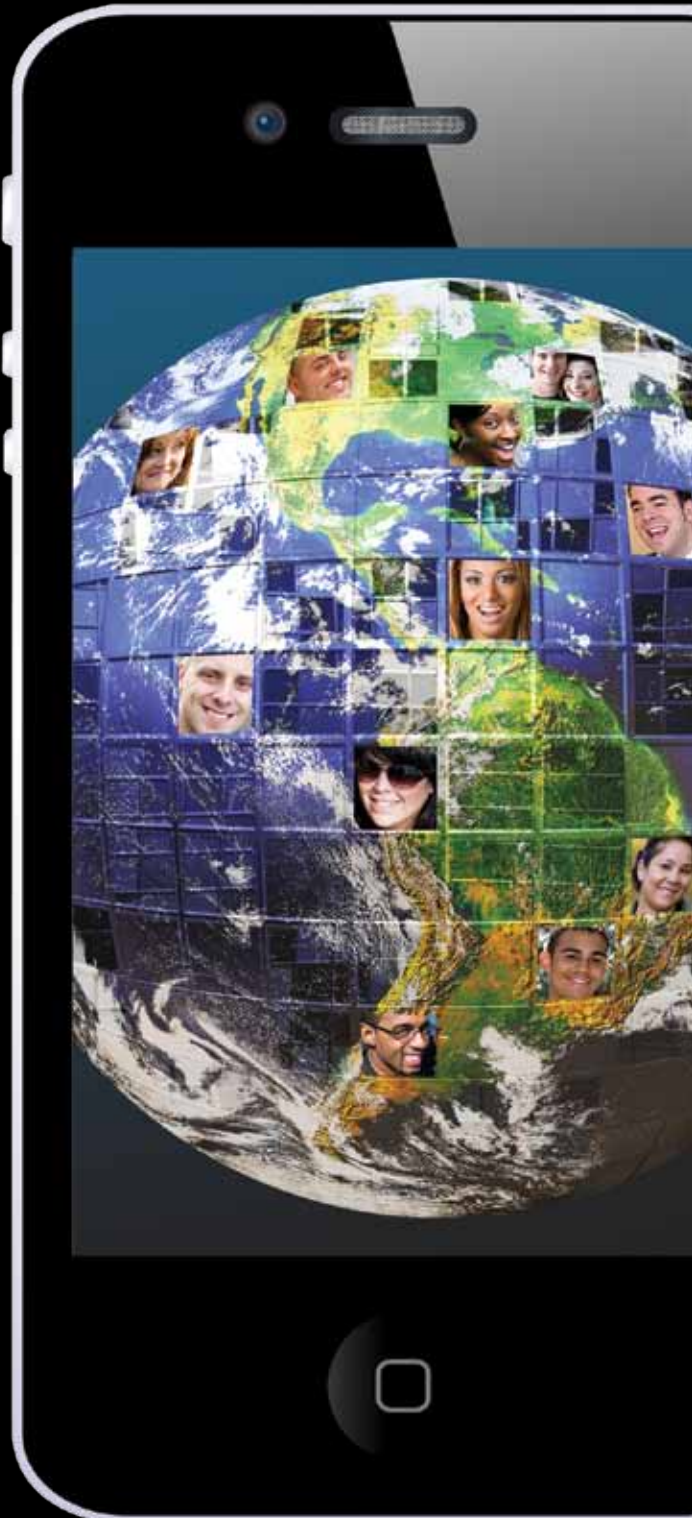


MANAGING
CUSTOMER
EXPERIENCE
IN A
**DIGITAL
WORLD**

Hollywood, Florida
April 29 - May 2, 2012
Westin Diplomat Resort

ataconnect.org/convention



The Allure of Two Experiences

The Westin Diplomat Resort & Spa offers one refreshing destination with two unique experiences. Choose beachfront surf and sand or a more intimate stay surrounded by manicured golf course greens and an indulgent full-service spa. Breathe in the scents of lemongrass ginger with green tea and indulge in the calming effects of the full-service **Spa at The Diplomat**. Challenge yourself with an early morning tee time on the **18-hole golf course**, managed by Troon Golf®. Take a tennis lesson, charter a fishing boat, ride a Jet Ski or just relax in a poolside **cabana**. Regardless of which experience you chose, you will feel refreshed and rejuvenated.

WESTIN DIPLOMAT RESORT & SPA
3555 S. Ocean Dr.
Hollywood, Florida 33019
Reservations: 888-745-9088
www.diplomatresort.com
\$254/per night plus tax
ROOM BLOCK EXPIRES MARCH 29TH



THE WESTIN
DIPLOMAT
RESORT & SPA
HOLLYWOOD, FLORIDA

Big Changes! New Direction!

“Managing Customer Experience in a Digital World” is the theme for the 2012 ATA Convention & Expo!!

We have:

- chosen the beautiful Westin Diplomat in Hollywood, FL as our destination.
- designed a practical “How-to” convention with quantifiable, step-by-step solutions for today’s new customer communication challenges and strategies to keep your team ahead of the game in the future.
- recruited dynamic keynote speakers and presenters with relevant, timely topics that will help take your company to the next level and make your customer’s journey the very best it can be.

Our nearly 30 years of dedication to customer communication evolution is a source of pride for us. Look around at an ATA event and see firsthand the history, wisdom and leadership of our industry. Though we represent the tradition of contact center excellence, we live in an ever-evolving marketplace that responds to new customer demands and emerging technologies. The ATA delivers the managerial insight you need to link these new avenues of customer relationships through an integrated multi-channel contact model for the 21st century.

We also have some **exciting news** to share with all of you that you won’t want to miss about how the ATA is responding to the explosion of **changing consumer demands**. Change is here for the ATA and this event will be historic for the continuing evolution of the association.

How can you catapult your company from good to great and from great to excellent? By going above and beyond the call, and this convention and expo will show you how it can be done.



I personally invite all of you to join me at the 2012 ATA National Convention. It’s time to move into the future together.

Sincerely,

A handwritten signature in black ink that reads "Phil".

Phil Grudzinski
CEO, ATA

Sponsorship and Exhibitor Opportunities

Sponsorship Opportunities

ATA sponsors are recognized as unique contributors and industry leaders for their support of the ATA's educational and networking events.

Sponsorship puts your company in front of hundreds of decision makers and recognizes your company as a leading expert.

We have sponsorship options that are perfect for your company!

Exhibitor Opportunities

Suppliers represent all aspects of the Customer Contact industry and exhibiting highlights your services in a venue that sets you apart from your competition. Meet the companies that purchase your solutions at the ATA Convention.

Customer interaction professionals from around the world come to see what's new and to find out what others are doing. Attendees spend time in the exhibit hall because it is the best place to find out about all of the latest and greatest solutions.

Contact Tom
Chandler at
317-816-9336
x2766 or
tomchandler@
ataconnect.org
to request a
[Sponsorship,
Exhibitor or
Opportunity
Exchange Guide.](#)

Opportunity Exchange 3.0

With its own special focus on super-charged sales techniques, this is a can't miss opportunity that is guaranteed to shorten your sales cycle.

Opportunity Exchange 3.0 is a premier series of TARGETED and PRE-SCHEDULED meetings between members and high-caliber buyers. If you need a BIG prospect, we've got them and we are going to find out which ones are shopping for what you are selling.

Meetings scheduled for Monday, April 30th and deep discounts are offered to Sponsors and Exhibitors.

ATTENDEE BREAKDOWN

76%
Executive
attendees

64%
Directors and
above

43%
SVP and higher

91%
Involved in
buying
process

83%
Decision
makers

33%
Can buy on
the spot

Why Exhibit at the ATA Convention?

VISIBILITY

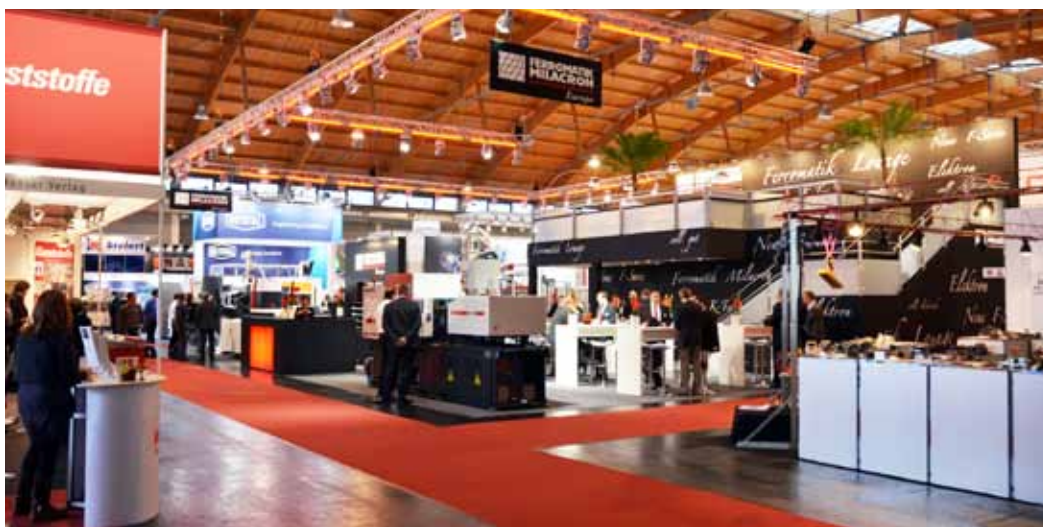
Instant brand exposure to thousands with your company name and logo featured online, in the printed conference brochure and in promotional materials.

COST-EFFECTIVE BOOTH SPACE

Minimal investment for maximum exposure with prime 10 x 10 exhibit space.

COMPLIMENTARY REGISTRATIONS

Two complimentary registrations per exhibitor plus discounted rates for additional attendees.



CONVENTION AGENDA

SUNDAY, April 29th

- 8a-12:00p ATA Golf Open
- 9a-12:00p ATA Tennis Tournament
- 12-7:00p REGISTRATION
- 6-7:30p Opening Reception

MONDAY, April 30th

- 8a-4:00p REGISTRATION
- 8-8:50a Breakfast in EXPO Hall
- 9-10:10a Welcome/Keynote
- 10:30-11:20a **Educational Sessions A**
- 11:40a-12:30p General Session
- 12:30-1:30p Lunch in EXPO Hall
- 1:30-2:20p **Educational Sessions B**
- 2:30-3:20p EXPO Hall Open
- 3:30-4:20p **Educational Sessions C**
- 4:30-5:30p EXPO Hall Reception
- 5:30-6:30p Chapter/New Member Reception
- 8:30-11:00a VIP Gala

MONDAY SESSIONS

10:30 – 11:20a

1:30 – 2:20p

3:30 – 4:20p

TUESDAY, May 1st

- 8a-2:30p REGISTRATION
- 8-8:50a Breakfast in EXPO Hall
- 9-9:50a General Session
- 10:10-11:00a **Educational Sessions D**
- 11:00a-12:00p EXPO Hall Open
- 12:00-2:30p Awards Luncheon
- 2:30-3:20p General Session
- 3:20-4:00p EXPO Hall Open
- 4:00-4:50p **Educational Sessions E**
- 8:00p-? Attendee Social

TUESDAY SESSIONS

10:10 – 11:00a

4:00 – 4:50p

WEDNESDAY, May 2nd

- 7:30a Breakfast-Call Centers CARE Participants
- 8:30a Bus Departs for CCC Event
- 9:00a-12:00p Call Centers CARE Philanthropic Event
- 12:30p Return to Hotel



2012 ATA GOLF OPEN

SUNDAY, APRIL 29TH

High Powered Networking in a Breathtaking Setting

Nestled amongst 3,000 coconut and royal palm trees and an ideal balance of mature Banyans, the Diplomat's golf course stretches nearly 7,000 yards with manicured greens, rolling fairways, 8 acres of lakes and 76 bunkers. Our championship golf course is managed by internationally renowned Troon Golf®.

Every cart is equipped with ProLink GPS to offer game assistance and the lay of the course and also allows for food and beverage service delivered during play.

Don't miss the opportunity to play an award winning course while making valuable business contacts.

Itinerary:

7:00a Bus Departs for Golf Course

7:20a Breakfast & Registration

8:00a Shotgun Start

Cost: \$179 per person, \$675 Foursome

For Golf Sponsorship Opportunities Contact:
Tom Chandler | 317-816-9336 x2766

ATA 5th Annual Tennis Tournament

Sunday, April 29th

9:00 am – 12:00 pm

Named one of Tennis magazines "Top 50" resorts in the world and ranked 24 in the world by Tennis Resorts Online, our tennis facility features 10 clay courts, 6 which are lit for night play and a stadium court that is capable of seating 1500 spectators. The 2,500 square foot pro shop offers the latest fashions, equipment and accessories.

Registration fee: \$25.00



KEYNOTE SPEAKER



Garrison Wynn

Making the Most of Difficult Situations: Managing Customer Experience in a Changing World

As a motivational speaker, advisor, author, and professional entertainer, Garrison Wynn has worked with some of the world's most effective corporate leaders and business developers, from multibillion-dollar manufacturers to top New York Stock Exchange wire houses. He has a background in manufacturing, entertainment, telecommunications and financial services. In this funny and insightful keynote session, Garrison will focus on the power of change management and highlight how to combine relationship building with no-fluff motivation and change to deliver real solutions in uncertain times. He will share his pearls of wisdom on how smart business people navigate change and come out stronger and wiser. Garrison Wynn examines the challenges we face as customer interaction professionals and shows how we can laugh at our problems while using them as catalysts for future success.

FEATURED SPEAKER

Lynn Hinderaker

**Director of Marketing
EPIC Connections**

Serving the Emotile Customer in the Digital World

Welcome to the new, kinetic era in customer relationship management! However, it is less about technology than it is about the end user who buys our products via smart phones, tablets and other mobile messaging platforms. How does all this movement affect motivation, trial and brand preference? Using data from Nielsen, EPIC Connections Lynn Hinderaker introduces us to the segment of the consumer universe that is driving cultural change. Hinderaker is an experienced, energetic presenter who will broaden your industry worldview while giving you actionable focus.



Branding Your Corporate Identity for Mobility Platforms

Alex Bratton
CEO
Lextech Global Services

Do you want to put your finger on the pulse of mobile technology? Get a feel for where the mobile app landscape is headed and how it will impact all areas of your life - from work to play? You won't want to miss Lextech Global Services' Chief Geek and CEO, Alex Bratton! Alex's experience has uniquely positioned him to understand the implications of mobile with both technology and business in mind. His message is simple: Mobility is here. Are you ready? Join Alex as he shares mobile app success stories and lessons learned about: How the touchscreen is taking over; How mobility is changing the way businesses and consumers operate; and where the mobile industry is headed.

Social Media and the Customer Experience

Sandip Sen
President
Aegis Global Communications

Kristen Kane
Director of Social Media
Kane Partners, LLC

Stop thinking about Social Media and do something about it! Digital media and web 2.0 platforms are pushing brands to innovate their customer experience and engagement processes. These digital conversations are presenting sales, service, and reputation management opportunities. Leveraging on these opportunities and the multi-channel digital media, organizations are experimenting and discovering newer ways of extracting value from their social media engagements. To succeed in managing customer experience in the Digital world, companies need to do 4 things: Listen, Interact, Socialize and Adapt. Learn how to effectively leverage these 4 things in this interactive session.

Bringing Contact Center Transparency to Your Off-Phone Operations

Donna Denehy
Assistant Vice President of Customer Experience Management and Strategy
The Hartford

The contact center is a key link in the value chain, given its depth of tools, metrics, and data. Donna Denehy, Assistant Vice President of Customer Experience Management and Strategy at The Hartford, was challenged to understand how back-office areas were contributing to or hindering the company's ability to meet its high customer service standards. The Hartford deployed a new solution set to gain the visibility needed to monitor and improve the performance of its back-office operations. With the solution, the company was able to reduce idle time and increase throughput. Join this session to learn how you too can gain greater operational transparency and actionable intelligence to improve all aspects of your business.

Leverage Customer Feedback to Improve Marketing Communications

Mark Maurits
Group Marketing Manager, Managed Tele-Services
Microsoft Corporation

This presentation will tell the story of Microsoft's journey to listen and act on customer feedback. Real life examples will be presented on how to access the goldmine of customer data generated by everyday customer conversations and use it to improve digital marketing communications and the customer experience. In this session you will learn: How to understand what customers are saying without burdening your agents; How to make customer feedback actionable; and Innovative ways to integrate your call center into the digital channel.



MONDAY, APRIL 30TH

GROUP B SESSIONS | 1:30P

Three Perspectives on Today's Customer Care: User, Enterprise, Provider

Alla Reznik
Director
Verizon

How do you employ methods to improve the end user experience while exploring new service delivery options? Alla Reznik's discussion will provide insight on how to integrate the most recent technology including Cloud Based Solutions, IP and Social Media. The presentation will draw from both Verizon's legacy in providing world-class Contact Center Solutions to numerous enterprise and government customers as well as Verizon's extensive experience in customer care operations.

Supercharging Your First Contact Resolution Initiative

Mary Murcott
CEO
NOVO 1

The key driver in attaining high levels of customer satisfaction within the call center is first call (first contact) resolution. Imagine the savings you can deliver when you improve FCR and reduce cost! Whether you have been working on FCR for years or are new to the term, this interactive workshop will show you how to supercharge your FCR initiatives, improve customer satisfaction, boost sales conversions, and reduce expenses. You'll discover how to correctly measure FCR, ways to configure and analyze FCR data to compel action, how to gain buy-in from other departments, and many other best practices. You'll take away a tailored plan of action, with ranked priorities and tips for handling executive push-back and bureaucracy-and you'll be ready to make the case for a strong focus on FCR, and equipped to immediately improve customer satisfaction.

Finding the Balance in Supporting Your Customers

Mak Azadi
VP Customer Experience
Shutterfly/Tiny Prints

Shutterfly acquired Tiny Prints in 2010. Both companies had similar customer service philosophies, but have approached customer service in entirely different ways. Shutterfly outsources nearly 100% of customer service and has thought of it as a cost. Tiny Prints insources nearly 100% of customer service and has always thought of customer service as an acquisition and retention tool. The correct answer lies somewhere in the middle. So how is Shutterfly determining what their combined CS strategy should be? Join this exciting session to find out how the decision is being made.

Why You Must Embrace Multi-Channel Permission Marketing Now!

Ken Sponsler, CIPP
Vice President and General Manager
Compliance Point/PossibleNOW

This session will present strong evidence how global and US marketing and privacy regulations, social media influences, technology advances and the decline of the land-line are forcing companies to consider alternatives to traditional marketing efforts. The session will present a unique view of how these multitudes of influences are colliding and causing significant shifts in consumer expectations. The audience will benefit from learning of ways companies are innovating and solving this complex issue in order to retain the ability to market and service their customers in an increasingly restrictive environment.

Process, Metrics, and Scaling Social Media for B2C2B Lead Generation

Rini Das
CEO
PAKRA Games

Sam Falletta
CEO
Incept

Kristin Kane
Director of Social Media
Kane Partners LLC

This practical presentation will outline how to effectively use Social Media to enhance your business with a specific focus on the lead generations capabilities available through LinkedIn. We will share 7 tricks to generate more business on LinkedIn as well as an SEO profile secret to accepting and sending invites on LinkedIn. These experts will share ways to use social media to identify new opportunities and to engage prospects and customers including sales process and return on investment that can be measured and adjusted in real-time.

A Match Made in Heaven... Actually, the Cloud

John McNamara
Chief Marketing Officer
LiveVox

Sasha Gorman
Director of Sales
LiveVox

Arnab Mishra
VP Products and Solutions
Transcera

The digital world is a benefit to contact centers who want to enhance the customer experience. Business and personal technology is evolving more rapidly than ever before. Consumers and businesses alike are moving to Cloud Services for everything, from linking several personal devices together to running dialer operations across several contact centers. The data is there for the taking and it will make you smarter about your customers and their value to your business. You can use it to weigh a host of factors—some obvious, some very subtle. In this session, attendees will learn: How to take advantage of public as well as private databases to gather a uniquely granular view of the customer and their value to the business; The cloud's impact on security; Staying flexible as regulations change; Parallel techniques for gathering more information than you thought possible about your agents; How to keep tabs on outsourcer performance in real time—and get more “bang for your buck”.

Optimizing and Measuring Success Through Customer Return On Engagement

Tim Searcy
CEO
ACCENT Marketing

Optimizing media and marketing spend while meeting new account acquisition goals and contending with tight budgets has always been a major challenge of marketing executives. Many of these executives have found that there is no one-stop solution that answers their question of where to invest their limited marketing dollars to achieve these objectives in the most effective way. Using research, analysis, historical review and sometimes a little luck, they devise plans hoping for the best outcomes based on what they know. However, as customer engagement becomes a priority for both consumers and brands, executives are faced with the bigger challenge of determining the true cost of engaging with that customer throughout the entire customer lifecycle. In this session, attendees will learn: What is Customer Return on Engagement (CROE) and why does it matter? What and how is CROE used to impact customer behavior? (Channel, Message, Audience) What are the 5 steps a firm must take to establish CROE?

Acquire, Develop and Measure Work @Home Talent in a 100% Virtual Environment

David Parkhurst
Vice President, Cable and Telecommunications
Alpine Access

The ability to recruit, hire, train, manage, support and develop an entire workforce virtually has become main stream. In fact, 93% of companies are at various stages of virtual deployment with various providers. However, to recruit, hire, train, manage, support and develop an entire workforce in a 100% virtual environment is rare. Throughout this session, Alpine Access will discuss how companies can experience an improved speed to competency and thereby delivering the highest performing employees and the best quality customer experience in a virtual environment based on their 14 years of experience.



VIP GALA

MONDAY, APRIL 30TH, 2012

8:30 PM – 11:00 PM

**THE WESTIN DIPLOMAT
RESORT AND SPA**

A Celebration Unlike Any Other... An Evening NOT to be Missed

Spend an evening of glitz and glamour at our VIP Gala! This will be a celebration to remember. Please join us on Monday evening for some great drinks, food, music, and socializing, all topped off with a champagne toast celebrating our exciting “world premiere” news from earlier that day!

COCKTAIL ATTIRE

NETWORKING

ATA Members Do Business With Members



Understanding Proactive Chat: It Can Turn Around Your Customer Relationships and Increase Revenue

Jim Iyooob
Sr. VP Global Development
Etech Global Services

Chat is quickly becoming a must-have for companies of all types and sizes. In this session, you'll learn the ins and outs of Proactive Chat. You'll learn what it is, how to use it most effectively, and how it can transform your business and your relationship with customers.

The Regulatory State of the Teleservices Industry & ATA Regulatory Guide Updates

Michele Shuster
Partner
Mac Murray, Petersen & Shuster LLP

A panel of current Assistant Attorney Generals will discuss the regulatory state of the teleservices industry by providing advice on enforcement practices and explaining the latest updates to the ATA Regulatory Guide.

Enhance Performance and Customer Satisfaction with a Social Feedback Strategy

Jennifer Kilmeyer
Web and Emerging Technologies Strategic Marketing Manager
Safelite AutoGlass

Safelite AutoGlass®, the nation's leading provider of vehicle glass repair and replacement services, has developed a robust online engagement program. During this session, learn how to: Leverage social media to proactively identify new topics of interest and anticipate the customer response; Expand listening to the unsolicited feedback channels; Connect social media into already-integrated customer services systems; Implement social media to improve customer experience. Ultimately, customers who complain online can provide valuable insight into business operations, but it takes strategic planning and monitoring to keep your brand both authentic and positive online.

Understanding the New "Digital" Customer & Where Your Business Fits In

Glenn Pasch
COO
PCG Digital Marketing

The "digital" customer of today needs to be regarded differently. You need to understand how they research and shop, but most of all communicate their experience online. Contact centers, vendors and associations need to understand what is found about them online will now impact future sales. Learn about the Zero, First and Second Moments of Truth in regards to these new shoppers and what you can do to create brand loyalists.

Getting Past No! How Aetna Leverages Speech Analytics to Identify and Transform Negative Interactions Into Positive

Sara Edwards
Contact Center Delivery - Reporting, Analytics and Call Technology Innovations
Aetna

Telling customers "no" results in frustrated callers and agents, longer calls, and decreased caller satisfaction. However, we can't always say yes to a customer's request. What is the solution that works for the caller, company and agents? Positive Language. Using speech analytics technology, Aetna has identified the top call reasons in which representatives are telling customers "no." The focus of this scripting will be on how to handle these scenarios by telling the customer what can be done for them – not what can't. More importantly, the broader impact will be an adjustment in the agents' behavior, providing a better experience for the caller and the agent.



ATA ANNUAL AWARDS LUNCHEON

TUESDAY, MAY 1ST

NOON – 2:30PM

Attend the ATA Awards Luncheon to pay tribute to award winners in the following categories:

- Best of Show
- Technovation Award
- Vendor Excellence
- Golf and Tennis Tournament Winners
- ATA Foundation Award
- Chapter Membership
- Making a Difference
- Fulcrum Award



The 2012 ATA Convention & Expo is **exciting, bold** and offers **valuable** education and networking. Registration fees:

ATA Member	\$1395
ATA Platinum Member	\$1195
ATA Chapter Board Member	\$1195
Non-Member	\$1895
ATA NEW Member	Contact the ATA office for details 317.816.9336

Special Team discount:

Register two or more attendees and receive \$200 off of the standard registration fee for the third and additional registrants. Does not apply to new member fees.

REGISTER ONLINE

convention.ataconnect.info/register

Healthcare Reform and Customer Engagement - Are You Ready?

Lynne Jacoby
Director of Compliance
OptumRx, a UnitedHealthGroup Company

In this session, we will use Healthcare Reform as an example of how change – and even regulatory change - can drive opportunities across various communication channels. We will explore how Reform is already creating opportunities for contact centers and how imperative it is for organizations who wish to grow in the healthcare vertical to be ready for change. We will look at a hybrid project management/process improvement technique called Quick Sigma that can enable rapid decision-making and execution in the contact center; and we will evaluate organizational readiness through a very simple assessment exercise which audience members can put to use the very next day in their respective workplaces.

Understanding Your Customers Choice: Smart-ER Marketing

John Housley
Senior Sales Engineer
PossibleNOW

With Multiple Consumer Touch Points and various devices capable of collecting consumer choices, Direct Marketers need to embrace preference management to preserve Brand and Loyalty. This session will explore various trends and techniques related to better understanding your customers and their choices for communication while maintaining legal compliance and permissible marketing purpose.

Using Social Media to Manage Customer Experience and Generate ROI

Keith Fiveson CEO & Founder ITESA SocialGoGo	Steve Krumenaker Solutions Consultant AVAYA
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Social Media continues to get a lot of press and coverage, yet most companies still struggle to make dollars and sense of it, as it applies to customer relationship management and how to generate profitability. In this session, attendees will gain insights into how to incorporate social media into their contact centers, using the Content, Communication, Connection and Community (4C's) as well as how to deal with the BYOD (Bring Your Own Device) phenomenon. Using the 4C model, attendees will gain a better understanding of how to Seed, Feed, Weed and Grow new current

clients, while attracting new ones. Attendees will go through actual case studies to better understand the elements behind engagement, to assess, address and acquire clients. They will look at and focus on the voice of the customer to better understand the “back end” elements of what to look for while maintaining legal compliance and permissible marketing purpose.

If IVR's Only Had a Brain – The Wizardry of Artificial Intelligence is Now a Reality in Call Automation... Case Studies with Metrics and Magical Results

Norm Pensky
VP of Strategic Sales
Smart Action Company

This presentation will review Artificial Intelligence as more than just Siri and Watson. We will provide a first-hand account of examples of customers who transformed their outbound and inbound call efforts with new cost-saving and revenue-generating technology through PCI-certified intelligent call automation using Artificial Intelligence (AI). Attendees will learn: The “conversational” approach that Artificial Intelligence adds to the efficiency and success rate of an automated call; How to develop an outbound call strategy and determine the necessary tools needed to take advantage of today's digital solutions; How to develop an inbound call strategy and how today's digital solutions can improve a company's bottom line; Specific case study examples of how outbound and inbound call efforts have been improved through Artificial Intelligence.

Mobile Applications and Your Contact Center

Monica Tarr
Director Contact Center Practice
Strategic Products and Services

How do you incorporate customer service access and processes into your customer-facing mobile strategy? In this session, we will cover case studies of mobile application use and its impact on customers. Technologies will be presented on ways in which you can enhance the customer interaction and experience with mobile applications leading to enhanced customer service and improved brand management. You will walk away with ideas on how to improve access for customers leading to improved service and increased sales.

CALL CENTERS CARE PHILANTHROPIC EVENT

WEDNESDAY, MAY 2ND
8:30A – 1:00P



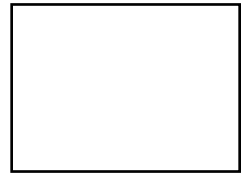
By collaborating with a local charitable organization, we'll provide the opportunity to participate in a rewarding philanthropic event. Join other contact center professionals for a day of caring and camaraderie. We provide the food, transportation and Call Centers CARE t-shirts. You provide your time, compassion and hard work. Our annual CCC philanthropic event offers convention participants the chance to give meaningful support to those in need.

Please check the ATA convention website for more specific details on the local organization who will be the beneficiary of our assistance.





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