

ACE 2019

Aspect
Customer
Experience

AGENDA

July 29 - Aug 1 | The Venetian | Las Vegas

IT'S GO TIME!

Revised July 22, 2019

Past feedback has taught us that when it comes down to it, our customers want to gain two types of insights from the Aspect Customer Experience Conference: information about the Aspect product roadmap, and a look at how peers are driving positive business outcomes by leveraging our product line.

As a result, we've organized this year's conference to meet attendee demands. We have dedicated sessions focusing on impactful technology trends in the industry – and how Aspect has turned this intelligence into viable product roadmaps that best serve our customers. We've also left plenty of time for you to voice your feedback. After all, learning how we can enhance our products to better fit your needs is a core reason we host the event each year.

We know that hearing an outside perspective is important to your process so this year we made it our mission to find the right mix of presenters. We have 30+ Aspect customers and subject matter experts sharing their experiences through interactive panel discussions, educational seminars and case studies. These sessions spotlight what our users learned as they made new product investments and deployments. Just a few of the questions we'll ask: What worked? What areas needed improvement? And ultimately, was it worth it?

We're confident that this deep-dive into the world of unforgettable customer service will leave you ready to successfully prioritize and execute on future investments within your own contact center.

Can't wait to see you there!

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MONDAY July 29, 2019

10:00 am – 8:00 pm	Registration / Welcome to ACE 2019
1:00 – 2:30 pm	Customer Input Forums
	Self-Service <i>Andreas Volmer and David Rastatter</i>
	Workforce Optimization <i>Chrissy Cowell, Eric Hagaman, and Andy Baker</i>
3:00 – 4:30 pm	Customer Input Forums
	Interaction Management <i>Kelly Burke, Andreas Volmer, and Don Hudecek</i>
	Workforce Optimization <i>Chrissy Cowell, Eric Hagaman, and Andy Baker</i>
5:00 – 6:00 pm	ASUGA Meet and Greet
6:00 – 8:00 pm	Starting Line Welcome Reception / ACE Networking Pavilion

TUESDAY (MORNING) July 30, 2019

6:30 – 7:15 am	Group Fitness Session – HIIT IT!
8:00 – 9:00 am	Breakfast
9:00 – 9:15 am	Opening / Welcome to ACE 2019 <i>Michael Harris, Chief Marketing Officer, Aspect</i>
9:15 – 10:00 am	Aspect General Session / Solving for CX <i>Patrick Dennis, President and CEO, Aspect</i>
10:00 – 10:30 am	Morning Break in the Networking Pavilion
10:30 – 11:30 am	ACE Keynote / How to Build Your Customer Driven Growth Engine <i>Jeanne Bliss, Customer Experience Pioneer</i>
11:30 am – 1:00 pm	General Lunch in the Networking Pavilion
11:30 am – 1:00 pm	Women in Technology Luncheon / Continuing to Invest in Change <i>Jeanne Bliss, Founder and President, CustomerBliss Jennifer Seitz, Workforce Management Executive, Staples Sandra Floyd, President and CEO, OCSI Vicki Herrell, Executive Director, SWPP Kelly Burke, Sr. Director of Product Management, Aspect Moderator: Colleen Sheley, Sr. Director of Marketing, Aspect</i>

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TUESDAY (AFTERNOON) July 30, 2019

1:00 – 2:00 pm	Breakout Sessions / Rotation 1			
Track 1 - Path 1 and 2 The Aspect Masters Program	Track 2 - Path 1 and 2 Getting the Most Out of Your Aspect Solution	Track 3 Industry Insights and Roadmap	Track 4 Technical Deep Dive: Making It Work	Track 5 - Path 1 and 2 Best Practices
2:00 – 2:30 pm	Networking and Session Transition			
2:05 – 2:25 pm	Finish Line Theatre / Aspect® Workforce AI™: Winning with Occupancy Optimizer <i>Featuring Jorge Cruz, Director of Innovations & Engagement Strategy, Aspect</i>			
2:30 – 3:30 pm	Breakout Sessions / Rotation 2			
Track 1 - Path 1 and 2 The Aspect Masters Program	Track 2 - Path 1 and 2 Getting the Most Out of Your Aspect Solution	Track 3 - Path 1 and 2 Industry Insights and Roadmap	Track 4 Technical Deep Dive: Making It Work	
3:30 – 4:00 pm	Afternoon Break in the Networking Pavilion			
3:35 – 3:55 pm	Finish Line Theatre / Eliminating Language Barriers: Using Aspect to Reach New Customers and Strengthen Your Business Relationships <i>Featuring Mauricio Vicente, Exec. VP of Technology and Sales Operations, Language Services Associates and Scott Cooper, Exec. Director and General Counsel, Language Services Associates</i>			
4:00 – 5:00 pm	Breakout Sessions / Rotation 3			
Track 1 - Path 1 and 2 The Aspect Masters Program	Track 2 - Path 1 and 2 Getting the Most Out of Your Aspect Solution	Track 3 - Path 1 and 2 Industry Insights and Roadmap	Track 4 Technical Deep Dive: Making It Work	
5:00 – 7:00 pm	Halftime Happy Hour in the Networking Pavilion			
5:05 – 5:25 pm	Finish Line Theatre / 2019 GEM Celebration <i>2019 GEM Winners with Moderator ASUGA President, Ric Wilson</i>			
5:35 – 5:55 pm	Finish Line Theatre / Aspect Via® on AWS Outposts: Best-of-Breed Applications Managed on Your Premise <i>Featuring Rohan Mathews, Principal Solutions Architect, Amazon Web Services and David Funck, CTO, Aspect</i>			
6:05 – 6:25 pm	Finish Line Theatre / Leverage Your Transitions: How Callink Drives Growth <i>Featuring Marcelo Dutra, Chief Operations Officer, Callink Brasil</i>			
7:00 pm	Attendee Free Night (Dinner on your own)			

WEDNESDAY July 31, 2019

6:30 – 7:15 am	Group Fitness Session HIIT Yoga				
8:00 – 9:00 am	Breakfast				
9:00 – 9:10 am	Welcome Back and Remarks / <i>Michael Harris, Chief Marketing Officer, Aspect</i>				
9:10 – 10:00 am	Analyst Insights / Making the Contact Center More Human in a World of Exponential Change <i>Stephen Loynd, Global Program Director, Frost & Sullivan</i>				
10:00 – 10:30 am	Morning Break in the Networking Pavilion				
10:30 – 11:30 am	Aspect Product Roadmap / Today's Investments and Future Direction <i>Michael Harris, Chief Marketing Officer, Aspect</i> <i>Pete Lavache, VP Product Management, Aspect</i> <i>David Funck, Chief Technology Officer, Aspect</i> <i>Michael Kropidlowski, Director Product Marketing, Aspect</i>				
11:30 am – 1:00 pm	General Lunch in the Networking Pavilion				
12:30 – 12:50 pm	Finish Line Theatre / A Customer Story: Integrating Aspect Via® and Salesforce <i>Featuring Craig Blake, Aspect and Kim Pacheco, Sage Therapeutics</i>				
1:00 – 2:00 pm	Breakout Sessions / Rotation 4				
	Track 1 - Path 1 and 2 The Aspect Masters Program	Track 2 - Path 1 and 2 Getting the Most Out of Your Aspect Solution	Track 3 - Path 1 and 2 Industry Insights and Roadmap	Track 4 Technical Deep Dive: Making It Work	
2:00 – 2:30 pm	Networking and Session Transition				
2:30 – 3:30 pm	Breakout Sessions / Rotation 5				
	Track 1 - Path 1 and 2 The Aspect Masters Program	Track 2 - Path 1 and 2 Getting the Most Out of Your Aspect Solution	Track 3 Industry Insights and Roadmap	Track 4 Technical Deep Dive: Making It Work	Track 5 - Path 1 and 2 Best Practices
3:30 – 4:00 pm	Afternoon Break in the Networking Pavilion				
	Finish Line Theatre / Eliminating Language Barriers: Using Aspect to Reach New Customers and Strengthen Your Business Relationships <i>Featuring Mauricio Vicente, Exec. VP of Technology and Sales Operations, Language Services Associates and Scott Cooper, Exec. Director and General Counsel, Language Services Associates</i>				
4:00 – 5:00 pm	Breakout Sessions / Rotation 6				
	Track 1 - Path 1 and 2 The Aspect Masters Program	Track 2 Getting the Most Out of Your Aspect Solution	Track 3 Industry Insights and Roadmap	Track 4 Technical Deep Dive: Making It Work	
6:30 – 10:30 pm	Customer Party at Top Golf				

THURSDAY August 1, 2019

6:30 – 7:15 am	Group Fitness Session Yoga Blend
8:00 – 9:00 am	Breakfast
9:00 – 10:30 am	ACE Closing Ceremony <i>Colleen Sheley, Sr. Director of Marketing, Aspect</i>
10:30 am	Finish and Departures

Pre-Session | Customer Input Forums

Monday

1:00 – 2:30 pm

Room
Lando 4202-4

Self-Service

Speaker: Kelly Burke, Aspect
Andreas Volmer, Aspect

Are you a self-service user with a product idea? A shareable shortcut? A question for the design team? This session is for you. Attend this session to gain insights into self-service and tell Aspect product managers about the features you want to see in the next release.

- Meet with the self-service design team
- Move Aspect forward by sharing with us the features you would like to see in a future self-service release.

Monday

1:00 – 2:30 pm

- and -

3:00 – 4:30 pm

Room
Lando 4302-4

Workforce Optimization

Speaker: Chrissy Cowell, Aspect
Eric Hagaman, Aspect
Andy Baker, Aspect

In this highly interactive session, we'll ask our workforce optimization users for your insights into our existing products as well as what features you would like to see in future releases.

- Meet with the workforce optimization design team
- Share your wish list of features for future releases

Monday

3:00 – 4:30 pm

Room
Lando 4202-4

Interaction Management

Speaker: Kelly Burke, Aspect
Andreas Volmer, Aspect
Don Hudecek, Aspect

What's your experience like working with your customers across multiple channels? This interactive session is one of your best opportunities to share your needs and suggestions with Aspect product managers for future releases of interaction management.

- Gain product insights from the interaction management design team
- Share your wish list of features for future releases

SESSION DETAILS

BREAKOUT TRACKS

Track 1 | The Aspect Master Program

Ideal for: Supervisors, Team Leads, Analysts and Partners

Transform your career! Become an expert on the solution you use every day with our Aspect Master's Program. We're introducing the WFM Volume Forecasting Specialist Master Program (a \$750 value) at ACE 2019. All attendees who complete this program with paid registration will be recognized at the closing keynote and provided with a voucher to be used toward obtaining a Certified Professional Certificate. Space is limited to the first 100 registrants. The Aspect Master Program offers two different options. Path 1 focuses on Forecasting Workforce Management. Path 2 concentrates on design fundamentals for CXP.

Rotations 1 - 3

Tuesday

1:00 – 2:00 pm

2:30 – 3:30 pm

4:00 – 5:00 pm

Path 1

Room
Delfino 4102

Understanding Forecasting Parameters in Aspect® Workforce Management™

Forecasting Foundation and Data Analysis

The purpose of this session is to provide a better understanding of the forecasting elements and processes used by the Aspect Workforce Management forecasting tool. It will also teach you how to create usable forecasting data for use in the system.

Objectives:

- Identify key forecasting parameters required to generate an accurate volume forecast within the Aspect Workforce Management tool
- Configure Monthly, Daily, Intra-Day parameters to be used as the basis for forecasting

Rotations 4 - 6

Wednesday

1:00 – 2:00 pm

2:30 – 3:30 pm

4:00 – 5:00 pm

Path 2

Room
Delfino 4102

Understanding Forecasting Parameters in Aspect® Workforce Management™

Forecast Configuration and Historical Pattern Troubleshooting

The purpose of this session is to gain experience inputting the results of the forecasting parameter analysis into the system, and testing the output through forecasts. You will also learn how to troubleshoot your forecasts for historical pattern inaccuracies and make adjustments to the initial model as needed.

Objectives:

- Configure historical parameters
- Create an intra-day forecast
- Create a daily forecast
- Create a monthly forecast
- Troubleshoot historical patterns

BREAKOUT TRACKS

Track 1 - The Aspect Master Program (continued)

Rotations 1 - 3

Tuesday

1:00 – 2:00 pm

2:30 – 3:30 pm

4:00 – 5:00 pm

Path 1

Room
Delfino 4003

IVR Design Fundamentals for Aspect® CXP™

Introduction to CX Designer and Hands-On Voice Application Design

The purpose of these sessions is to provide a high-level overview of the foundational capabilities of Aspect CXP, and then delve into the user interface to learn how to design, build, deploy and test a menu-driven IVR. You'll also gain insight into performance reports and analyzing report data.

Objectives:

- Learn the range of capabilities available with Aspect CXP
- Become familiar with navigating the CX Designer functions and interface
- Explore the differences between Simple Mode and Advanced Mode
- Learn how to handle caller inputs including common data types like numbers, dates and times
- Create an IVR application from scratch
- Develop and deploy menu prompts and choices
- Understand and analyze usage report data

Rotations 4 - 6

Wednesday

1:00 – 2:00 pm

2:30 – 3:30 pm

4:00 – 5:00 pm

Path 2

Room
Delfino 4003

IVR Design Fundamentals for Aspect® CXP™

Advanced Aspect CXP Features

The purpose of these sessions is to provide a full view of the more advanced features and capabilities that Aspect CXP offers, including a tour of the CX Business UI as well as CX Commander. You'll learn valuable advanced skills including configuring objects for optimal reporting, using context cookies to develop more personalized greetings and enabling trace features.

Objectives:

- See how CX Business enables non-developers to modify IVRs in real time, including managing announcements
- Explore best practices for configuring Variable and Audio Objects
- Learn how to get the most from reporting by configuring Business Task Objects and Expression Objects
- Identify potential use cases for context cookies
- Understand when and how to enable trace features
- Demo Aspect CXP's ability to integrate with backend services via Rest APIs

BREAKOUT TRACKS

Track 2 | Getting the Most Out of Your Aspect Solution

Ideal for: Hands-on Administrators, Supervisors, Team Leads and Partners

Best practices, troubleshooting, and how-to sessions designed to help improve your understanding of the core functionality of your Aspect solution. Our product experts will provide the tools and techniques to help you improve the overall performance of your system. You'll walk away with new skills that will help you meet your desired business outcomes.

Rotation 1

Tuesday

1:00 – 2:00 pm

Path 1

Room
Lando 4202

Self-Service Engagement Strategies, Best Practices Panel

Speakers: Andreas Volmer, Aspect

Mike Hentges, Waterfield Technologies

Sally Schlarmann, DST Systems

Tomas Odio, BAC Credomatic

Berny Chavarria, BAC Credomatic

Overwhelmed by customer demands and market pressures? Hamstrung by siloed interactions within limited digital channels? Stuck with a DTMF-only IVR?

This panel of industry experts and Aspect customers will share real-world examples of how to successfully design and implement omnichannel strategies for customer engagement. Covering speech-enabling IVR systems and integration with text messaging solutions, the panel will also examine complex scenarios including text, mobile web and social media channels.

The experts will frankly address the problems they have encountered and the strategies deployed to deal with the inherent complexity of delivering a seamless customer journey.

- Learn strategies for designing and implementing customer engagement across a multitude of channels
- See examples of how to reduce the complexity of orchestrating the customer journey while meeting market demands

Rotation 1

Tuesday

1:00 – 2:00 pm

Path 2

Room
Lando 4203

Outbound Strategies and Best Practices

Speaker: Don Hudecek, Aspect

Regulations governing your customer outreach strategies can make it hard to maintain compliance while still aiming for the highest productivity and profitability. The last thing any organization wants to face is a fine or a lawsuit!

Aspect solutions can help your organization deploy smart, compliant campaign strategies. Take full advantage of engagement opportunities to save time and resources while adhering to regulatory requirements.

- Identify the tools in the Aspect toolbox designed to help you achieve and maintain compliance.

BREAKOUT TRACKS

Track 2 - Getting the Most Out of Your Aspect Solution (continued)

Rotation 2

Tuesday

2:30 – 3:30 pm

Path 1

Room
Lando 4202

Customer Story: Partnering with Aspect for Better Forecasting

Speakers: Dr. Debra Bentson
Michael Cavataio, Aspect

One of the most critical and complicated facets of managing a contact center workforce is forecasting interaction volumes and the associated staffing. Workforce management warrior Dr. Debra Bentson returns this year to show us how to break with the status quo and improve your team's forecasting capabilities.

- Learn which features of workforce management make forecasting easier
- Gain insights on how large organizations can sharpen their forecasting capabilities

Rotation 2

Tuesday

2:30 – 3:30 pm

Path 2

Room
Lando 4203

Interactive Quality Management Discussion

Speaker: Chrissy Cowell, Aspect

Most call centers don't take the time to step back and think about how to re-invent their current processes. In this highly-interactive session, we'll explore new ways of thinking about quality, including the following:

- New tools that make life easier for agents and quality analysts
- How to create a self-improving process
- Best practices that you should not overlook

If your quality process does not continuously improve, don't miss this session!

Rotation 3

Tuesday

4:00 – 5:00 pm

Path 1

Room
Lando 4202

Workforce Management Best Practices Panel

Speakers: Vicki Herrell, SWPP
Julia Bethea, American Airlines
Kary Horsley, Asurion
Seth Ettwein, Red Cloud Consulting

Contact centers are increasingly complicated environments fueled by new technologies, as customers demand better service and more channels. Is it any wonder our challenges grow correspondingly more complex?

In this highly interactive session, you will have the opportunity to pose workforce management questions to our panel of experts (including our audience of experts) as we surface the best possible solutions for you.

- No issues are out of bounds. Come with your most challenging problems, and let's get them on the table for a lively group discussion!

BREAKOUT TRACKS

Track 2 - Getting the Most Out of Your Aspect Solution (continued)

Rotation 3

Tuesday

4:00 – 5:00 pm

Path 2

Room
Lando 4203

The Journey to Aspect Via® - A Customer Story

Speakers: Kelly Burke, Aspect
Sam Gibke, Flagship Credit Acceptance

The transition process from Aspect® Unified IP® to the Aspect Via Platform can uncover unexpected opportunities for gaining power and flexibility for content center engagement strategies.

Special guest Sam Gibke, Director of Servicing Systems at Flagship Credit Acceptance will share his company's transition process from Aspect Unified IP to the Aspect Via Platform. This session will reveal best practices for shifting to the cloud, and include a discussion on converting self-service and routing to Aspect Via CX.

Attendees at this session will:

- Take a dive into the user and customer benefits of Aspect's user-focused UX
- Hear strategies for shifting to the cloud via processes which result in gaining additional power and flexibility across contact center operations

Rotation 4

Wednesday

1:00 – 2:00 pm

Path 1

Room
Lando 4202

Understanding the Value of Speech Analytics

Speakers: Steve Chirokas, CallMiner
Michael Melancon, Otter Products

Organizations increasingly realize that dialogs between customers and agents contain a wealth of valuable information. Speech analytics delivers insights from this frequently ignored resource. In this session, Michael Melancon from Otter Products will explain the innovative ways that Otter is using speech analytics technology to extract customer interaction insights for remarkable results.

- Attend this session to learn how put the voice of your customers to work to improve customer experience, influence development of superior products and services and make your contact center more efficient, to name a few
- Don't miss this session if you are not yet using speech analytics

Rotation 4

Wednesday

1:00 – 2:00 pm

Path 2

Room
Lando 4203

Innovative Real-World Aspect® CXP™ Application Case Studies

Speakers: Andreas Volmer, Aspect
David Rastatter, Aspect
Jason Domsy, Microautomation

Enterprises are evolving beyond traditional IVR to enhance their customers' experience and increase self-service usage through Aspect CXP.

Join special guest Jason Domsy of Microautomation and Aspect experts as they share examples of digital deflection within a natural language IVR, outbound interactions and automated device testing and post-call customer satisfaction surveys tied to the individual agents.

- See the ease with which complex customer interactions can effectively take place thanks to modern self-service systems
- Leverage real-world examples of how to best integrate self-service technology into your existing business operations

BREAKOUT TRACKS

Track 2 - Getting the Most Out of Your Aspect Solution (continued)

Rotation 5

Wednesday
2:30 – 3:30 pm

Path 1

Room
Lando 4202

Workforce Management Best Practices Panel

Speakers: Vicki Herrell, SWPP

Gabe Salazar, Dell

Andrew Gilmer, Comcast

Dennis Bradbury, Ring

Contact centers are increasingly complicated environments fueled by new technologies, as customers demand better service and more channels. Is it any wonder our challenges grow correspondingly more complex?

In this highly interactive session, you will have the opportunity to pose workforce management questions to our panel of experts (including our audience of experts) as we surface the best possible solutions for you.

- No issues are out of bounds. Come with your most challenging problems, and let's get them on the table for a lively group discussion!

Rotation 5

Wednesday
2:30 – 3:30 pm

Path 2

Room
Lando 4203

Aspect® Unified IP® and Advanced List Management™: A Customer Story

Speakers: Kelly Burke, Aspect

Don Hudecek, Aspect

Robert Jürgens Pr Eng, Telkom SA

Matthew Phair, Bank of America

Learn how Aspect Unified IP and Advanced List Management releases can help your organization maximize engagement and customer retention while at the same time reducing operational costs on a secure proven platform.

In this session, you will hear about success stories enabled by the latest releases of Aspect Unified IP and Advanced List Management that helped Aspect customers achieve their key business goals and objectives.

- See how you can build intelligence into your contact lists across multiple channels
- Learn how you can improve operational reliability and gain greater clarity into your organization's outbound and blended campaign effectiveness
- Discover strategies for centralizing your customer interactions

Rotation 6

Wednesday
4:00 – 5:00 pm

Room
Lando 4202

Proactive Engagement: Stay Out Front and Connected with Your Customers

Speaker: Michael Kropidowski, Aspect

It's more important than ever to keep in touch with customers and help them resolve issues before they become a problem. Many companies don't make it easy for customers to respond when they receive a notification and want to take immediate action.

At the same time, channel preferences are changing for both companies and their customers – for instance, customer preference for text-based channels is increasing, and companies benefit with over 90% of SMS messages reach their intended recipient within 3 minutes.

- Learn strategies for turning one-way notifications into two-way conversations
- See examples of best practices in proactive outreach that can keep customers engaged, informed and on schedule—whether for appointments, bill payments, or other events and activities

BREAKOUT TRACKS

Track 3 | Industry Insights and Roadmap

Ideal for: Business and Industry Leaders

Acquire knowledge from industry experts and thought leaders. Sink your teeth into topics including the Aspect product roadmap, current trends in the call center and customer experience industry, and breaking trends on the horizon. These sessions are designed to help future-proof your business and set you up for success.

Rotation 1

Tuesday

1:00 – 2:00 pm

Room
Lando 4204

Corporate Social Responsibility and Ethics in the Age of the Customer

Speaker: Renee Murphy, Forrester

Digital marketing channels and social media have allowed companies to extend their reach and personify their brand. We are connecting with customers in new and unique ways. In the age of the customer, consumers are more engaged, more socially conscious, and more vocal of what they expect from brands.

Resoundingly, ethics matter more than ever, and customers wield the power of the purse to punish companies for what they believe to be unethical or immoral behavior. On the other hand, when companies claim responsibility and quickly take corrective action, brand loyalty grows.

This presentation will explore how security & risk teams can:

- Foster ethical corporate culture to protect brand reputation and increase customer engagement and loyalty
- Leverage risk management strategies to protect against regulatory penalties and negative consequences
- Safeguard the business from security incidents and maintain resilience

Rotation 2

Tuesday

2:30 – 3:30 pm

Path 1

Room
Lando 4204

Product Directions: Aspect® Unified IP®, Advanced List Management™

Speakers: Kelly Burke, Aspect
Don Hudecek, Aspect

Hear from Aspect's product managers as they discuss current trends in customer engagement and contact center operations. The panel will discuss how Aspect Unified IP and Aspect Advanced List Management can help solve many of these challenges now and in the future.

- Learn about upcoming release plans, platform updates, and future initiatives, and how they can make a positive impact on your contact center

Rotation 2

Tuesday

2:30 – 3:30 pm

Path 2

Room
Lando 4205

Change Management Best Practices

Speaker: Chris Lindley, Barclays

Contact Center-as-a-Service can be a strategic driver for customer engagement and enhanced agent experience. In this spotlight session, Chris Lindley of Barclays will discuss his company's reasons for moving to the cloud, their requirements for a replacement of their existing platform, and how they chose Aspect.

- Learn best practices for change management in a forward-thinking, fast moving customer engagement operation
- Identify three ways to evolve the relationships with your strategic partners for increased profitability

BREAKOUT TRACKS

Track 3 - Industry Insights and Roadmap (continued)

Rotation 3

Tuesday

4:00 – 5:00 pm

Path 1

Room
Lando 4204

Product Directions: Aspect® CXP™, Aspect® Prophecy™

Speakers: Andreas Volmer, Aspect

Jonathan Deveraux, Aspect

Tommy Fradenburgh, Aspect

Fluid conversations which are rooted in intuitive, natural language conventions are replacing the need for customers to follow narrow dialog paths through an IVR dialog or web page. We're pleased to share Aspect's strategy to embrace these technical advances and provide a clear, current perspective on customer engagement tools.

- See how the latest smart speakers, IVR and other voice-enabled channels are joining text and messaging as effective means for automated customer conversation
- Understand how Aspect's engagement strategy and technical roadmap can benefit your organization

Rotation 3

Tuesday

4:00 – 5:00 pm

Path 2

Room
Lando 4205

How Do You Provide Every Customer with a World-Class Experience

Speaker: Jess Bound, DiJulius Group

How do you provide every customer with a consistent world-class experience? How can you improve customer and employee loyalty? We can answer these questions and more.

Special guest Jess Bound is an expert at improving business performance in the realm of the customer experience. Let's talk about where you want to take your organization.

- Learn how to turn a mundane customer transaction into a memorable, unique moment
- Gain insights into patterns for customer relationship building which drive brand loyalty

Do you want to be considered the best at what you do, or the only ones who do what you do?

Rotation 4

Wednesday

1:00 – 2:00 pm

Path 1

Room
Lando 4204

Outbound Compliance Trends

Speakers: Don Hudecek, Aspect

Jason Macres, Aspect

Spencer Demetros, Aspect

This panel session will focus on the current collections compliance landscape and how Aspect is directly responding to support your needs.

There are many new topics currently in the mix, and as usual there is vagueness and uncertainty while resolutions are pending. While the industry waits for the FCC's TCPA auto-dialer response to the DC Circuit court ruling, a 9th Circuit ruling has created additional confusion. Additionally, the Consumer Financial Protection Bureau (CFPB) has released its proposed rule changes for debt collections practices. Our panel will address these issues and related topics which impact your operations and productivity.

- Hear how the latest rule changes and other related topics will impact your debt collections practices and productivity
- See an overview of the SHAKEN/STIR framework that the FCC is advocating to address the problem of call spoofing

BREAKOUT TRACKS

Track 3 - Industry Insights and Roadmap (continued)

Rotation 4

Wednesday
1:00 – 2:00 pm

Cloud Adoption as the Best Option for New Country Expansion

Speakers: Renata Alves Santos, Algar
Alexandre Melo, Algar

Path 1

Room
Lando 4205

An increasing number of tech-savvy businesses and industry leaders are enjoying the advantages of the cloud-computing trend, though this type of solution is not without its challenges.

As a business leader in the contact center space, Algar Tech is benefitting from cloud computing solutions from a number of different vendors. Attend this session to see how Algar is using the cloud to more efficiently run their organization, better serve their customers, and increase their ROI.

- Learn how cloud computing can save money on IT costs, increase the speed of business, and better connect the members of your team
- See the challenges and benefits of easily scaling business operations
- Understand how you can manage the risks associated with cloud computing, including data security and privacy

Rotation 5

Wednesday
2:30 – 3:30 pm

Product Directions: Aspect® Performance Management™ and Aspect® Quality Management™

Speakers: Chrissy Cowell, Aspect
Andy Baker, Aspect

Room
Lando 4204

Employees at all levels need better insight into important KPIs so they can self-correct their performance and help achieve the overall goals of the contact center. Contact center managers need to effectively assess the quality of the service we provide to our customers using tools that let us create more efficient and seamless processes in coaching, calibrations, and evaluation.

Aspect Performance Management and Aspect Quality Management were developed to meet these specific challenges. Join this session to understand the business advantages provided by two of Aspect's most valued solutions.

- Learn what the industry expects from performance management, quality management, gamification, and coaching
- See how your team will benefit from Aspect's innovations in each of these areas, as well as how Aspect is focusing on the future needs of your team

BREAKOUT TRACKS

Track 3 - Industry Insights and Roadmap (continued)

Rotation 6

Wednesday
4:00 – 5:00 pm

Room
Lando 4204

Product Directions: Aspect® Workforce Management™

Speaker: Eric Hagaman, Aspect

Aspect Workforce Management software is the most widely used workforce management solution in North America, largely due to the benefits customers experience from its rich and flexible features.

Current users of Aspect Workforce Management will want to attend this session as we look at how contact center's needs for workforce management are changing, and how these changes are shaping Aspect's product roadmap.

- Understand the industry's latest requirements for contact center workforce management
- See how your team can benefit from the latest innovations in Aspect Workforce Management, as well as how Aspect is focusing on the future needs of your team

Track 4 | **Technical Deep Dive: Making It Work**

Ideal for: Developers, Analysts, and IT Specialists

The stability and performance of your platform is key to the success of your call center. These sessions will dive deep into the technical side of your business. Our architects and developers will discuss APIs, system security, solution architecture, customizations, integrations and much more.

Rotation 1

Tuesday
1:00 – 2:00 pm

Room
Lando 4206

The Evolution of Aspect Via®: Introducing The Aspect Via Platform

Speakers: David Funck, Aspect
Kelly Burke, Aspect

A true cloud platform, Aspect Via can grow and scale to best enable your success. We're excited to show you the next customer-centric evolution of the Aspect Via platform, designed to precisely meet the needs of your team.

Going forward, the Aspect Via Platform will offer the ability to start with one or more applications and then add applications with ease as your needs change.

This session will present the common set of shared services offered by the platform and enterprise-grade benefits with respect to security, integration, business continuity, and UI customization.

- Identify how your company can best grow with the Aspect Via Platform
- Understand how the Aspect Via Platform works

BREAKOUT TRACKS

Track 4 - Technical Deep Dive: Making It Work (continued)

Rotation 2

Tuesday

2:30 – 3:30 pm

Room
Lando 4206

AI and NLU Powering Intelligent Bots: A Major Leap for Customer Engagement

Speakers: Andreas Volmer, Aspect
David Rastatter, Aspect

Natural Language Understanding (NLU) based on Artificial Intelligence (AI) is a trailblazer, providing a better and richer customer experience across an ever-growing number of customer engagement channels.

Traditional text-based channels such as web chat and SMS are joined by social media messaging platforms such as Facebook Messenger and WhatsApp, and smart speakers like Amazon Echo or Google Home.

Aspect has combined the power of Aspect® CXP™ for dialog management with Microsoft LUIS (AI-powered NLU).

The resulting platform allows for best-in-class chatbots which can:

- Help customers find answers to FAQs
- Qualify an inbound contact before handing over to an appropriate agent
- Allow automation of a wide array of transactional self-services across verticals

Join us for a lively discussion of use cases and applications of these technologies for customer engagement.

Rotation 3

Tuesday

4:00 – 5:00 pm

Room
Lando 4206

Progress with Aspect® Workforce AI™

Speakers: Jorge Cruz, Aspect
Jon Malinowski, Asurion

This spotlight session focuses on Asurion, one of the most forward-looking users of workforce management, and their process for introducing new features designed to make the agent's life easier while driving improved efficiency across the contact center.

Aspect Workforce AI, an extension of Aspect® Workforce Management™, allows teams to focus on their core business by removing administrative tasks, increasing employee engagement and improving enterprise productivity.

- Learn how Aspect Workforce AI can increase productivity by maximizing agents' effective time and automating mundane tasks.
- Leverage the real-world experiences of Asurion's Aspect Workforce AI integration
- Identify potential paths for your team toward integrating Aspect Workforce AI with your team's processes and culture

BREAKOUT TRACKS

Track 4 - Technical Deep Dive: Making It Work (continued)

Rotation 4

Wednesday

1:00 – 2:00 pm

Room
Lando 4206

A Day in the Life at the Contact Center

Speaker: Nathan Hollman, Aspect

As your front-line brand ambassadors, your agents and supervisors deserve every measure of respect they can be given—not to mention every available advantage. Well-designed workforce optimization tools can help these unsung heroes hone their capabilities, training, and effectiveness.

This day-in-the-life session will couple real agent and supervisor situations with a demo and discussion of workforce optimization best practices. Bring your best questions!

This session will help participants:

- Identify ways to improve your agents' and supervisors' day-to-day operating environment and working conditions
- Understand how workforce optimization solutions can improve the effectiveness of your contact center agents

Rotation 5

Wednesday

2:30 – 3:30 pm

Room
Lando 4206

Mind the Gap: Bridging the Customer Experience Across Channels

Speakers: Andreas Volmer, Aspect

Craig Blake, Aspect

Ray Thralls, Aspect

It's no longer just the web page and the phone. Today's consumers expect to be served on the channel of their choice—this provides both a challenge and an opportunity for vendors who want to orchestrate a meaningful and efficient customer journey across session boundaries.

This session will present a deep dive into showcases of omnichannel service orchestration across multiple verticals.

- Learn how Visual IVR improves the user experience for roadside assistance
- See how implementing disposable apps can increase the success of your collections operations
- Understand how context continuity not only supports a smooth channel transition, but also enables contact center agents to be more prepared and knowledgeable in the moment as they engage with a customer

BREAKOUT TRACKS

Track 4 - Technical Deep Dive: Making It Work (continued)

Rotation 6

Wednesday
4:00 – 5:00 pm

Room
Lando 4206

Hands-On Review of Speech Analytics

Speakers: Mary Ward, Aspect
Carel Warfield, Aspect

Every single customer conversation can be a source of valuable business insights. The capability to monitor, analyze, and score 100% of your customer conversations can help enhance agent performance, improve customer satisfaction, and increase revenue.

Aspect® Engagement Analytics™ is a standalone solution which can monitor, analyze, and intelligently score all of your customer interactions across every channel—all calls, chats, emails, and social media.

- Understand how speech and text analytics can improve agent productivity by reducing AHT and increasing FCR
- Identify ways that Aspect Engagement Analytics can help ensure your company maintains regulatory compliance and mitigates legal risk
- Spot opportunities in your organization where customer sentiment analysis can surface valuable and actionable insights

Track 5 | Best Practices

Ideal for: Users and Hands-on Administrators of Aspect® Workforce Management™

Take a closer look at the concepts, methodologies, and operating practices used by our own in-house masters. These sessions focus on multichannel engagement and methods for supporting the back office business channel, including forecasting and intraday work assignment.

Rotations 1 & 5

Tuesday
1:00 – 2:00 pm
- and -

Wednesday
2:30 – 3:30 pm

Path 1

Room
Lando 4302

Multichannel Performance Tips and Tricks

Speaker: Michael Cavataio, Aspect

Multichannel engagement makes it possible for a single agent to carry on multiple conversations across several mediums—including voice, email and web chat—through true multimedia blending. However, serving the customer at whatever point of engagement they are most comfortable with is not without its own management challenges.

This session will showcase the new concepts, methodologies, and operating practices required to best support multichannel in your company.

- Understand the features and functionality of multichannel performance
- Learn how to incorporate multichannel modeling in the contact center
- Review the software configuration elements so your team can support best practices for contact center operation

BREAKOUT TRACKS

Track 5 - Best Practices (continued)

Rotations 1 & 5

Tuesday

1:00 – 2:00 pm

- and -

Wednesday

2:30 – 3:30 pm

Path 2

Room
Lando 4303

Back Office Forecasting, Scheduling and Tracking/Intraday Work Assignment Tips and Tricks

Speaker: Darin Epling, Aspect

Workforce optimization tools have been used effectively in front office contact centers for years, but relatively few companies are applying the same benefits and advantages to their back office operations.

This session will include information on two Aspect® Workforce Management™ features: Back Office Forecasting, Scheduling, Tracking along with Intraday Work Assignment.

Attendees will be able to:

- Understand the necessary preparation, concepts, and configuration elements needed to best support the back-office business channel
- See how to best incorporate Aspect's Intraday Work Assignment feature into contact center operations.