

Chartwell's
EMACS
The Customer Experience Conference
www.emacsconference.com

2011

The Peabody Orlando • October 26-28

SMART CUSTOMER ENGAGEMENT



Evolving with
Your Customers

Host Utility



Conference Organizer



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SMART CUSTOMER ENGAGEMENT Evolving with Your Customers

Customer needs and wants are continually changing. The challenge is for organizations to innovate and adapt quickly to this evolving landscape. **EMACS - The Customer Experience Conference**, held October 26-28 at The Peabody Orlando, offers educational presentations and facilitated discussions that support this year's theme, **Smart Customer Engagement: Evolving with Your Customers**. The agenda will tackle questions such as:

- How do you know if a new technology is the hyperbole of the day or here to stay?
- How can you give customers the information they want how they want it while keeping costs in check?
- What steps can you take to combine networks, solutions and services to provide exceptional individual communication with your customers?

Find out which programs worked and why, ways to achieve extreme efficiencies by delivering more with less and how utilities can quite confidently identify the smartest ways to meet customers' evolving needs.

CONFERENCE FOCUS

The EMACS program is designed to help utilities improve their customer experience management and includes presentations on:

- Customer service management and technologies
- Billing and payment
- Energy efficiency and demand response
- Smart grid customer applications
- Marketing programs
- Emerging customer contact channels
- Customer satisfaction and research

CONFERENCE FORMAT

The EMACS format promotes maximum information exchange through:

- Case study presentations featuring best practices and strategic business initiatives
- Presentations from Best Practices Award winners
- An executive panel discussion
- Exhibit hall showcasing all things related to enhancing the customer experience

- Strategic networking events
- Best of EMACS closing session that brings you up-to-speed on presentations you missed

INFORMATION SHARING

EMACS offers several opportunities to talk one-on-one with stakeholders from some of North America's most successful utility marketing and customer service initiatives including:

- Sponsored networking events (Opening Networking Reception, meals and breaks in the exhibit hall)
- Regular exhibit hall hours
- Chartwell's **Taste of EMACS** evening event
- Chartwell's **Members' Symposium**

KEY TAKEAWAYS

- **Increase** your utility's customer satisfaction by using preferred communications channels
- **Identify** opportunities to improve customer contact via emerging technologies
- **Master** the proliferation and complexity of social and mobile customer interaction
- **Offer** dynamic, appealing and well-branded programs and services
- **Create** opportunities for customer behavioral change by providing timely energy usage information
- **Learn** new ways to reach and engage customers with convenient billing and payment options

WHO SHOULD ATTEND?

EMACS contributes to the career development of professionals responsible for:

- Billing and payment
- Customer contact
- Customer service technologies
- Energy products, services and programs
- Industry research and benchmarking
- Marketing and communications
- Smart Grid-enabled programs and services

Register at www.emacsconference.com

SAVE ON REGISTRATION

Register by September 9 and save up to **\$200** with Chartwell's Early Bird discount. Multiple registration and group discounts available. Learn more by calling 404.237.9099.

AWARDS

EMACS includes an awards presentation by utility-winners of **Chartwell's 2011 Best Practices Awards for Utility Marketing and Customer Service** on Friday, October 28 at 8:30 AM. Honorees will present details of their exceptional customer-focused efforts and provide attendees with insightful implementable takeaways.

SPECIAL EVENTS:

Taste of EMACS

Join your peers for the second annual **Taste of EMACS** networking event on Thursday, October 27 starting at 7:00 PM. Featuring themed cuisines on vendor-sponsored tables, this event offers attendees an excellent opportunity to make lasting and valuable business acquaintances.

Chartwell's Members' Symposium

Chartwell members can participate in an exclusive, annual meeting, the **Chartwell Members' Symposium**, on Wednesday, October 26 from 8:30 AM - 1:00 PM.

EMACS 2011 kicks off later in the day (2:00 PM), so be sure to register for both events. Space is limited at the symposium.

AGENDA:

Customer Care (CC)

- **Dominion** transforms customer care representatives into **energy advisors**
- **Georgia Power** offers a customer-friendly environment for **web-based services**
- **MLGW** leverages **social and mobile** customer interaction
- **Progress Energy** uses technology to effectively **route customer contacts** to the appropriate team

Customer Programs and Marketing (CPM)

- **KCP&L** aims to influence customer behavior by offering **energy usage information online**
- **ComEd** increases **business customer awareness** of energy efficiency opportunities
- **SDG&E** implemented an **award-winning smart meter** campaign
- **Pepco** delivers program information effectively using **customer segmentation**

Billing and Payment (BP)

- **Piedmont Energy** enhances billing and payment options by offering **mobile, text and web-based services**
- **TECO** garners operational benefits and customer accolades with high **paperless billing** adoption
- **OPPD** implements a successful **bill reformat**
- **Citi** provides **mobile-based payment options** for customers 'on the go'

Registration Form

Register online at www.emacsconference.com, or complete this form and fax to 404.237.5334, or mail to: Chartwell Inc., 2970 Peachtree Road NW, Suite 250, Atlanta, GA 30305

Name: _____ Title: _____ Pay Type: Credit Card Check

Company: _____ Visa MasterCard AMEX

Address: _____ Card No _____

City: _____ State: _____ Zip: _____ Exp. Date: _____

Phone: _____ Email: _____ Name on Card _____

Complimentary Chartwell Members' Symposium, Oct. 26, 8:30 AM - 1:00 PM (breakfast and lunch included)

Member Early Bird Rate (expires 9/9/11), **\$795**

Member Rate, **\$895**

Non-Member Early Bird Rate (expires 9/9/11), **\$1,045**

Non-Member Rate, **\$1,195**

Wednesday, October 26

7:30 AM	Registration
8:30 AM	Chartwell Members' Symposium
2:00 PM	<p>Opening General Sessions: Florida Ballrooms A & B</p> <p>Welcome from Progress Energy Florida Michael Lewis, Progress Energy Florida</p> <p>UPS Aims to Deliver Upon the Key Drivers of Customer Satisfaction Anne Bowen-Long, UPS</p> <p>Presentation of Best Practices Awards</p>
4:00 PM	Refreshment Break
4:30 PM	Exhibit Hall Tours Plaza International D, E, F & G
5:30 PM - 7:00 PM	Opening Networking Reception in the Exhibit Hall Plaza International D, E, F & G

Thursday, October 27

7:30 AM	Registration and Breakfast in Exhibit Hall Plaza International D, E, F & G		
8:30 AM	<p>Executive Panel Discussion Florida Ballrooms A, B & C</p> <p>Tim Burke, Omaha Public Power District Kathleen Kerr, New Jersey Natural Gas Willette Morman, Progress Energy Michael Lowe, Salt River Project</p>		
9:30 AM	<p>How Human Behavior Influences Change that Improves the Utility Website User Experience Florida Ballrooms A, B & C</p> <p>Meena Kothandaraman, Bentley University Andy Zetlan, Aclara</p>		
10:15 AM	Refreshments in Exhibit Hall Plaza International D, E, F & G		
12:00 PM	Luncheon in Exhibit Hall Plaza International D, E, F & G		
1:00 PM	<p>Florida Ballroom A</p> <p>(CC) Internal Process Improvements Yield Customer Contact Successes Denise Hutchinson, APS</p>	<p>Florida Ballroom B</p> <p>(CPM) Online Portal and In-home Displays Offer an Experience Beyond Technology Gail Allen, KCP&L</p>	<p>Florida Ballroom C</p> <p>(BP) Leading Paperless Billing Initiative Continues to Generate Customer Accolades and Operational Benefits Christina Lovering, TECO</p>
	<p>(CC) Mobile Applications: More than Just Small Websites Patrick Duffy, DTE Energy</p>	<p>(CPM) Increasing Business Customer Awareness of Energy Efficiency Opportunities Kevin Bricknell, ComEd</p>	<p>(BP) Implementing a Successful Bill Reformat Juli Comstock, OPPD</p>

Thursday, October 27 Continued

2:30 PM	Networking Break in Exhibit Hall Plaza International D, E, F & G		
	Florida Ballroom A	Florida Ballroom B	Florida Ballroom C
3:30 PM	(CC) The Next Generation of Going Social and Mobile Glen Thomas, MLGW	(CPM) Employing a SmartConnect™ Customer Engagement Strategy Paula Campbell, SCE	(BP) Offering Customers Comprehensive Payment Options John Sutphin, Piedmont Energy Lauren Mesch, Western Union Payment Services
	(CC) Effectively Managing eCustomer Care Sonia McCollum, Georgia Power	(CPM) Smart Meter Installation Outreach Enhances Customer Relationships Risa Baron, SDG&E	(BP) Paperless Billing Feature Yields Customer and Environmental Benefits Lee Stillwell, City of Tallahassee Barrie Arnold, Striata
7:00 PM	Taste of EMACS Networking Event at SeaWorld's Discovery Cove		

Friday, October 28

7:30 AM	Registration and Continental Breakfast		
8:30 AM	Best Practices Award Winner Presentations Plaza International E & F		
10:00 AM	Refreshment Break		
	Florida Ballroom A	Florida Ballroom B	Florida Ballroom C
10:30 AM	(CC) Intelligent Call Channel Management Delivers Operational and Customer Benefits Dave Tomlinson, Progress Energy	(CPM) Using Multi-channel, Segmented Communications to Effectively Deliver Program Information Juliet Shavit, SmartMark Communications James Demarest, Pepco Holdings	(BP) Making Billing and Payment a 'Carefree' Process Sarah Sharp, Entergy
	(CC) Smart Grid will Require Smart Call Centers Becky Merritt, Dominion Virginia Power	(CPM) Making Energy Management Simpler for Residential and Commercial Customers Nadja Lalvani, City of Naperville Dave Tilson, West Monroe Partners	(BP) Billing & Beyond: Building Dynamic Customer Relationships Andres Wolberg-Stok, Citi William Kinnelly, ORCC
12:00 PM	Seated Luncheon: Evaluating the Economic Factors of Customer Satisfaction Plaza International G Claes Fornell, ACSI		
1:30 PM	Customer Relationships: It's About What You Say and How You Say It Plaza International E & F Valerie Bram, T2 UK Ltd. Lynda Campbell, British Gas Closing Plenary: Utility Consumer Engagement in our Smart Grid Future Plaza International E & F Moderator: Andy Zetlan, Aclara Meena Kothandaraman, Bentley University Robert Geneczko, PPL Electric Utilities Al Destribats, J.D. Power and Associates Mark Johnson, EnergyBiz at Energy Central		
3:00 PM	Conference Adjourns		

CUSTOMERS CALL ON
THEIR UTILITY;
UTILITIES CALL ON US.



Chartwell helps utilities improve customer satisfaction through case studies, quantitative research, industry data, research councils, conferences and Webinars. Call today to learn about our new research council focused on electric vehicle customer outreach and education.

 **Chartwell**

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