

Fall 2019 CXM Best Practices Symposium Program

Hosted by CXM@MSU

Wednesday, October 30, 2019

Kellogg Center, Michigan State University

East Lansing, Michigan

Time	Topic
7:45 - 8:30 a.m.	Registration
8:30 - 8:45 a.m.	Welcome and Opening Announcements
8:45 - 9:45 a.m.	Keynote Speaker: <i>The Importance of Being Brave</i> - Andrea Brimmer - Chief Marketing Officer - Ally Financial
10:00 - 10:45 a.m.	Breakout Session #1 <ul style="list-style-type: none"> ● Nancy Flowers - Hagerty (Vice President - Member Experience) <i>Measuring the Moments that Matter</i> ● Rogerio Monteiro (Global Chief Client Officer) - Worthix <i>Understanding Decision Drivers Beyond CSAT and NPS</i> ● Scott Watkins (Business Intelligence Executive) - Michigan Virtual <i>Design Sprints - A Means for Quickly Exploring Problems and Developing Solutions</i> ● Jeremy Franklin (Director - Strategy & Insights) - VMLY&R and Jason Sprawka (Director, US Customer Experience) - Ford <i>Where Does One Start When Designing a Customer Experience?</i>
10:45 - 11:00 a.m.	Break
11:00 - 11:45 a.m.	Breakout Session #2 <ul style="list-style-type: none"> ● Jeremy Burek - Starbucks (Director - Customer and Partner Care Operations) <i>Starbucks Social Care Team - Scrubbing Social Media Sites and Providing Solutions</i> ● Xavier Quenaudon (Senior Vice President) - Burke, Inc. <i>Designing a Holistic CX Management Program</i> ● Michelle Kaptur (Manager - Global Customer Experience Strategy) and Laura Marie Casey (Assistant Manager - Global Customer Experience Strategy) - General Motors <i>Blueprints Aren't Just for Building Houses</i> ● Josh Stauffer - Blue Flame Thinking (CEO and President) <i>Get Scrappy: Start Measuring Customer LTV with Digital</i>
12:00 - 1:00 p.m.	Lunch

1:00 - 1:45 p.m.	<p>Breakout Session #3</p> <ul style="list-style-type: none"> • Sean Claessen (Chief Strategy Officer) and Kay Van Slooten (Customer Experience Strategy Director) - Bond Brand Loyalty <i>Building Wicked Customer Experiences and the Moments that Matter the Most</i> • Michael Allenson (Co-Founder) - Xpedition <i>Addressing the Root Causes of Why Customer Experience is Not Improving</i> • Darren Hood (Senior User Experience Designer) - United Wholesale Mortgage <i>Micro-experience Awareness – Going Beyond the Touchpoint</i> • Bob Kiple (Global Customer Experience Strategy and Innovation - Retired) - General Motors <i>How to Avoid Getting Overcome by the Complexity of CX</i>
1:45 - 2:00 p.m.	<p>Break</p>
2:00 - 2:45 p.m.	<p>Breakout Session #4</p> <ul style="list-style-type: none"> • Jill Katic - Barton Malow (Senior Director - Continuous Improvement) <i>Baby Steps Mark the Path to Continuous Improvement</i> • John Joba (Analytics Translator) and David Robbins (Account Strategist) - Gongos, Inc. <i>Good, Better, and Best: Three Ways to Calculate the ROI of CX Initiatives</i> • Michael Baskin (Principal) - ONESPARK Experience Design <i>Inside Out CX Innovation: Engaging the Organization in Defining and Designing Customer-Centric Solutions</i> • Rebecca Selesky (Interim Director) - MSU Culinary Services (Director) <i>MSU's Extreme Makeover: The Design of a Customer-centric Dining Experience</i>
3:00 - 4:00 p.m.	<p>Panel Discussion <i>Aligning and Integrating CX and UX</i></p> <ul style="list-style-type: none"> • Aleks Niestroj (Executive Director – Experience Strategy and Insights) – VMLY&R • Darren Hood (Senior User Experience Designer) – United Wholesale Mortgage • Josh Stauffer (CEO and President) – Blue Flame Thinking • Katherine Ephlin (COO) – Gongos, Inc • Laurel Stanley (Global Manager of User Experience) – Steelcase • Andrea (Dre) Wallace (Innovation Portfolio Manager) – Emergent Holdings • Greg Iszler (VP - Client Services) - Huge (Moderator)
4:00 - 5:00 p.m.	<p>Networking Reception</p>