



# SOCAP International 2009 Annual Conference

October 11-14 | JW Marriott Starr Pass | Tucson, Arizona



Join SOCAP International and our global community of customer care professionals for our **2009 Annual Conference**, **October 11-14**, in **Tucson Arizona** at the JW Marriott Starr Pass.

In today's challenging economy, where consumers are cutting back on spending, being more selective and still demanding greater levels of service, it's more important than ever for companies to deliver value to customers. In particular, customer care professionals know firsthand the importance of creating "Wow!" experiences for their customers while facing the challenge of doing more with less.

SOCAP's Annual Conference will address this issue—*Delivering Value while Doing More with Less*—through highly interactive sessions with leading industry experts and networking opportunities with other customer care professionals from nearly every industry sector. The Annual Conference will offer a wealth of useful, actionable strategies and insights to help you do more with less!

Register online today at [www.socap.org](http://www.socap.org)

## 2009 Conference Schedule

### Sunday, October 11

8:00am-12:30pm	SOCAP Golf Tournament <i>Sponsored by Network Direct</i>
2:30-5:00pm	SOCAP Committee Meetings
3:00-8:00pm	<b>Conference Registration</b>
4:00-5:30pm	Chapter Leadership Forum
5:30-6:30pm	First-Timer/New Member Welcome
6:30-7:30pm	<b>Welcome Reception</b> <i>Sponsored by Stericycle</i>

### Monday, October 12

7:30am-5:30pm	Conference Registration
7:30-8:30am	Continental Breakfast <i>Sponsored by Astute Solutions</i>
7:30am-6:00pm	Exhibit Hall Hours
8:30-10:00am	<b>Opening General Session</b>
10:00-10:30am	Networking Break
10:30am-12:00pm	<b>Breakout Sessions</b> <ul style="list-style-type: none"> <li>From Production to Process to Culture: Evolving Your Customer Experience</li> <li>Driving Value from the Voice of the Consumer</li> <li>Weathering the Economic Storm: Maximizing the Value of Your Customer Care Center</li> <li>Taking Your Customer Experience to the Next Level</li> </ul>
12:00-1:15pm	<b>Networking Lunch &amp; SOCAP Annual Business Meeting</b> <i>Sponsored by AFFINA</i>
1:30-3:00pm	<b>Breakout Sessions</b> <ul style="list-style-type: none"> <li>Online Customer Service Evolved: Leveraging Next Generation Self-Service, Intelligent Chat and Specialized Representatives to Optimize Customer Engagement</li> <li>Customer Service: From Bad to Better to Branded</li> </ul>

### Monday, October 12 (continued)

1:30-3:00pm	<b>Breakout Sessions Continued</b> <ul style="list-style-type: none"> <li>Motivating &amp; Retaining Agents in a Down Economy</li> </ul>
3:00-3:30pm	Networking Break
3:30-5:00pm	<b>Afternoon General Session</b>
5:00-6:00pm	Exhibitor Reception

### Tuesday, October 13

7:30am-5:30pm	Conference Registration
7:30-8:30am	Continental Breakfast
7:30am-1:30pm	Exhibit Hall Hours
8:30-10:00am	<b>Opening General Session</b>
10:00-10:30am	Networking Break
10:30am-12:00pm	<b>Spotlight Sessions</b> <ul style="list-style-type: none"> <li>Leveraging Social Media to Monitor Consumer Feedback</li> <li>Take Charge of Your Senior Management</li> </ul>
12:00-1:15pm	Networking Lunch
1:30-2:45pm	<b>Breakout Sessions (Professional Development)</b> <ul style="list-style-type: none"> <li>Facilitating Effective Meetings</li> <li>Get Linked to LinkedIn</li> <li>Breakthrough Performance: Doing More with Less</li> </ul>
2:45-3:15pm	Networking Break
3:15-4:45pm	<b>Closing General Session</b>
6:00-9:00pm	Social Finale

### Wednesday, October 14

8:30am-12:00pm	Managing Your Product Crisis Food & Beverage Industry Community Meeting ( <i>Registration Required</i> )
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Register Online Today at [www.socap.org](http://www.socap.org)!

## Keynote Speakers



**Jeremy Gutsche**  
Co-Founder of Trendhunter.com  
and Innovation Expert



**Emily Yellin**  
Author of *Your Call Is (Not That) Important to Us*



**The Drum Café**  
International Team-Building  
and Performance Group

## Professional Development Sessions

### Facilitating Effective Meetings

Jane K. Cleland, Author

The power of conducting clear, efficient and impressive meetings will be covered in this interactive session. Discussions will focus on result-oriented process models for in-person, telephone, video conference and Web-based meetings. Participants will also learn the most effective ways to use visual aids, team-building activities and written material to create actionable results.

### Breakthrough Performance: Doing More with Less

Dr. Richard Chua, Juran Institute

In the face of change and financial uncertainty, customer care departments are relentlessly being pressed to do more with less and to improve overall quality. In this session, you will learn about various operational excellence methodologies and tools to help you solve problems, reduce variation and improve efficiency and effectiveness of processes. Practical, easy-to-implement strategies will be thoroughly mapped out by the experts who are making them work and achieving breakthrough business results.

### Get Linked to LinkedIn

Sarah Meenach, Bob Evans Farms, Inc.;  
Lindsey Pallak, Author & Speaker

With the growing influence of social media for engaging with today's consumers, it is more important than ever for customer care professionals to have a solid understanding of key social media tools. LinkedIn is one such tool that can help professionals in their work. Bring your laptop to this interactive workshop and learn how to develop and maintain online profiles customized specifically for consumer affairs professionals. Tips, tricks and best practices will be taught for beginners and advanced users alike.

## Breakout Sessions

### Customer Service: From Bad to Better to Branded

Martha Brooke, Interaction Metric; Patrice Bryan, ProFund;  
Jason Rosser, Abercrombie & Fitch

Developing a concise and consistent brand message is no longer restricted to the advertising department. Learn from top industry and branding experts on how to recognize the value that on-brand customer service communication can generate. This session will show you how to achieve branded customer service calls and emails using a three-part process. Through some high-impact group exercises, this session will show you how to craft messages on calls that can be used to condense your brand into a few simple statements that stick in your customer's head.

## Spotlight Sessions

### Leveraging Social Media to Monitor Consumer Feedback

Myra Golden, Moderator; Frank Eliason, Comcast Corporation;  
Richard Clancy, Sony Electronics (formerly)

Social media is a major buzz word in Consumer Affairs, but how do you leverage social media tools to track consumer feedback? Who should own this process? Are there "rules" for using social media to monitor consumer feedback? What works and what are the pitfalls to avoid? These questions and much more will be the focus of this Spotlight Session with top social media and industry experts. You will participate in hands-on exercises to help you advance your overall understanding of social media and hear firsthand insights about using social media tools to engage with consumers.

### Take Charge of Your Senior Management

Customer care professionals everywhere know how their work adds value to the company's bottom-line. However, the challenge for many within the profession is how to communicate that value to key decision makers and senior management within the company. This Spotlight Session, hosted by SOCAP's Executive Community, will tackle this ongoing issue head on with a panel discussion on specific ways to deliver value to your company's leadership. This session will include insights from customer care executives as well as key senior corporate representatives who oversee the customer care function within companies.

### Weathering the Economic Storm:

#### Maximizing the Value of Your Customer Care Center

Jason Clement, Nike; Gerri Marino, Johnson & Johnson;  
John Stieger, Procter & Gamble

In today's economic environment, businesses are asking all functions and departments to increase their contribution to the bottom line. Panelists from Nike, Procter & Gamble and Johnson & Johnson will share their advice and experience in driving the value of their consumer care groups in a tough economy. You will hear about the strategies and initiatives they have used to create value through reducing costs and creating benefits.

### Driving Value from the Voice of the Consumer

Christine Andrews, Walmart; Chris Jones, Intuit

As the amount of consumer feedback increases on the Web and the constant stream of calls and letters continues flooding in, the need for accurate, credible and strong customer care analysis is paramount. Making decisions based on the wealth of information generated by the Voice of the Consumer can be daunting but the right decisions will lead to more customer loyalty and better operational performance. In this session, panelists from several leading companies will discuss how Customer Experience Management (CEM) powered by Text Analytics can be used to gain deeper insights into consumer attitudes. Session participants will also learn how to drive actionable insights to improve customer satisfaction and lower costs despite the current economic climate.

### Motivating & Retaining Agents in a Down Economy

Patrick O'Shea, Comerica Bank

What do you do when your budget has been cut and you are still being asked to attract, retain and motivate high quality agents? The answer lies in the ability to structure your contact center as a self-development, career-path-oriented environment where continued learning is valued at a premium. This session will walk you through that process and explore best practices for hiring employees with the vision and skills needed to promote excellence.

### From Production to Process to Culture:

#### Evolving your Customer Experience

John Goodman, TARP Worldwide; Lynn Holmgren, Whirlpool Corporation; Matthew Sanders, Hyatt

Everyone aspires to achieve a customer focused culture but tends to be stuck in the day-to-day production mentality of getting the phones answered and "making the numbers." This session will give you specific steps to build measurable processes that lead to creation of a pro-customer bias that even the CFO will support. By taking a look at the complete journey from getting the "buy in" of your staff to the long term relationships that result with your customers, there is no denying that customer service is a culture and that to be truly successful, processes need to support and enhance as well as nurture that culture.

### Online Customer Service Evolved:

#### Leveraging Next Generation Self-Service, Intelligent Chat and Specialized Representatives to Optimize Customer Engagement

Linnea Johnson, Unilever; Leslie Agerland, Shop NBC;  
Susan Thompson, RE/MAX International

Today's cross-channel customer has more options than ever when it comes to contacting consumer centers. Fortunately for customers and companies alike, technology has evolved to support a rich, engaging and seamless experience as consumers move between these channels. Join this session for a look into the next generation of self-service, including optimization of virtual agents, management of e-reps and other cost-cutting technologies that are transforming the face of Consumer Affairs.

### Taking Your Customer Experience to the Next Level

Martin Hand, Continental Airlines

What does it take to lift the customer experience at your company to the next level? Learn how Continental Airlines delivers value to its customers and discover ways that you can create similar customer experiences within your company. This session will include practical insights and strategies for helping you take your customer experience to the next level!

## Participating Companies

Abercrombie & Fitch  
Nike  
Johnson & Johnson  
Procter & Gamble  
Walmart  
Intuit  
ProFund  
Comerica Bank  
Shop NBC  
RE/MAX International  
Unilever  
Whirlpool Corporation  
Hyatt  
Continental Airlines  
Comcast  
General Mills  
...And many more!

Register Online Today at [www.socap.org](http://www.socap.org)!

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(division of American Customer Care)

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Wilke/Thornton, Inc.

Register Online Today!  
[www.socap.org](http://www.socap.org) or call 703-519-3700

If you prefer to fax or mail your registration and payment, please visit the SOCAP website to download and complete a registration form.

## Golf Tournament

The 2009 SOCAP Golf Tournament will be held at the newly re-designed Starr Pass Golf Club in Tucson. The fee to play in the SOCAP Golf Tournament is **\$145**. Registration to the Annual Conference is required to participate. No refunds will be issued for the golf tournament. Registrations for the golf tournament will be taken on a first-come, first-serve basis and space will be limited so register early!

## Hotel Reservations

The 2009 Annual Conference will be held at the JW Marriott Starr Pass in Tucson, Arizona. Located just west of the area considered the birthplace of Tucson, this hotel and resort is rich with culture, history and beauty.

Hotel Reservations: **To make your hotel reservations, please contact the JW Marriott Starr Pass at (520) 792-3500.** Be sure to mention the SOCAP 2009 Annual Conference when making your reservations. For more information on the hotel visit the hotel website at [www.jwmarriottstarrpass.com](http://www.jwmarriottstarrpass.com). The room rate is **\$219 per night for single and double rooms**. The hotel reservation cutoff date is September 11, 2009.

## Cancellations/Substitutions

Refunds for cancellations must be made in writing to the SOCAP National Office. A processing fee of \$250 will be charged on refunds received before September 25, 2009. Substitutions will be accepted until September 25, 2009. No refunds after September 25, 2009. Transferring a registration to a future conference will not be accepted.