

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.

The Customer Journey	9/18	Wednesday, September 18, 2019 <i>The Customer Journey at The Elysian Ballroom</i>
	8:00am–8:45am	Continental breakfast
	8:45am–9:00am	Introductions
	9:00am–11:30am	Act I: The Journey Begins <ul style="list-style-type: none"><i>The First Encounter</i><i>Checking You Out</i>
	10:30am–10:45am	Refreshment break
	11:30pm–12:30pm	Lunch
	12:30pm–3:00pm	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>
	3:00pm–3:15pm	Refreshment break
	3:15pm–5:00pm	Act III: Where the Rubber Hits the Road <ul style="list-style-type: none"><i>On Whose Schedule?</i><i>Installation Motivation</i><i>You've Got a Customer!</i>
	6:00pm–9:00pm	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–8:45am	Continental breakfast
8:45am–9:00am	Introductions
9:00am–12:00pm	Act IV: Keeping In Touch <ul style="list-style-type: none">• <i>Pros at Proactivity</i>• <i>Hi, My Name Is Bill</i>• <i>Help!</i>• <i>Measuring ongoing customer satisfaction</i>
10:30am–10:45am	Refreshment break
12:00pm–1:00pm	Lunch
1:00pm–4:00pm	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
4:00pm	The Journey Ends... For Now

**Agenda subject to change.*



Session Descriptions

Prologue: Why the Customer Journey

9/18 *Wednesday, September 18, 2019*
The Customer Journey at The Elysian Ballroom

ACT I: THE JOURNEY BEGINS | 9:00AM-11:30AM

Before customers ever contact you, they'll learn about you one way or the other—they'll see an ad, hear about you from a friend, or visit your website. In Act 1, we'll look at how the customer journey begins and what you can do to improve the experience (even before the customer is a glint in your eye).

- The First Encounter
- Checking You Out

ACT II: CRITICAL MOMENTS | 12:30PM-3:00PM

Their interest piqued, customers contact you or drop into the office. This is your big chance: what will the experience be as they talk to you about service, have the opportunity to ask questions and hear recommendations, and then place an order. This is your do-or-die moment.

- The Phone Call
- The Office Visit
- Order or Disorder?

ACT III: WHERE THE RUBBER HITS THE ROAD 3:15PM-5:00PM

The signup went through—you're on your way with your new customers. Now you have a chance to impress them, or to give them their first bitter pill. Which will it be? The installation is an opportunity of experiential proportions.

- On Whose Schedule?
- Installation Motivation
- You've Got a Customer!



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ACT IV: KEEPING IN TOUCH | 9:00AM-12:00PM

Once your customers are signed up and their services are installed, you'll have fewer opportunities to reach out to them. But every touchpoint is important. And keeping customers happy on this part of the journey doesn't mean "Call us if you need us"—you're a partner all the way.

- Pros at Proactivity
- Hi, My Name Is Bill
- Help!
- Measuring ongoing customer satisfaction

ACT V: HAVE A NICE LIFE | 1:00PM-4:00PM

In our industry, customers don't tend to stay with us for a year or two—they're with us for the long haul. How do you maintain the relationship? How do keep it fresh and exciting? If you were on a journey with someone for decades, how would you treat them? How would you respond when they reach out to you? What tools would you equip them with?

- And Then, Something Happened!
- Getting Social
- Serve Us with Service

THE JOURNEY ENDS... FOR NOW

