



CUSTOMER CONTACT WEEK EXECUTIVE EXCHANGE NOVEMBER

A CMP EVENT

EXECUTIVE EXCHANGE

Event Brochure

NOVEMBER 2 - 4, 2026

JW MARRIOTT MIAMI

Welcome

Customer contact leaders are balancing more priorities than ever before.

AI initiatives are moving beyond experimentation. CRM and platform migrations are reshaping operations. Customer expectations continue to rise, while executive teams are demanding measurable returns from every technology investment.

At the same time, leaders are navigating disconnected systems, fragmented knowledge, changing workforce expectations, inconsistent AI adoption, and growing pressure to improve productivity without compromising the customer experience.

The questions facing leadership have become increasingly practical. How do you operationalize AI beyond individual use cases? Where should automation create value, and where does human expertise remain essential? How do you prepare employees for new ways of working while maintaining performance? And how do you simplify operations as technology stacks become more complex?

The CCW Executive Exchange brings together senior customer contact leaders to benchmark strategies, share lessons learned, and explore practical approaches to AI adoption, operational design, workforce transformation, and customer experience. Through candid discussion and real-world examples, attendees leave with actionable insights and greater confidence in the decisions shaping customer contact performance.



Nicoletta Karpathios

Deputy Division Director, Events
Customer Management Practice



Why Leaders Attend?

Curated experiences built for executive efficiency and real-world impact



**Benchmark
What's Delivering
Results**



**Explore Relevant
Solutions Without
Wasted Time**



**Reduce Risk
While Scaling
Change**



**Support Frontline
Readiness**



**Access a Trusted
Peer Network**

**Reserve Your
Exchange
Experience**

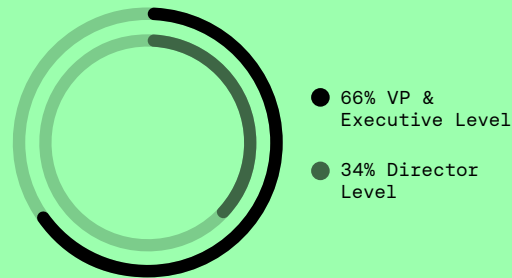
REQUEST INVITE →

Who Will You Be Attending With

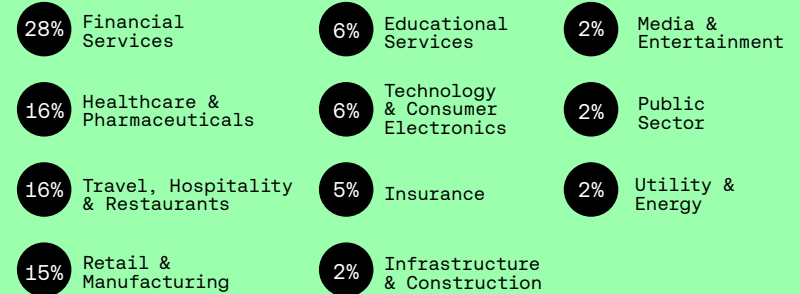
KEY QUALIFICATIONS

-  Active project requirements with solution needs
-  Directly controls or influences budgetary decisions
-  Directly controls or influences CX, customer contact operations strategy

SENIORITY



INDUSTRY*



*data compiled from 2025 CCW Executive Exchange attendee profiles

JOB TITLES | VPS & HEADS OF:

- | | |
|-------------------------------|---|
| Business Insights | Fraud & Compliance |
| Call & Contact Centers | Learning, Training & Development |
| Client Services | Member Experience |
| Customer Care & Support | Omnichannel Strategy |
| Customer Engagement & Loyalty | Operational Excellence & Transformation |
| Customer Experience (CX) | Quality Assurance |
| Customer Operations | Service Delivery |
| Customer Success | User Experience (UX) |
| Digital Strategy & Innovation | Voice of Customer (VoC) |
| Employee & Agent Engagement | Workforce Management |
| Field & Regional Operations | |

Trusted by Leaders From



Leadership Priorities



Fix Knowledge Friction

Fragmented content, disconnected systems, and inconsistent guidance continue to slow resolution, increase effort, and reduce confidence across both frontline teams and self-service experiences.

KEY PRIORITIES:

- 🌟 Knowledge Management
- 🌟 Self-Service Resolution Portals (Web & Mobile)
- 🌟 Real-Time Agent Assist / Co-Pilot



Turn Signals Into Action

Organizations have more customer and operational data than ever. The challenge is improving visibility, prioritization, ownership, and speed to decision-making.

KEY PRIORITIES:

- 🌟 Customer Analytics & Insights
- 🌟 Automated QA / QM
- 🌟 Workforce Optimization
- 🌟 Customer Experience Testing



Prepare Teams for Higher-Complexity Work

As lower-effort interactions move toward automation, frontline teams are increasingly responsible for escalations, exceptions, and emotionally nuanced conversations.

KEY PRIORITIES:

- 🌟 Workforce Management
- 🌟 Simulation Training Technologies
- 🌟 Digital Workplace Applications / UCaaS
- 🌟 CCaaS
- 🌟 CRM/CDP



Make Automation Deliver

Automation expands value when workflows, adoption, governance, and operational execution evolve alongside technology investment.

KEY PRIORITIES:

- 🌟 Chatbots / Virtual Agents
- 🌟 Voicebots / Conversational IVR
- 🌟 Voice / Speech AI
- 🌟 Equipment & Telephony

Featured Speakers



Kalifa Oliver

Senior Director, Technology -
People Analytics
[Lowe's Companies Inc.](#)



Ingrid Napoletano

Chief Applications Officer
[UConn Health](#)



Megan Brown

Director, Global Data Science,
COE
[Starbucks](#)



Amy Williams

SVP, Global Customer
Experience
[Rocky Brands, Inc.](#)



Adam McCreery

Director, CX BPO Partner
Management
[DraftKings Inc.](#)



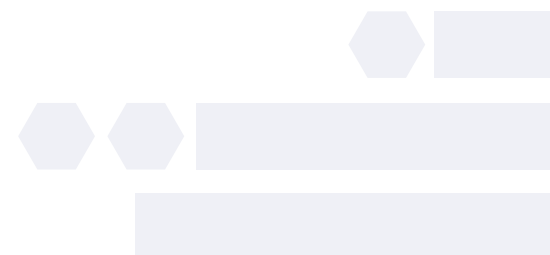
Deana Perrin

CCW Advisory Board Member,
Fractional Executive & Founder
[Pinnacle CX Group](#)



Joan Cox

Chief Experience Officer
[Lifebridge Health](#)



Agenda at a Glance

MONDAY NOVEMBER 2

Where Execution Is Breaking Down

10:00 AM

Check-In Opens + Refreshments

10:30 AM

Welcome Orientation + Ice Breaker

10:45 AM

CMP EXECUTIVE PRIORITIES | Operational Pressures Reshaping Customer Contact Priorities

11:15 AM

PANEL | Truth Be Told: What We Got Wrong

12:00 PM

Welcome Lunch

12:45 PM

Business Meetings

2:00 PM

PEER EXCHANGE | We Automated. Why Didn't It Improve?

3:00 PM

Quickfire Spotlight

3:30 PM

Business Meetings

3:45 PM

PEER EXCHANGE | The Workaround Economy

5:15 PM

Think Tanks

6:00 PM

UNWIND POOLSIDE | Welcome Reception

TUESDAY NOVEMBER 3

What's Improving Performance

7:30 AM

Breakfast + Morning Workshop

8:30 AM

HEADLINER | The Old Playbook Isn't Working Anymore. Now What?

9:00 AM

PANEL | The Frontline Job Has Changed. Have We Changed With It?

9:30 AM

Business Meetings

9:45 AM

PEER EXCHANGE | Less Work, Better Outcomes: What Actually Reduced Complexity?

11:45 AM

Breakouts

12:15 PM

Lunch

1:00 PM

Think Tanks

2:00 PM

Business Meetings

3:30 PM

Quickfire Spotlight

4:00 PM

PANEL | The Self-Service Reality Check

4:30 PM

HEADLINER | The Human Advantage in an AI-Augmented World

5:15 PM

VIEWS FROM THE BAY | Evening Reception

WEDNESDAY NOVEMBER 4

What Leaders Need to Decide Next

7:30 AM

Breakfast + CMP Roundtable

8:30 AM

CCWOMEN SPOTLIGHT | Leading Through Complexity: Build Trust, Visibility & Influence During Change

9:00 AM

EXECUTIVE POLICY BRIEFING | What's Changing, and What It Means for Customer Contact Leaders

9:30 AM

PANEL | What Leaders Are Betting On — and Walking Away From

10:00 AM

Business Meetings

10:15 AM

PEER EXCHANGE | AI Governance Without Slowing Innovation

11:30 AM

CCW DIGITAL CLOSING | The Operating Model of Customer Contact in 2027

12:00 PM

Exchange Concludes

[VIEW FULL AGENDA →](#)

Featured Sessions



Panel | Truth Be Told: What We Got Wrong

Most transformation discussions focus on success stories. This session focuses on the operational decisions that did not go as planned and what leaders changed afterward. Nearly 60% of leaders report having to rework or roll back at least one major CX investment in the past 18 months. Share where execution broke down, what changed, and what they would do differently now.

THIS SESSION EXAMINES:

- AI deployments that improved deflection but hurt resolution quality
- Platform migrations that created more manual work than expected
- Automation that worked in pilot but failed under real volume
- Investments that required rework before delivering value



Peer Exchange | We Automated It. Why Didn't It Improve?

A working session for leaders actively trying to stabilize what's already live. Participants compare what they've implemented and what they're actively trying to fix.

THIS SESSION EXAMINES:

- AI tools that are underperforming in production
- CRM and CCaaS environments that aren't fully integrated
- Knowledge bases that agents don't trust or use
- QA programs that aren't translating into performance improvement



Panel | The Frontline Job Has Changed. Have We Changed With It?

As automation expands, the role of the agent is changing. Over 65% of organizations report increased interaction complexity despite lower overall volume. Automation has reduced simple volume. What's left is more complex.

THIS SESSION EXAMINES:

- Agents handling multi-step, higher-stakes interactions
- Longer ramp times due to more tools and more context required
- Increased escalation despite more automation in place
- The gap between expected performance and actual support provided



Think Tank | Why Knowledge Fragmentation Is Slowing Execution

Across organizations, the same issue keeps surfacing. Over half of leaders say their knowledge ecosystem is fragmented across 3+ systems. Agents, bots, and systems are working from different versions of the truth.

THIS SESSION EXAMINES:

- Disconnected knowledge across CRM, help center, and internal tools
- AI outputs that are only as strong as the content behind them
- The operational cost of outdated or inconsistent information
- What it takes to make knowledge usable in real workflows

Featured Experiences



Monday, November 2 | 6:00 PM – 7:30 PM

The Sunset Social: Latin Nights | Welcome Reception

Unwind above the Miami skyline with an evening of Latin-inspired flavors, handcrafted cocktails, and lively entertainment. Enjoy chef-curated food stations, fresh aguas frescas and espresso martinis, live bongo rhythms, a personalized coffee-grinding experience, and interactive photo moments while connecting with fellow customer contact leaders in a relaxed rooftop setting.

 JW MARRIOTT MIAMI | POOLSIDE



Tuesday, November 3 | 5:15 PM – 7:15 PM

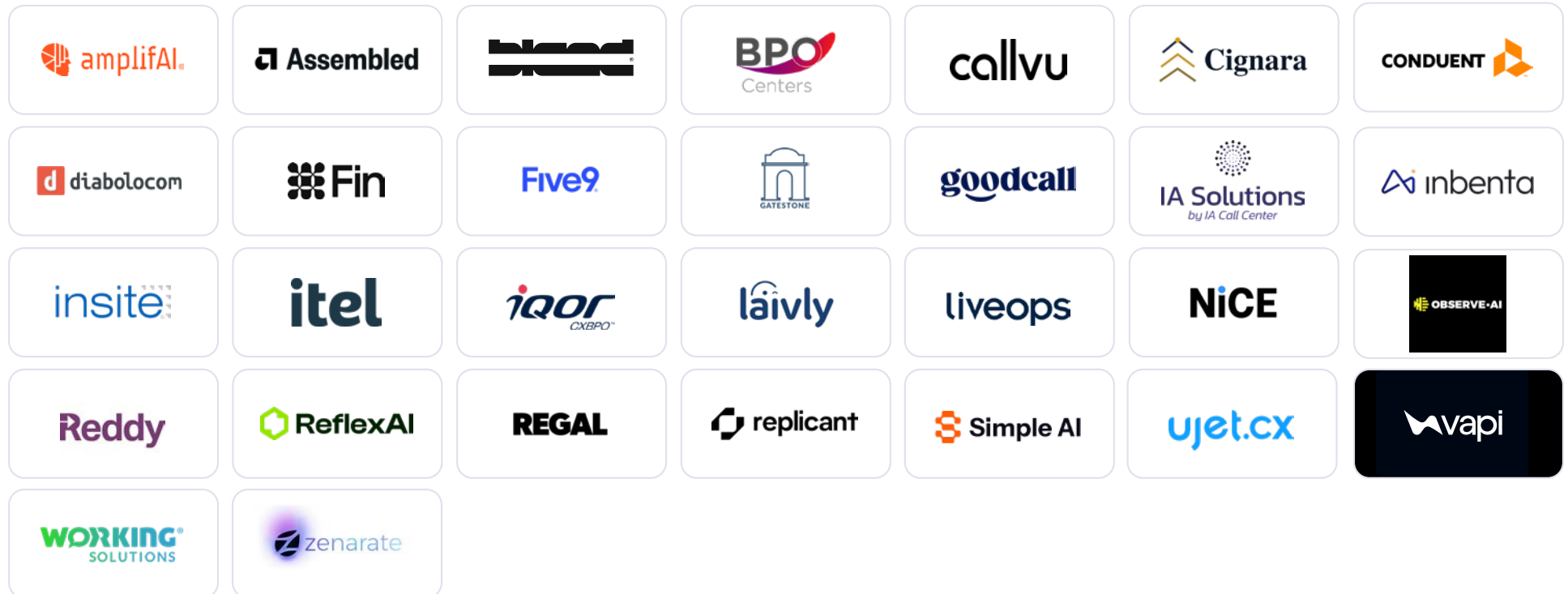
The Executive Tee-Off | Networking Reception

Wrap up the Exchange with an evening of networking at The Tips Brickell, where friendly competition meets Miami style. Enjoy golf simulator challenges, passed bites and cocktails, and relaxed lounge seating as you connect with fellow customer contact leaders in a vibrant, executive setting.

 THETIPS | BRICKELL

Solutions Hub

Explore Relevant Solutions Through Curated One-to-One Conversations



KEY SOLUTION AREAS

[LEARN MORE →](#)

-  Voice of the Customer (VoC) / Customer Analytics
-  Journey Mapping & Orchestration

-  Digital Experience
-  AI, Automation, & Self-Service Enablement
-  Workforce Transformation / Knowledge Management

Welcome to JW Marriott Miami!

1109 Brickell Ave, Miami, FL 33131

Located in the heart of Miami's upscale Brickell district, JW Marriott Miami offers executives a polished, luxury experience surrounded by some of the city's best dining, nightlife, and waterfront views. Just steps from Brickell City Centre, attendees can easily explore high-end restaurants, rooftop bars, shopping, and entertainment. With its vibrant yet sophisticated atmosphere, the hotel provides the perfect setting to unwind, network, and experience the energy of Miami outside of the event.

[EXPLORE THE VENUE →](#)

Airline Discount

Southwest Airlines is pleased to offer CCW Executive Exchange attendees discounted fares. To utilize the discount, book via SWABIZ® using **this link**. Discount valid for travel from 10/31/2026 to 11/7/2026.



Start Your Exchange Journey Here

“I would definitely recommend the exchange to colleagues in the future. It’s been invaluable to be able to meet different people, being able to see what companies they work for, and being able to understand what innovative opportunities we can now share dialogues about in the future.”

– Senior Director, Channels & Self-Service,
Marriott International



Do You Qualify
For A VIP Pass?

CHECK ELIGIBILITY →

Let's Get Social!

