



NORTHERN CALIFORNIA
CONTACT CENTER
ASSOCIATION

Northern California Contact Center Association Meeting

Agenda

Key Findings from the 2016 Global Contact Center Benchmarking Report

Thursday – March 16, 2017

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| 8:00 – 8:30 | Networking |
| 8:30 – 8:45 | Introductions and announcements |
| 8:45 – 8:55 | Website and Social Media Updates |
| 8:55 – 9:00 | Welcome to Cisco |
| 9:00 – 9:45 | Recognizing CX as a Differentiator in the Marketplace
<i>Frank Graham, Managing Solution Architect
Dimension Data</i> |
| 9:45 – 10:30 | Connecting the Customer Journey by Design
<i>Gerard Gooch, Principal Consultant
Dimension Data</i> |
| 10:30 – 10:45 | Break/Raffle |
| 10:45 – 11:15 | Cloud and Hybrid Solutions in Today's Contact Center
<i>Shane Roberts, Contact Center Specialist
Dimension Data</i> |
| 11:15 – 11:30 | Customer Case Study |
| 11:30 – 11:45 | Panel Discussion |
| 11:45 – 12:00 | Raffle/Closing Remarks |

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Speaker Biographies

Frank Graham
Managing Solution Architect
Dimension Data

Frank Graham is the Managing Solution Architect of the Customer Experience Practice within Dimension Data Americas. Mr. Graham leads a national team of expert solution architects, who distill a broad portfolio of contact center products and services to design and present practical customer experience solutions with tangible returns on investment.

With over 22 years of experience in the contact center space ranging in roles from engineering to product management to professional services, Mr. Graham has personally designed and delivered solutions for Fortune 1000 Enterprise clients, primarily in the healthcare, telecommunications, financial and retail verticals. Accountable to the profitability demands of clients, all of these contact center solutions had to deliver measurable improvements in revenue or cost.

Whether designing revenue generating or cost avoiding solutions, Mr. Graham maximizes the use of existing client investments while leveraging the complementary introduction of innovative technologies such as video, speech recognition, biometrics, smart devices, etc. Furthermore, Mr. Graham is a champion of implementing key reporting metrics to capture performance against desired contact center goals, and, more importantly, to enable continuous improvement by validating which changes actually drive better results.

Mr. Graham thoroughly enjoys listening to clients' challenges, sharing customer experience insights and exploring potential solutions that make the most sense for the client and their end customers.

Gerard Gooch
Principal Consultant
Dimension Data

Gerard Gooch is a Principal Consultant with Dimension Data Americas, focused on Customer Experience (CX). Mr. Gooch has 20+ years of technical, consulting and management experience, with a proven track record developing and delivering transformational programs and services.

Having delivered employee and customer-centric roadmaps and customer engagement strategies for some of the world's most successful organizations, Gerard is a thought leader with a unique ability to create innovative future-state customer experience visions that inspire positive change and produce tangible business results.

Gerard is adept at developing strategic vision and digital strategy, prototyping future-state experiences, customer journey mapping, automation, product development, persona development, Omni-channel interaction design, user centered design principles, user research and usability studies, contact optimization, data science and analytics, personalization, and competitive benchmarking.

Since starting his career as a contact center agent in the financial industry, Gerard has acquired a broad and deep range of knowledge and skills having held the following positions in organizations ranging in size from Fortune 100 to venture-backed startups: VP Customer Experience, Practice Manager - Self-Service Solutions, Experience/UI Design, Solution Architect, and Software Engineer.

Gerard is focused on helping clients improve customer satisfaction, retention and profitability, by delivering world-class customer service experiences.



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Shane Roberts
Contact Center Specialist
Dimension Data

Mr. Roberts is a Contact Center Specialist with Dimension Data who has spent the last 22 years working in and around Contact Centers all over the globe. Shane began his career in Sacramento, CA working for PG&E, first as a bi-lingual Customer Service Representative, then later as a supervisor, gradually working his way in to the control center where he learned the importance and value of intelligent call routing.

Over the next 2 decades, Shane worked for Cisco Systems supporting their own internal contact center, as well as a couple of Cisco partners including Dimension Data where he has been for the past 12 years.

Working across all verticals and industries, Shane has developed a very unique perspective of how companies around the world are planning for and delivering outstanding customer experiences through today's modern contact centers. Today, Shane uses that knowledge, along with the latest industry trends to guide companies through the ever-changing landscape of how, when and in what manner their customers want their experiences delivered.

Shane is fond of telling people that his job is to "make the world a better place, one contact center at a time" and when he is not at work, he enjoys spending time with his family, playing the guitar and camping throughout the Southwest.

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