

## 2024 DOCCSMG

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 Gession 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

<b>SUN</b> 4/14	- <b>\(\frac{1}{2}\)- 75°</b> 55°	Plenty of sunshine  A couple of evening showers	0 14%
<b>MON</b> 4/15	- <b>82°</b> 56°	Partly sunny Clear	€ 0%
<b>TUE</b> 4/16	- <b>81°</b> 54°	Mostly sunny  Mainly clear	€ 0%
<b>WED</b> 4/17	- <b>84°</b> 56°	Clouds and sunshine  Bartly cloudy	€ 0%

# Your Macohing 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







# 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 Meals - Champagne Room 3/Sessions - Champagne Rooms 1, 2 & 4 (Boxed in White)





## OFF-SITE EXENT

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 Conf	erence 2024		
		April 14th		
5:30pm - 6:30pm	Regist	C (2005) 1000 1100 (2005)	Hall of Mirrors	
6:00pm - 7:00pm	First Time Attendee S	Burgandy Room		
7:00pm - 9:00pm	Welcome	Versaille Room 1&2		
On ana at 7:00 am	100	April 15th	Hall of Mirrors	
Opens at 7:00am 7:00am - 8:00am		Registration Registration		
8:00am - 10:00am		Breakfast Conference Kick Off - Danny Snow, Lessons from the Mouse		
10:00am - 10:30am		eak	Champagne Room 2  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 enableme	
	Champagne Room 2	Champagne Room 4	Champagne Room 1	
10:30am - 11:45am	Lessons from the Mouse Cont.  Danny Snow	Effective and Efficient New Employee Onboarding Tara Phillips	Future of Service   How organizati are transforming to improve an enhance the customer experience Deloitte	
11:45am - 1:00pm	Lu	nch	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	200 F 00 4 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	ıkfast	Champagne Room 3	
8:00am - 9:45am		/ Kick Off	Champagne Room 2	
9:45am - 10:15am	Bro	eak Session #3	Hall of Mirrors	
10:15am - 11:30am	OWA.	500		
	Spee	oom 2		
11:30am - 12:45pm	Lur	nch	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 Experie and Making Business Easier Esker	
2:00pm - 2:30pm	Bro	eak Session #5	Hall of Mirrors	
2:30pm - 3:45pm	Effective and Efficient New Employee Onboarding Tara Phillips	Data and Metrics in CX  Kearney	Future of Service   How organizati are transforming to improve an enhance the customer experien Deloitte	
3:45pm - 4:00pm	Tuesday	Wrap Up	Champagne Room 2	
(3) \$1	Wednesday	y, April 17th	Heis alle	
7:00am - 8:00am	Breakfast		Champagne Room 3	
8:00am - 8:15am	Wednesda	Champagne Room 2		
8:15am - 9:30am	At Your Sevice - In a digital World  Afrah Saleem	Session #6  Creating Fun at Work  Carol Barton	The Evolution of Customer Servi Through Generative Al Christine Campbell	
9:30am - 10:00am	Br	eak	Hall of Mirrors	
10.00		Session #7		
10:00am - 11:15am	Speed Collabo	npagne Room 2		
	Conference Wrap Up Champagne Room 2			
11:15am - 11:45am	A-nf	a Wran IIn	Chamanana Dana	



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 Boes This Mean in a Bigital 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

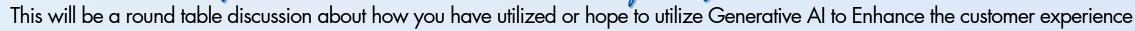
With burnout being one of largest factors of turnover, we want you to be armed with tools to lesson it's impact.

- How can you create fun at work even when resources are tight?
- What motivates a culture of retention?

#### Orbanding 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







#### Data and Metrics in Customer Service

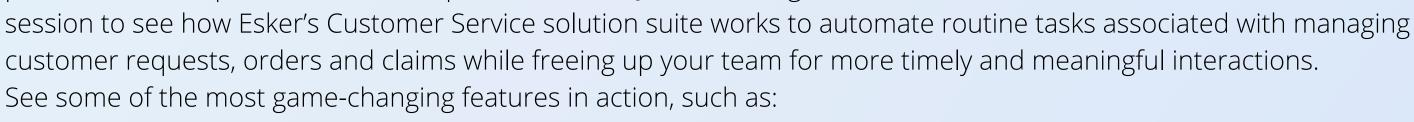
#### KEARNEY

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

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



- 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.