

AGENDA

APRIL 23 – 26 | LAS VEGAS

Monday, April 23, 2018 – Pre-Event Sessions

12:00 – 1:30 pm **Lunch Workshop:** Workforce Management 101

12:00 – 1:30 pm **Lunch Workshop:** Quality Management 101

12:00 – 1:30 pm **Lunch Workshop:** Performance Management 101

12:00 – 1:30 pm **Lunch Workshop:** Speech Analytics 101

1:30 – 2:30 pm **Customer Input Forum:** Aspect® CXP™

2:35 – 3:35 pm **Customer Input Forum:** Aspect® Workforce Optimization™

3:45 – 4:45 pm **Customer Input Forum:** Interaction Management

4:30 – 5:30 pm ASUGA Meet and Greet

6:00 – 8:00 pm Welcome Reception in ACE Showcase

5:30 am Hashtag: HIIT Total Body Workout

7:00 – 8:20 am Breakfast

General Session

8:30 – 8:45 am Welcome, *Bob Segert, Executive Chairman, Aspect*

8:45 - 9:30 am Executive Keynote, *Chris Koziol, President, Aspect*

9:30 - 10:25 am Product Update, *Mike Bourke, SVP, Product Management, Aspect; Mike Regan, SVP Research & Development, Aspect, Kelly Burke, Director of Interaction Management, Aspect; Chrissy Cowell, Director of Product Management, WFO, Aspect; Shannon Snider, Director Contact Center Technology, Trupanion; & Adam Veik, Director of Contact Center Solutions, Exeter Financial*

10:25 - 10:45 am Break

10:45 - 11:30 am Security Panel Discussion, *Moderator: Spence Mallder, CTO, Aspect; Panelists: Steve Beaver, General Counsel, Aspect; Don Devine, Sr Director, Information Security, Aspect; & Bob Cordes, VP, Information Technology, FINRA*

11:30 am - 12:00 pm Platinum Sponsor - *Afiniti, Zia Chishti, Founder and CEO, Afiniti*

12:00 - 1:30 pm Lunch & ACE Showcase

12:00 - 1:30 pm Women in Technology Luncheon

Breakout Sessions

Strategies for Migrating or Expanding Your Contact Center Platform	How Data-Driven Insights Improve the Customer Experience	Emerging Technologies that Will Impact Your Business	Tips for Making the Most of Your Aspect Products	Best Practices Across Contact Centers and Industries	Future Directions
1:30 – 2:30 pm					
Taking Aspect® Workforce Management™ to the Private Cloud	Understanding the Complete Customer Journey with Engagement Analytics	Case Study: Using Visual IVR to Reduce Stress for Roadside Assistance	Kaiser Permanente: Partnering with Aspect for Better Forecasting	How do you stack up? Benchmarking Your Customer Engagement Strategy	Enabling Mobile Scheduling in Your Agent Workforce
2:40 – 3:40 pm					
Taking Aspect Workforce Management to the Public Cloud	Top 10 Benefits of Speech and Text Analytics	How Aspect WFM Tools Help Support Aetna's Common Purpose Culture	New Approaches to Essential Business Outreach: Debt Collection	Transforming Customer Service Experience	Omni-Channel Self-Service in Aspect Via® CX: Chatbots, In-Queue IVR, and More. What Can I Do Today? What is Coming?
3:40 – 4:10 pm Break in the ACE Showcase					
4:10 – 5:00 pm					
Transitioning to Aspect Via from On-Premises/Hosted Aspect Products	Painting a Clear Picture of Your Customers	New Approaches to Essential Business Outreach: Appointment Scheduling	Unleashing the Power of Speech and Text Analytics	Connectivity Options for Aspect Via	What's New in the Workforce Optimization Product Roadmap
5:00 – 7:00 pm Reception in ACE Showcase					

Wednesday, April 25, 2018

5:30 am The "Aria Hike"

7:00 – 8:20 am Breakfast

General Session

8:30 – 9:00 am Professional Services in 2018: Focus on Repeatability, Consistency, Quality and Empowering Our Customers, *Brad Scott, SVP, Worldwide Professional Services, Aspect & Colleen Sheley, Sr Director Cloud Services, Aspect*

9:00 - 9:20 am Aspect GEM Awards, *Tim Dreyer, Sr Director, Public/Analyst Relations, Aspect*

9:20 - 9:40 am UnionBank's Digital Transformation, *Magz Magbanua, Customer Engagement Group Head, First-Vice President, UnionBank of the Philippines*

9:40 - 10:00 am There's No AI without IA: Artificial Intelligence Driven Customer Support Using Information Architecture and Knowledge Engineering, *Seth Earley, Founder & CEO Earley Information Science*

10:00 - 10:20 am Omni-Channel Self-Service Strategies for the Enterprise, *Chuck Lansford, Tech Strategist, Southwest Airlines*

10:20 - 11:00 am Capitalize on Your Next Generation Customers' Moments of Truth, *Jenny Sussin, Research Vice President, Social CRM and Customer Experience, Gartner*

11:00 - 11:15 am Break in ACE Showcase

Breakout Sessions

Strategies for Migrating or Expanding Your Contact Center Platform

How Data-Driven Insights Improve the Customer Experience

Emerging Technologies that Will Impact Your Business

Tips for Making the Most of Your Aspect Products

Best Practices Across Contact Centers and Industries

Future Directions

11:15 am – 12:15 pm

Staying Current on Aspect® Unified IP®: New Releases, New Benefits, New Efficiencies

Using Performance Management to Achieve Your Goals

Five Major Technology Trends that will Shape the Future of Workforce Optimization

Agile Scheduling in a New Labor Market

Quality Management Best Practices Panel

Aspect Via®: Future Directions for Engagement and Empowerment

12:15 – 1:30 pm

Lunch in the ACE Showcase

1:30 – 2:30 pm

IVR Migrations Made Easy

Care to Try a Chardonnay? Insights from Lid's Chatbot Sommelier

Speech Analytics Best Practices Panel

Driving a Highly Effective QA Process with New Aspect® Quality Management™ Features

Workforce Management Scheduling Best Practices Panel

Aspect Unified IP: Preparing for the Future – Cloud Bridging Strategies

2:40 – 3:40 pm

Creating One of the World's Largest Cloud WFM Systems

Creating a Positive Organization / Change your Culture, Change your Performance!

Workforce AI: The Driverless Contact Center

Modern Approaches to IVR Applications

Workforce Management Intra-Day Best Practices Panel

What's Happening in the Contact Center Industry, SaddleTree Research

3:40 – 4:00 pm

Break in ACE Showcase

4:00 – 4:45 pm

Keynote: We Can Do More Than We Think We Can, *Joe Gagnon, CEO, Performance Tea*

7:00 – 11:00 pm

Customer Party at JEWEL Nightclub, Aria Resort & Casino

6:00 am Detox Yoga Flow

7:30 – 8:50 am Breakfast

General Session

9:00 – 9:25 am ACE Wrap-up, *Chris Koziol, President, Aspect*

9:25 - 10:00 am ACE Awards & Raffles, *Gwen Braygreen, SVP Aspect Customer Care, Aspect & Tim Dreyer, Sr Director, Public/Analyst Relations, Aspect*

Breakout Sessions

Strategies for Migrating or Expanding Your Contact Center Platform

How Data-Driven Insights Improve the Customer Experience

Emerging Technologies that Will Impact Your Business

Tips for Making the Most of Your Aspect Products

Best Practices Across Contact Centers and Industries

Future Directions

10:15 – 11:05 am

Cloud Readiness Assessment

Tools in the Workforce Optimization Platform that Deliver Data-Driven Decisions

Case Studies: Real World Chatbots

Maximize Engagement for Successful Outcomes

Make the Most Out of Every Outreach While Mitigating Risk: Outbound Contact and Regulations

Aspect Customer Advisory Board: We Want You!

11:10 am – 12:00 pm

Migration to the Cloud – Lessons Learned

Training and Best Practices that Drive User Adoption

Turbocharge Your Agents with Robotic Process Automation

Customer Journeys that Start on Social: New Ways to Provide Cross-Channel Service

SESSION DETAILS

Lunch Workshops

Monday
12:00 – 1:30 pm

Workforce Management 101

Moderator: Eric Hagaman, Sr Product Manager, Aspect

Workforce Management is a complex contact center solution. 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.

Monday
12:00 – 1:30 pm

Quality Management 101

Moderator: Ben Varela, Sr. Solution Consultant, 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.

Monday
12:00 – 1:30 pm

Performance Management 101

**Moderators: Jason Crespo, Data Analytics Product Manager, Aspect
Carel Warfield, Senior Solutions Consultant, 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.

Monday
12:00 – 1:30 pm

Speech Analytics 101

Moderator: Beth Csernovicz, Senior Analytics Manager, Aspect

Speech Analytics is increasingly recognized as a valuable addition to the contact center, yet many have not yet taken the plunge. Attend this session to learn about the fundamentals of speech analytics and how you can use it to supplement the QM process and reveal valuable insights about your operational processes across the board.

General Session

Tuesday **April 24, 2018**

8:30 – 8:45 am

Welcome

Bob Segert, Executive Chairman, Aspect

8:45 – 9:30 am

Executive Keynote

Chris Koziol, President, Aspect

9:30 – 10:25 am

Product Update

Mike Bourke, SVP, Product Management, Aspect

Mike Regan, SVP Research & Development, Aspect

Kelly Burke, Director of Interaction Management, Aspect

Chrissy Cowell, Director of Product Management, WFO, Aspect

Shannon Snider, Director, Contact Center Technology, Trupanion

Adam Veik, Director of Contact Center Solutions, Exeter Financial

Leadership from product management and R&D will take a look at Aspect's product portfolio across on-premises, hosted and SaaS, expanding our commitment to ensuring that these products and services stand up to your customer and agent engagement requirements today, and as those needs change over time. Our goal is to simplify the deployment and on-going support of these solutions while positioning you to seamlessly take advantage of Aspect's evolving platforms and capabilities. There are many paths available to you going forward and Aspect is making sure you have the flexibility to choose the course right for you while minimizing business disruption and migration complexities. We'll hear from customers who have taken the next step in their customer engagement evolution, benefitting from their experience and insights. And, as always, there will be a sneak peek at some new capabilities that keep the momentum going!

10:45 – 11:30 am

Security Panel Discussion

Moderator: Spence Mallder, CTO, Aspect

Steve Beaver, General Counsel, Aspect

Don Devine, Sr Director, Information Security, Aspect

Bob Cordes, VP Network Engineers, FINRA

Cloud-based software solutions deliver tremendous benefits including time to value, capital preservation, and continuous updates of new features. But for many customers the move to the cloud not only delivers these benefits, it also raises a host of new issues and concerns regarding security, privacy, compliance and an ever-evolving regulatory morass. During the session, our panel of experts will help business and technical buyers and users better understand how the cloud paradigm changes the way they approach security, compliance and privacy.

11:30 am – 12:00 pm

Sponsor Keynote

Zia Chishti, Founder and CEO, Afiniti

Wednesday **April 25, 2018**

8:30 – 9:00 am

Professional Services in 2018: Focus on Repeatability, Consistency, Quality and Empowering Our Customers

Brad Scott, SVP, Worldwide Professional Services, Aspect
Colleen Sheley, Sr Director Cloud Services, Aspect

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 change in 2018.

As Contact Centers continue the transition to Customer Engagement Centers (CEC), we have been evolving our thinking around supporting our customers in a SaaS world while adding business value and helping to drive your success. The traditional on-premises delivery model is no longer enough. We looked for more repeatability, better consistency and quality, automation tools, and ways to enable our customers to be the experts – and we designed our Professional Services Model accordingly, to support you, no matter where you are on the road to CEC.

Brad and Colleen will share current examples of how our SaaS Model is driving real results with customer highlights, lessons learned, innovations uncovered and insights gathered from our daily interactions and assessments with customers.

9:00 - 9:20 am

Aspect GEM Awards

Tim Dreyer, Sr Director, Public/Analyst Relations, Aspect

9:20 – 9:40 am

UnionBank’s Digital Transformation

Magz Magbanua, Customer Engagement Group Head, First-Vice President, UnionBank of the Philippines

9:40 – 10:00 am

There’s No AI without IA: Artificial Intelligence Driven Customer Support using Information Architecture and Knowledge Engineering

Seth Earley, Founder & CEO, Earley Information Science

Many organizations are experimenting with artificial intelligence technology – whether for predictive analytics, chat bots, conversational search or intelligent virtual assistants. What these have in common is the need for the right data and content. In fact, many in the field have identified having the right “training data” as more important than the software algorithm itself. Chatbots are no exception and need to be fed the right knowledge in the correct form in order to function appropriately. That information and knowledge has to be architected to suit chatbot functionality but can also improve customer self-service and call center productivity through traditional applications. In this session, knowledge management and AI expert Seth Earley will explain how existing knowledge assets can be engineered to support many types of applications and how improving content and data hygiene can provide value today while preparing organizations for the future.

General Session *(Continued)*

10:00 – 10:20 am

Omni-Channel Self-Service Strategies for the Enterprise

Chuck Lansford, Tech Strategist, Southwest Airlines

Today, businesses can connect with Customers in many different ways. We all want to leverage those channels, but how do you keep up? Creating a universal Customer Experience requires a rethinking of what Customer Service really is. To keep it simple, Customer Service can be architected into a catalog of micro-services that are channel-agnostic at their core. Then, Channels and Languages become delivery mechanisms for the exact same thing. The three main pillars of Customer Service (service triage, the interaction process, and disposition) must be orchestrated with the Customer Experience in mind. New approaches involving Natural Language Understanding and Artificial Intelligence are enablers to something better. Hear how Southwest is architecting a solution to this challenge using Aspect, and how this ensures future readiness.

10:20 – 11:00 am

Capitalize on Your Next Generation Customers' Moments of Truth

Jenny Sussin, Research Vice President, Social CRM and Customer Experience, Gartner

Organizations are becoming increasingly concerned that their existing strategies won't be fit to serve the next generation of customers. There is a psychology behind why millennials and Gen-Z behave the way they do when they behave differently. Understanding that psychology will technology leaders to capitalize on their most critical customer interactions.

4:00 – 4:45 pm

We Can Do More Than We Think We Can

Joe Gagnon, CEO, Performance Tea

In his talk, Joe will take us on his journey from being an "ordinary Joe" to adventurer who believes that human potential is infinite and an extraordinary life is achievable, if we are willing to make the commitment to it. Learn how he pushed the limits to turn his life's path into a series of adventures and how he unwrapped the secrets of Grit and Perseverance along the way. Learn how embracing challenges can be an exercise in self-discovery when Joe takes us on his journey and shares the techniques that he developed for facing and overcoming challenges, big and small. He will leave everyone inspired to not only pursue their own potential, but more importantly, commit to achieving their goals in work, life and all else. Yes, we can do more than we think we can.

Thursday April 26, 2018

9:00 – 9:25 am

ACE Wrap-up

Chris Koziol, President, Aspect

Gwen Braygreen, SVP Aspect Customer Care, Aspect

8:45 – 9:30 am

ACE Awards & Raffles

Gwen Braygreen, SVP Aspect Customer Care, Aspect

Jim Dreyer, Sr Director, Public/Analyst Relations, Aspect

Breakout Tracks

Track | Strategies for Migrating or Expanding Your Contact Center Platform

You're always looking for new ways to adapt customer service operations to changing market dynamics and escalating customer demands. Sometimes that means undertaking a significant upgrade or moving to an entirely new platform, most likely one hosted in the cloud. These sessions examine how Aspect is easing the way for our customers to take their routing, workforce optimization and self-service solutions to the next level by moving to the most recent software releases and offerings – with minimal disruption to their businesses.

Tuesday

1:30 – 2:30 pm

Taking Aspect® Workforce Management™ to the Private Cloud

Speakers: Bernadette Golas, Sr Product Manager, Aspect

Matt Kelley, Customer Service Operations Manager, OtterBox

Learn the benefits of hosted delivery first hand from customers who have made the transition to WFM Hosted. These case studies are designed to help guide and inform your decision on whether a move from on-premises to a hosted environment is right for your organization.

Tuesday

2:40 – 3:40 pm

Taking Aspect Workforce Management to the Public Cloud

Speaker: William La Ruffa, Sales Enablement Specialist, Aspect

There's a growing realization that the future of contact center software is ultimately Software as a Service (SaaS) delivered from public cloud providers such as Amazon Web Services (AWS). Learn about the clear advantages and how Aspect is rapidly migrating many on-premises WFM customers to Aspect Via® Workforce Management™ using the AWS Cloud.

Tuesday

4:10 – 5:00 pm

Transitioning to Aspect Via® from On-Premises/Hosted Aspect Products

Speakers: Michael Kropidlowski, Director Product Marketing, Aspect

Shannon Snider, Director Contact Center Technology, Trupanion

This session will focus on how to transition from your current Aspect product(s) to Aspect Via, our customer engagement center built for the AWS cloud. Hear about best strategies for shifting to the cloud along with the processes and tools available to smooth the transition to Aspect Via. Hear directly from Shannon Snider, Director Contact Center Technology at Trupanion about his experience moving to Aspect Via from Aspect® CXP™ and Aspect® Hosted (Aspect® Unified IP® and Aspect® Workforce Optimization™). Shannon will share their current state and future plans to take advantage of new capabilities to enhance his customer service and agent engagement strategies.

Wednesday

11:15 am – 12:15 pm

Staying Current on Aspect Unified IP: New Releases, New Benefits, New Efficiencies

Speaker: Neil Karani, Sr Product Manager, Aspect

In this session, we will cover new Aspect Unified IP 7.3 SP4 and 7.3 SP5 capabilities that streamline the upgrade process, minimize downtime and reduce complexity. Attend this session to discover how the new service pack releases will make your life easier when upgrading to the latest Unified IP versions now and in the future.

Breakout Tracks *(Continued)*

Wednesday
1:30 – 2:30 pm

IVR Migrations Made Easy

Speakers: Craig Blake, Sr Director Professional Services, Aspect
Andreas Volmer, Director Product Management, Aspect

IVR continues to be the workhorse of the contact center – and now entirely new ways of providing “voice self-service” are emerging with Amazon Echo, Google Home, and Apple HomePod. However, many organizations haven’t touched their IVR systems in years and the underlying technology is nearing End of Life. Join us to hear about what to consider for a migration of your IVR to the Aspect cloud, and how Aspect® CXP Pro™ provides a safe and affordable path to modernization that is non-disruptive to both your operations and your customers.

Wednesday
2:40 – 3:40 pm

Creating One of the World’s Largest Cloud WFM Systems

Speakers: Andrew Gilmer, Sr. WFM Manager, Comcast Cable

Comcast Cable is the largest broadcasting and cable television company in the world serving over 22 million households in 40 states. Learn how this contact center giant planned the consolidation of four large on-premises WFM systems into a single large WFM system operating in the private cloud. See why Comcast considered it so important to include new agent engagement technology including the new icon and widget-based Web UI, Aspect® Workforce Mobile™ and Aspect® Inform™.

Thursday
10:15 – 11:05 am

Cloud Readiness Assessment

Speaker: Juan Berrios, Solutions Architect, Aspect

Join a solutions architect from the Aspect Professional Services team to take a look at the factors that should be considered when evaluating your readiness to go to the cloud. The varied and numerous situations our solution architects have encountered gives them a uniquely comprehensive perspective to share.

Thursday
11:10 am – 12:00 pm

Migration to the Cloud – Lessons Learned

Speaker: Eric Emerson, Principal Solutions Architect, Aspect

Benefit from the experiences of your peers as you look to migrate to the cloud. In this session Aspect customers will share stories of their move to the cloud, including lessons learned throughout the journey from their initial decision through to an actual go-live deployment and the stages in between.

Breakout Tracks *(Continued)*

Track | How Data-Driven Insights Improve the Customer Experience

With every customer interaction, valuable new data is created around the nature and purpose of the exchange, whether self-service or agent-assisted. Not utilizing that insight is a major missed opportunity. So how do you make use of that data to improve the customer and agent experience? How does the historic ebb and flow of interactions allow you to better forecast staffing needs across channels? How does bringing CRM data into the mix allow you to better predict customer intent and provide personalized service? These sessions explore how Aspect's new and improved reporting and (speech) analytics capabilities can help you make more informed decisions that delight and empower customers and agents alike.

Tuesday

1:30 – 2:30 pm

Understanding the Complete Customer Journey with Engagement Analytics

Speakers: Mike Holley, Lead Architect, Aspect

Scott Kendrick, Vice President Marketing, CallMiner

Contact centers have come to realize that the “customer experience” is really a multi-faceted journey with potentially many interactions. Learn how Aspect® Engagement Analytics™ can extract valuable insights about each customer’s journey across all interactions. We’ll discuss several case studies that demonstrate the value of this powerful analytics tool.

Tuesday

2:40 – 3:40 pm

Top 10 Benefits of Speech and Text Analytics

Speakers: Jon Fischer, Strategic Director, WFO, Aspect

Jeff Stroum, Director Cloud Partner Program, CallMiner

Manual QM is giving way to automated quality analysis in all channels of customer interaction. Learn how to dramatically streamline your QM process and enjoy many other benefits from modern speech and text analytics. Real-world case studies will be presented to illustrate the dramatic improvements possible.

Tuesday

4:10 – 5:00 pm

Painting a Clear Picture of Your Customers

Speaker: Jason Griffith, Practice Manager, CRM, Aspect

Learn how organizations capture the customer journey across all touch-points and channels while leveraging enterprise data sources and systems to personalize service delivery, optimize operations and improve overall engagement. Discover the great insights you can gain when interaction and CRM data come together from across the enterprise.

Wednesday

11:15 am – 12:15 pm

Using Performance Management to Achieve Your Goals

Speakers: Carel Warfield, Sr. Solutions Consultant, Aspect

Jason Crespo, Data Analytics Product Manager, Aspect

Performance Management can drive performance improvement throughout the organization. Learn how to use PM to align the individual objectives of each employee with the strategic objectives of the company using a single source of truth for all company metrics and KPIs.

Breakout Tracks *(Continued)*

Wednesday
1:30 – 2:30 pm

Care to Try a Chardonnay? Insights from Lidl’s Chatbot Sommelier

Speakers: Lisa Michaud, Technical Director, NLU, Aspect

“Margot,” a chatbot sommelier deployed by Aspect and Lidl, helps shoppers with the task of finding a wine to pair with tonight’s dinner, quizzes them on their wine expertise, and answers questions about wine topics. Join us for a review of how users have interacted with Margot, the business outcomes from her introduction, and what this teaches us about UX with a virtual shopping assistant.

Wednesday
2:40 – 3:40 pm

Creating a Positive Organization/Change your Culture, Change your Performance!

Speaker: Bernadette Ridge, Strategic Director WFO, Aspect

Perhaps the most fundamental challenge faced by business executives is creating a positive culture that enables the business to achieve its goals while energizing employees, so each can perform at his or her personal best. In this session, we’ll discuss context, techniques and supporting features in Aspect Workforce Optimization software that will help to foster an environment where people are Collaborative, Motivated and Engaged; the “C-ME” model. You will leave with concrete and specific ideas about how you can change the culture in your organization.

Thursday
10:15 – 11:05 am

Tools in the Workforce Optimization Platform that Deliver Data-Driven Decisions

Speaker: Michael Cavataio, Principal Professional Services Consultant, Aspect

Attend this session to learn tips and techniques from our Professional Services experts on how to make the most of your data, perhaps discovering some very helpful tools in the process.

Thursday
11:10 am – 12:00 pm

Training and Best Practices that Drive User Adoption

Speaker: Dan Braunm, Vice President, Educational Services, Aspect

Driving high levels of user adoption is a key to any successful technology deployment, but do you know what to focus on to drive to those high levels? During this session, we will discuss five key areas that need to be addressed to drive higher user adoption, with questions you can take back to your organization to see how you are stacking up to the challenge.

Breakout Tracks *(Continued)*

Track | Emerging Technologies That Will Impact Your Business

AI, NLU, RPA, DevOps... every day there seems to be a new technology announced or a new buzz word introduced. How do you sort through it all, figuring out what to take seriously – and more to the point, what technologies and trends might have a real impact on your contact center, customer service strategies and beyond? How can you gain a competitive edge by making incremental and affordable steps toward adopting these technologies? In these sessions, Aspect experts will guide you through the emerging technologies landscape and the potential benefits for your organization.

Tuesday

1:30 – 2:30 pm

Case Study: Using Visual IVR to Reduce Stress for Roadside Assistance

Speakers: Karuth Sanker, VP Engineering & Architecture, Agero

Tobias Goebel, Sr Director Emerging Technologies, Aspect

Having a flat tire or running out of gas on a highway is never fun. Dealing with an IVR system adds to the stress many might already feel in such a situation. What if you had some visual assistance during the call when entering or reviewing the information required to get help? Enter Visual IVR. Hear how Agero leveraged Aspect's advanced digital self-service capabilities to combine their IVR voice channel with mobile Web for a significant improvement in customer experience and call completion.

Tuesday

2:40 – 3:40 pm

How Aspect WFM Tools Help Support Aetna's Common Purpose Culture

Speaker: Ken Ozkilkis, Project Manager, Aetna Life Insurance Company

Aetna prides itself on its flexible work environment and Common Purpose culture across the organization. In this session, you will learn how Aetna is artfully using its Aspect WFM software to enable a positive work environment and collective spirit of trust among its diverse employee base. You'll hear specific examples such as how they have implemented a new approach to more flexible break/lunch scheduling, a shift in philosophy around schedule adherence and ensuring there's more time for coaching and mentoring.

Tuesday

4:10 – 5:00 pm

New Approaches to Essential Business Outreach: Appointment Scheduling

Speakers: David Rastatter, Sr Product Marketing Manager, Aspect

Lee Ann Hickey, Sr Director, CRM Consulting and Integration Services, Aspect

Among the many applications of IVR and chatbot technology, helping with (re)scheduling appointments is one of the most impactful. "Automation with the Aspect Appointment Assistant™" can free staff for more meaningful work, while saving your customers time and effort by staying on top of their appointments, be it for doctor visits, meeting field technicians, in-house maintenance work, or finding a time to meet with a financial advisor.

Wednesday

11:15 am – 12:15 pm

Five Major Technology Trends that will Shape the Future of Workforce Optimization

Speakers: Annick Duffy, Managing Director, WFO, Aspect

Dan Wolfgram, Strategic Director, Aspect

Technology is changing at a dizzying rate and the contact center is feeling the impact with a vengeance. Learn about the most important technological influences affecting customers and employees alike – and how your organization will need to respond with the help of WFO solutions.

Breakout Tracks *(Continued)*

Wednesday
1:30 – 2:30 pm

Speech Analytics Best Practices Panel

Moderator: Jon Fischer, Strategic Director, WFO, Aspect

Speakers: Nathan Childs, Vice President - Support Services, OtterBox

Allison Corley, AQM/CallMiner Team Lead, Mercedes-Benz Financial Services

Scott Kendrick, Vice President Marketing, CallMiner

Speech analytics is being hailed as the next essential weapon in the workforce optimization arsenal. With voice recognition rates at close to 95%, speech analytics is surpassing the human ear as a viable way to drive an effective quality management process. Join our panel of Aspect and customer experts to learn how they are making the most of speech analytics.

Wednesday
2:40 – 3:40 pm

Workforce AI: The Driverless Contact Center

Speakers: Magdi Khalil, Innovations Evangelist, Aspect

Most organizations are just now scratching the surface of what's possible with Artificial Intelligence. AI stands to fundamentally change the contact center both at the agent level and for supervisors, managers, workforce planners, quality analysts and the rest of the staff. Learn how contact centers will soon be able to use the massive quantities of data on call handling, agent preferences, performance and successful outcomes to make better and automated decisions across the contact center.

Thursday
10:15 – 11:05 am

Case Studies: Real World Chatbots

Speakers: Lisa Michaud, Technical Director, NLU, Aspect

Tobias Goebel, Sr Director Emerging Technologies, Aspect

Gustavo Gonzalez, Software Prototyper Engineer, Aspect

Get insights into chatbot deployments – including an instantly accessible personal sommelier who answers questions on different grape varieties, while offering fun facts and wine-related quotes; Ivy, Aspect's digital employee who helps prospects, partners, customers and job seekers who come to our Facebook page; and the chatbot for the City of Mesa, AZ, where citizens can inquire about their utility bills, make payments securely, and more.

Thursday
11:10 am – 12:00 pm

Turbocharge Your Agents with Robotic Process Automation

Speakers: Jason Crespo, Data Analytics Product Manager, Aspect

Todd Sherin, Chief Revenue Officer, Cicero Inc.

Robotic Process Automation (RPA) has recently become a serious consideration for companies looking to improve back and front office morale and reduce time wasted on simple repetitive tasks. See how RPA can quickly simplify the lives of agents and back office employees, while improving accuracy and reducing compliance risk.

Breakout Tracks *(Continued)*

Track | Tips for Making the Most of Your Aspect Products

Have you ever wondered if there was a faster way to do some of the tasks you perform on a daily basis? More than likely there are complex features you know about, but are not sure how to use. Maybe there are even some features you have yet to uncover that could make life easier. Join in these educational sessions to learn some tips and techniques to ensure you are getting the most value from your investment in Aspect solutions.

Tuesday

1:30 – 2:30 pm

Kaiser Permanente: Partnering with Aspect for Better Forecasting

Speakers: Michael Cavataio, Principal Professional Services Consultant, Aspect

Dr. Debra Bentson, Senior Workforce Manager, Kaiser Permanente

Forecasting interaction volumes and associated required staff is a critical – and complicated – part of managing the contact center workforce. Learn how Kaiser Permanente is partnering with Aspect® Professional Services to dramatically improve their forecasting by implementing new WFM processes that best integrate the technology with existing company processes and culture.

Tuesday

2:40 – 3:40 pm

New Approaches to Essential Business Outreach: Debt Collection

Speaker: Jeff Ruth, Sr Solutions Consultant, Aspect

Many companies don't make it easy enough for customers to stay on top of payment due dates, or actually make a payment. At the same time, communication routines are changing – for instance, over 90% of SMS messages reach their intended recipient within 3 minutes. Hear about Aspect's recently deployed self-service system for The General insurance, who saw a 50% sign-up rate for automated payment reminders.

Tuesday

4:10 – 5:00 pm

Unleashing the Power of Speech and Text Analytics

Speakers: Mary Ward, Sr Solutions Consultant, Aspect

Jeff Stroum, Director Cloud Partner Program, CallMiner

A host of information and valuable insights are trapped in unstructured call center data in the form of recorded voice and text conversations with customers. See a demonstration of how Aspect® Engagement Analytics™ can be used on actual recorded call center data to zero in on actionable areas of improvement.

Wednesday

11:15 am – 12:15 pm

Agile Scheduling in a New Labor Market

Speaker: Eric Hagaman, Sr Product Manager, Aspect

Uber proved that technology can be used to efficiently match workers to available work on an impromptu basis, and other companies have followed suit including Lyft, Amazon, and now many contact centers. Learn how to adapt your contact center operation to the growing "Gig Economy" and how workforce management systems will have to radically change to satisfy the need for coverage and compliance with labor laws while offering attractively flexible working schedules.

Breakout Tracks *(Continued)*

Wednesday
1:30 – 2:30 pm

Driving a Highly Effective QA Process with New Aspect® Quality Monitoring™ Features

Speakers: Chrissy Cowell, Director of Product Management, WFO, Aspect
Ben Varela, Sr. Solutions Consultant, Aspect

Aspect's Quality Monitoring offerings have evolved significantly over the past two years. Learn how to use the new features such as Saved and Shared Searching, Calibration and Quality Analytics to take your QA process to the next level. A customer case study will profile real-world experiences and results.

Wednesday
2:40 – 3:40 pm

Modern Approaches to IVR Applications

Speaker: Andreas Volmer, Director Product Management, Aspect

Aspect's self-service solutions are unique in that they can power your customer self-service no matter if you are currently running a touch-tone call routing IVR or a more advanced voice self-service portal. In this session we'll review Aspect's Modern IVR framework including the 7 key capabilities that will help you put a modern touch on your voice system and prepare for new digital technologies.

Thursday
10:15 – 11:05 am

Maximize Engagement for Successful Outcomes

Speakers: Kelly Burke, Director of Interaction Management, Aspect
David Delellis, Managing Director of Business Development, Afiniti

Customer engagement is all about successful outcomes. Reducing effort, retaining customer loyalty, and balancing compliance and productivity are all key objectives for transforming the customer experience. Learn how to use rich self-service, customer preferences, proactive engagement, and past interactions to guide inquiries to the best experience that connects questions with answers, making the customer experience a highly personalized one.

Breakout Tracks *(Continued)*

Track | **Best Practices Across Contact Centers and Industries**

Understanding how to best deploy and operate Aspect products is only part of the equation when it comes to successfully engaging your customers. Other considerations include the larger regulatory environment, industry-specific norms and supporting broader enterprise-wide business process and workflows. Learn some of these in's and out's while benefiting from the experience and expertise of your peers and Aspect Subject Matter Experts.

Tuesday
1:30 – 2:30 pm

How Do You Stack Up? Benchmarking Your Customer Engagement Strategy

Speaker: Colleen Sheley, Sr Director, Cloud Services, Aspect

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. 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.

In this session we will walk you through the findings of our Customer Experience Center Benchmark Self-Assessment. We will dive deep into three areas where 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, analyst and other business leaders in our space. We will also discuss areas we are seeing significant trending year over year. 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.

Tuesday
2:40 – 3:40 pm

Transforming Customer Service Experience

Speakers: Kelly Burke, Director of Interaction Management, Aspect

Shelley McClain, Product Manager, Interaction Management, Aspect

Our research indicates that voice, web chat, and self-service are some of the most preferred communication channels. In this interactive session we'll explore ways to blend and harmonize inquiries across these channels, including proactive and self-service messaging. Come prepared to participate in the discussion on how companies are striving to make true omni-channel engagement a reality.

Tuesday
4:10 – 5:00 pm

Connectivity Options for Aspect Via®

Speaker: Jason Macres, Sr Product Manager, Aspect

We will explore different connectivity options for Aspect Via including the internet, VPN and MPLS, taking into account important considerations such as cost, security, reliability, ease of set-up and SLAs.

Breakout Tracks *(Continued)*

Wednesday

11:15 am – 12:15 pm

Quality Management Best Practices Panel

Moderators: Vicki Herrell, Executive Director, QATC

Speakers: Nora Varela-Binion, Manager Contact Center Special Services, MidAmerican Energy

Michael Aguirre, Director Collection Systems, 1st Financial Bank

Chrissy Cowell, Director of Product Management, WFO, Aspect

Quality Management is fundamental to every contact center. Take advantage of this session to pose your most difficult challenges to our panel of experts including customers and Aspect experts.

Wednesday

1:30 – 2:30 pm

Workforce Management Scheduling Best Practices Panel

Moderator: Vicki Herrell, Executive Director, SWPP

Panelists: Tony Harrell, Workforce Planning Specialist, Banner Health

Tony Graczyk, Manger, Principal Financial

Tiffany Lathrop, Workforce Management Specialist, VF Corporation

Scheduling is at the very heart of workforce management, and every contact center has its own way of implementing it to work best for the enterprise's culture and objectives. Join us for an interactive panel discussion featuring some of Aspect's largest WFM customers. Bring your most difficult scheduling questions to ask our panel of experts.

Wednesday

2:40 – 3:40 pm

Workforce Management Intra-Day Best Practices Panel

Moderator: Vicki Herrell, Executive Director, SWPP

Panelists: Jason Tidwell, Workforce Manager, ADT

Chris Harmsen, Sr. Software Engineer, Intuit

Eric Hagaman, Sr. Product Manager, Aspect

Effective forecasting and scheduling are key to effective management of the workforce, but what do you do on the "day of"? You need to be able to understand what is really happening and react quickly to hit your SLAs and occupancy while maintaining a happy workforce. In this highly interactive session, our panel of customer experts will discuss best practices they have discovered and field Intra-day Performance questions from the audience.

Thursday

10:15 – 11:05 am

Make the Most Out of Every Outreach While Mitigating Risk: Outbound Contact and Regulations

Speakers: Don Hudecek, Sr Product Manager, Aspect

Steve Beaver, General Counsel, Aspect

Kevin Koepke, Vice President, Collections & Recovery Platform Management, 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 where audits, lawsuits, and claimed compliance violations are the rule, not the exception, do you have the right tools at hand? This session will cover the requisite capabilities Aspect offers along with some operational how-to examples.

Breakout Tracks *(Continued)*

Track | **Future Directions**

These sessions provide an opportunity to look into the future for a deeper dive into Aspect product roadmaps. They are also designed to provide a better understanding of the general underlying architectural direction guiding Aspect's R&D efforts that ensure our solutions take full advantage of all the latest technological advances.

Tuesday
1:30 – 2:30 pm

Enabling Mobile Scheduling in Your Agent Workforce

Speakers: Magdi Khalil, Innovations Evangelist, Aspect

Andrea Christian, Director of Resource Management, Express Scripts

Mark Vahalik, Sr. Manager of Resource Management, Express Scripts

Most of us have become accustomed to having our mobile devices always within reach. Giving agents 24/7 easy access to remote WFM scheduling using their mobile devices is a huge advantage for both the agent and the contact center. Learn how Aspect is creating a more agile workforce with Aspect® Workforce Mobile™, and hear how Express Scripts has rolled out this new capability to their agent base.

Tuesday
2:40 – 3:40 pm

Omni-Channel Self-Service in Aspect Via® CX: Chatbots, In-Queue IVR, and More: What Can I Do Today? What is Coming?

Speakers: Andreas Volmer, Director Product Management, Aspect

Tobias Goebel, Sr Director Emerging Technologies, Aspect

Aspect Via® CX supports the creation of self-service IVR and NLU-powered chatbots that can be deployed onto various channels including two-way-SMS and webchat. We will talk about the capabilities and potential use cases that are available today – such as in-queue IVR that helps shave time off agent calls – as well as in the near future with upcoming Via releases. We will also discuss Aspect's unique value proposition of developing chatbots for customer self-service, and will sketch planned features and tools to support business users with managing chatbot capabilities.

Tuesday
4:10 – 5:00 pm

What's New in the Workforce Optimization Product Roadmap

Speakers: Chrissy Cowell, Director of Product Management, WFO, Aspect

Eric Hagaman, Sr Product Manager, Aspect

Jason Crespo, Data Analytics Product Manager, Aspect

Andy Baker, Product Manager, Aspect

The Aspect® Workforce Optimization Suite™ of products has undergone a remarkable transformation over the past several years. Join the Product Management team in discussing how our WFO products will change over the next few years, as well as the long-term vision for the product suite.

Breakout Tracks *(Continued)*

Wednesday

11:15 am – 12:15 pm

Aspect Via®: Future Directions for Engagement and Empowerment

Speakers: Kelly Burke, Director of Interaction Management, Aspect

Chrissy Cowell, Director of Product Management, WFO, Aspect

It goes without saying that with each new release of Aspect Via, exciting new features are being introduced. In this session, we will take a broader view of upcoming capabilities we are looking to develop such as social engagement, rules based routing, agent scripting, analytics and more with an eye toward getting your valuable input on how these various capabilities should evolve.

Wednesday

1:30 – 2:30 pm

Aspect® Unified IP®: Preparing for the Future – Cloud Bridging Strategies

Speaker: Neil Karani, Sr Product Manager, Aspect

Aspect Unified IP remains Aspect's flagship on-premises product – in this session we will review the updates planned for the year ahead. We will also take a forward looking view into how Aspect is working to ease and simplify an eventual transition to the cloud so you can fully leverage its benefits when the time is right to make the move.

Wednesday

2:40 – 3:40 pm

What's Happening in the Contact Center Industry, Saddletree Research

Speakers: Paul Stockford, Chief Analyst, Saddletree Research

During the second half of 2017, Saddletree Research, in conjunction with the National Association of Call Centers (NACC) at Middle Tennessee State University, conducted a survey among customer service professionals in the U.S. contact center industry, including many members of ASUGA. The research revealed a number of surprises in areas such as employee engagement and attitudes toward emerging technologies and solutions. This session will highlight these unexpected outcomes and will discuss what they could potentially mean to the industry in the next 12 to 24 months.

Thursday

10:15 – 11:05 am

Aspect Customer Advisory Board – We Want You!

Speaker: David Rastatter, Sr Product Marketing Manager, Aspect

Join this session to learn about the Aspect Customer Advisory Board (CAB) and how to become a member as well as meet current members. The CAB brings together contact center thought leaders from the Aspect customer base to discuss ever-changing business challenges and how future development of Aspect products can assist in overcoming those challenges.

Thursday

11:10 am – 12:00 pm

Customer Journeys that Start on Social: New Ways to Provide Cross-Channel Service

Speakers: Mark A. Zienkiewicz, Senior Director, Strategic Alliances, Sprinklr

Joe Charnitski, Director, Business Value, Sprinklr

A holistic Customer Experience now spans the whole journey from acquisition to eCommerce and post-sale service. If "Omni-Channel" calls for the connection of channels, then what about the social channels where customers often start their journey? And what if they return to the social channel to demand service? Listen to how Sprinklr and Aspect are teaming up to address the growing needs for a holistic perspective and treatment, from marketing intelligence to social listening to full-fledged customer service on the channel of the customer's choice.