emplifi™

Harmonizing CX
Unlock the future of customer service

TUESDAY, APRIL 9TH, 2024   TIMEZONE: MT

2:00pm - 5:00pm	**Registration** Check in to the conference, receive your badge, your schedule and goodie bags at the lobby.
6:00pm - 9:00pm Lagoon Lawn	**Welcome reception & dinner** Join your peers and the Emplifi Team for hors d'oeuvres, dinner, and refreshments.

WEDNESDAY, APRIL 10TH, 2024

7:00am - 8:20am Palomino Plaza North	**Breakfast** Join your peers and fuel up for the day ahead over breakfast and coffee.
8:00am - 10:00am Palomino 9	**Registration open**
8:30am - 8:45am Main stage Palomino 6 & 7	**Harmonizing CX: Welcome and keynote from our CEO** Speaker: Ohad Hecht, Chief Executive Officer, Emplifi Emplifi's CEO, Ohad Hecht, shares trends he's seeing for modern customer care and how he sees his vision for Emplifi to help harmonize operations for Service Cloud customers.
8:45am - 9:15am Main stage Palomino 6 & 7	**Emplifi's product vision and roadmap for 2024** Speaker: Todd McCaslin, Chief Technology Officer, Emplifi Get a closer look at new products available at Emplifi, as well as our vision and roadmap. We'll cover enhancements to AI and automation, new integrations, and other improvements to help your agents run more efficiently and provide the best possible customer service.
9:15am - 9:30am Foyer Palomino 9	**Coffee & networking break**

Last update 04.08.24. *Subject to change.

AGENDA

WEDNESDAY, APRIL 10TH, 2024

		Legend
9:30am - 10:20am	**Breakout sessions**	Upper management & IT
		System admins

Breakout room 1

Palomino 8

Crisis and recall planning using Emplifi
Host: Michael Freshwater, Senior Solutions Ambassador, Emplifi
with panel featuring Jonathan D'Sousa, Vice President of Client Engagement, Emplifi
and Beth Ziff from Premiere Response

Discover practical strategies for navigating issues and crises, utilizing Emplifi products to streamline the process. Gain insights from Premiere Response on their recall management and execution strategies.

Breakout room 2

Palomino 9

How to be ready for any crisis using Agent
Hosts: Ross Hamill, Senior Solutions Ambassador & Technical Lead, Emplifi
Tony Mendonza, Solutions Architect, Emplifi

Are you prepared for the next crisis? Come and learn about the various features within Agent that you can use to navigate those events.

10:30am - 11:15am   **Breakout sessions**

Breakout room 1

Palomino 8

Maximizing efficiency with Emplifi Agent
Hosts: Jonathan D'Sousa, Vice President of Client Engagement, Emplifi
Belinda Perez, Director of Systems & Reporting, Stafford Communications

From recalls to new product launches, how do you scale your operations while maintaining your brand? Hear from top BPOs (Business Process Outsourcers) in the industry about how they maintain consistency across every customer interaction.

Breakout room 2

Palomino 9

Knowledge: Advanced features
Host: Liz Shaver, Solutions Consultant, Emplifi

Go beyond the basics and learn what else Emplifi Knowledge can do and how it can be leveraged.

11:15am - 11:30am

Foyer Palomino 9

Coffee & networking break

---

emplifi

AGENDA

WEDNESDAY, APRIL 10TH, 2024

| 11:30am - 12:15pm | **Breakout sessions** | Upper management & IT |
| | | System admins |

| **Breakout room 1** **Palomino 6 & 7** | **What does truly unified CX look like in real life?** Host: Doug Rippy, Software Solutions Evangelist, Emplifi Join us for an overview and demo of our upcoming Agent/Community integration, as well as other integrations for EVA, InEx, VoC, and Agent Assist. |

| **Breakout room 2** **Palomino 8** | **The silent risks: What you might miss by not asking your customers** Host: Brian Gillespie, Strategic Account Manager, Emplifi You won't know if you don't ask. In this session, Brian Gillespie shares his years of experience working with Voice of the Consumer and Interaction Experience surveys with Emplifi. Brian will share some of the best practices customers are using when measuring and listening to their customers. |

| **12:30pm - 1:20pm** **Canyon Lawn** | **Lunch** |

| 1:30pm - 2:15pm | **Breakout sessions** |

| **Breakout room 1** **Palomino 6 & 7** | **How to optimize Agent reporting with Continental Mills** Host: Katy Ardens, Consumer Relations Manager, Krusteaz Katy will share her tips and tricks for getting the most out of Agent reporting, and will share her secrets for how to optimize and automate your reporting. |

| **Breakout room 2** **Palomino 8 & 9** | **Agent Reporting** Host: Michael Freshwater, Senior Solutions Ambassador, Emplifi Learn how you can use Agent Reporting to find cases relating to emerging trends, run productivity reports, set up executive reporting, and learn best practices in reporting. |

emplifi

AGENDA

BREAKOUT SESSIONS: LEGEND

Upper management & IT	
System admins	

2:30pm - 3:15pm	**Breakout sessions**

Breakout room 1 **Palomino 6 & 7**	**Toasting triumphs with digital coupons** Hosts: Annie Culver, Director of Product Marketing, Emplifi Erik Neumann, Consumer Relations Manager, Boston Beer Last year, Boston Beer integrated digital coupon vendor SKUx into Emplifi Agent. Today, they handle 80% of refunds through a fully digital process. Learn how Boston Beer uses digital coupons to not only save on costs, but improve handling time for cases.

Breakout room 2 **Palomino 8**	**Maintaining data integrity for your business** Host: Pierce Freshwater, Solutions Architect, Emplifi Learn about case review, case audit trails, and case purges in Emplifi Agent. We'll cover the different use cases for case review, from reviewing emails before they are sent out to checking responses and cases for new agents. Learn about this feature and how your team can leverage it.

3:15pm - 3:30pm **Foyer Palomino 9**	**Coffee & networking break**

3:30pm - 4:45pm	**Industry breakout sessions**

Breakout room 1 **Palomino 8**	**CPG roundtable** Host: Timeri Morin, Director, Customer Success, Emplifi Discuss the latest trends in CPG with special host Colgate-Palmolive.

Breakout room 2 **Palomino 6 & 7**	**Restaurants roundtable** Host: Megan Magee, Director, Customer Success, Emplifi

emplifi

AGENDA

WEDNESDAY, APRIL 10TH, 2024

4:45pm - 5:00pm **Foyer Palomino 9**	**Coffee & networking break**
5:00pm - 5:30pm **Main stage Palomino 6 & 7**	**Mastering the art of customer satisfaction** Host: Todd McCaslin, Chief Technology Officer, Emplifi What are some of the best practices that our customers are using? Are they using emerging technologies like AI, and if not, how are they handling internal pressure to use it? Join us and some of our customers for an engaging discussion, and come away with real-life stories that you can apply with your own teams.
5:30pm - 5:45pm **Main stage Palomino 6 & 7**	**Closing statements Day 1** Speaker: Ohad Hecht, Chief Executive Officer, Emplifi
6:30pm - 9:00pm **Princess Falls**	**Dinner** Reflect on the day with your peers and the Emplifi Team over delicious food and cocktails.

emplifi

AGENDA

7:00am - 8:30am Palomino Plaza North	**Breakfast**
8:30am - 10:30am Palomino 6 & 7 Palomino 8	**Open office hours / Helpdesk support**
10:30am - 11:15am Breakout room 1 Palomino 6 & 7	**Product roundtables: Agent** Hosts: Doug Rippy, Software Solutions Evangelist, Emplifi Tony Mendoza, Solutions Architect, Emplifi Gayle Buerge, Managed Services Director, Emplifi
10:30am - 11:15am Breakout room 2 Palomino 8	**Product roundtables: Social** Hosts: Martin Triska, Senior Vice President Product Management, Emplifi Paul Woody, Solutions Ambassador, Global Solutions Services, Emplifi Annie Culver, Director of Product Marketing, Emplifi
11:15am - 11:45am Palomino 6 & 7	**Closing of the event & awards** Speaker: Ohad Hecht, Chief Executive Officer, Emplifi
11:00am - 12:30pm Palomino 6 & 7 Palomino 8	**Extra office hours (By appointment only)**

emplifi

Last update 04.08.24. *Subject to change.