



CCW

CUSTOMER
CONTACT
WEEK

CUSTOMER CONTACT WEEK LAS VEGAS 2024 POST SHOW REPORT

JUNE 3 - 6, 2024 | CAESARS FORUM, LAS VEGAS



THE WORLD'S LARGEST CUSTOMER CONTACT EVENT, BIGGER AND BETTER THAN EVER

Transformation of all kinds continues to snowball, with customer contact and customer experience leaders facing pressure from all angles. Customer behavior continues to change with leaders struggling to keep pace with strategy and technology to effectively serve customers while corporate leadership fixates on technology as a vital tool for cost savings and efficiency. Twenty-six years strong, Customer Contact Week (CCW) delivered a landmark platform for customer leaders to learn, benchmark, network and source with an aim toward delivering service experiences for customers in a way that also maximizes organizational efficiency.

CCW 2024 set new records, hosting an extraordinary 4,000 attendees and a commanding roster of over 350 speakers. These experts facilitated vibrant exchanges of knowledge, shared experiences, and disseminated best practices, collectively raising the benchmark for exceptional customer service. Across over 150 insightful sessions, they delved into key themes trailblazing the future of our industry. We expanded the legendary CCW Expo Hall dramatically this year, featuring 200 exhibitors supporting all aspects of the service experience. Given our tech-driven present and future, the Expo Hall provides customer leaders an unprecedented opportunity to save time and efficiently source the tools they need to support their service experience strategy.

We hope to see you at **CCW Nashville** (October 2024) and **CCW Orlando** (January 2025) before we head back west for **CCW Las Vegas** (June 2025). If you have a customer, you belong at Customer Contact Week. We can't wait to continue shaping the future of customer contact, together.



LANCE GRUNER

EVP, Global Customer Care
Mastercard

“Start with driving a strong culture of decency to deliver on a promise to always do the right thing.”

“We are here for our customers. No matter what industry you’re in, customers basically want four things. Number one, they want you to know who they are. Number two, they want to be treated with respect. Number three, they want [the product] to work. Lastly, they want to engage with highly trained and knowledgeable people.”



ANGIE BASTIAN

Founder
BoomChickaPop

“As entrepreneurs and leaders, I believe that we need to care about our employees. If we do, they will take care of our business.”

“Innovation isn’t just about products or new tools or new technology. It’s also about new thinking, new learning, new doing, and the convergence of diverse ideas.”

“Entrepreneurship is the innovation in the biosphere of business.”

“We want people who work with us, not for us.”

“Even in the world of changing technology, building relationships will never be obsolete.”

“Find a way to create your own community of support and meaning. One of the best ways that Dan and I did that was through giving. Give your time, your energy, your resources. Support others, elevate your peers, colleagues, and employees. Mentor the next generation of leadership and create a community beyond the walls of your business.”



JON TAFFER

Executive Producer & Host of
Paramount Network's "Bar Rescue"
Taffer Dynamics

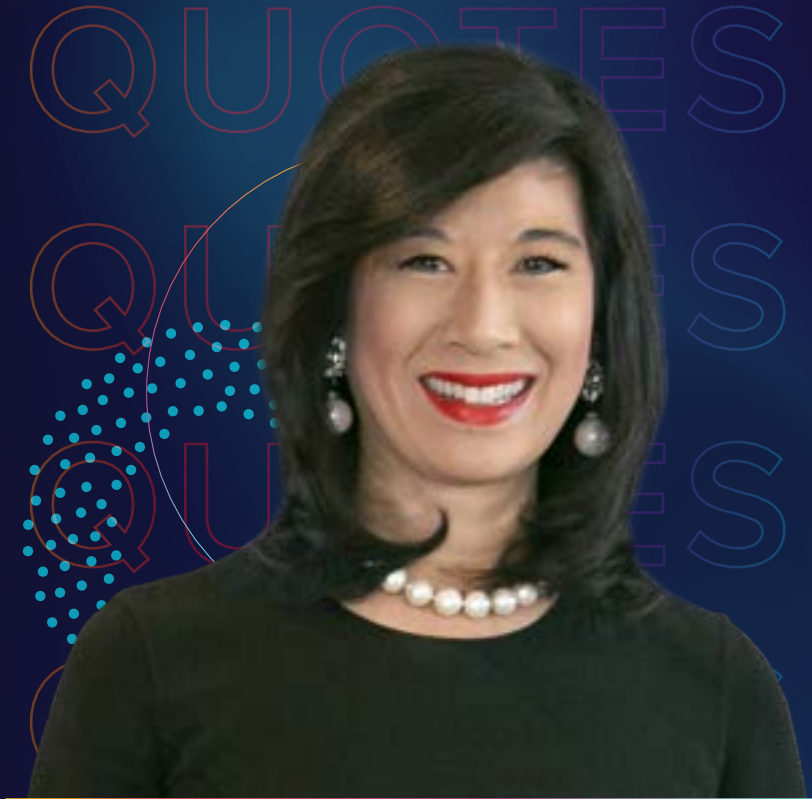
“How do we seize today? We seize it by embracing reaction management, by understanding the power of reactions. Whether it’s your employees, your clients, a call, reactions are everything. If we as an industry can increase the reactions we create, we’ll blow AI right out of the water because it’ll never be human. [AI] will never have the conviction, the compassion, the connectivity we have. It’s our greatest asset. Use it and create those reactions.”

“The first person that can say no to you, is you. Nobody can stop you from your dreams other than you. People are obstacles. They’re never brick walls.”

“The industry is changing. We need to change quickly, we need to be nimble. If you guys don’t do things faster, you’re going to be left behind because technology moves so quickly.”

“Think about speed every day. Think about your priorities every day. Find that 10% more that can change the entire projectile of an industry.”

“Understand the power of time.”



ANDREA JUNG

President and CEO of Grameen America
and Former CEO of Avon Products

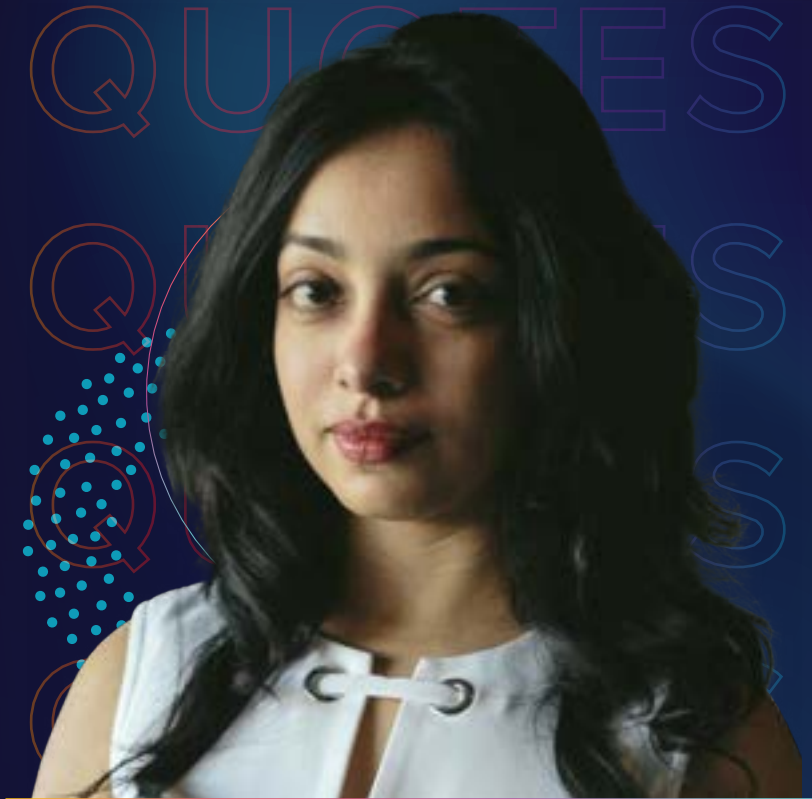
“The biggest innovation really comes from our customers. We like to think that the genius of innovation happens in R&D and the top of the house, but it really comes from the customer.”

“Follow your compass, not your clock.”

“I am the biggest believer that high touch and high tech, not either, but both, is the solution [to innovation and transformation].”

“There is no substitute for customer contact, the human relationships which have driven growth and customer loyalty year in and year out for all the most famous brands. With all the digital transformation that’s happened and is going to continue happening, which is going to be even more rapid in the next decade or two, relationships and trust are central.”

“[As a leader], it’s not about mandating. That’s not how change happens. You have to influence by listening from the bottom up, take it in, digest it, and speak least.”



DR. RADHIKA DIRKS

CEO and Co-Founder
Xlabs and Ribo

“Generative AI, predictive AI, and integrated AI are coming together, amplifying each other, and changing the future of customer care. Not just customer care, but our entire future.”

“You must empower yourself with AI, empower your teams with AI, and empower your customers with AI.”

“The first core skill you need as leaders to navigate this new AI world is to be adaptable and agile. This is not the time to stand back and not participate in the dialogue, in the movement, and in the direction and shaping of the use cases of the software.”

“As an AI expert, you’d probably expect me to double down on the analytics of the prefrontal cortex, but it’s actually the opposite. We need intuition and ethical decision making to lead us into the right way to use this technology and provide the best experience for your customers while standing up for what really matters.”



JOHNNY C. TAYLOR

President & CEO
Society of Human Resource Management

“I like to call this new era that we live in not the new normal - it’s the new abnormal. The world has forever changed and the workplace in particular is nothing like we’ve ever seen it.”

“Over time, it became pretty clear to me that [COVID-19] wasn’t a pause, it was actually a reset. And then we began really following our employees’ insights, their minds, and their hearts, and what mattered to them to decide when they came back to work.”

“The world has changed now because human capital - finding and retaining the people with the right attitude and want to work - is literally the difference between companies that will succeed and companies that won’t.”

“This is where the new abnormal gets better. This is where it is sobering: no matter what you are doing for your employees, the reality is that a significant number of them are actively looking elsewhere.”

“An average of 40% of employees are looking for new work. News alert, that means there’s 60% who aren’t looking, but other people are trying to recruit. All of your talent is up for grabs at any given time.”



DAVID GLICKMAN

CEO
Mint Mobile

“If you’re moving quickly, you’re unblocking your team from any excuses to slow down.”

“Enabling your employees to realize their full potential [through self-actualization] will be the best thing you do for your company, for those employees, and maybe even for yourself.”



MARTHA STEWART

Emmy Award-Winning TV Host
Founder, Martha Stewart Living Omnimedia

“Don’t be afraid of change. What makes you more comfortable with change? Everything. The more change in your life, the better.”

“People really respect authenticity. People really respect impeccable research, and they really respect and expect factual and inspiring information.”

“I think most companies are trying very hard to be very kind and pure and good to their customers. And I truly think you have to be.”

“You have to care for your customers. They’re your bread and butter. You have to be that genuine voice for them.”

“Personalization - the personal touch - whatever you can do to help make the customer feel like they’ve been treated well is so important.”

It may be the age of customer centricity, but 55% of consumers feel experiences are actually getting worse. This year, speakers and attendees confronted the disconnect between hype and reality.

97% of contact centers say personalization is essential in digital CX.
Yet only **16%** feel their actual interactions are personalized.

83% of contact center leaders expect more engagement in web-self service, **70%** predict an increase in live chat volume, and **58%** forecast more messaging
Yet **fewer than half of customers** actually trust these channels as support options.

95% of leaders say agents will focus more on “complex work.”
Yet only **16% feel agents actually have the skills needed for high-level engagement** ... and **82%** concede that agents are still distracted by non-interaction tasks.

81% are optimistic about AI, and 73% are increasing spend on AI self-service.
Yet only **17% of customers trust chatbots** as a support option ... and “difficulty accessing human agents” is the #1 pain point.

INDUSTRY TRENDS

- **The end of static self-service**
Relevant conversation, not one-way information-sharing, will be the new standard for self-service
- **Clarity on the AI cliché**
Successful contact centers will *define* the complex work agents must handle in the AI-driven world
- **Complex work isn't free**
Successful contact centers will rethink *compensation* and *career paths* as agents pivot to consultative work
- **Intelligent AI accounts for voice**
From accent localization, to noise canceling, to routing, to conversational IVR, to real-time sentiment analysis, the AI revolution is about enhancing rather than eliminating phone calls
- **Spotlight on supervisor experience**
It takes a certain manager - and manager experience - to coach distributed agents to thrive in a complex, omnichannel world
- **AI can be risky business**
Brands will confront the ethical, security, and privacy ramifications of AI technology
- **Three phases of customer trust**
Trust is about knowing your brand proposition, knowing your customers' unique needs, and knowing all data is safe
- **Right way to right channel**
Savvy contact centers won't “force” the digital transformation; they'll cultivate customer trust by educating them on self-service and low-touch options
- **CLV, the best choice for you and me**
Customer lifetime value will take center stage as *the* metric, prompting brands to rethink their journeys, personalization efforts, and willingness to go “above and beyond” for customers
- **Evolution of efficiency metrics**
Measuring AHT is still important, but it will require *new context* in the era of AI self-service and agent assist

CMP Research is the research and advisory division of Customer Management Practice, the company that hosts CCW. We arm customer contact and CX executives with unlimited advisory support, diagnostics tools, independent quantitative and qualitative research, data-driven analysis, and executive networking.

RESEARCH CIRCLES & CLIENT BREAKFAST

Executives discussed how to increase customer adoption of self-service, benchmarked key datapoints around effective self-service experiences, unpacked customers' changing preferences around service and more.



MAIN STAGE

Co-Founder & Managing Director, Nicole Kyle, presented on changing customer expectations and keys to success for self-service.

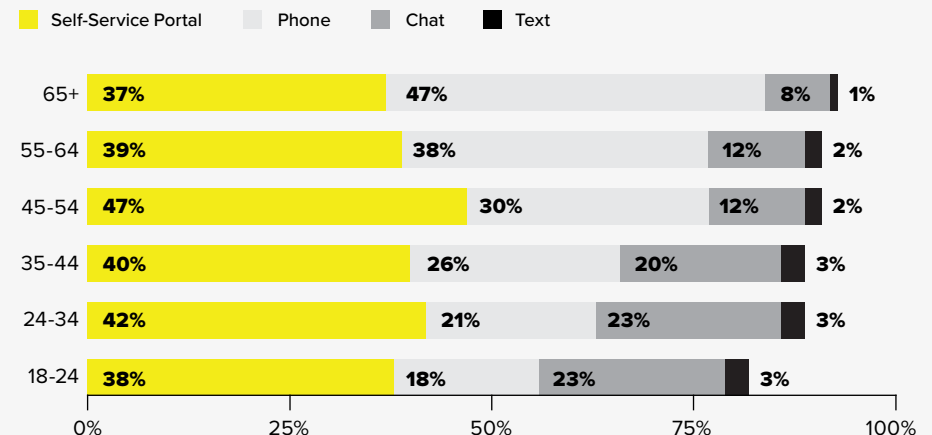


EXECUTIVE INSIGHTS TRACK

OPTIMIZING THE SELF-SERVICE EXPERIENCE

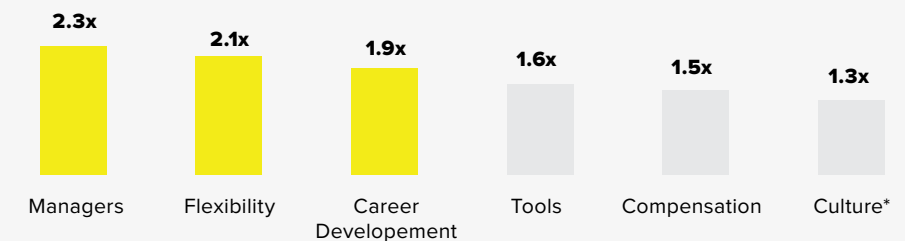
CUSTOMER RESOLUTION PREFERENCE:

First choice among self-service methods offered



MANAGING CUSTOMER CONTACT AGENTS IN A FLEXIBLE WORLD

IMPACT ON LIKELIHOOD OF AGENT SATISFACTION



DOWNLOAD SERVICE OVERVIEW

CMP Certified (CMPC) is an exam-based certification program affiliated with CCW and exclusively for customer contact leaders and agents.

LEADERS CERTIFIED AT CCW

Jean Michel Rodrigues, CMPC-L
Assistant Director
ASEQ

Wes Dudley, CMPC-L
Vice President, Customer
Experience
Broad River Retail

Jessica Caldwell, CMPC-L
Call Center Manager
**Charitable Adult Rides and
Services**

Zahra Abbas Sharghi, CMPC-L
Supervisor HelpDesk
**Commonwealth Financial
Network**

Jenita Rayford, CMPC-L
Senior Operations Manager
**Federal Prison Industries, Inc. /
UNICOR**

Benjamin Coss, CMPC-L
SVP
Maximus

Darla Bryant, CMPC-L
Community Connections Center
Manager
Town of Apex

Kandace Forster, CMPC-L
Director of Workforce
Management
VGM Group Inc



RECOGNITION AT CCW EXCELLENCE AWARDS GALA

All newly certified leaders were recognized!



GET CMP CERTIFIED

- Learn key concepts, strategies, and techniques around the seven leadership competencies.
- Access to continuous learning and professional development opportunities.
- Gain practical skills and real-world application.
- Join a community of career-minded professionals, like you.

[LEARN MORE](#)

[PURCHASE](#)

AUTOMATION SOLUTION OF THE YEAR

- Balto

BEST IN CLASS CONTACT CENTER (1-99 SEATS)

- American Kennel Club

BEST IN CLASS CONTACT CENTER (100+ SEATS)

- UPMC Health Plan

BPO OF THE YEAR

- GlowTouch

CLOUD-BASED SOLUTION OF THE YEAR

- Talkdesk

WORKFORCE INNOVATION OF THE YEAR

- Five9

CMP RESEARCH BEST OF THE BEST AGENTS IN CUSTOMER CONTACT

- Overall winner: Lakysa Robinson Green, Capital Rx
- Daniel Smith, Premier BPO
- Laura Cullins, American Kennel Club
- Amanda Sander, American Kennel Club
- Jill King, Synovus Bank
- NoTasha Odums, Working Solutions
- Sherron Davis, Synovus Bank
- John Andrew, Premier BPO
- Holly Wozny, Working Solutions
- Julien Jacobsen, Showdown Displays

DISRUPTIVE TECHNOLOGY OF THE YEAR

- Zenarate

CMP RESEARCH BEST OF THE BEST MANAGERS IN CUSTOMER CONTACT

- Overall winner: Lisa Strate, Purple
- Tyris Thomas, Showdown Displays
- Mercedes Hinton, Arise Virtual Solutions
- Meagan Gillespie, Skybridge Americas
- Stacy Samuelson, Showdown Displays
- Jake Petrangelo, Showdown Displays
- Jackie Rode, American Kennel Club
- Brad Sheffield, Fullscript
- Sherry Houle, Synovus Bank
- Emily Boetcher, Leaf Home

CCWOMEN BEST WORKPLACE FOR GENDER EQUITY:

- Omni Interactions

CUSTOMER CONTACT LEADER OF THE YEAR

- William Tafoya, Capital RX

CMP RESEARCH BEST OF THE BEST EMPLOYEE EXPERIENCE

- 1-99 Seats: American Kennel Club
- 100+ Seats: UPMC Health Plan
- BPO: The Office Gurus
- CMP Research Best of the Best Self-Service Innovation:
- 1-99 Seats: OneCause
- 100+ Seats: Synovus Bank
- BPO: Omni Interactions

CCWOMEN HALL OF FAME INDUCTEES:

- Colleen Beers, Alorica
- Lisa Mariano, ResultsCX



AT CCWOMEN, WHAT HAPPENS IN VEGAS DOESN'T STAY IN VEGAS.

We had a wonderful time dancing, laughing, and creating unforgettable memories with our beloved community as we breathed life into our 2024 theme, "Empower Together." From practicing our "one minute to boast" with Theresa Watts to unleashing extraordinary leadership potential with Trisha Bright, we explored actionable ways to amplify our careers and turn dreams into reality.

Our CCWomen+ network continues to expand with women and allies from various walks of life, ready to propel one another to excellence and greatness. As always, we're beyond grateful for the opportunity to be a part of your story—we hope that you'll continue to play a major role in ours.

Want to roll back the tape?

READ NOW. READ NOW.
VIEW CCWOMEN'S POST-SHOW REPORT
READ NOW. READ NOW.

**WANT MORE CCWOMEN?
FIND US HERE!**

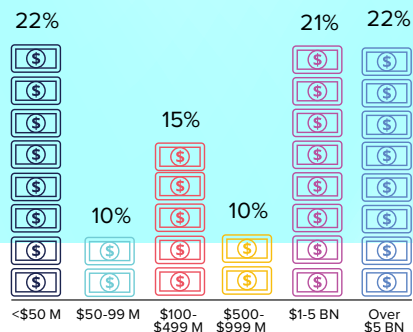


CCW INSPIRATIONAL SESSIONS

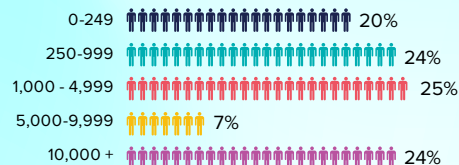




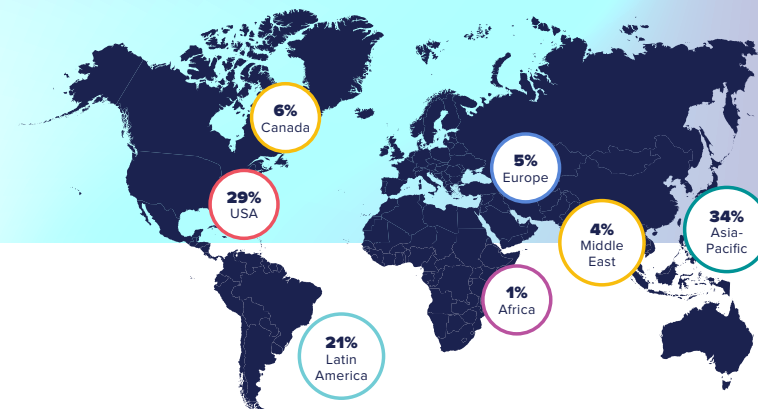
ANNUAL COMPANY REVENUE



COMPANY SIZE (# OF EMPLOYEES)



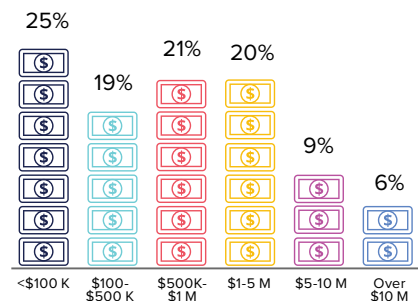
ATTENDEES POTENTIAL OUTSOURCING REGIONS



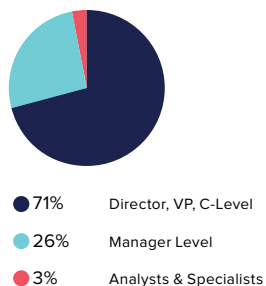
CONTROLS OR DIRECTLY INFLUENCES BUDGET



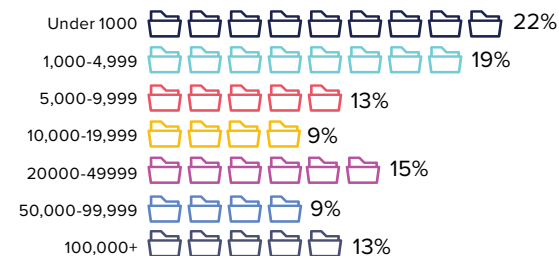
BUDGET FOR CX SOLUTIONS



ATTENDEE SENIORITY



OF TICKETS HANDLED EACH MONTH



35%

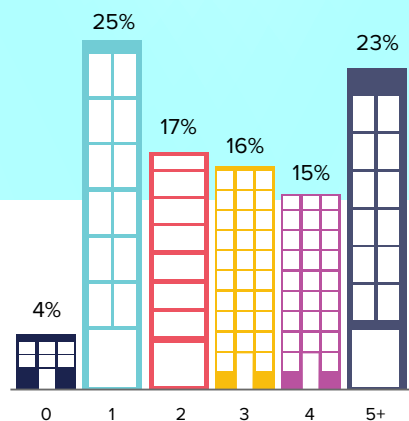
Attendees sit or report directly to the c-suite.



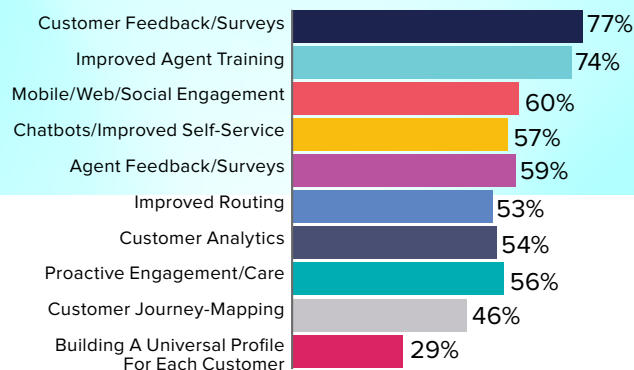
86%

Attendees influence or control the contact center & CX budget.

NUMBER OF CONTACT CENTER SITES



TOOLS USED TO REDUCE CUSTOMER EFFORT



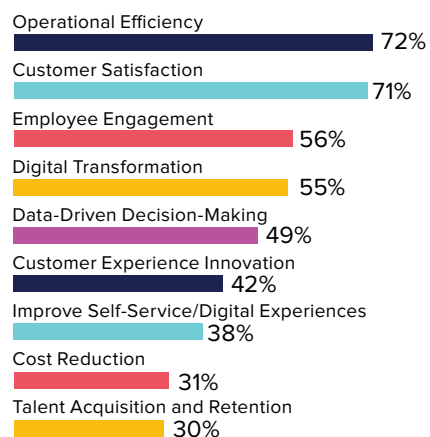
76%

Of attendees plan to outsource customer contact.

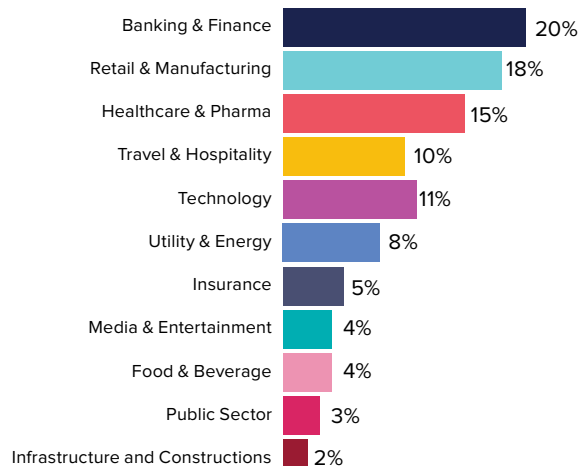
58%

Of attendees identify AI/Automation as their top investment priority.

ATTENDEES MOST URGENT PRIORITIES



INDUSTRY





3 OUT OF 4
Plan to outsource their
contact centers within
the coming year.

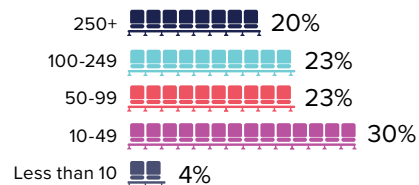


1 OUT OF 4
Attend for customer
technology partners.



1 OUT OF 4
Are from companies
with over 10,000
employees.

AVERAGE AGENT SEATS PER SITE



150%



In end user attendees as of January.

125%



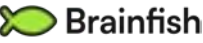
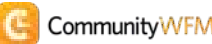
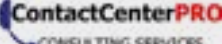
In end user brands as of January.

80%

Of attendees are decision makers.



CCW WHO SPONSORED

						
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PREMIUM SPONSOR	PREMIUM SPONSOR					
						
						
						
						

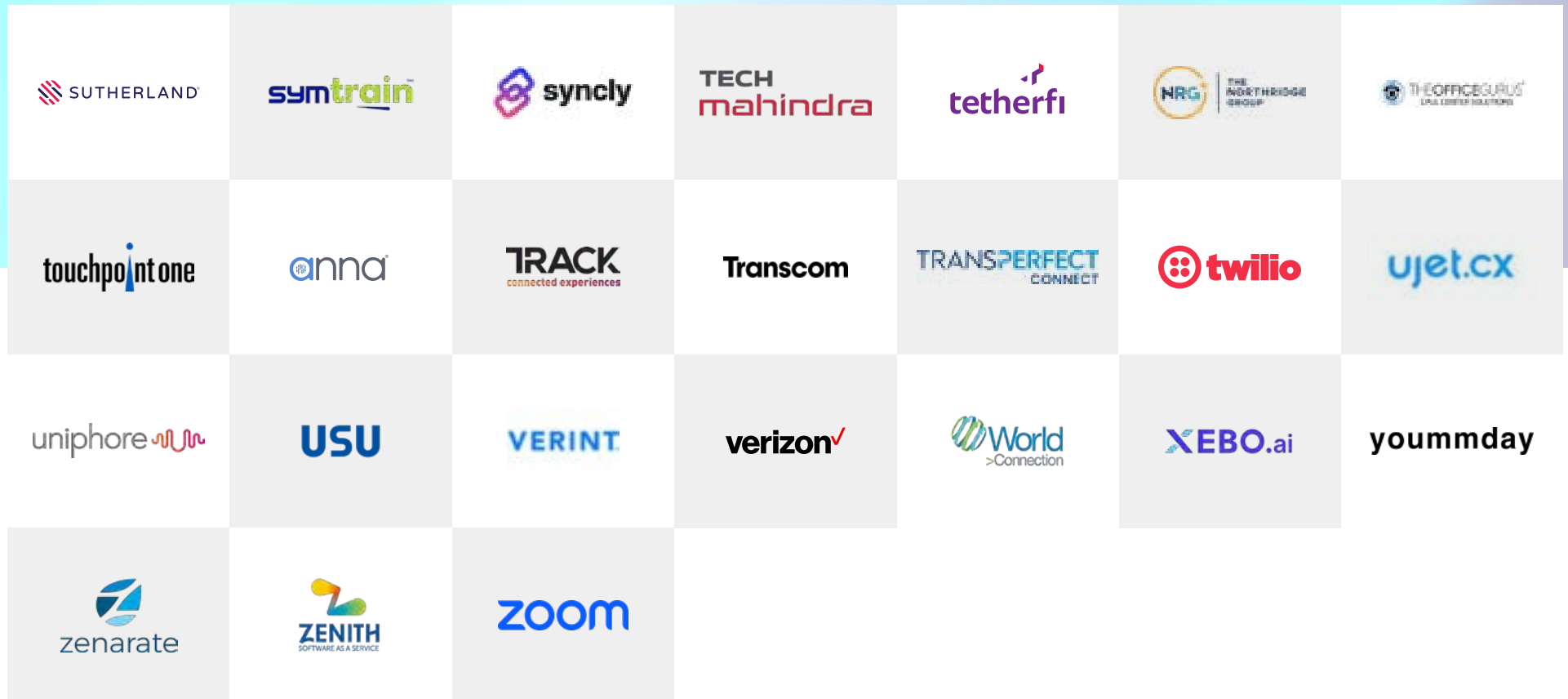
CCW WHO SPONSORED

CCW WHO SPONSORED



CCW WHO SPONSORED



ONE
ONE
ONE



Customer data will drive every major business decision - including those outside the contact center

TWO
TWO
TWO



Generative AI will be a gamechanger if CX leaders select the right use cases and mitigate the risks

THREE
THREE
THREE



Great brands will put the service in self-service and let customers solve problems in chatbots

FOUR
FOUR
FOUR



With AI handling simple tasks, it is time to train agents for complex ones

FIVE
FIVE
FIVE



Reducing agent effort is the key to boosting employee satisfaction, retention, and performance

SIX
SIX
SIX



As AI transforms contact center workflow, defining agent career paths has never been more important

SEVEN
SEVEN
SEVEN



Digital is important, but customers still expect to call - and successful brands will answer

EIGHT
EIGHT
EIGHT



Personalization is not about showing off what you know, but using what you know to show customers great experiences

NINE
NINE
NINE



Predictive insights and intelligent automation, not restrictive policies, are the keys to operational efficiency

TEN
TEN
TEN



Real-time empathy, not yesterday's best practices, will dictate CX decisions

CCWOMEN SUMMIT

On Cultivating Collective Strength: Foster inclusivity by sharing your experiences and being open and honest. Have grace for yourself and others; it's hard being human.

On Empowering Women's Impact in the Workplace: Creating space for women to share those challenges leads to empowerment. Knowing you're not alone is really important.

On Celebrating Women's Triumphs: It starts with knowing how to recognize the greatness in yourself. You have to get better at telling people about you.

On Mastering Salary Negotiation Success: Salary negotiation isn't only successful if you get everything you asked for. It's successful if you walk into the room and ask for what you believe you deserve.

CUSTOMER CONTACT LEADERSHIP INSTITUTE

During the Customer Contact Leadership Institute sessions, powered by CMP Research, industry leaders convened to explore future of work trends impacting what leadership looks like in customer contact today. We explored topics like:

- Drivers for Employee Engagement
- The 7 Core Leadership Competencies
- Practicing Mindfulness and Stability
- And more!



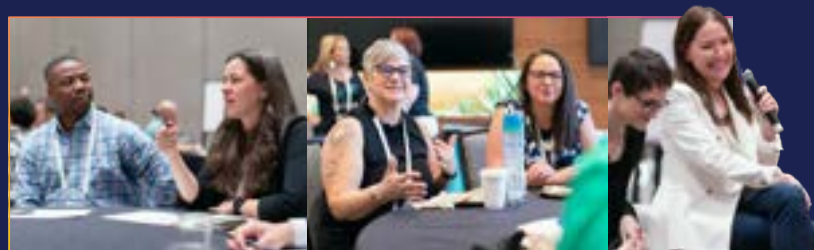
To learn more about the new customer contact leadership competency model, **check out this webinar replay.**

TECHNOLOGY & INNOVATION FOCUS DAY EXPLORES REALITY OF AI TRANSFORMATION

A leading priority for nearly all contact center leaders, AI technology is undoubtedly here to stay. Its ubiquity as a conversation topic and investment focus does not, however, mean it is without its challenges.

During the Technology & Innovation Focus Day, CCW Digital analysts Brian Cantor and Brooke Lynch shared sobering research about the stage of the AI resolution. They confronted the fear employees have about what AI could mean for their jobs. They revealed that despite the cliché, contact centers are not sufficiently training or empowering their teams to thrive in a world where "AI handles simple issues so agents can handle complex ones." They uncovered the sad truth that customers are *actually losing trust* in chatbots while lamenting the loss of access to human agents.

Granted, the emphasis was not exclusively on doom and gloom. Throughout the day, Cantor and Lynch revealed proven tactics for changing the narrative – and ensuring AI does become a pathway to positive organizational change, undeniable customer centricity, and transformative agent empowerment. Speakers from **Straumann Group, Pearson, Stryker, and STAUD** joined to share practical recommendations.



CCW UPCOMING EVENTS



NASHVILLE

October 23-25, 2024

Omni Nashville

www.customercontactweekfall.com



ORLANDO

January 27-29, 2025

JW Marriott Orlando Bonnet Creek

www.customercontactweekwinter.com



LAS VEGAS

June 9-12, 2025

Caesars Forum

www.customercontactweek.com

INTERESTED IN ATTENDING?

Email us at events@customercontactweek.com

INTERESTED IN SPONSORING?

Learn more about our 2024/2025 Business Opportunities.

Email us at events@customercontactweek.com



ABOUT CUSTOMER MANAGEMENT PRACTICE

At Customer Management Practice, we are a dedicated market intelligence firm with a passion for customer management. Our commitment to innovation and growth fuels our daily endeavors. We provide the latest industry trends through comprehensive market research, detailed reporting, and engaging events. Join us as we drive the future of customer management forward.