



# CUSTOMER CONTACT WEEK EXECUTIVE EXCHANGE NOVEMBER

A CMP EVENT

EXECUTIVE EXCHANGE

## Event Brochure

NOVEMBER 2 - 4, 2026

JW MARRIOTT MIAMI

# Welcome

The conversations have changed.

A year ago, leaders were asking where AI fit into customer operations. Today, the questions are far more practical. How do you simplify increasingly complex operations? How do you create alignment across teams with competing priorities? How do you prepare leaders and employees for new ways of working? And how do you know where to focus next?

Those conversations shaped this Executive Exchange.

Over two and a half days, you'll benchmark with senior customer contact leaders navigating many of the same decisions, hear practical lessons from organizations making measurable progress, and exchange ideas you can apply inside your own operation.

If you're looking for another event built around product pitches and buzzwords, this probably isn't it. But if you're looking for candid conversations, practical insights, and a community of leaders willing to share what's actually working, I hope you'll join us in Miami this November.



## Nicoletta Karpathios

Deputy Division Director, Events  
CMP



# 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**

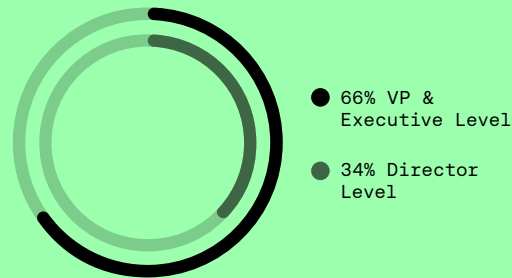
REQUEST INVITE →

# Who Will You Be Attending With

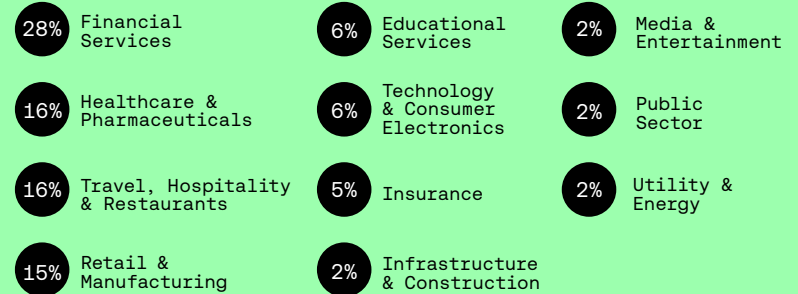
## KEY QUALIFICATIONS

-  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



# What Customer Contact Leaders Are Solving Now



## Fix Knowledge Friction

Disconnected knowledge, fragmented 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 before. The challenge is identifying meaningful signals, assigning ownership, and turning insights into operational improvements.

### KEY PRIORITIES:

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



## Prepare Teams for More Complex Work

As routine interactions become automated, frontline teams are increasingly responsible for exceptions, escalations, and higher-value customer conversations. Leaders are redefining how they prepare, coach, and support the workforce.

### KEY PRIORITIES:

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



## Make Automation Deliver

Technology creates value only when people, processes, and governance evolve alongside it. Organizations are focused on scaling automation in ways that improve operations, rather than add complexity.

### KEY PRIORITIES:

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

# Featured Speakers



**Celeste Boyd Spear**

VP, Customer Care  
[AT&T](#)



**Keri Hissim**

Head of Workforce Strategy  
[AT&T](#)



**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**

CCW Advisory Board Member,  
Director, CX BPO Partner Mgmt  
[DraftKings Inc.](#)



**Joan Cox**

Chief Experience Officer  
[Lifebridge Health](#)

# Agenda at a Glance

## MONDAY NOVEMBER 2

### Where Execution Is Breaking Down

9:00 AM  
Check-In Opens

9:30 AM  
Welcome Orientation + Ice Breaker

9:45 AM  
**CMP EXECUTIVE PRIORITIES** | Operational Pressures Reshaping Customer Contact Priorities

10:05 AM  
**PANEL** | Truth Be Told: What We Got Wrong

10:45 AM  
Welcome Brunch

11:45 AM  
Business Meetings

1:25 PM  
Quickfire Showcase

2:05 PM  
**PM BREAK** | Biohack by Buwelo BPO

2:30 PM  
**PEER EXCHANGE**  
A: Why Knowledge Fragmentation Is Slowing Execution  
B: What Today's BPO Partnership Should Deliver

3:30 PM  
Business Meetings

5:00 PM  
**COMFORT BREAK** | Wine-O-Clock

5:15 PM  
**THINK TANKS**  
A: Fix the Process Before You Automate It  
B: What Does the Customer Contact Workforce Look Like in 2030?

6:00 PM  
**POOLSIDE RECEPTION** | Meet Me at the Miami Market

## TUESDAY NOVEMBER 3

### What's Improving Performance

7:30 AM  
Breakfast

8:00 AM  
**PANEL** | Automation Changed the Frontline. What's Actually Working?

8:45 AM  
**MAIN STAGE** | Leadership Decisions That Improve Customer Contact Performance

9:15 AM  
Business Meetings

10:15 AM  
**AM BREAK** | CMP Cafe

11:15 AM  
**MASTERCLASS**  
A: Designing a Smarter First Response  
B: The Signals Behind Better Performance

11:45 AM  
Lunch

12:45 PM  
**THINK TANKS**  
A: Modernization Without More Complexity  
B: Is Voice AI Ready for Your Hardest Calls?

1:45 PM  
Business Meetings

2:45 PM  
**PM BREAK** | Cool Under Pressure with Upland

3:15 PM  
**WORKSHOP & SNACK** | Are Your Frontline Teams Reddy?

4:15 PM  
**CASE STUDY** | Redesigning the Work Behind Customer Service

4:45 PM  
**MAIN STAGE** | The Frontline Knowledge Advantage

5:30 PM  
**OFFSITE RECEPTION** | Tropical State of Mind @ Amazonico Miami

## WEDNESDAY NOVEMBER 4

### What Leaders Need to Decide Next

8:00 AM  
Breakfast

8:30 AM  
**MAIN STAGE** | The Hidden Multiplier: How EX Powers CX in an Agentic World

9:00 AM  
**CCWOMEN** | The Leadership Decisions No One Prepares You For

9:30 AM  
Business Meetings

10:30 AM  
**SNACK BREAK** | Dip, Dip, Hooray!

10:45 AM  
**POLICY BRIEFING** | What's Changing, and What It Means for Customer Contact Leaders

11:15 AM  
**DEEP DISCUSSION** | What Will You Do Differently?

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 | What Today's BPO Partnership Should Deliver

Organizations are asking more of their outsourcing partners than ever before. AI, workforce shifts, and rising customer expectations are changing what success looks like. Customer contact leaders discuss how partner expectations are evolving, where accountability should sit, and what distinguishes a strategic BPO relationship from a transactional one.

### THIS SESSION EXAMINES:

- How has your expectation of a BPO partner changed over the last three years?
- What capabilities are becoming table stakes?
- Where should ownership begin and end?
- What does a "strategic partner" actually look like today?



## Panel | Automation Changed the Frontline. What's Actually Working?

Over 65% of organizations report increased interaction complexity despite lower overall volume. At the same time, leaders are investing in Agent Assist, conversational AI, automated QA, and new workflows to help employees manage that complexity. The question is whether those investments are actually improving frontline performance and the customer experience.

### 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

## Meet Me at the Miami Market | Poolside Reception

Step into our Miami Market, where local flavor meets poolside vibes. Explore market-style bites, tropical cocktails, and Miami-inspired treats while taking in the warm evening air and city views. Come hungry, grab a drink, and experience a little taste of Miami without leaving the JW Marriott.

 JW MARRIOTT MIAMI | POOLSIDE



Tuesday, November 3 | 5:30 PM – 7:30 PM

## Tropical State of Mind | Offsite Reception

Escape the ballroom chill and immerse yourself in an evening inspired by the energy of Amazonico - a Latin American-inspired restaurant and nightlife concept in Brickell designed around the energy and biodiversity of the Amazon region.

 AMAZÓNICO | BRICKELL

# Solutions Hub

Explore Relevant Solutions Through Curated One-to-One Conversations

|                                                                                     |                                                                                     |                                                                                     |                                                                                      |                                                                                       |                                                                                       |                                                                                       |
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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



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