2024

CCSMG
Chemicals & Allied Industries Customer Service Management Group

CONFERENCE GUIDE

MAKE YOUR CUSTOMER'S EXPERIENCE A WINNING EXPERIENCE

Dress Code
BUSINESS CASUAL

As you get ready to pack for the conference, please keep in mind our dress code and weather forecast. It is always good to plan to dress in layers, as conference rooms can be a bit chilly!

First Time Attendee Session
SUNDAY, APRIL 14TH - 6PM-7PM

As we kick off our time together, we would like to welcome all of our first time attendees to a session that will lay out the framework and expectations for the conference. Please join us to let the networking begin!

Weather Forecast
AS OF 4/8/2024

Day	Temp	Condition	Precip
SUN 4/14	75° 55°	Plenty of sunshine — A couple of evening showers	14%
MON 4/15	82° 56°	Partly sunny — Clear	0%
TUE 4/16	81° 54°	Mostly sunny — Mainly clear	0%
WED 4/17	84° 56°	Clouds and sunshine — Partly cloudy	0%

Your Upcoming Stay

PARIS HOTEL - LAS VEGAS, NV
3655 SOUTH LAS VEGAS BOULEVARD

- No airport transportation to/from hotel
- Check-in 4pm / Check-out 11am
- 7 Bars and Lounges and 15 restaurants on site
  - The Bedford by Martha Stewart
  - Gordon Ramsey Steak
  - Nobu
  - Vanderpump A Paris
  - Bobby's Burgers by Bobby Flay
  - Cafe Belle Madeline
  - JJ Boulangerie
  - La Creperie
  - Brioche by Guy Savoy
  - Eiffel Tower Restaurant
  - Mon Ami Gabi
  - Cafe Americano
  - Alexxa's
  - Beer Park
- VOIE Spa & Salon
- Fitness Center
- 2 Acre Rooftop Pool
- Le Boulevard Shopping Mall Attached
- Valet and Self Parking Available

Venue Map

PARIS HOTEL - LAS VEGAS, NV

Path From ahotel to Conference Space Green Arrows
Welcome Reception - Versaille 1& 2 (Boxed in Red)
First Time Attendee Aession - Burgandy Room (Boxed in Blue)
Meals - Champagne Room 3/Sessions - Champagne Rooms 1, 2 & 4 (Boxed in White)

FLIGHTS

OFF-SITE EVENT

MONDAY, APRIL 15TH
4:30 PM - 6:30 PM

FLIGHTS is a comfort food tapas style restaurant with an incredible cocktail program. Excellent food combined with flight attendant servers and aviation themed decor, makes FLIGHTS a one-of-a-kind experience that is both delicious AND entertaining.

DINNER
DRINKS
TEAM BUILDING

Spring Conference 2024			
Sunday, April 14th			
5:30pm - 6:30pm	**Registration**		Hall of Mirrors
6:00pm - 7:00pm	**First Time Attendee Session - Carol Barton**		Burgandy Room
7:00pm - 9:00pm	**Welcome Reception**		Versaille Room 1&2
Monday, April 15th			
Opens at 7:00am	**Registration**		Hall of Mirrors
7:00am - 8:00am	**Breakfast**		Champagne Room 3
8:00am - 10:00am	**Conference Kick Off -** Danny Snow, *Lessons from the Mouse*		Champagne Room 2
10:00am - 10:30am	**Break**		Hall of Mirrors
Tracks	**Run the Table** (Employee and Leadership Skills)	**Full House** (CX and everything it touches)	**Sweeten The Pot** (CX Trends and Digital enablement)
	Champagne Room 2	Champagne Room 4	Champagne Room 1
	Session #1		
10:30am - 11:45am	**Lessons from the Mouse Cont.** *Danny Snow*	**Effective and Efficient New Employee Onboarding** *Tara Phillips*	**Future of Service | How organizations are transforming to improve and enhance the customer experience** *Deloitte*
11:45am - 1:00pm	Lunch		Champagne Room 3
	Session #2		
1:00pm - 2:15pm	**Lessons from the Mouse Cont.** *Danny Snow*	**Creating Fun at Work** *Carol Barton*	**Enhancing the Customer Experience and Making Business Easier** *Esker*
2:15pm - 3:00pm	**Monday Wrap Up**		Champagne Room 2
4:30pm - 6:30pm	**Offsite Dinner and Team Building**		
Tuesday, April 16th			
7:00am - 8:00am	**Breakfast**		Champagne Room 3
8:00am - 9:45am	**Tuesday Kick Off**		Champagne Room 2
9:45am - 10:15am	**Break**		Hall of Mirrors
	Session #3		
10:15am - 11:30am	Speed Collaboration Rounds - Champagne Room 2		
11:30am - 12:45pm	Lunch		Champagne Room 3
	Session #4		
12:45pm - 2:00pm	**At Your Sevice - In a digital World** *Afrah Saleem*	**Data and Metrics in CX** *Kearney*	**Enhancing the Customer Experience and Making Business Easier** *Esker*
2:00pm - 2:30pm	**Break**		Hall of Mirrors
	Session #5		
2:30pm - 3:45pm	**Effective and Efficient New Employee Onboarding** *Tara Phillips*	**Data and Metrics in CX** *Kearney*	**Future of Service | How organizations are transforming to improve and enhance the customer experience** *Deloitte*
3:45pm - 4:00pm	**Tuesday Wrap Up**		Champagne Room 2
Wednesday, April 17th			
7:00am - 8:00am	**Breakfast**		Champagne Room 3
8:00am - 8:15am	**Wednesday Kick Off**		Champagne Room 2
	Session #6		
8:15am - 9:30am	**At Your Sevice - In a digital World** *Afrah Saleem*	**Creating Fun at Work** *Carol Barton*	**The Evolution of Customer Service Through Generative AI** *Christine Campbell*
9:30am - 10:00am	**Break**		Hall of Mirrors
	Session #7		
10:00am - 11:15am	Speed Collaboration Rounds - (Lessons Learned) Champagne Room 2		
11:15am - 11:45am	**Conference Wrap Up**		Champagne Room 2

Session Synopsis
2024

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Keynote Speaker - Danny Snow

Delivering a World-Class Customer Experience: Lessons From The Mouse

Customers have more choices than ever, with the result that most products and services are increasingly seen as commodities. So, in today's market, what can an organization do to stand out from the crowd? Differentiating your service is the key to attracting and retaining customers – while driving bottom line results. More than ever customers are focused on value - what you can do that other organizations cannot or will not do. Customers want to know that you are focused on earning their ongoing loyalty.

Keynote Breakout Session - Lessons from the Mouse Cont.

Building on the foundational insights shared during his keynote presentation on delivering a world-class customer experience, Danny will guide you through the practical aspects of implementing these strategies within your organization. This session promises an engaging deep-dive into transforming insights into actionable strategies.

Speed Collaboration Rounds

We Heard you Loud and Clear! - Collaboration is a MUST.

One of the biggest pieces of feedback we received last year is you wanted more time to collaborate with your peers on hot topics.

At Your Service - What Does This Mean in a Digital World?

In a world where so many things are automated, how do you make yourself stand out to your customers?
- What are key things that you do to ensure you are creating a customer centric experience?
- What's your 'it factor' that makes them want to be loyal to you?

Preventing Burn Out - Creating Fun at Work and Fostering Retention

With burnout being one of largest factors of turnover, we want you to be armed with tools to lesson it's impact.
- How can you create fun at work even when resources are tight?
- What motivates a culture of retention?

Onboarding New Employees - How to Create an Experience That Efficient and Effective

Customer Experience is a complex job with many facets. This session will walk you through how to create a training & skills matrix so that your onboarding processes are efficient and effective. We all know how important it is to get people up and running as quickly as possible - after this session that will NOT be a problem.

The Evolution of Customer Service Through Generative AI

This will be a round table discussion about how you have utilized or hope to utilize Generative AI to Enhance the customer experience

Data and Metrics in Customer Service

KEARNEY

During this breakout Kearney will leverage the insights from the 2023 CCSMG Insights study to discuss and bring further insights into the unique impact that organizational and product complexity have on metrics management within the chemical industry.

Some of the unique features of the industry – higher percentages of made-to-order or custom products, industry opacity, and technology largely designed for manufacturing efficiency—lead to complexities in capturing CS metrics and driving improvements. Participants will have a chance to review data and engage in a discussion on how to overcome these challenges and use CS metrics to drive beneficial organizational insights overall.

Enhancing the Customer Experience and Making Business Easier

ESKER®

Ever wondered if adding a little AI assistance to your Customer Service process could help deliver a more impactful B2B CX? Join us during this session to see how Esker's Customer Service solution suite works to automate routine tasks associated with managing customer requests, orders and claims while freeing up your team for more timely and meaningful interactions.

See some of the most game-changing features in action, such as:

- An integrated digital platform that acts as a "single pane of glass" to unify all your customer communications across multiple ERPs and CRMs
- Digital assistant for the shared inbox to classify, route and answer inquiries faster — even using ChatGPT to auto-generate email responses with sentiment analysis
- Centralized and consistent omni-channel order management to help your customers benefit from a convenient, Amazon-like buying experience

Data and Metrics in CX

Deloitte.

The typical customer service journey has been largely reshaped by tech-driven options that give customers the power to choose in the moment. In the typical B2B industry context, a customer is faced with limited customer service options often constrained to business hours with potentially long wait times or other challenges. Many customers wonder why it is remains so difficult for organizations to adopt high-touch B2C customer service models within the B2B context. In fact, customers regardless of context expect consistent and efficient experiences across all channels and touchpoints, and many companies struggle to keep up. Brands and organizations that can satisfy high customer expectations by offering differentiated service options in a manner that enables customer choice can achieve distinct competitive advantage. In this session, we explore how organizations are transforming customer service to improve and enhance the customer experience using advanced technology and other techniques.