? We’ll give you our take on the trends that will be most relevant to you, their implications and how Aspect can prepare you for the challenges ahead.
Breakout Tracks (continued)

Tuesday
2:40 – 3:30 P.M.
Create Trust and Reduce Fraud: A Lloyds Bank Customer Story
Speakers: Ryan Gosling, Mobile Product Manager in Digital Fraud, Lloyds Bank
Keiron Dalton, Global Program Sr Director, Aspect
At a time when online fraud is on the rise, mobile is the ultimate “possession factor,” providing a digital identity organizations can leverage. Learn how the Aspect® Verify™ Trust Platform provides that safeguard and does so in a way totally transparent to the consumer, securing the delivery of higher risk engagement whole delivering quality customer engagement.

Wednesday
10:15 – 11:05 A.M.
Introduction to Aspect Via™ (Encore session)
Speakers: Michael Kropidlowski, Director Product Marketing, Aspect
Nancy Dobrozdravic, VP Solutions Marketing, Aspect
Learn how Aspect leveraged its market-proven technology, completely “re-factoring” its best-in-class contact center, workforce optimization and self-services suites for the Amazon cloud (AWS). Via is the industry’s first true and proven multi-tenant Customer Engagement Center (CEC) featuring unified administration, reporting and analytics along with browser-based, persona-driven user experiences for agents, team leads and managers. We’ll also cover basic architecture, packaging options and anticipated total cost of ownership (TCO).

Track | Workforce Productivity

Monday
1:30 – 2:30 P.M.
Giving Agents a New Employee Experience
Speaker: Jorge Cruz, Innovations Account Executive, Aspect
Agents, like consumers, want to be able to use self-service (especially mobile) tools as their primary form of interaction with the enterprise. Learn how Aspect is using workforce management innovations to give agents the flexibility and mobility they want.

Monday
2:40 – 3:40 P.M.
Athene Customer Story: Workforce Automation in the Back Office
Speaker: Amanda Masker, Sr Manager, Post Issue Processing, Athene
With over $87 Billion in assets, Athene USA provides products in the retirement savings market, including fixed indexed annuity products as well as institutional products. Using its 150+ customer service representatives and 12 supervisors, Athene sought to blend front office contact center with back office tasks in an efficient way. They were plagued by the same challenges that many back office operations face, including the inability to forecast back office work, the inability to predict required staffing, the lack of visibility into time spent on a work item, the lack of CSR accountability, and many other productivity and performance management issues. Athene opted for implementing Aspect® Back Office™ in conjunction with its existing Aspect® Workforce Management™ system. Learn how the back office can be made as efficient as the front office by using the right tools.

Monday
4:10 – 5:00 P.M.
Citi Customer Story: Full System Utilization
Speaker: Cynthia Stevenson, SVP Global Workforce Optimization, Citigroup
Steven Singer, VP Application Development, Citigroup
Citi has been successfully using Aspect Workforce Management for quite a few years, but recently came to the realization that Aspect WFM had many more features and functions relating to forecasting, scheduling and intra-day performance that were not being used. Join Cindy Stevenson and Steve Singer as they describe how they made the business decision to invest in more educated use of WFM. They will take you on a fascinating journey from limited use of WFM to full utilization of forecasting, scheduling, IDP management and capacity planning, as well as discuss best practices they discovered along the way and results they ultimately enjoyed. This will be an eye opener for users of WFM 7.5 and earlier.
Breakout Tracks (continued)

Tuesday  
11:15 A.M. – 12:15 P.M.  
**Workforce Management Best Practices Panel Discussion**  
Moderator: Vicki Herrell, Executive Director, Society of Workforce Planning Professionals (SWPP)  
Panelists:  
- Chris Hartney, Supervisor - Workforce Management, OppenheimerFunds  
- Mike Duffy, Director Workforce Management, Frontier Communications  
- Andrew Kennedy, Product Manager, Intuit  
- Eric Hagaman, Sr Product Manager, Aspect  

Contact centers continue to become more complex and so do the workforce management tools and processes that support these centers. In this highly interactive session, the audience will have an opportunity to pose their most difficult challenges to our panel of experts.

Tuesday  
1:30 – 2:30 P.M.  
**Northwestern Mutual Customer Story: Getting the Maximum Value from Your Workforce Management Solution**  
Speakers:  
- Cody Janiga-Stoll, Workforce Optimization Consultant, Northwestern Mutual  
- Lisa Gillespie, Sr Director, Performance Improvement Services, Aspect  

Northwestern Mutual recently engaged Aspect® Professional Services (APS) to review their current Workforce Management (WFM) procedures and practices to better understand how they could be more efficient while achieving higher SLAs. Lisa Gillespie from Aspect will outline the typical Aspect Performance Improvement engagement and explain how most users of Aspect® Workforce Management™ have significant unrealized value and areas of opportunity. Cody Janiga-Stoll of Northwestern Mutual will provide background on their challenges, discuss Northwestern Mutual’s motivation for looking to Aspect for help and what results they were able to achieve. Don’t miss this session if you want to maximize your ROI from Aspect WFM.

Tuesday  
2:40 – 3:30 P.M.  
**WFO for the Omni-channel Contact Center**  
Speakers:  
- Nicholas Robinson, Product Manager, Aspect  
- Eric Hagaman, Sr Product Manager, Aspect  

Voice has been the staple customer communications channel for decades, but that’s changing rapidly. Customers are demanding email, chat, text, social media, mobile apps and other non-voice channels. That means all of the processes and systems that have been designed for voice need to change...soon. In this session, we’ll discuss why these channels require an entirely new approach and how workforce optimization solutions need to adapt to this brave new world.

Wednesday  
10:15 – 11:05 A.M.  
**The Omni-channel Customer Journey**  
Speaker: Jason Crespo, Analytics Manager, Aspect  

The typical customer journey can criss-cross multiple channels including self-service and agent assistance. Aspect can ensure the journey is a smooth, smooth and seamless one by preserving session state across customer touch points – and ensuring agents are aware of all customer actions and conversations prior to engaging.
How Do You Stack Up? The Aspect® Contact Center Benchmark
Speaker: Aspect® Professional Services

The business world is driven by data. We make decisions annually, quarterly, monthly, daily and intra-daily in the contact center based on the data that we have readily available at any given time. In a perfect world we would have comparable and accurate data to develop an understanding of what has happened in the past and enable us to see trends to forecast the future. Contact centers have historically run their businesses based on a multitude of data points: AHT, FCR, Idle Time, number of calls abandoned and so on... and for years this was the gold standard by which call center leadership based success. Early contact center benchmarks thrived in the mid 90s, taking advantage of the advancement in analytics software to compare interaction and agent metrics across industries, regions and call center sizes. As we transition from call center strategies to broader customer engagement center strategies, it is no longer valid to base our success solely on these traditional metrics.

Join our thought leaders as we walk you through the findings of the first annual Aspect® Contact Center Benchmark Self-Assessment. Our team members dive deep into three areas which we are seeing a significant shift in overall customer engagement strategies and offer the insight we have gained not only from the benchmark, but also from our conversations with customers, analysts and other business leaders in our space. We will share the areas we are doubling down on in our 2018 Benchmark. Come to this session prepared to discuss how you track success within your organization today and what you will need to track it in the future.

Seismic Shifts Ahead: Embracing Change!
Speakers: Jason Hilliard, Manager, WFM & Business Analysis, Radio Systems Corporation
Amanda Gunter, Sales Director, Southeast, Aspect

Happy agents equal happy customers! In this session, we’ll look at how Radio Systems, Inc. launched an amazing and dramatic new customer engagement strategy called “Love Thy Customer”, while continuing to motivate agents and adapt to increasing call volumes and non-voice customer interactions.

During this session, we will discuss how new customer engagement strategies and changes drive impact across the board and why it’s alright to let go of certain old habits and metrics. We will also share with you some creative and fun ideas on how to adapt your processes to embrace change and keep your agents happy and motivated!

What’s New in the Aspect® Workforce Optimization Suite™?
Speakers: Chrissy Cowell, Director, Product Management, Aspect
Nicholas Robinson, Product Manager, Aspect
Eric Hagaman, Sr Product Manager, Aspect
Jason Crespo, Analytics Manager, Aspect

During the past year, the Aspect Workforce Optimization family of products has seen some significant enhancements that will enable our clients to enjoy better efficiency, higher quality and improved customer engagement – even as the contact center environment becomes increasingly demanding and complex. We’ll cover important new product features in the core portfolio including significant enhancements to Quality Management, integrated Speech Analytics, Coaching and QM workflows, WFM customized dashboards, gamification and many other features.
Breakout Tracks (continued)

Tuesday
11:15 A.M. – 12:15 P.M.

**Bringing Intelligence to Standard Quality Management and Coaching Practices**

Speakers: Chrissy Cowell, Director, Product Management, Aspect  
Nicholas Robinson, Product Manager, Aspect

Quality Management is an essential part of every contact center, but how can you get the most from your limited QA staff? In this session, we will discuss best practices in QM including more sophisticated searching, evaluating, annotating, commenting, and use of attachments to make your coaching as effective as possible. We'll also review how to ensure you are best leveraging your existing resources by using speech analytics and saved searches.

Tuesday
1:30 – 2:30 P.M.

**It’s a Brave New Compliance World: We’re Just Dialing In It**

Speakers: Don Hudecek, Sr Product Manager, Aspect  
Stephen Beaver, Esq., SVP & General Counsel, Aspect  
Brad Cole, IT Applications Manager, Fifth Third Bank  
Kevin Keokepe, VP, Consumer Product Strategy, Bank of America

TCPA, CFPB, and state legislators have created a net of regulations that blanket the entire spectrum of proactive outreach, sometimes with conflicting conclusions. In this new world audits, lawsuits, and claimed compliance violations are the rule, not the exception. In order to carry on business successfully in this environment your company needs to have a solid customer engagement philosophy and understanding of your risk appetite and then choose your tools and define your strategy and standard operating procedures accordingly so that you are always prepared for the compliance challenges whenever they come. We will cover some of the tools available in the Aspect toolbox and some operational examples.

Tuesday
2:40 – 3:30 P.M.

**Unlocking the Insights of Desktop Activity**

Speakers: Carel Warfield, Sr Sales Specialist, Aspect  
Jason Crespo, Analytics Manager, Aspect

The agent desktop is a goldmine of information. Learn how to use Aspect® Desktop Analytics™ to get extremely valuable information and review the most common use cases for this technology.

Track | (More) Customer Stories

Monday
1:30 – 2:30 P.M.

**Sykes: Scheduling for the Millennial Agent**

Speaker: Travis Pieogat, VP Workforce Management, Sykes

Attitudes and preferences of contact center agents are changing as the Millennial generation becomes the dominant portion of contact center employees. Traditional authoritarian and prescriptive methods for scheduling often don’t sit well with Millennial agents. After years of trial and error, learn how Sykes has developed a highly effective, thoughtful, consensus-based method for scheduling that brings out the best in people, creates a strong team spirit and improves morale and turnover in their centers. Travis Pieogat will describe their method in some detail, provide quantified results and show a video of what agents are saying about Sykes innovative scheduling process.
### Breakout Tracks (continued)

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>2:40 – 3:40 P.M.</td>
<td><strong>Credomatic Case Study: Delivering Great CX Across Borders</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Speaker: Tomas Odio, Regional Director Collections, Credomatic</td>
</tr>
<tr>
<td></td>
<td></td>
<td>A digital transformation journey is not just something nice to have in</td>
</tr>
<tr>
<td></td>
<td></td>
<td>a competitive consumer banking market. With a business that spans</td>
</tr>
<tr>
<td></td>
<td></td>
<td>multiple countries and cultures, maintaining a great customer experience</td>
</tr>
<tr>
<td></td>
<td></td>
<td>across the borders becomes a hard task. Credomatic needed to centralize</td>
</tr>
<tr>
<td></td>
<td></td>
<td>their outbound platforms (Aspect® Unified IP® and Advanced List</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Management, as well as Aspect® Customer Experience Platform™) to</td>
</tr>
<tr>
<td></td>
<td></td>
<td>generate administrative synergies and support a new shared service</td>
</tr>
<tr>
<td></td>
<td></td>
<td>team. Learn how they are meeting the objective to deliver best-in-class</td>
</tr>
<tr>
<td></td>
<td></td>
<td>experiences to their clients while maintaining the flexibility to adapt</td>
</tr>
<tr>
<td></td>
<td></td>
<td>their approach accordingly to the local market needs.</td>
</tr>
<tr>
<td>Tuesday</td>
<td>11:15 A.M. – 12:15 P.M.</td>
<td><strong>Snohomish County: Working Smarter through Performance Management</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Speakers: Andrea Strong, Business Analyst, Snohomish County Public</td>
</tr>
</tbody>
</table>
|           |                    | Utility
|           |                    | Taylor Ostrander, Workforce Manager, Snohomish County Public Utility    |
|           |                    | Dan Wolfgram, Strategic Director, WFO, Aspect                           |
|           |                    | In the dynamic and volatile business environment in which we operate,    |
|           |                    | working smart is often harder than working hard. Altering internal      |
|           |                    | priorities and structure coupled with rapidly evolving workforce       |
|           |                    | demographics and needs, make achieving your organizational goals a     |
|           |                    | daily challenge. Join us as Snohomish County Public Utilities shares    |
|           |                    | their journey to transform 60 years of thinking by leveraging Aspect®    |
|           |                    | Performance Management™ to work smarter through actionable insights and  |
|           |                    | employee engagement.                                                  |
| Tuesday   | 1:30 – 2:30 P.M.   | **OtterBox: The WHY, HOW and WHAT of Aspect® Engagement Analytics™**    |
|           |                    | Speakers: Greg Hirschi, Director of Operations, OtterBox                |
|           |                    | Nathan Childs, VP Support Services, OtterBox                            |
|           |                    | In this session, Greg and Nate will explain WHY there are many use cases|
|           |                    | for speech analytics technology, highlighting the OtterBox voice of the |
|           |                    | customer use case and inviting the audience to think about their own   |
|           |                    | possible applications of this technology. They will discuss HOW you    |
|           |                    | can leap-frog the approval hurdles that come with most organizations of |
|           |                    | any size including analyzing stakeholder interests and managing        |
|           |                    | internal relationships, so others in the organization can understand   |
|           |                    | why the technology is valuable. Finally, Greg and Nate will talk about  |
|           |                    | WHAT they are doing to get the value from this technology that was      |
|           |                    | originally anticipated as part of the internal approval process. Don’t  |
|           |                    | miss this session if you are thinking about adding speech/text analytics|
|           |                    | to your portfolio of solutions.                                        |
| Tuesday   | 2:40 – 3:30 P.M.   | **Otter Products: Shift-Bid Innovation for Increased Agent Engagement** |
|           |                    | Speakers: Rick Acheson, Workforce Management/Operations Analytics      |
|           |                    | Manager, Otter Products
|           |                    | Amy Mason, Workforce Management Specialist, Otter Products              |
|           |                    | Otter Products, the parent company for the OtterBox and LifeProof       |
|           |                    | brands, is one of the best known names in phone and tablet protection.  |
|           |                    | With over 1,000 global employees and revenues approaching $1 billion,  |
|           |                    | the company has experienced astronomical growth over the past few years.|
|           |                    | Preserving their positive company culture is an important credo of      |
|           |                    | everything that they do. After careful consideration, the Otter Products |
|           |                    | Customer Service team decided that they needed to introduce shift      |
|           |                    | bidding to meet seasonal call volumes, but were concerned about the    |
|           |                    | anxieties agents had around the prospect of bidding on a schedule.      |
|           |                    | Find out how Otter Products was able to use Aspect® Workforce           |
|           |                    | Management™ to cleverly innovate shift-bids in a way that reduced      |
|           |                    | turnover and improved employee morale.                                  |
Frontier Communications: Giving Millennials the Tools They Crave  
Speaker: Thom Castle, Manager, WFM Administration, Frontier Communications

There’s no doubt that Millennial agents have high expectations for software usability, schedule flexibility, mobility and much more. In this session, Thom Castle at Frontier Communications will look at some of the new Aspect Workforce Management 8.1 and 8.2 features that give Millennial agents the tools they desire so much. He’ll also compare these capabilities with the older 7.3 and 7.4 versions of WFM to illustrate why it is critical to update to a later version. Thom will explain the work that Frontier is doing with Aspect Inform and Aspect Workforce Mobile to make it really simple and convenient for Millennials to communicate with the contact center. Thom will also provide some quantifiable evidence that demonstrates just how important these new tools are.

Track | Foundations

Monday  
1:30 – 2:30 P.M.
Back to the Future: Modern IVR  
Speaker: Abhay Prasad, Sr Director of Self-Service, Product Management, Aspect

Learn how to create an IVR experience your consumers will love. Everyone has interacted with IVRs and most people dislike them. In fact, they are typically viewed as a blocking versus enabling technology, often delivering an inefficient and impersonal experience for consumers. Even in an omni-channel world, IVRs will continue to be a highly used channel, so how do we transform the experience into an opportunity to gain customer loyalty and reduce costs by containing the call in the IVR? Critical new capabilities are needed to create a richer self-service experience. Join our session to learn 7 ways to help endear your IVR to your customers with modern capabilities including experience continuity, in-queue self-service and Text2IVR, among others.

Monday  
2:40 – 3:40 P.M.
Transitioning to Aspect in the Cloud  
Speaker: Brian Grant, Customer Engagement Manager, Aspect  
Bob Cooper, Customer Engagement Manager, Aspect

Are you a technology or operations leader who is considering moving from an on-premise solution to a cloud or hosted solution? In this best practices overview session, we’ll discuss the benefits of both hosted and SaaS deployment models. We’ll also take a look at how best to prepare for the move, both from a technical and business operations perspective. Focus will be on the migration process with special consideration of how to best preserve existing data and programs. Don’t miss this session so you enjoy a smooth transition from your on-premise solution to a cloud or hosted one.

Monday  
4:10 – 5:00 P.M.
Customer Engagement Center: a Platform for the Future  
Speaker: David Funck, VP Technology, Aspect

Native IM, workforce optimization and self-service capabilities come together in a SaaS architecture that enables innovation, business agility and regular updates without requiring disruptive upgrades or large IT investments.

Tuesday  
11:15 A.M. – 12:15 P.M.
Avoiding Data Overload: Evolving Reporting and Analytics for the Customer Engagement Center  
Speaker: Jason Crespo, Analytics Manager, Aspect

Feeling paralyzed by your data? Do you feel as though you are collecting too much data? How are your customers feeling about the quality of your interactions? With the adoption and expansion of Big Data and internet data sources, many companies wonder why so little is known about customers and their interactions. Recent studies found that a significant percentage of executives believe too much data is being collected from too many data sources.

Join us for an in-depth discussion on the most recent challenges customer contact centers are facing. We’ll share why the problem exists, the tools available today and best practices that will help you enhance the experience for both your customers and agents.
## Breakout Tracks (continued)

### Tuesday
1:30 – 2:30 P.M.

**De-Mystifying Security and Compliance**  
**Speaker:** Don Devine, Sr Director, Information Security, Aspect  
Everybody knows security is important, and sure, you must protect confidential data from hackers and comply with industry and legal requirements. But nobody actually explains what all that means — in English, not technical-ese.  
In this session you’ll learn about the pillars of security, who the attackers are, their motivations and tactics, emerging threats, and major compliance requirements. This session will help you ask the right questions about Aspect’s security and (gasp!) understand the answers. You’ll leave the presentation with your questions answered, and a greater understanding of security concepts and safeguards. This will be a very interactive session with information ripped from the headlines.

### Tuesday
2:40 – 3:30 P.M.

**AI, NLU, Chatbots: Answers to the Questions You Were Afraid to Ask**  
**Speaker:** Dr. Lisa Michaud, NLP Architect, Aspect  
Do chatbots dream of electric sheep? — and other pressing questions will be answered! Come learn about Artificial Intelligence and Natural Language Processing and we’ll discuss the industry lingo and how to cut through the hype. Understand what’s possible right now in 2017 and what remains science fiction.

## Track | How to...

### Monday
1:30 – 2:30 P.M.

**How to Use Performance Management to Improve Coaching Effectiveness**  
**Speaker:** Carel Warfield, Sr Sales Specialist, WFO, Aspect  
In order to know when you need to coach, you need a concise statement of important KPIs, a way to compare actual achievement to target, and a way to consolidate data to derive actual achievement. See how performance management is a key component of effective coaching.

### Monday
2:40 – 3:40 P.M.

**So You Want a Chatbot? Where to Begin? Business Case and Discovery**  
**Speakers:** Anca VanAssendelft, Sr Director Client Strategy and Transformation, Aspect  
**Colleen Sheley, Director of Marketing, Aspect Professional Services**  
This session will start with the business case for chatbots, focusing on efficiency improvements, cost reduction, and CX improvements. Once the case is made, we will show where to start, from finding the right use case, considering a pilot implementation, defining KPIs, project plans, skills needed, and more. This session is best followed by “Steps to Building a Chatbot,” where we will discuss the steps to bot creation.

### Monday
4:10 – 5:00 P.M.

**You’ve Picked Your Chatbot Use Case. What Next? 10 Steps to Building Your Bot**  
**Speaker:** Tobias Goebel, Director, Emerging Technologies, Aspect  
**Dr. Lisa Michaud, NLP Architect, Aspect**  
Now that you have defined your use case, gathered the right team, and built a project plan, where do you start with the implementation? This session will address the steps necessary, from selecting the right tools, to gathering data, addressing natural language understanding, message design, dialog flow design, and QA processes.
Breakout Tracks (continued)

Tuesday 11:15 A.M. – 12:15 P.M.  
Aspect® Active Learning™ Live Drop-In Session. Get Your Questions Answered!  
Speakers: Paul Duggan, Education Services Delivery Manager, Aspect  
         Janet Wilcox, Technical Instructor, Aspect  
Is there something you’re not sure how to do within your Aspect® Unified IP® or Aspect® Workforce Optimization™ products? Is there a product feature you would like to better understand? Our subscription customers already benefit from weekly Drop-In sessions where you can talk to an instructor, ask questions and get tips. Join us for a ‘Live at ACE’ drop-in session with our experts.

Tuesday 1:30 – 2:30 P.M.  
Aspect Active Learning Live Drop-In Session. Get Your Questions Answered!  
Speakers: Paul Duggan, Education Services Delivery Manager, Aspect  
         Janet Wilcox, Technical Instructor, Aspect  
Is there something you’re not sure how to do within your Aspect Unified IP or Aspect Workforce Optimization products? Is there a product feature you would like to better understand? Our subscription customers already benefit from weekly Drop-In sessions where you can talk to an instructor, ask questions and get tips. Join us for a ‘Live at ACE’ drop-in session with our experts.

Tuesday 2:40 – 3:30 P.M.  
More than Meets the Eye: The Importance of UX Design in Agent Engagement  
Speakers: Kat Halbig, Graphic Designer, Aspect  
         Lee Ann Hickey, Sr Director, CRM Consulting and Integration Services, Aspect  
Join us for a conversation of UX design best practices and the impact it has on agent engagement. We’ll demonstrate how maintaining optimal UX design goals in the forefront will enable engagement and provide a better experience for your agents. We will discuss applicable examples of how other organizations have successfully applied these best practices to measurably enhance their agent engagement that you can also apply within your own organization.

Wednesday 10:15 – 11:05 A.M.  
Staying Current on Aspect Unified IP: How Aspect is Making it Easier to Upgrade with Each New Version of Aspect Unified IP  
Speaker: Kelly Burke, Director of Interaction Management, 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 the latest Unified IP versions now and in the future.