Tuesday, August 11, 2020

(All times noted in EASTERN time zone)

11:00 AM - 11:45 AM

Video Discussion Groups

11:45 AM - 12:00 PM

Welcome: General Session

12:00 PM - 12:45 PM

Opening Keynote: THE PATH FORWARD: Customer Experience in the Age of the Unexpected

Nobody had a novel coronavirus on their digital transformation BINGO card. And yet, it was the onset of the COVID-19 pandemic and the resulting economic turmoil — rather than AI, blockchain, cloud or the Internet of Things (or competitive pressure from Airbnb, Uber, Tesla, Lemonade or even Amazon) — that drove a host of both small and sweeping changes in how business gets done, practically overnight. Modern, flexible, scalable IT was important pre-pandemic. Post-pandemic, it's vital. A digital-enabled customer experience was already a strategic differentiator. Today, it's everything. And Support Center teams sit at the intersection of the technologies that shape the ways we live and work, and the humanity that truly sets organizations apart. In his SupportWorld Live keynote, business futurist and digital transformation expert Greg Verdino will explore how the new normal we're living through today will usher in wave after wave of disruption in technology, the economy and society. He will discuss how these changes force us to reimagine work, reinvent business, and rethink how our own organizations prepare for and respond to digital change. And he will highlight the outsized opportunity support center and service team leaders have to deliver the stability, certainty, excellence and innovation their companies and their customers need in order to thrive in an age when everything is unexpected.

Speaker: Greg Verdino

SESSIONS: 1:00 PM - 1:45 PM

Session 101: Hire, Develop, Promote, Repeat: Develop a Recruiting Pipeline

Staff turnover is a fact of life for all support teams, but turnover is not a bad thing when the staff stay within your organization. At Johns Hopkins Applied Physics Lab we found if you embrace it, encourage it, and promote it, staff turnover becomes an employee and business advantage. We have produced a highly respected recruiting pipeline for the organization that has positively impacted team moral and performance. During this informative,

interactive, and entertaining session we'll share our approach to: Finding staff who are "right" for the organization Building trust and learning their career interest and desires Finding and providing them with meaningful opportunities beyond their normal job duties Providing them with advice on managing their career

Speaker: Darryl Jacoby · John Hopkins University

Session 102: The Journey to a Customer-Focused Culture

Most successful support teams have a knack for getting employees absolutely obsessed with customer service. Their secret is a customer-focused culture. A strong culture helps guide analyst performance, shapes strategic decisions, and ultimately becomes part of the organization's brand. In this session, Jeff Toister will share the essential elements that leading support teams use to develop customer-focused cultures, including: • Three ways that culture can influence our employees' actions • The essential elements of a customer-focused culture • Tools to help you get your support team obsessed with service

Speaker: Jeff Toister · Toister Performance Solutions, Inc.

Session 103: Won't You Be My Leader?

Managers are often never properly trained for the responsibility of becoming a leader. True leadership is a never ending experience of personal and professional evolution and does not happen overnight. Even when the desire to lead and help others exists, it can take decades to develop methodology that works for you and those you lead. Employees are really counting on you to lead them not "Manage" them. To set the stage I will share some of my experiences and insight through real-world challenges and pitfalls stemming from the shortcomings of poor leadership in my own experience as a manager. Then as a group we will share ideas around: having tough conversations with struggling team members and learn how to keep it positive, helping create the professional "rock star" by harnessing their individuality, and helping employees advance by creating a unique career plan. Finally I will share some tools, tips, and techniques I use on a daily basis. The focus will be around helping individuals grow their career no matter where they are now. How to keep them engaged in their work, their team, and their career.

Speaker: Thomas Wilk · Carnegie Melon University

Session 104: Determining The "New Norm" In Servicing and Supporting Your Customers

Hopefully we have all successfully adjusted our service delivery models to accommodate for the multiple changes and impacts due to the very disruptive Coronavirus pandemic. Multiple rippling changes happening simultaneously have taught us lessons in improving our Business Continuity Plans in terms of delivering end user technology services to our customers as we all worked from home. This session will share those lessons learned in terms of ensuring that your teams are capable of responding, adjusting and delivering services to the expectation of the business as they work from "anywhere." As contact volume soared and P1/P2 outages increased, our Service Desk and Desktop Services teams were not prepared to handle the rapid increase in demand for their services. Wait times soared to over an hour and abandons reached a high of 20% as the Perfect Storm fell upon us. This session will share the story, best practices and focus of the team as they performed data analytics to determine the "New Norm" while formulating an approach to quickly address the issues at hand and restore service back to acceptable levels as defined by the business.

Speaker: Pete McGarahan

Session 105: Service and Support: The Industry and Profession in Recovery

Panel

SESSIONS 2:00 PM – 2:45 PM

Session 201: Leaders Building Trust: Restoring Belief and Confidence in Leadership

In this session, we will examine trust and trustworthiness and integrate behaviors that consciously and deliberately improve trust within the workplace. All of the learning points are taught using experiential exercises that take full advantage of the power of games as learning tools. Consciously and deliberately we can change the way people perceive trust; feel about trust and how they generate trust through behaviors and actions. Training is valuable because it results in improved and measurable differences in the trust within the teams.

Speaker: Lea Brovedani

Session 202: Innovating in ITSM: A Mad Scientist's Perspective on Continual Process Improvement

ITSM got you down? Getting tired of the same old day-to-day tickets in tickets out lifestyle? What if there were a way to keep up with the daily ticket grind, but also push boundaries, and reinvigorate your passion for ITSM? This session covers how you can use innovation and design thinking techniques to push the boundaries of your ITSM systems and processes and drive continual service improvement through the use of out-there and outside-the-box ideas. This rapid-fire session will showcase dozens and ideas that push ITSM to the next level through the use of design and technology including AI, Machine Learning, IoT. Attendees of this session will walkaway with a framework for innovation, as well as ideas and information for carrying out dozens of innovative ideas in your own environment

Speaker: Chris Chagnon · Worcester Polytechnic Institute

Session 203: BOOM Goes the Incident!

An explosion rocks your organization's data center, resulting in loss or degradation of all IT services, impacting your entire user base, what do you do? How do you assess life safety conditions, communicate with key stakeholders, and field calls overwhelming your helpdesk, all while coordinating service restoration and root cause analysis efforts? While we all strive to maintain 100% up-time, its nearly impossible, and disasters can occur any time, any place, leading to IT service degradation and outages. Please join Texas A&M University as they share their lessons learned from a very similar scenario and how they developed, formalized, implemented, and matured their Major Incident process, that has led to improved communication to IT service providers, stakeholders and leaders, and an overall more resilient IT organization when disaster strikes!

Speakers: Scotty Shepherd · Texas A&M University |Matt Lacy · Texas A&M University

Session 204: How Walk-Up Support Can Transform the Customer Experience

Does your desktop support team suffer from a backlog of tickets? Do customers reach out to you directly, bypassing the service desk? Have you ever played "phone tag" with customers trying to get tickets resolved? Do customers complain about the time it takes to resolve their IT problems? Retailers such as Apple, Microsoft and Comcast have already adopted this model for consumers, so why haven't we brought it to the enterprise? Join this session to learn how IT Walk Up services can transform your end user experience and decrease time to resolution from days to minutes. Boost your customer satisfaction and have more happy and productive employees. IT doesn't have to be in the dark dungeon in the basement!

Speaker: Justin Menapace · Freddie Mac

Session 205: Dealing with Burnout Before You're Left with Ashes

When you lose the focus on your customers, you risk delivering poor customer service. When you lose the focus on your staff, you risk burning them out. Are you noticing more people calling out "sick"? Have staff become overly cynical regarding their peers and management decisions? You might have a case of staff burnout.   In this session, we'll discuss how burnout is contagious and must be addressed before it destroys your team. We'll also cover best practices, strategies, philosophies, methodologies, and approaches that will allow you to notice and address the signs of burnout quickly without losing your customer focus. Finally, we'll talk about why burnout has become such an epidemic in today's workplace. Let's transform your team back into the high-functioning team you hired!

Speaker: William Ross · John Hopkins University

3:00 PM – 3:45 PM

Solution Spotlights

<p align="center">SESSIONS 4:00 PM – 4:45 PM</p>

Session 301: *When, Not If: Lessons in Cyber-Security*

Cybersecurity isn't something you do; it's something that must become part of your organization's DNA. Bad actors probe, evolve, and learn; they're creative, agile, and persistent. Home Depot, Sony, Target, and others were home to advanced threats (in the case of Sony, for at least a year) before they were discovered. It's not a matter of if

your organizational will become a target, it's a matter of when! You can't totally prevent a breach, but you can learn from the experiences of others and lower your risk. In this presentation David will review: • Well-known breaches, one lesser-known breach, and a chilling example of bad-actor creativity • The cybersecurity controls that would have helped mitigate these breaches • How you can develop your own cybersecurity program that works and evolves to meet both external and internal threats

Speaker: David Moskowitz · Creative Disruptions LLC

Session 302: The House of Cards: The Relationship Between Employee Engagement and Customer Experience Relationship

The last few years have seen significant focus on the direct correlation between employee engagement and customer experience. Disney, Zappos, and Nordstrom are just a few of the corporate titans that have thrived and positioned themselves as industry leaders by leveraging this approach. Yet few organizations outside of retail and hospitality truly grasp and have leveraged this concept. In this session, Doug Rabold will explain why: • How employee engagement and customer experience are directly correlated • Why employee engagement is measurable but not always evident • How the most successful organizations, regardless of industry, recognize and promote employee engagement

Speaker : Doug Rabold · Bold Ray Consulting

Session 303: More Than Overhead: Using Specialization to Foster Team Operations and Efficiency

Your team is growing and it no longer makes sense for everybody, including your managers, to try to do everything for their own teams, let alone try to do it manually - or any which way they think it best. Lack of uniformity in training and QA approaches by different supervisors, lack of consistency in general, will hurt you in the long run, guaranteed. Learn how to identify your team's operational needs, create supporting roles, and align said roles with team efficiency and company goals to produce a positive ROI. Andrea Silas will share how her support operations groups have evolved, and how they're contributing to organizational efficiency as well as team happiness.

Speaker: Andrea Silas · DreamHost

Session 304: How to Build a Help Desk that Champions Your Culture

Navy Federal Credit Union has improved its engagement score dramatically by hiring the right people, creating an environment of collaboration and appreciation, and by displaying absolute interest into each individuals professional and personal aspirations that is aligned with the organization's mission. In this session, learn how to build a roster of great candidates (hint: "Don't build a team full of Michael Jordans"), tactics for keeping the team engaged, and tips for promoting collaboration and appreciation.

Speaker: Don Varela · Navy Federal Credit Union

Session 305: The Business of Chatbots: Creating Customer Service and Reducing Costs

Chatbots are the subject of a lot of hype when it comes to changing the nature of customer service, whether those customers are internal or external. They scale (functionally) infinitely, up or down or sideways. They cannot be victims of social engineering. They do not call in sick. They do not get embarrassed, they do not lash out at your customers. So…why aren't they more commonplace? Jamie Vernon, an IT executive with over 10 years in the customer care technology space, will walk you through the potential and the pitfalls of using chatbots for customer care. He's going to share some tales of how chatbots launch well, and why some launched poorly. Armed with his roadmap on how to implement this technology for your own organization, you'll be better equipped to address the questions and concerns from your stakeholders. Learn about: • The business drivers and potential benefits of chatbots • The relative costs involved in creating and launching a chatbot • How to know whether your organization is ready for chatbots • Technology and skillsets required • Customer expectations of chatbots • How chatbots are different from chat

Speaker: James Vernon · StarTek

5:00 PM - 5:45 PM

HDI After Hours Networking

Crowdsourcing themes for each happy hour as the event approaches

Wednesday, August 12, 2020

(All times noted in EASTERN time zone)

10:30 AM - 11:00 AM

Speed Networking

11:00 AM - 11:30 AM

Speed Networking

11:30 AM - 12:00 PM

Welcome: General Session

12:00 PM - 12:45 PM

Opening Keynote: Building Emotional Vitality to Thrive Through Crisis

When there's no playbook, being tasked with leading teams virtually, determining how to bring people back to work safely, supporting those still working from home, and making decisions about the future of the business is a heavy burden!   Managing stress and energy, while creating environments for others to do the same is perhaps more important today than ever. Those best meeting the challenges are recognizing the power of Emotional Vitality, which is the combination of emotional intelligence and energy management.   If you and your team seem to be running on fumes, this session will provide leadership-focused, brain-based strategies to get you back on the path to firing on all cylinders.

Sara will share:

1. How to use Emotional Intelligence (EQ) to buffer stress, manage difficult emotions and find positivity and possibility in the midst of challenge and uncertainty.
2. Brain-based strategies to set boundaries and address "Digital Depletion," brought on by remote work and virtual collaboration and leadership.
3. Strategy-focused practices to cultivate Vitality Intelligence (VQ), helping leaders and their team manage energy with a tool to identify when healthy challenge tips into unhealthy stress.
4. Three quick tips to balance empathy and accountability to help leaders manage their emotional exhaustion and their team feel supported, capable, and confident.   You'll leave with a blueprint of actionable strategies to help ensure both and you and your teams can not just survive, but thrive through these unprecedented times.

Speaker: Sara Ross · BrainAMPED

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SESSIONS 1:00 PM - 1:45 PM

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Session 401: What About Desktop?: A Case Study on Field Support at Boston University

With the focus on ITIL 4, AI, chatbots, and self-service, help desks seem to get all the love these days. Do we even need field support? In this session, Mark Kimionakis and Jill Beckman will share the story of how this role has evolved over the past five years at Boston University. Learn about the role of the desktop specialist in relationship management, their efforts towards rebranding their team, and where they think the role fits in a DevOps/Agile/ITIL 4 world. Let's explore about the future of desktop support together!

Speaker: Mark Kimionakis · Boston University |Jill Beckman · Boston University

 Session 402: *The New Generation of Customer Experience Metrics*

It's incredible to think about how much has changed recently in the customer experience and Voice of the Customer (VoC) space. New listening paths that go beyond traditional surveys and new technologies are providing a far higher quality and quantity of customer feedback data than ever before. Sadly, our ability to build compelling metrics using this data is often lagging. NPS is old enough to have its own driver's license, and CSAT has a passing correlation to loyalty. While these metrics certainly still have a place on our CX dashboard, we must challenge ourselves to modernize the way we collect, analyze, and report on customer data! Join us to learn about: • Building your listening paths to cover the end-to-end customer journey • Collecting different types of customer feedback using new tools and techniques • Enhancing your experience dashboard with customer engagement score, customer growth engine, ease of business, and other modern CX metrics

Speaker: Nate Brown

Session 403: Top 10 Reasons Why Knowledge Management Initiatives Fail (and How to Avoid Them

As data stores continue to grow within companies, knowledge workers spend increasingly more time searching for information to do their jobs effectively. A constant tension exists between the corporate knowledge management strategy to use knowledge to achieve strategic goals and the knowledge worker's habit of hoarding knowledge to ensure job security. To prevent the common failures of a knowledge management implementation, organizations must drive the organizational change that is required to support the creation, reuse, and improvement of knowledge. This session will identify the top ten reasons why knowledge management initiatives fail with the goal of helping organizations avoid ineffective knowledge management practices.

Speaker: Julie Mohr · JulieLMohr.com

Session 404: Star Trek and Conflict: Even Klingons Can Be Reasonable

No one runs into conflict intentionally. Usually it hits a manager or another employee like a photon torpedo, and far too often people are ill-prepared to handle these challenging scenarios. Do you manage the situation or the person? What are the best practices to mitigate the problem and deescalate the incident? Denis Rudd and Tom Wilk will open your view screens to the multitude of techniques that can be used to address conflict in business environments. Through the lens (flare) of Star Trek, they will eradicate your preconceived notions about conflict. Set your phasers to stun and get ready for warp! This session will cover: • An understanding of basic conflict management theory • Best practices for handling challenging situations • Exercises for managing conflict

Speaker: Thomas Wilk · Carnegie Melon University

Session 405: Leaders Who Listen: Unlock Your Team's Potential by Hearing Them

Do you want to better connect with the people you work with every day? This thought-provoking session will show you how to make powerful connections with your team, your manager, your peers, and even your customers! Come find out how to improve engagement, how to increase awareness of how you are listening in any given moment, and how to identify and modify your communication style so it resonates with your audience. You'll leave with ideas and techniques that will allow you to better connect with people to drive engagement, collaboration,

and outcomes. This session will cover: • Listening to your self-talk and better managing your focus • Speaking in the language of your audience • Listening with positive intent and being present with a purpose

Speaker: Jason Wischer · 1WISCH

<p style="text-align:center">**SESSIONS 2:00 PM - 2:45 PM**</p>

Session 501: But How Do I Shift Left?

Shift-left is a common term in service and support, but it's not yet common practice. For those brave enough to take it on, they often wonder where to start. In this case study, Rich Sykora will share Blackbaud's experience shifting left. Starting off with a review of the shift-left concept, Rich will then present a framework for participants to reference when determining their organizations' readiness to shift-left, including key self-check questions: • Have you documented your current processes? • Do you actively conduct Kaizens? • Do you study and or track closure code, case categorization, etc.? • Have you conducted an inventory of current tools? Participants will leave with an action plan that they can use to start shifting left.

Speaker: Richard Sykora · Blackbaud

Session 502: Beyond World-Class: What to Do After You've Achieved Best-in-Industry Support

You started out with a clear vision: to become a truly world-class organization. You measured the right things, hired the right people, cultivated the right culture, and achieved everything you set out to do as a support organization. What happens next? How do you keep the same excitement, momentum, and energy? Whether you've reached the peak, or need some inspiration and guidance to get there, Ben Brennan will explain how you can raise the bar even higher than world-class support by expanding your sphere of influence beyond the service desk to other organizations in the company, sharing the culture and mindset that got you to this highest echelon. It's not often the service desk team leads a cultural revolution in the whole organization—but when it happens, it's awesome! Come join Ben and learn what happens after world-class.

Speaker: Ben Brennan · Verizon Media

Session 503: Digital Wizards, Walk-Up Services, Chat Support: Transforming Customer Success!

Northwestern Mutual's Technology Service Center (TSC), building on the transformative success of earlier support and service initiatives, is currently focusing on face-to-face, embedded Digital Wizards, and chat support services. To measure customer success, they've also developed a customer experience program, designed internally to make sure our internal partners and customers are successful by using all support resources available to them. Learn how Northwestern Mutual is continuously developing and transforming their support activities and resources to build a better relationship with internal customers and business partners.

Speaker: Jill Weber · Northwestern Mutual |Marlin Hill · Northwestern Mutual

Session 504: Seeing the Diamond in the Rough: Hiring and Coaching for Success

Many employees possess a wealth of untapped talent that, once unleashed, can result in great accomplishments and an empowered, productive, and happy workforce. This session will show you the importance of staff development, techniques for managing performance issues, and some strategies for getting the most out of your employees through goal setting, matching employee skills to a specific task, career-pathing, succession planning, and more.

Speaker: Melissa Jackman · Duquesne University

Session 505: Creating a Culture of Customer Care: The New Support Model

Customer care is much different than support: support solves a customer's problem; care builds a relationship, and a loyal customer than can differentiate your company from your competition. For internal support centers, a culture of customer care can build strong employee relationships across divisions. In this case study, learn about the components that drive a culture of customer care, including a cooperative business model and the 4 Cs of communication. Discover how NISC has created a culture where coworkers support each, customers see us work as a team, and a job well-done is celebrated!

Speaker: Mike Weber · National Information Solutions Cooperative (NISC)

3:00 PM - 3:45 PM

Solution Spotlights

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SESSIONS 4:00 PM - 4:45 PM

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Session 601: Wow Your Customers, Don't Just Satisfy Them

Is your success measured by customer satisfaction surveys alone? If your scores are high, do you stick to the status quo? Does customer satisfaction equal a great customer experience? Would you like to take your service to the next level – to really wow your customers? Too often, we use numbers to measure our success and assess the customer experience. However, the customer experience goes beyond an interaction with a support person working a ticket, and it can't be measured by a scorecard alone. The customer experience is based on the service itself, the customer's ability to complete work or use the service, the interactions with people in IT, which includes their customer service skills, consistency of service delivery, how well processes work and how well we set and exceed expectations – every time! To accomplish this, we need to first understand expectations and business requirements, then build a foundation on which we can continually grow. In this session, learn how to continually evolve your skills, processes, and the overall customer experience.

Speaker: Rae Ann Bruno · Business Solutions Training, Inc.

Session 602: May the Leadership Force Be with You: Leadership Lessons from Star Wars

Sure, the Star Wars universe is a fictional world with incredible action, but we can draw correlations to our everyday work life and apply the lessons learned. Luke Skywalker spent a lot of time in the swamp learning how to use the force – leadership is like the force. It's a skill that we can learn by taking classes, reflecting, seeking feedback from others, mentoring, and, of course, doing. In this session, we'll explore: • Mastering the self • Knowing who can help you and asking for help when needed • How projects and rollouts can be like the Death Star • What the Leadership Dark Side is and how to avoid it • Finding and using the "Leadership Force" This is the

session you are looking for! It will allow you to transition from a galaxy far, far away to an office close, close to your workplace.

Speaker: Krista Ciccozzi · ExamWorks

Session 603: Code BCP: A Real-Life Lesson in Business Continuity Planning

In 2016, a Fortune 500 health insurance company was given five business days to evacuate a building holding over 1,500 employees. The building was the primary contact center for fifteen states – and it was the beginning of the annual plan enrollment cycle, the health insurance equivalent of Black Friday for retail. In this case study, Steve McMillan will explain how this emergency arose, seemingly from nowhere; why the existing, tested BCP plan was inadequate in a real moment of truth; how IT used vendor partnerships, community relationships, creative thinking, and thousands of hours in IT staff, from the service desk to the engineer level, to deliver a solution; and how the company met imposed deadlines and did not miss a single contact center call in the process. This case study will address the importance of: Reviewing your business continuity and disaster recovery plans for relevancy – often • Plan scale and how "loopholes" can spell disaster • Involving the C-Level in funding the right plans • Creating a runbook for disaster

Speaker: Steve McMillan · Mercury Insurance

Session 604: Reaching for the Sky: IT Support Transitions to the Cloud

Over the past two years, the IT Service Desk at the Duke University School of Nursing has transitioned from a support group for primarily on-premises services to a team focused on a growing cloud-based infrastructure. Transitioning services from a local data center to Amazon Web Services presented some interesting challenges, ranging from a new set of 24x7 alerts to complex, container-based DevOps for a suite of in-house business apps. In this interactive session, Glenn Setliff will share how they evolved their team to expand the breadth of support offerings without an increase in staff or budget – and while maintaining consistently high levels of customer service

 Speaker: Glenn Setliff · Duke University School of Nursing

Session 605: Indifferent...Intrigued...Engaged!: Taking Employees from Zero to Hero

Is your company performance throttling? Did your customer experience ratings just get a flat tire? Are you or some of your colleagues running out of gas or do they simply suffer from engine burn-out? If so, then you need an employee engagement pit stop! Attend this session and become part of the pit crew so you can zoom past your competition. You'll confidently drive away with several simple, yet critical repairs for taking your shop from zero to hero in no time flat.

Speaker: Garilynn Wollard · Entertainment Partners

5:00 PM - 5:45 PM

Happy Hour

Crowdsourcing themes for each happy hour as the event approaches