

2016
Conference Edition

May 16-18, 2016

Customer First

The Journal of the National Customer Service Association

Special Edition



NATIONAL CUSTOMER
SERVICE ASSOCIATION

The 2016
National Customer Service Conference

Orlando, Florida

Putting the Customer First

A FOCUS ON SERVICE EXCELLENCE

May 16–18, 2016

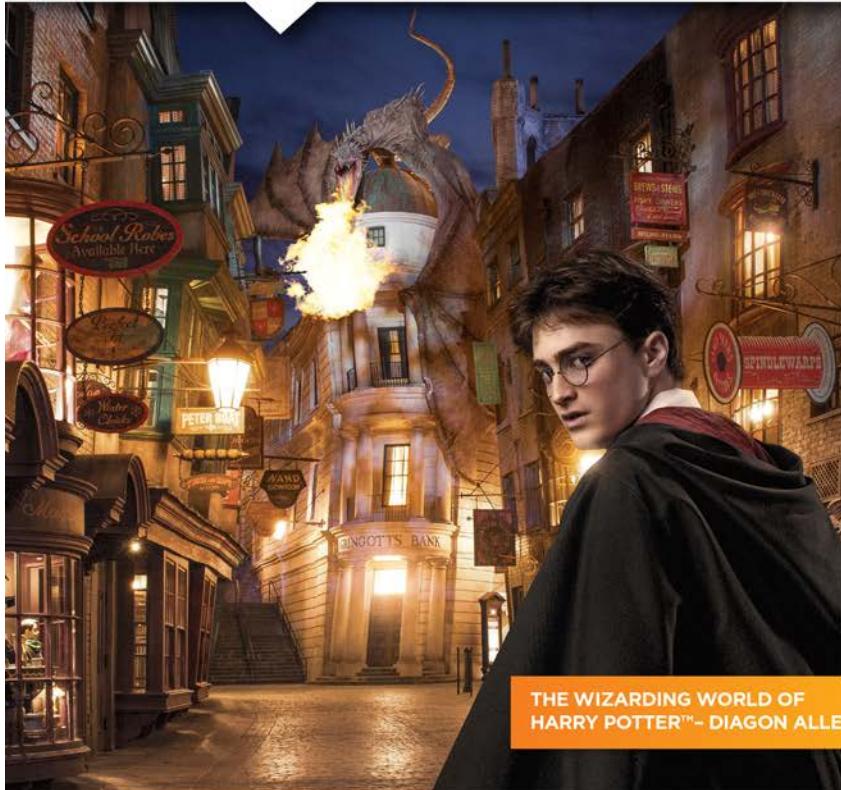
DoubleTree by Hilton at the Entrance to Universal Orlando



EXPECT EPIC.



With two jaw-dropping theme parks and the unforgettable dining and entertainment of Universal CityWalk®, Universal Orlando® Resort has everything you need to turn your vacation into an adventure. Plus, cool off at Wet 'n Wild® Orlando waterpark, located just minutes away.





Greetings!

As President of the National Customer Service Association, it is my honor to welcome you to ***The 2016 National Customer Service Conference***. We are privileged to have Orlando serve as our host city and hope that during your stay here, you will take the opportunity to explore its culture and entertainment. We know you will be extremely pleased with the lodging and conference facilities of the DoubleTree by Hilton at the Entrance to Universal. We appreciate all they have done to support this event.

Special thanks to Wes Tindal, who is the President of the Board of Directors of the Central Florida Chapter of the National Customer Service Association and its membership for their commitment and support in making this National Customer Service Conference *the 2016 event!* As you well know, every successful event is a group effort, and we have had a fantastic team and true Customer First spirit displayed by the Central Florida Chapter. THANK YOU ALL SO MUCH!

I am extremely excited at the level and diversity of our Conference Speakers. It is well-recognized that Customer Service transcends all industry lines and that we all face similar challenges associated with serving both our internal and external customers. Customer Service is a universal constant requiring the same skill sets regardless of the nature of one's job or industry. From the wonderful presentations to the invaluable networking, I know you will leave here with enhanced skills and heightened knowledge and motivation to bring Customer Service to new levels in your organization.

In the end analysis, we are all here because we support the NCSA philosophy of Putting the *Customer First—Focusing on Service Excellence*.

Thank you again for choosing our Conference to expand your skills. Please stop any of our NCSA staff if we can assist you at any time during the Conference.

Best regards,

A handwritten signature in black ink, appearing to read "Bill Crutcher".

C. William Crutcher, President
National Customer Service Association

Welcome!

As President of the Central Florida Chapter of the National Customer Service Association, it gives me great pleasure to welcome all attendees to **The 2016 National Customer Service Conference** here in Orlando. As the host chapter for our first national conference, the officers, board members and local membership are excited to extend our hospitality to each of you. We are thrilled to have you here and are sure you will enjoy your time not only attending the conference but also enjoying all that Orlando and the Central Florida area has to offer.

Our Chapter has been in existence since 2002 and was conceived with the notion that customer service was, and always will be, the reason we exist. From the multiple industries that our members represent, we realize that our common bond has been providing service that goes above and beyond. We have affiliated our chapter with NCSA based on the belief that our core values are in alignment with the national organization whether dealing with internal or external customers. Service indeed transcends all industries and provides a common bond that unites us all.

It is my hope that you not only enjoy our first conference but take away new ideas and creative ways to enhance service within your organization.

Once again, thank you for attending and on behalf of the Central Florida Chapter of the National Customer Service Association, welcome to Orlando!



Wes Tindal
President, Central Florida Chapter
National Customer Service Association



Featured Conference Speakers

KEYNOTE PRESENTATIONS

**DAN LEBISH**

Executive Vice President and Chief Operating Officer

Aflac

"Living the Dream, Putting Each Customer's Needs First ... And They Don't Need Faster Horses!" - You will be absolutely intrigued as Dan shares insight from Aflac's philosophy: "Living the Dream, Putting Each Customer's Needs First ... And They Don't Need Faster Horses!" It will soon become apparent to all in attendance that Aflac's leaders are coaches who work hard to bring out the best in their people. You will discover why in their 61st year Aflac has been named to *Fortune* magazine's The World's Most Admired Companies list 14 times and their 100 Best Companies to Work For list for 17 years! Aflac demonstrates its commitment to great service through 15 basics they call "Aflac Way Honors." This overall promise to service and to their employees ensures Aflac continues to attract and retain highly loyal employees and customers.

About Dan: Dan Lebish joined Aflac in August 2013 as executive vice president and chief operating officer of Aflac Group Insurance. In his role, he oversees the day-to-day operating activities, performance goals and strategic initiatives of the Columbia, South Carolina, organization. Additionally, Lebish has responsibilities for individual operations in Columbus, Georgia, and management of the U.S. broker channel.

Lebish has more than 30 years of experience in the health care management and insurance industries. Most recently, he served as executive vice president at Highmark Blue Cross Blue Shield, where he was responsible for building Highmark's new provider organization and related integrated delivery system. During his tenure with Highmark, he was chairman and chief executive officer of HM Insurance Group and United Concordia Companies as well as senior vice president of business development. Prior to his career at Highmark, he was executive vice president of medical delivery systems at Coventry Health Care, chief financial officer at Magee-Womens Hospital and health care management consultant at Ernst & Ernst.

Currently, Lebish serves on the board of trustees for Claflin University and the board of directors for the Palmetto Health Foundation, Central Carolina Community Foundation, South Carolina Chamber of Commerce and Columbia Urban League. He has previously served on the boards of WQED Multimedia, the YMCA of Greater Pittsburgh and Carlow University in Pittsburgh, Pennsylvania.

Lebish earned a bachelor's degree in finance from St. Norbert College and a master's degree in health services administration from Ohio State University.

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CLAUDIA BOGARD
Senior Strategist and Customer Service Executive
Federal Aviation Administration

How's your customer service? What do your customers think about you? It is almost impossible to tell unless you have the tools in place to capture customer feedback, analyze the data and then make important changes based on that feedback. Gain excellent insights on how Claudia was able to develop and implement a strategy, framework and measurement tools to assess internal business to business customer service.

About Claudia: Claudia L. Bogard is the Senior Strategist and Customer Service Executive for the Federal Aviation Administration's air navigation service provider, the Air Traffic Organization. She provides executive leadership in establishing and managing innovative programs and strategies to lead and transform the ATO toward continually improving levels of service to internal and external customers and stakeholders. Previously as the ATO Director of Communications, she led communication programs reaching 35,000 employees as well as external messaging to aviation industry partners.

At the Defense Finance and Accounting Service, the financial arm of the Department of Defense, as the first Director of Corporate Communications, she led the integration and strategic execution of media relations, employee communications, customer outreach, internal customer service training, creative products and Web development into a single office.

While at the U.S. General Services Administration, her most interesting accomplishments included serving as the Chief of Staff for both GSA and the Chief Financial Officer; creating the first private-sector style Annual Report; writing policy, Capitol Hill testimony, and a white paper for the White House; modernizing the motor vehicle fleet fuel card program to industry standards; and a stint at the Office of Management and Budget as the first Chief Financial Officers' Council Fellow.



FERNANDO FLORES
Vice President Consumer Sales
NBC Universal

In Orlando, Florida, the themed entertainment industry is serious business and the competition is fierce. Aiming to be recognized as the number one entertainment destination in the world, Universal Orlando Resort know they have to deliver the best in customer service at every turn, and to constantly work to improve the guest experience. And over the past 25 years, the Universal Orlando has done just that. Learn how you can take the philosophy of customer service at Universal Orlando, encapsulated as their "Universal Way" and adapt it to your company. Attendees will understand very quickly what is required to create a customer experience that results in "creating memories for a lifetime" for Universal Orlando customers.

About Fernando: Fernando Flores is Vice President of Consumer Sales Operations at Universal Orlando Resort since 2012 and currently oversees Destination Universal which operates in-market attraction ticket sales locations

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in Orlando and Universal Parks & Resorts Vacations, the official travel company of Universal Orlando Resort. He also leads Universal's Guest Contact Center, which in 2015 was the proud recipient of the All-Star Service Team of the Year award by the National Customer Service Association. This annual award is presented to a single business team that consistently maintains a focused culture of service excellence.

Prior to joining Universal Orlando, Mr. Flores held several leadership positions at Grupo Posadas, Latin America's largest hotel management company. He last served Grupo Posadas as Vice President – International Sales where he led global sales and marketing initiatives for the entire portfolio of 105 hotels across four countries and six brands.

In the marketing strategy consulting field, Fernando's experience began in 1994 at InfoAmericas Inc., where he helped numerous international companies expand their businesses into Latin America. He managed hundreds of quantitative and qualitative research projects for prestigious organizations such as the Canadian Department of Foreign Affairs & International Trade, American Express, Expedia and the World Bank amongst others. Fernando holds a bachelor's degree in International Relations from the National Autonomous University of Mexico and a masters' degree in Tourism Administration from George Washington University's School of Business. As part of his post graduate work he collaborated with National Geographic's Center for Sustainable Destinations. He is a Certified Revenue Management Executive by the Hospitality Sales & Marketing Association International and has published several articles on travel trends and tourism development.



LOU MANFREDINI
Ace's Home Expert
Ace Hardware

You all have heard that "Ace is the Place with the Helpful Hardware Folks" for many years. One of the key drivers of delivering world-class customer service is engagement. And it begins with engaged associates that then create engaged customers and in return created engaged shareholders. At Ace Hardware, helpful is our weapon in the world. And when human interaction no longer matters then neither does Ace. But we believe it will matter for a long time to come. And with that, we deem helpful to be our weapon in the world. We have had the honor of earning nine consecutive JD Power

awards for ranking highest in customer satisfaction amongst Home Improvement retailers; and that did not happen by accident. There is no room for complacency in this constantly changing omni-channel environment in which we all compete. In fact, after winning JD Power for seven consecutive years, we went back to the drawing board and scrapped all of our store associate training and developed new helpful training and certifications for our stores. At Ace Hardware, their mission is to be the retailer of choice to work, shop and invest. Engaged employees can deliver amazing customer service—find out how!

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About Lou: Lou Manfredini, Ace Hardware's resident Home Expert, boasts more than 25 years of home improvement experience. Lou's career in the industry began as a teen when he worked at a local Chicago hardware store. Lou worked as a carpenter during college and in 1985, started his own construction company renovating and building new custom homes.

Lou's role as Ace's Home Expert is just one of the many hats he wears. For more than 15 years, Lou has been a home improvement contributor for NBC's "The Today Show," where he delivers tips and guidance to millions of homeowners across the country. His Saturday morning call-in radio show on Chicago's WGN-AM, "The Mr. Fix-It Show," dispenses three hours of helpful DIY advice every week.

Lou also produces and hosts the nationally syndicated TV show "House Smarts," where he helps viewers improve and maintain their homes. On top of it all, Lou has authored five books chock-full of advice designed for first-time and veteran DIYers alike.

As Ace's Home Expert, Lou had been the face of "the Helpful Place" for many years, delivering tips and advice to help Ace's customers repair and maintain their homes. Already a successful entrepreneur, Lou believed so strongly in Ace's helpful promise that he became an Ace retailer! Lou and his wife now own two Ace Hardware stores in the Chicago, IL area.

Speaking from this unique perspective, Lou delivers helpful advice on yet another subject that drives him—creating a work environment that delivers amazing customer service. Through the Ace Center for Excellence, Lou teaches audiences how to leverage their entrepreneurial drive to establish leadership, a strong culture and a connection with the community. Through Lou's experiences, you'll learn how a unique customer experience starts with these three principles.

BREAKOUT PRESENTATIONS



AMIE EIPERS

Licensed Clinical Social Worker; Certified Hypnotist, Certified Personal Trainer

Gina Spielmen and Associates

Featured on MTV

"Managing Stress in a Customer Service Environment" - Every job brings its own particular stressors, though few can compare to those experienced in a Customer Service environment. Having a good understanding of the stressors that affect us and effective tools to manage that stress is crucial. The better we understand the stressors that affect us, the more effective we will be in coping with workplace and other life events in an appropriate and healthy manner. In this session, you will learn valuable techniques for identifying your stressors, and determining the best and most efficient ways of managing them. You will benefit greatly from learning to focus on solutions for managing and reducing your stress, and adopting a more positive outlook overall.

About Amie: Amie Eipers is a Licensed Clinical Social Worker with Gina L. Spielman, LCSW & Associates, Ltd. She has 25 years of experience in the social service field, including early intervention/prevention programming, program development and staff supervision. She is a certified Conflict Intervention Trainer and has developed and

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presented workshops at a national level. Amie currently provides therapy in a private practice setting, including individual, couples/marital, and family therapy, with specializations in depression/anxiety, PTSD, sports enhancement, eating disorders, and stress management. She holds a Bachelor's Degree in Social Work from Illinois State University, Normal, Illinois and a Master's Degree in Social Work from the University of Illinois at Urbana-Champaign, Illinois.

Amie's credentials include:

- Member of NASW (National Association of Social Workers)
- Professional Member: National Association of Cognitive-Behavioral Therapists (NACBT)
- Certified Conflict Intervention Trainer
- Certified Hypnotist, Hypnosis Motivation Institute (HMI)
- Member of the American Hypnosis Association
- Member of the American Alliance of Hypnotists



STEVE MAYERS, CHA

Airport Director

Hartsfield-Jackson Atlanta International Airport

"Transitioning from Customer Experience Management (CEM) to Guest Experience Management (GEM)" - Showing customers their real value is critical in providing world-class customer service. This presentation will focus on how Hartsfield Jackson Atlanta International Airport transitioned from Customer Experience Management to Guest Experience Management through its "One ATL" (One Atlanta) Program. Learn firsthand what you can do to significantly enhance your "guest's" experiences from lessons learned at the busiest airport in the world.

About Steve: Steve Mayers—dynamic and experienced operations management Professional with demonstrated success in effective leadership, financial planning, customer service, operations, employee development and direction, and fostering an organization towards a stable, as well as thriving establishment. Extensive experience with operational and financial components to bring organization and profitability into a fast paced service-driven company. Effectual professional with the expertise to meet goals, maintain quality and provide strategic planning. Effective at managing operations, handling major accounts, developing marketing and sales plans, establishing cost-effective guidelines, maximizing productivity levels, and fostering effective communication.



DIANE CRUTCHER

Vice President - Programs

Center for Performance Development, Inc.

"Engaging in Courageous Conversations" - This program is specifically designed to significantly enhance the ability of attendees to engage in open dialogue relative to emotional, real or perceived high-stakes or risky topics. This presentation will ensure participants are exposed to the critical skills required to effectively comprehend, plan and engage in those crucial, courageous conversations. Key elements of this program include understanding the necessity of working interdependently while understanding

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and valuing personal differences. Discovering your source for “courage”—having trust in yourself and others—is essential while focusing on a “we” perspective when engaging others. Attendees will explore what exactly are “courageous conversations”, why we avoid them and the cost of that avoidance. The process for effectively engaging others will be explored with a “plan to approach” with win-win outcomes for use back in the workplace.

About Diane: Diane Crutcher is Vice President of Programs for the Center for Performance Development, Inc. Ms. Crutcher has significant experience in leading teams and projects, human resource development and in continuous quality improvement process design and implementation. Her extremely high skill sets in the area of human dynamics allow her to guide and direct individuals and groups in the provision of Service Excellence. Ms. Crutcher is well-regarded for her ability to work with individuals and groups in effective problem solving. She holds a large number of business certifications including Certified Continuous Quality Improvement facilitator, “LEAN” Process facilitator, Certified Teams Assessor, “7 Habits of Highly Effective People” Master Facilitator, Diversity trainer, a Work Complexity Analyst, Certified Leading Empowered Organizations facilitator and a Certified Principle-Centered Leadership facilitator. Ms. Crutcher is highly recognized for her ability to “lead the way forward” for individuals and groups—even in the most challenging of circumstances. She has been an adult educator for over 20 years and holds a Bachelor’s Degree in Psychology and a Master’s Degree in Education both from Illinois State University.



CHRISTOFF J. WEIHMAN

President and Author

Aspire Enterprises

"I AM the Customer Experience - Taking Ownership of the Service You Deliver & Creating a Culture of WOW!" - The way you treat and greet and interact with your customers is the single biggest contributing factor to the success or failure of your business. Customer Service is driven by customer engagement. In this presentation we will discover; 3 Reasons why businesses fail to deliver WOW! Service; the 4 Pillars of WOW! Customer Service and how to create a company culture that instills these principles in their team members. It starts at the top with management truly valuing and putting

customer service first, and it also begins with each member of the team realizing the importance of their contribution feeling empowered that they are the customer experience.

It's not in the name of the business, or the catchy slogan. It's not in the décor, setting, ambience or location of the business. It's not even in the amazing product you sell. Rather, the success or failure of your business is integrally linked to the way your customers feel when they do business with you. This is true whether you run a restaurant, a retail store, an online business or an accounting firm. People want to feel welcomed and valued by the people they do business with. It all starts at the top with management, making customer service the number one priority, instilling these values into their team and empowering each staff member to understand and embrace the philosophy of “I Am the Customer Experience”. In this presentation we will dive into the 3 Reasons Why Businesses Fail to Deliver WOW! Service, The 4 Pillars of WOW!—hint the first one is all about the Internal Components of Mindset, Attitude, A Servant Heart and much more. You will be Inspired, Challenged, Motivated and Equipped to Deliver WOW! Service to your customers after this presentation.

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About Christoff: Throughout his career, Christoff has served in various capacities-as a server, bartender, wine sales rep, catering sales manager, event planner, and banquet service manager. He has worked for Wolfgang Puck in Hollywood; Darden Restaurants, as well as other establishments in St. Louis, Los Angeles, and at the Hyatt in Guam and Nikko Hotel in Saipan. He has spent many years in Sales & Business Development including in the automotive industry as well as Staffing and Recruiting. Christoff is the author of Getting to WOW! Everybody WINS with 5 Star Service, which was released in January of 2015. [Getting to WOW Book.com](http://Gettingto WOW Book.com).

"At ASPIRE Enterprises, We have a Passion for Excellence in Service. Our mission and goal is to assist restaurants and other businesses to elevate their Service to the next level. We equip and train people to passionately deliver WOW! Service & Hospitality to their customers."

Christoff believes that regardless of the type of restaurant or establishment, 5 Star Service should always be the goal. "I believe that every customer that comes into your place of business deserves to receive 5 Star Service. Every customer should be greeted and treated as if they are a VIP...Because they are. Every customer service professional, if they have the right internal components, and are provided with the proper tools and training, they can be equipped to consistently deliver WOW! Service." Christoff is a life-long learner, an avid reader, and passionate about personal development. He writes a weekly blog about Customer Service entitled Soupfly which has readers in 108 countries. His blog can be found at soupfly.wordpress.com.



KIZZY (PARKS) DOMINGUEZ
President
K. Parks Consulting, Inc. (KPC)

"The 7 Secrets to Understand Multigenerational Customers" - One of most prevalent customer service concerns is the ability to understand and appreciate a multigenerational customer. A key to the success of excellent multigenerational customer service is the ability to service all of the generations at the same time. However, some don't have the time, skills or knowledge to adapt to the various generational needs. This session introduces the seven secrets to understand multigenerational customers and how service providers can be sensitive to their various needs. This session uses case studies and strategies to offer a fresh perspective on servicing multigenerational customers.

About Kizzy: Kizzy Dominguez has over 15 years of experience in diversity, inclusion and developing high impact teams. She was inspired by her father, and knew that she wanted to be a psychologist and an entrepreneur. The simple but powerful concept, "it's all about empowering others" was instilled in her from a young age and became her motivation. She earned a Doctor of Philosophy degree in Industrial Organizational Psychology from the Florida Institute of Technology. She was the 2014 Enterprising Woman of the Year and recently recognized by Profiles in Diversity Journal as a Woman Worth Watching®.

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PAMELA MURRAY

President

High-Value Talent Solutions

"Creating a Customer Service Culture in your Organization" - Yes! Learn elements necessary for everyone in the organization to live a life of service—from the CEO to the frontline. A true culture of service includes appropriate environments, resources, and practices, in addition to continuous training and motivation. Without all of these elements, your competition may have the advantage!

About Pamela: Pamela is a trusted advisor and valued partner to organizations leading change initiatives to drive organizational effectiveness. An accomplished Talent Development Leader with expertise in organizational culture, her key strengths include instructional design, engaging facilitation, and strategic employee recognition and reward systems. With a background in the fields of hospitality and retail, Pamela has led training and recognition initiatives for exceptional companies like Universal Orlando Resorts and ABC Fine Wine and Spirits to create winning cultures that build customer and employee loyalty.

Partnering with long-term, successful consulting companies, Pamela brings resources to help organizations grow more effective leaders and managers, improve internal and external service levels, and build cohesive teams through the interactive learning at all levels. She helps create a greater sense of loyalty to organizations by developing and implementing employee recognition systems that support business objectives and ingrain a culture of appreciation—a winning combination for talent retention.

Pamela is Certified in FranklinCovey's 7 Habits of Highly Effective People signature leadership program, as well as 7 Habits of Highly Effective Managers. Additionally, she is Certified in Wiley's Everything DiSC profiles and workshops including Work of Leaders, 363 for Leaders, Management, Workplace, and Sales. Pamela has authored dozens of training workshops on topics such as supervisory development, customer service, retail selling skills, preventing sexual harassment, and employee recognition delivery. She has facilitated training for small and large groups, as well as delivered conference breakout sessions.

A member of the Leadership Team for the GOOD Network (Greater Orlando Organization Development), Pamela serves as Director of Special Programs and Events. She has also served on the executive board for the Central Florida Chapter of ATD (Association for Talent Development) and the Board of Directors and Advisory Board for RPI (Recognition Professionals International).

Giving back to the community through volunteerism is important to Pamela. She has facilitated leadership training to service organization executives, chaired fundraising events, and tutored for the Adult Literacy League. Pamela enjoys enhancing the lives of those around her.

"I'm passionate about making the work-world a better place through talent solutions!"

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ALFIO CARROCETTO
Senior Consultant
The Omnia Group

Session 1:

A close-up photograph of a man's face and upper torso. He has a well-groomed beard and mustache. He is wearing a dark grey or black suit jacket over a white dress shirt with a subtle black and white checkered pattern. A solid black necktie is tied in a knot. The background is a solid orange color.

"Interoffice Dynamics: Sales vs. Service" - Let's face it....sometimes your office feels like a war zone instead of a team working together to reach common goals. Salespeople don't understand why the service team asks so many questions and need to have every i dotted/t crossed. The service team can't understand why salespeople are so unorganized, pushy and last minute with EVERYTHING! Meanwhile you're thinking "Why can't we all get along?" Sound familiar? This seminar will talk about the dynamics necessary for sales and service and how those dynamics work together to make an unstoppable team.

Session 2:

"Fuel Employee Trust and Engagement with Authentic Communication" - Knowing your natural communication style and behavioral tendencies are powerful management and self-awareness tools. Recognizing the differences within your team and managing to their preferences are traits of strong leaders. People are unique and must be managed, motivated, communicated with and supported in a way that capitalizes on their strengths. Authentic Communication gives you the tools and techniques for stronger, more productive communication with the various personalities of your staff.

About Alfio: Alfio Carroccetto is the Senior Consultant at The Omnia Group, and an experienced entrepreneur and business owner. Alfio provides employee hiring and retention guidance to senior-level executives for hundreds of domestic and international businesses. His scope encompasses a wide range of industries, with particular emphasis in logistic sales, credit unions and banking, automotive, staffing and health care. Alfio focuses on teaching other leaders how to hire the right people for success.

Alfio received a BA Degree in Advertising from the University of South Florida. There he also minored in Italian Studies. He has also been nominated for "Best New Business: Community Impact" by Florida Chamber of Commerce.

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Customers are not yours for a lifetime. In reality, they are only loyal through the next interaction.

Believe this and you understand that you must provide an excellent customer experience, not just when it is convenient, but every time.

Even your most loyal customer will go someplace else, given a good reason to do so. Don't give them a reason. ■



PRECONFERENCE ACTIVITIES

SUNDAY, MAY 15

4:00 PM – 6:00 PM	NCSA Chapter Leadership Meeting (By Invitation Only) ROOM: Pinellas
5:00 PM – 8:00 PM	Early Conference Registration and Help Desk Open LOCATION: Convention Registration Desk

CONFERENCE ACTIVITIES

MONDAY, MAY 16

7:00 AM – End of Day	Conference Registration and Help Desk Open LOCATION: Convention Registration Desk
7:00 AM – 9:00 AM	CONTINENTAL BREAKFAST - ROOM: Seminole
8:30 AM – 10:00 AM	Plenary Session: <i>Keynote Speaker: Dan Lebish</i> , Executive Vice President and Chief Operating Officer, Aflac ROOM: Seminole
10:00 AM – 10:30 AM	REFRESHMENT BREAK - ROOM: Seminole
10:30 AM – 11:45 AM	Breakout Session #1: <i>Steve Mayers</i> , "Transitioning from Customer Experience Management (CEM) to Guest Experience Management (GEM)" ROOM: Duval / St. Johns Breakout Session #2: <i>Lyn Kramer</i> , "Putting the Customer First" ROOM: Dade / Florida Keys Breakout Session #3: <i>Amie Eipers</i> , "Managing Stress in a Customer Service Environment" ROOM: Sarasota / Hillsborough
Noon – 1:30 PM	NETWORKING LUNCHEON - ROOM: Seminole
1:45 PM – 3:00 PM	Breakout #4: <i>Steve Mayers</i> , "Transitioning from Customer Experience Management (CEM) to Guest Experience Management (GEM)" ROOM: Duval / St. Johns Breakout #5: <i>Panel Presentation: Deborah Colangelo, Holly Faries and David M. Kielkucki</i> , "We communicate all day, everyday... BUT do we communicate effectively?" ROOM: Dade / Florida Keys Breakout #6: <i>Gregg Baron</i> , "+1 Experiences - The Path to Earning and Retaining MORE Successful Customer Relationships" ROOM: Sarasota / Hillsborough
3:00 PM – 3:15 PM	REFRESHMENT BREAK - ROOM: Seminole
3:15 PM – 4:30 PM	Breakout #7: <i>Diane Crutcher</i> , "Engaging in Courageous Conversations" ROOM: Duval / St. Johns Breakout #8: <i>Panel Presentation: Deborah Colangelo, Holly Faries and David M. Kielkucki</i> , "We communicate all day, everyday... BUT do we communicate effectively?" ROOM: Dade / Florida Keys Breakout #9: <i>Amie Eipers</i> , "Managing Stress in a Customer Service Environment" ROOM: Sarasota / Hillsborough
	EVENING ON OWN

TUESDAY, MAY 17

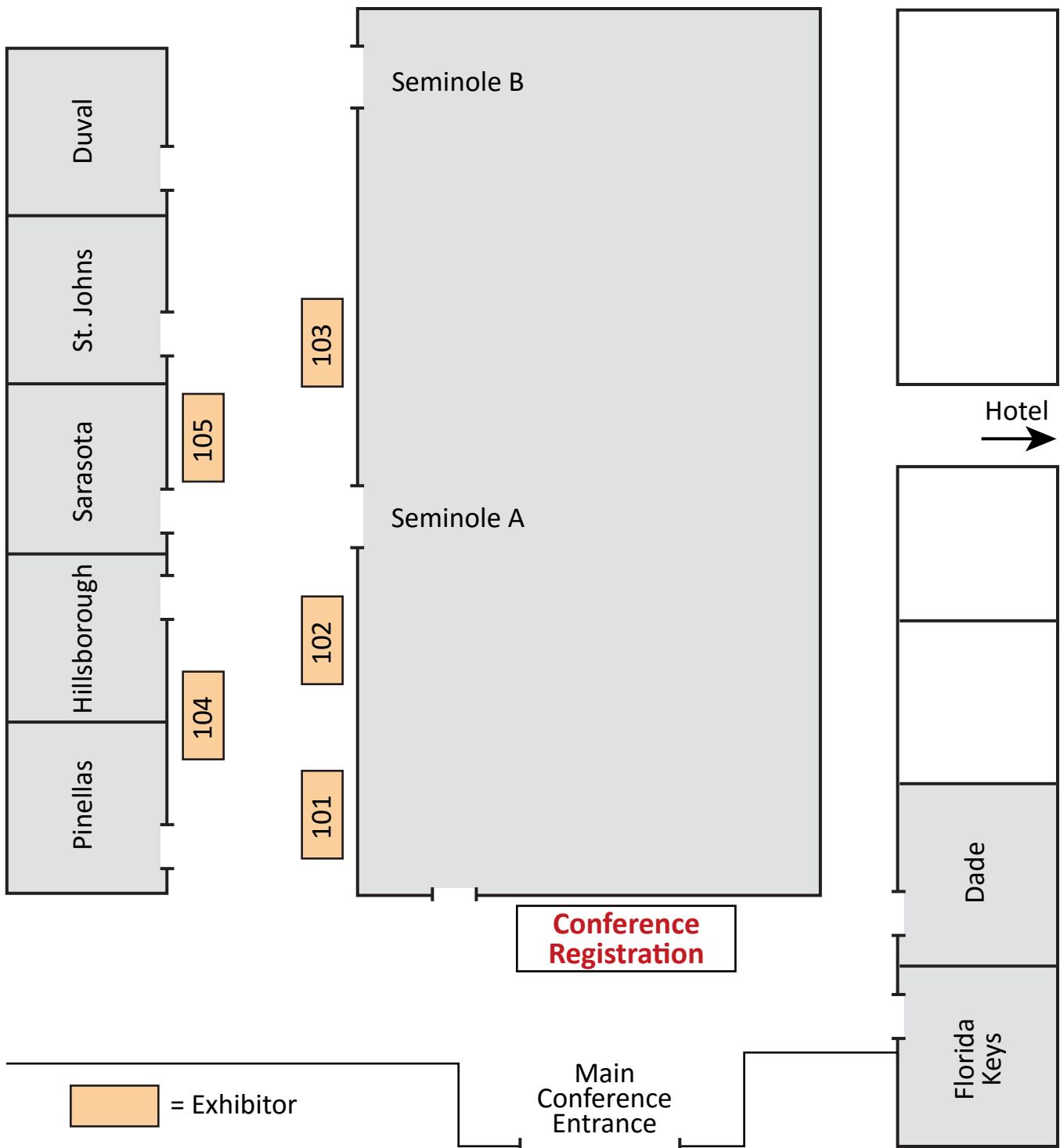
7:00 AM – End of Day	Conference Registration and Help Desk Open LOCATION: Convention Registration Desk
7:00 AM – 9:00 AM	CONTINENTAL BREAKFAST - ROOM: Seminole
8:30 AM – 10:00 AM	Plenary Session: <i>Keynote Speaker: Claudia Bogard</i> , Senior Strategist and Customer Service Executive, Federal Aviation Administration ROOM: Seminole
10:00 AM – 10:30 AM	REFRESHMENT BREAK - ROOM: Seminole
10:30 AM – 11:45 AM	Breakout Session #10: <i>Kizzy (Parks) Dominguez</i> , "The 7 Secrets to Understand Multigenerational Customers" ROOM: Sarasota / Hillsborough Breakout Session #11: <i>Panel Presentation: Reginald J. Baron and Jeanne O'Brien</i> , "Developing and Maintaining a Highly Motivated Service Team" ROOM: Dade / Florida Keys Breakout Session #12: <i>Diane Crutcher</i> , "Engaging in Courageous Conversations" ROOM: Duval / St. Johns
Noon – 1:30 PM	NETWORKING LUNCHEON - ROOM: Seminole
1:45 PM – 3:00 PM	Breakout #13: <i>Christoff J. Weihman</i> , "I AM the Customer Experience - Taking Ownership of the Service You Deliver & Creating a Culture of WOW!" ROOM: Sarasota / Hillsborough Breakout #14: <i>Panel Presentation: Reginald J. Baron and Jeanne O'Brien</i> , "Developing and Maintaining a Highly Motivated Service Team" ROOM: Dade / Florida Keys Breakout #15: <i>Alfio Carroccetto</i> , "Fuel Employee Trust and Engagement with Authentic Communication" ROOM: Duval / St. Johns
3:00 PM – 3:15 PM	REFRESHMENT BREAK - ROOM: Seminole
3:15 PM – 4:30 PM	Breakout #16: <i>Christoff J. Weihman</i> , "I AM the Customer Experience - Taking Ownership of the Service You Deliver & Creating a Culture of WOW!" ROOM: Sarasota / Hillsborough Breakout #17: <i>Pamela Murray</i> , "Creating a Customer Service Culture in your Organization" ROOM: Dade / Florida Keys Breakout #18: <i>Alfio Carroccetto</i> , "Interoffice Dynamics: Sales vs. Service" ROOM: Duval / St. Johns
5:00 PM – 6:00 PM	NETWORKING RECEPTION - ROOM: Seminole
6:00 PM – 8:00 PM	Conference Banquet: <i>Keynote Speaker: Fernando Flores</i> , Vice President Consumer Sales, NBC Universal

WEDNESDAY, MAY 18

7:00 AM – End of Day	Conference Registration and Help Desk Open LOCATION: Convention Registration Desk
7:00 AM – 9:00 AM	CONTINENTAL BREAKFAST - ROOM: Seminole
8:30 AM – 10:00 AM	Plenary Session: <i>Keynote Speaker: Lou Manfredini</i> , Ace's Home Expert, Ace Hardware ROOM: Seminole
10:00 AM – 10:30 AM	REFRESHMENT BREAK - ROOM: Seminole
10:30 AM – 11:30 AM	Plenary Session Continues - Conference adjourns at 11:30 AM.

DoubleTree by Hilton at the Entrance to Universal Orlando

Conference Center



Conference Exhibitors

SPACE	EXHIBITOR
101	ACE CENTER FOR EXCELLENCE Oak Brook, Illinois
102	OMNIA GROUP Tampa, Florida
103	K. PARKS CONSULTING, INC. (KPC) Melbourne, Florida
104	ITyX SOLUTIONS, INC. Orlando, Florida
105	ASPIRE ENTERPRISES Las Vegas, Nevada

Exhibit Hall Hours

Please visit all Conference Exhibitors!

Monday, May 16: 8:30 AM – 4:30 PM

Tuesday, May 17: 8:30 AM – 4:30 PM

Always give people more than they expect to get. ~ Nelson Boswell

When it comes to excellence in customer service, there is no such thing as sufficient. When customers get what they expect from you, there is no “Wow!” factor. Your job is to always make the customer feel special—never just average. People forget average. They don’t tell their friends, family and colleagues about average. And often, they don’t return to average. Sufficient isn’t enough. ■



**“Wow!” the customer
and they will tell everyone.
Most importantly,
they will return!**

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GREGG BARON
President
Success Sciences

"+1 Experiences - The Path to Earning and Retaining MORE Successful Customer Relationships" - A priority for customer contact professionals is to manage the customer experience so that each touch makes a contribution to earning and/or retaining a successful customer relationship. Every touch is consciously or unconsciously compared against expectations. That comparison to expectations is ultimately what determines if a customer experience was value adding (+1) or subtracting (-1).

As our customers and team members operate in an ever increasing context of complexity and information overload it becomes increasingly important to "make the complex simple" for both stakeholders. That is one of three keys to consistently delivering more "Plus One Experiences" for your customers and prospects leading to a higher Net Promoter Score.

This fast paced session will highlight the mindsets and insights that customer contact people need to understand, believe and consistently use to get a breakthrough in consistently managing the customer experience to more plus ones.

About Gregg: Gregg Baron, CMC, is president of Success Sciences. He is a certified management consultant* with extensive experience in the areas of enhancing customer loyalty and retention, sales performance, and the leadership practices for leading change. Some of his clients include Verizon, Honeywell, Cigna, Novartis, KPMG, Club Med, JPMorgan Chase, Con Edison, American Express Travel, Universal Orlando Resort, Royal Caribbean and Celebrity Cruises.

His first book, *250 Ways to Increase Your Top and Bottom Lines*, was published by Dartnell and is now available as a second edition. *Leadership without Excuses: How to Create Accountability and High Performance* was published by McGraw-Hill. His upcoming book is *The Art of Influence Simplified*. He is one of fifty contributing authors to the *American Marketing Association's Marketing Encyclopedia: Issues and Trends Shaping the Future* published by NTC.

In addition to his research and writing, Gregg has hosted his own video show, Successful Business Relationships, on a major airline. He founded Success Sciences, which is headquartered in Tampa, in 1986.

*CMC® (Certified Management Consultant) is the certification mark awarded by the Institute of Management Consultants USA and represents meeting the highest global standards and ethical canons of the profession. Fewer than 1% of all consultants have achieved this level of excellence.

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LYN KRAMER
Managing Director
Kramer & Associates Consultants, LLC

"Putting the Customer First" - is a strategic business proposition that makes sense because the business case is simple. The American Customer Satisfaction Index (ACSI) has shown a direct correlation between customer satisfaction and growth in corporate revenue, earnings and stock performance. However, achieving customer satisfaction has been a challenge for many organizations. In the new digital age, achieving customer satisfaction appears to be even more elusive. This presentation will focus "best practices" for developing a strategic roadmap to achieve customer satisfaction in the digital age.

The first step is a strategic assessment of the customer touch points, including the contact center, the website, mobile applications, and digital customer access. This process focuses on the key tools of benchmarking, best practices assessment, and a gap analysis. The result is a "gap analysis", which is used to develop a multi-discipline, actionable strategic roadmap designed to close the gaps and achieve customer satisfaction in the digital age. The benchmarking and best practices discussion focuses on ten major areas as well as considerations needed for a successful transition to digital age customer satisfaction. Case studies and real world examples will be used throughout the presentation to illustrate each area in detail.

About Lyn: Lyn Kramer is the Managing Director and founder of Kramer & Associates Consultants, a management consulting firm focused on helping clients make a successful transition to digital customer engagement. Kramer & Associates has a proven track record helping some of the world's most respected organizations successfully transition to a digital customer engagement strategy. The firm achieves measurable results through a proven methodology, consisting of a comprehensive, fact-based approach to analyzing and assessing the complex interactions among people, process and technology. Lyn is responsible for leading the firm's consulting team. She has over 25 years in the field and previously held senior management positions at Community Mutual BC/BS and Armco, Inc. in telecommunications and customer service. She holds an A.B. degree from the University.

PANEL PRESENTATIONS



REGINALD J. BARON
Director, Mobile Sales Customer Relations
MTA New York City Transit



JEANNE M. O'BRIEN
Manager Customer Service and ROP
Mile Hi Foods

Continued on following page

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"Developing and Maintaining a Highly Motivated Service Team" - Unlike behavior modification, learning is not dependent on direct experience and reinforcement. New behaviors can be acquired by observing the behavior of models. Motivated people are in a state of tension...to relieve the tension, they engage in activity...and the greater the tension, the more activity is needed to bring about relief.

You will learn the Motivational Implications for Managers such as;

- Recognize individual differences
- Match people to jobs
- Use goals
- Ensure that goals are perceived as attainable
- Individualize rewards
- Link rewards to performance
- Check the system for equity

About Reginald: Mr. Baron's career with the Metropolitan Transportation Authority began in 1994 as a Customer Service Agent/Mailroom Attendant. During this time, Mr. Baron rose quickly through the ranks and was instrumental in the launching of the Mobile Sales program in September 1996.

The Mobile Sales program is the outreach unit that services senior citizens and people with disabilities, which includes assistance in obtaining the Reduced-Fare (Half-Fare) MetroCard.

In 1998, Mr. Baron was promoted to Director of the Mobile Sales program, which was expanded with three 20 ft. MetroCard Vans complementing the two 40ft. RTS MetroCard Buses that were already in service. The Mobile Sales program site visits increased from 80 site visits to approximately 300 site visits per month. The program coverage included the five boroughs of New York City and Nassau County, Long Island.

In 2004, due to budgetary constraints the Mobile Sales program was reduced by 50%. As an alternative service offering Mr. Baron and his staff performed representative outreach visits to Senior Centers, Disability Organizations and Community Based Organizations. They also increased their service levels through the use of strategic partnerships with other governmental agencies.

These partnerships included collaborated representative outreach events with the New York City Department For the Aging (DFTA), Social Security Administration, Veterans Administration, Visiting Nurses, Queens Borough Public Library and the Centers for Medicare Services, just to name a few. For example, at the Department for the Aging a regular monthly visit by a Mobile Sales representative was scheduled and promoted to provide Reduced-Fare MetroCard services in DFTA's Customer Service Center, 2 Lafayette Street 6th Floor.

Mr. Baron's other notable accomplishments include:

- Internal/External marketing campaigns of the Mobile Sales program
- Older American's Month marketing campaign
- Managerial Achievement Award

Mr. Baron has a degree in Business Management with a concentration in Marketing and Public Relations from Daniel Webster College, and a Master's degree in Human Resource Management and Labor Relations from New York Institute of Technology.

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Mr. Baron's previous experiences include airport customer services, airport operations, business equipment sales, and retail store management.

About Jeanne: Jeanne's experience includes more than 40 years of management experience in Customer Service, Sales and Call Centers developing high impact, motivated teams. She has a passion for training and workshop development supporting employee growth and performance excellence.

Understanding the importance of technology in supporting customer satisfaction, Jeanne completed Call Center and ACD programing certification through ATT and NEC.

As Public Outreach Manager and member of the RTD Light Rail Execution Team, she had the opportunity to participate in the planning and implementation that brought the first light rail experience to Denver commuters.

Jeanne is a contributor to Alexander Communications, and has authored a Children's Activity Book, supporting balance and esteem during difficult life changes.

Jeanne attended The University of Minnesota with a major in French and Psychology, and The University of Denver University College Master's Program in Applied Communication. She received certification as facilitator of "7 Habits of Highly Effective People" from The Covey Leadership Center and as Leadership Management Coach at the Disney Institute for Leadership Training, focused on Customer Loyalty, People Management and Leadership Excellence.



DEBORAH COLANGELO
Director, Guest Contact Center
Universal Orlando



HOLLY FARIES
Director, Training & Development
BioSolutia



DAVID M. KIELKUCKI
Principal/Managing Director
SCC Services Group

"If we were supposed to talk more than listen, we would have been given two mouths and one ear." - Mark Twain

We communicate all day, everyday... BUT do we communicate effectively? Let's talk about how to effectively communicate. What are the barriers? How can we overcome them? Are you hearing or are you listening to what people are saying? What are YOUR concerns?

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About Deborah: Deborah Colangelo, a travel and hospitality industry professional with 25+ years experience. For the past 4 years, she has called Universal Orlando her home and prior to that she comes from the cruise and tour operator business. Intimately familiar with call center operations, with a strong focus on sales, customer service, CRM, operational efficiency and Omni-channel customer communication methods. An innovative and interpersonal leader with ability to direct teams and individuals to achieve company goals and maintain accountability. Deborah earned her Bachelors Degree in Business from Barry University in Miami, Florida.

Specialties:

- Call Center Management
- Sales and Service
- Operations & Project Management

About Holly: Holly Faries has over thirty years of experience in the Customer Service industry. She has held a variety of positions in universities, private industry and pharmaceutical distributing corporations. Her expertise lies in leadership development, sales training, customer service, needs assessment and analysis.

Experience:

- Quality Assurance/Training Manager at CuraScript Specialty Distribution, a division of Express Scripts, one of the nation's leading pharmacy benefit managers
- Past president of the Central Florida Chapter of the National Customer Service Association and currently serving as Education Director
- Volunteer Training Coordinator for the Seminole County Sheriff's Office
- Consultant and part-time professor at several local colleges
- Currently Director of Training and Development at BioSolutia in Lake Mary, Florida
- Certified as a DDI facilitator and is a Myers Brigg Type Indicator Qualified Administrator

About David: Dave Kielkucki is a seasoned operations executive with extensive experience in customer service, operations performance management and administration of large contact centers comprising of e-commerce, web support, credit, collections, customer service, sales and outbound tele-services activities.

As Founder and Principal of SCC Services Group, he has been engaged in a number of assignments that involved start up contact center projects, operations performance management initiatives and managed sales, customer service and collection operations domestically and internationally.

Start-up corporate positions included SVP of Customer Service and Contact Center Operations for GetThere.com, Orbitz.com, Chief Operations Officer at RedCap and Director of Asset Management for Discover Card. Other corporate positions included senior executive positions for BankAtlantic, Alamo Rent a Car and Sears Credit and Collection Operations.

Mr. Kielkucki has a proven track record in initial design and start-up operations and comprehensive experience re-engineering under-performing operations.

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~ Christ Devone,
J.D. Power & Associates

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Service Builder

Transition Your Thinking to That of a Service Industry

According to a recent report from the U.S. Bureau of Labor Statistics, six out of every seven people employed work in the service industry somewhere. What does that mean to each of you? Whether you consider yourself a service industry or not—if someone benefits from your product or service directly or indirectly, you are in the service industry. Even one-person organizations who never "see" a customer are in the service industry as are those larger businesses which have hundreds and perhaps thousands of employees performing functions that are seen as indirect to the ultimate customer.

Every employee within your organization serves someone—the ultimate customer or someone who serves the ultimate customer. The bottom line is that EVERY position is vital to your organization's on-going success. Every employee provides service to someone or their position and functions would not be necessary. Revamp your thinking about being in the service industry to a "YES, WE ARE" which leads to the following commitments:



- ✓ **Assure** that all of your employees understand the "line-of-sight" from their typical functions to the organization's strategic goals. Everyone must feel the impact their job has on the company's success. Ownership creates motivated employees.
- ✓ **Establish** simple, clear customer service expectations including associated behaviors which must include a broadened definition of "customer"—anyone that comes to you for anything—internal or external to the company.
- ✓ **Educate** all employees—part-time, full-time, temporary, contract, all levels, from the newest to the most senior—on those customer service expectations and then monitor implementation through continuous feedback (positive and constructive), formal evaluations and on-going training.
- ✓ **Reward** your employees for exceeding customer service standards. It is critical that your employees understand that meeting customer service expectations is not a request, but is the core reason for employment. "Exceeding" keeps you in business.

Too many organizations "talk the talk" about their employees being their most valuable asset. The organizations that actually behave that way are the ones who are experiencing extraordinary success and growth; high retention and ease of recruiting. "**Assure, establish, educate and reward**" your way to success. Role-model the transition of your business culture to that of a true **SERVICE INDUSTRY**. ■



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