Agenda: Executive Summit 2017
Consortium for Service Innovation
Montage Palmetto Bluff, Bluffton, SC ~ Registration and Logistics

Convene Monday, October 16 at 5:00pm
Adjourn Wednesday, October 18 at 5:00pm

Automation and Customer Engagement
The emerging capabilities of cognitive computing, artificial intelligence and blockchain offer some great opportunities for automation. It also raises some questions about how we create value and how we deliver on our brand promise through automation.

At this year’s executive summit we will discuss these opportunities and challenges including:

- A discussion on the importance of a brand promise
- What we have learned about Predictive Customer Engagement: the importance of trust, co-creation, the know me factor and business acumen
- What are the implications and opportunities of blockchain?
- What is the role of knowledge workers of the future?
- Evolution of customer engagement measures

---

Monday, October 16

5:00  Welcome Reception - May River Golf Grill

6:30  Dinner - May River Golf Grill

Tuesday, October 17

8:00  Breakfast - Octagon Bar

9:00  Welcome and introductions - Mason/Thornton Room

10:30  Break

10:45  Customer engagement model - Greg Oxton, Consortium

- A brand promise - what is it and why is it important?

11:15  Group discussion on the evolution of the measurement framework: moving from transactions to value creation and from focusing on just our productivity to focusing on both ours and our customer’s productivity
**Agenda: Executive Summit 2017**
Consortium for Service Innovation
Montage Palmetto Bluff, Bluffton, SC ~ Registration and Logistics

Noon   Lunch - Somerset Chapel

1:30   Overview of the emerging capabilities: AI (machine learning, cognitive computing, text analytics) and blockchain - Ryan Berryman, Oakmore Labs - Mason/Thornton Room

2:15   Customer rights and profiles - Nitin Badjatia, ServiceNow

2:45   Break

3:00   Stalk or Serve? Designing Customer Engagement from a Point of Trust - Jerry Michalski, REX

4:30   Adjourn

**Wednesday, October 18**

8:00   Breakfast - Octagon Bar

9:00   Welcome Back - Somerset Chapel
       Open Space Sessions: small group discussions to develop ideas on how to approach the challenges and opportunities identified. Attendees nominate and facilitate discussions on topics of interest in the context of customer value realization.

9:30   Open Space Session 1

10:15  Break

10:30  Open Space Session 2

11:30  Open Space Report-Outs

12:00  Lunch

1:30   Assessing the customer’s realization of your brand promise - Brad Smith, Vector Business Navigation - Mason/Thornton Room

3:00   Break

3:15   Group discussion influencing the C-suite and the power of cross-functional measures

3:45   Reflections on discussion, key takeaways

4:30   Summary and next steps

5:00   Adjourn