



NORTHERN CALIFORNIA
CONTACT CENTER
ASSOCIATION

Demystifying CX Strategy in the age of BOTS, AI, and Automation

Wednesday September 26, 2018

9:30 – 10:00	Networking
10:00 – 10:20	Introductions and announcements
10:20 – 10:50	SMUD – Contact Center Overview <i>Jenna Lesch Customer Care Manager SMUD</i>
	<i>SMUD CCA Initiative Notes</i>
	<i>Steve Hofer ConvergeOne Account Manager to SMUD</i>
10:50 – 11:00	Raffle/Morning Break
11:00 – 11:45	Bots, Artificial Intelligence, and Analytics <i>Bret Lathrop and Kathy Sobus Senior Directors – Customer Experience ConvergeOne</i>
11:45 – 12:15	Lunch
12:15 – 1:00	Artificial Intelligence and Automation <i>Alan Meadows Solutions Executive NICE</i>
1:00 – 1:10	Raffle/Afternoon Break
1:10 – 1:50	Breakout Discussions
1:50 – 2:00	Raffle/Closing Remarks
2:00 – 3:00	Contact Center Tour

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Speaker Biographies

Jenna Lesch
Contact Center Manager
SMUD

Jenna Lesch is SMUD's Contact Center Manager, where she aligns her 16 years of contact center experience with a customer-centric approach to developing staff in the ever-changing utility world. She manages a \$16M budget and oversees a team of 11 Supervisors, ~150 CSRs and Resource Management Team. Jenna has lived and worked in the Sacramento area for over 14 years and is proud to be a Sacramento State alumni! She enjoys working with customers and employees to implement new processes, features and technology to deliver best-in-class customer service and a highly engaged workforce.

Bret Lathrop
Senior Director of Customer Experience
ConvergeOne

Bret has spent the majority of his 20+ years working with clients of all sizes, helping to drive their business goals through the appropriate use of customer experience communication technology. Bret has lead technology, consulting and professional services teams in the US and EMEA across multiple vendor types and consumption models, premise, hybrid and cloud. Optimizing the customer experience and journey mapping the effort clients take to communicate with a business is at the heart of a successful contact center practice.

Kathy Sobus
Senior Director of Customer Experience
ConvergeOne

Kathy Sobus is an expert in the area of customer experience and helps clients enhance their contact centers to more effectively respond to their customers' ever-changing needs. Kathy runs the ConvergeOne Workforce Optimization Group and provides guidance for Regional Solution Architects. She develops and shares strategy and thought leadership with her continued participation at trade shows and industry events. She ensures that ConvergeOne offers holistic, relevant solutions and deployment options, including cloud-based, hosted, managed or premises, to meet clients' business needs. Kathy has been awarded 11 patents, including "First Call/Contact Resolution (Contact Center Method for Tracking and Acting on One and Done Customer Contacts)" and "Method for Discovering Problem Agent Behaviors," which Avaya produced. Kathy spent more than 16 years at Avaya, including roles as global contact center lead, contact center strategist. She also served as VP of Customer Care for Bostonian and Hanover Shoes and Director of Customer Service for a public utility. She earned her Bachelor of Science and Master of Science in Education from the University of Delaware and her Master of Business Administration from the Erivan K. Haub School of Business at Saint Joseph's University.

Alan Meadows
Solutions Executive
NICE

Alan is a native and current San Diegan and has nearly 15 years of selling experience in the enterprise software space. Within the areas of performance enhancement and automation, Alan finds passion and fulfillment in delivering quantifiable and tangible results to his clients and employers. Alan obtained his Bachelor's degree in Political Science from the University of California, San Diego (UCSD) in 1995. After graduation, Alan began his sales career in advertising sales and then subsequently in the commercial insurance business where he focused on Worker's Compensation and Employers Liability Insurance. Then in 2006 while living in San Francisco, Alan began a career in enterprise software working at Witness Systems and selling Workforce Optimization solutions primarily focused on improving efficiencies within the contact center. While driving value is most important in Alan's professional life, he likes to spend quality time with his family and friends. Whether it be out on the golf course, at a fun dining experience or spending time with loved ones, Alan tries to achieve the kind of work-life balance that we all know is important whenever possible. After stops at Witness, Verint, Uptivity, InContact and most recently Calabrio- Alan most recently joined NICE Systems in October, 2017. Through having honest interactions and providing customers very real solutions to complex business challenges, Alan now finds himself as an advocate of Robotic Process Automation- the next frontier of optimization.