

Agenda



The theme for 2019's Pivot Forward is the Customer Journey. Our sessions will explore the various touch points of a customer navigating the services and products offered by broadband service providers. Attendees will come away from the sessions with a much better understanding of the customer journey and its importance, with insight into how research, marketing, and training efforts impacts that journey and the overall customer experience.

The conference breaks the customer journey into distinct "Acts," over the two day agenda, outlining their role in the overall customer experience. Specific ideas and tactics will be offered to improve the journey.

9/18

Wednesday, September 18, 2019

The Customer Journey at The Elysian Ballroom

The Customer Journey

8:00am–8:30am	Continental breakfast
8:30am–8:45am	Introductions
8:45am–10:00am	Act I: The Journey Begins <ul style="list-style-type: none"><i>The first encounter</i><i>Checking you out</i>
9:45am–10:00am	Refreshment break
10:00am–12:00pm	Act II: Critical Moments <ul style="list-style-type: none"><i>The phone call</i><i>The office visit</i><i>Order or disorder?</i>
12:00pm–1:00pm	Lunch
1:00pm–2:15pm	Act III: Where the Rubber Hits the Road <ul style="list-style-type: none"><i>On whose schedule?</i><i>Installation motivation</i>
2:15pm–2:30pm	Refreshment break
2:30pm–4:00pm	Act III: Where the Rubber Hits the Road (continued) <ul style="list-style-type: none"><i>You've got a customer!</i>
6:00pm–8:00pm	Dinner at Pivot

*Agenda subject to change.



9/19

Thursday, September 19, 2019

The Customer Journey at The Elysian Ballroom

The Customer Journey

8:00am–8:30am	Continental breakfast
8:30am–8:45am	Introductions
8:45am–10:00am	Act IV: Keeping In Touch <ul style="list-style-type: none">• <i>Pros at proactivity</i>• <i>Hi, my name is Bill</i>
10:00am–10:15am	Refreshment break
10:00am–12:00pm	Act IV: Keeping In Touch (continued) <ul style="list-style-type: none">• <i>Help!</i>• <i>I can't get no satisfaction</i>
12:00pm–1:00pm	Lunch
1:00pm–2:15pm	Act V: Have a Nice Life <ul style="list-style-type: none">• <i>And then, something happened!</i>• <i>Getting social</i>
2:15pm–2:30pm	Refreshment break
2:30pm–4:00pm	Act V: Have a Nice Life (continued) <ul style="list-style-type: none">• <i>Serve us with service</i>
4:00pm	The Journey Ends... For Now

**Agenda subject to change.*

