CX SUMMIT

REGISTRATION GUIDE

November 2-3, 2022

Hilton Garden Inn
205 S. 64th St. | West Des Moines, IA

CX SUMMIT

Today, the Customer eXperience (CX) is more important than ever!

It is what sets you apart and something important to your business. Each employee has a role to play in providing an excellent customer experience.

The CX Summit (formerly the Impact Conference) is designed to focus on all aspects of delivering an excellent customer experience. Sessions will include best practices and thought leadership on how to integrate a customer-focused mindset into every role in your company in order to deliver a positive customer experience. Attendees will learn how to improve customer satisfaction, marketing tactics, CX trends, and have networking opportunities with peers from across the state.

We encourage General Managers/CEOs, Managerial Team Members, Technicians, Customer Service Representatives, and Marketing Personnel to attend.

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THE VOICE FOR CONNECTIVITY

SCHEDULE OF EVENTS

8:30 AM · **REGISTRATION**

9:00 AM · **OPENING KEYNOTE**

Are Your Employees Gambling With Your Profits or Increasing Your Revenues?
David Saxby, President, Measure-X

Keeping your employees excited about working for your company has a direct and immediate impact on your bottom line. The strategies you use to create an environment that provides recognition for their efforts and rewards them for their contribution to the company's growth is critical to your profitability. What an incredibly easy way to improve both customer and employee satisfaction! How do you know what is happening in conversations between your staff and your customers? Ongoing measurement of your staff's performance, as seen through the eyes of a customer, is a simple and effective way to keep a pulse on the level of customer service your staff delivers. This interactive two-hour session will show you how to easily measure and engage your staff to deliver the kind of customer service that makes your customers glad they are doing business with you WHILE improving your sales results.

11:00 AM · **BREAK WITH TABLETOP SPONSORS**

11:15 AM · **BREAKOUT SESSION**

SESSION 1: Improving Your Customer Satisfaction Rating
Jody Schulte, Marketing Manager, Jefferson Telecom

Your internet rating matters...how many 'stars' does your business get? A recent survey shows that 70% of people look for 'Social Proof' before doing business with a company. For millennials, the number is 84%. So what exactly is 'Social Proof'? It's simply the process of checking on the internet and social media for proof that your product, advertising and marketing claims are true. In other words, people trust what others say about you much more than what you say about yourself. One of the most accessible and familiar forms of 'Social Proof' are the reviews and star rating of your business on Google. The maximum number of stars is 5. Any rating below 4 out of 5 is a killer. How many stars does your business get on Google? Have you ever looked?

Have you read the reviews? How many stars do your competitors get? Have you done anything to correct the negative things that customers have said about you? Your target customers are paying attention to this stuff... perhaps you should too. At Jefferson Telecom we have worked hard to build our social proof with a current Google review rating of 4.8 with 134 reviews. Tips will be shared on ways to gain more reviews and increase your review rating.

SESSION 2: The Role of Installations in Improving Subscriber Experience and Increasing Profitability
Jason Moore, CEO & Founder, RouteThis

For today's broadband subscribers the in-home experience is king. Whether you're a fiber or wireless provider your subscribers' perception of internet performance comes down to the in-home WiFi experience - an element that is largely outside of the ISP's control. In fact, the in-home install is one of the few opportunities an ISP has to manage and influence the in-home experience. But recent data shows that over 50% of ISP leaders are only somewhat confident - or less so - that subscribers will have a great WiFi experience after a tech leaves. The result? 5% of installations end in a repeat technician visit and 15% of ISP churn happens within the first 90 days of installation. In this presentation, we'll explore:

- The importance of installations in ensuring a great Wi-Fi experience in the home
- Common challenges technicians face in the field as they try to ensure a proper WiFi setup
- Best practices for developing an install process that improves customer experience, reduces churn and even increases upsells

12:00 PM LUNCH

12:45 PM CX STARTS WITH EX
Douglas Pals, CXO, FMTC of Stanton & CEO, Re:Sourceful Communications

You want your customer to have a remarkable experience. Who is responsible to make sure that happens? Your employees of course. So it stands to reason then that any plan to impact customer experience need to start first with the experience your employees have at your company. Get this right...and your CX will sing. Get it wrong or ignore it and you might as well light your CX journey document on fire. This session will discuss the different opportunities and paths you can follow to create the right employee experience and company culture for your company - so your customers can bask in the customer experience you have imagined for them.

1:30 PM REGARDLESS OF YOUR TITLE, YOU ARE IN SALES!
David Saxby, President, Measure-X

Regardless of what your job is, you are in sales. Every time you interact with a customer, you are selling your professional credibility, the company's products or services, and the company's image. So, whether you are in Customer Service, Installation and Repair, the General Manager, Help Desk, Marketing, Outside Plant, Accounting, or wherever, YOU are in sales! Humans buy when they feel comfortable, when they feel they can trust you, when the process feels natural and reassuring, and when they come to the feeling that you are meeting their needs. All of this happens with the relationship you have with your customers, which in turn generates meaningful results.

2:15 PM **SWEET TREAT BREAK WITH TABLETOP SPONSORS**

2:45 PM **BEST PRACTICES AND EXAMPLES ON CHANNELING YOUR CUSTOMERS' EXPECTATIONS**

Jason Moore, CEO & Founder, RouteThis

Broadband subscribers have higher expectations of WiFi than ever before. Unfortunately, the average consumer's understanding of WiFi and its limitations hasn't kept pace with these expectations, leading to increased costs for ISPs. Just last year, 63% of consumers around the world called their ISP for help with WiFi issues and 49% of them considered changing providers because of poor Wi-Fi experience - even though these issues were not the fault of the ISP. On the other hand, 58% of consumers would upgrade their internet plan if it meant a better Wi-Fi experience. This means the right approach to managing subscriber expectations could transform increased support costs into increased profitability. In this presentation, we'll explore:

- The most common subscriber misconceptions that cause poor Wi-Fi experience
- How subscribers' misconceptions cost you as an ISP time and money
- Best practices for managing subscribers' expectations and increasing profitability

3:30 PM **MAXIMIZE PROFITABILITY BY MARKETING MOST PROFITABLE SERVICES**

JoAnn Hohrman, Strategic Lead, Vantage Point Solutions

Are your marketing campaigns focused on the most popular services or the most profitable services? This session will include strategies to determine costs of each service, service tier, and adjunct services as well as pricing considerations in order to turn your most profitable services into your most popular services.

4:30 PM **NETWORKING RECEPTION**

8:30 AM **REGISTRATION AND BREAKFAST**

9:00 AM **OPENING KEYNOTE**

Exceptional Customer Service: Create an Impressive Reputation for Your Organization

Brenda Clark Hamilton, Fresh Coffee

This program is designed to heighten awareness of what comprises excellent customer service in all aspects of your job—from daily interactions with customers, to phone etiquette, to how to respond if a customer complains. We'll start by introducing the 'meat and potatoes' of great customer service, including top criteria that customers use to evaluate service effectiveness, then work into a step-by-step framework for calming and retaining dissatisfied customers. No matter how good a company is at serving customers, there is always room for improvement. You will leave armed with practical, take-home strategies for making your organization's reputation for customer service the best it can be.

10:00 AM **CYBERSECURITY AND YOUR CUSTOMERS - KEEPING THEM SAFE**

Trent Martin, Director of IT Services, CHR Solutions

As companies, we all know Ransomware, Phishing and Malware are important terms when it comes to the security of your data, network, and organization; but do your customers? In this session, we will discuss how cybersecurity attacks affect your business and how to best protect yourself. PLUS, we'll expand on ways to educate your customers by discussing how to engage them in cybersecurity discussions, help them recognize cyber scams, define cyber terminology, and ultimately just become more aware of how to stay safe.

10:45 AM **BREAK WITH TABLETOP SPONSORS**

11:15 AM **GOLD PEOPLE, PURPLE COWS AND THE POWER OF GREAT CULTURE**

Douglas Pals, CXO, FMTC of Stanton & CEO, Re:Sourceful Communications

Today more than ever you need great people in your organization. Yet, staff members are, with pandemic-fueled perspective, looking for a place to work that values them, their time and their skills. It used to be said that people don't leave jobs but bosses. Now they leave bad cultures or cultures that are not moving in the right direction. This session will give you and your teammates the tools to assess, build and strengthen your culture. Building fiber networks and serving rural customers is hard enough without having to climb over a bumpy company culture.

12:00 PM **LUNCH**

12:45 PM **ENGAGING AND BRANDING YOUR SMART RURAL COMMUNITY**

Lauren Gaydos, Public Relations Manager, NTCA

A Smart Rural Community is about connection - neighbors to friends, teachers to students, doctors to patients, new businesses to customers, and a community to the world. How do you connect with your community? Hear from NTCA-The Rural Broadband Association on the Smart Rural Community program and ways that you can use the program to enhance your company's brand and engage with partners within your community and beyond.

1:30 PM **CLOSING REMARKS**

CONFERENCE INFORMATION

CX SUMMIT

COST:
One Day:
$240 (Member) | $340 (Non-Member)

Full Conference:
$340 (Member) | $440 (Non-Member)

You must be logged into your member profile to access the discounted membership pricing. If you need assistance with your member login, please contact *Melissa Primus* at ICA.

Click Here to Register

ACCOMMODATIONS:
There is a block of rooms available at the Hilton Garden Inn at a group rate of $129 plus tax. *Click here to make your reservations online.* Reservations must be made by October 2, 2022 to guarantee the group rate.

SPONSORSHIP OPPORTUNITIES
Sponsoring the CX Summit is a great opportunity to showcase your company to more than 100 general managers, technicians, marketing, and customer service personnel. *Click here for more information on sponsorship opportunities.*

CANCELLATION AND REFUND POLICY:
In the event that you need to cancel your registration, the refund schedule will be enforced as follows.

- October 18 and earlier – 100% refund
- October 19 – 27 – 50% refund
- October 28 and after – no refunds issued.

Substitutions are allowed. Cancellations must be emailed to *melissa@iacommunicationsall.com.*

CONSENT TO USE PHOTOGRAPHIC IMAGES:
Registration and attendance at, or participation in, ICA meetings and other activities constitutes an agreement by the registrant to ICA's use and distribution (both now and in the future) of the registrant or attendee's image or voice in photographs, video, electronic reproductions and audio of such events and activities.

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