

OCT. 22-24, 2025 | AUSTIN, TX



# Call Center Campus

## THE LINEUP

UNLEASH YOUR INNER ROCKSTAR



### Day One: Connection, Inspiration, and Industry Insights

**8:00 AM – 9:00 AM: *The Power of Community Networking Breakfast with Valerie McSorley, Executive Producer, Call Center Campus***

Fuel your body and your spirit with a warm and welcoming breakfast designed to spark meaningful conversations and connections. This is more than just coffee, it's the first step in building the community that will support, inspire, and grow with you over the next two days. Whether you're reconnecting with familiar faces or meeting someone new, this casual and inclusive gathering sets the tone for collaboration, camaraderie, and collective growth.

**9:05 AM – 9:45 AM: Official Welcome & Opening Remarks, Bruce Belfiore, CEO, BenchmarkPortal – AI Readiness in the Contact Center**

Join Bruce Belfiore as he sets the stage for Call Center Campus with a warm and inspiring welcome. He'll share key conference highlights and offer a glimpse into the journey ahead. This is your opportunity to get grounded in the theme, connect with the mission, and embrace the energy that will guide us through the next two days of learning, networking, and growth.

**9:45 AM – 10:30 AM: Opening Keynote - *From Backstage to Center Stage: Leading with Impact*, Presented by Nate Brown, Head of Education & Enablement for Metric Sherpa and Co-Founder of CX Accelerator**

In a world of rapid technology acceleration, AI disruption, and evolving customer expectations, CX leaders are being called to step out from behind the scenes and take the reigns of customer-center transformation.

In this dynamic and inspiring Keynote, industry legend Nate Brown takes us From Backstage to Center Stage, exploring the psychology of leading change effectively in the contact center and customer experience space.

Drawing from real-world insights and his signature Rockstar energy, Nate will share how leaders can become anchor points and catalysts in times of uncertainty championing clarity, empathy, and alignment across teams. Hear practical, useable advice on how to navigate transformation with confidence, inspire those around you, and become the kind of leader that turns up the volume on what's possible.

Whether you're managing frontline teams or designing future-ready CX strategies, this keynote will help you unleash your inner Rockstar and lead with lasting impact.

### **10:30 AM: Morning Coffee Break**

### **10:45 AM – 11:30 PM: Real-World Case Studies – *Innovation in Action***

Hear firsthand how a leading organization tackled a complex challenge and came out stronger. This session dives deep into strategies, lessons learned, and the transformative impact of bold, innovative thinking.

**Attendees will choose one of the following Case Studies:**

***1 - From Chaos to Control: Transforming Contact Center Efficiency with Workforce Automation, Presented by Jennifer Springs, Director Workforce Analytics, Maximus, Inc. & Nizar Mechergui, Senior Manager, Workforce Planning at Maximus, Inc.***

Tired of fighting fires with spreadsheets and manual processes? Explore how workforce management bots are stepping up to solve common contact center headaches. Learn how each bot contributes: Real-Time Adherence (RTA) keeps agents aligned, Service Level Action Matrix (SLAM) triggers timely actions, and automated updates streamline exception handling and attendance tracking—so your team can spend more time on strategy and less on routine.

### ***2 - Designing Empathetic AI: Creating Compassionate Digital Interactions***

Learn how to design AI bots that genuinely connect with users through empathy. This session explores key techniques like active listening, emotional validation, and personalized responses to create more human-centric experiences. Through real-world examples and engaging discussion, discover how empathetic AI can build trust, offer meaningful support, and enhance the way people interact with technology.

### **11:30 AM – 12:15 PM: Second Round Real-World Case Studies – *Innovation in Action***

***1 - Transforming Collections & Patient Experience with Empathy and Analytics: Methodist Health System's Journey Presented by Laura Noonan, Partner & Chief Revenue Officer***

**and Sam Peterson, Analyst, CallFinder**

What happens when a leading healthcare provider shifts from reactive coaching and outdated metrics to a proactive, patient-centered approach powered by AI-driven speech analytics?

Join this compelling case study session highlighting how Methodist Health System overhauled its in-house collections strategy using CallFinder's cloud-based speech analytics platform. From rising agent quality scores to a \$150K monthly boost in self-pay collections, this transformation story illustrates how technology and human intelligence can work hand-in-hand to drive real results.

Learn how Methodist tackled outdated performance measures, inconsistent messaging, and inefficient call handling and emerged with improved payment arrangements, reduced call times, and better agent morale. Featuring actionable takeaways and measurable outcomes, this session is a must-attend for healthcare leaders and CX professionals looking to modernize their contact centers while staying true to a compassionate and empathetic mission.

### **12:15 PM – 1:15 PM: Networking Lunch – Industry Vertical Roundtables**

Share a meal and meaningful conversation with peers from your industry during this guided networking lunch. Whether you're in healthcare, financial services, retail, insurance, or another key vertical, you'll have the chance to dive into targeted discussions, exchange insights, and make powerful connections with those who truly understand your world.

### **1:15 PM – 2:00 PM – Afternoon Case Studies – – CHOOSE ONE OF THE FEATURED THREE CASE STUDIES TO ATTEND**

#### **1 - Building Contact Centers that Scale and Succeed: Culture, Motivation & Smart Onboarding**

Today's contact centers don't need more dashboards, they need more people-first strategy. In this dynamic session, we'll explore how to build cultures that attract and retain talent, especially Gen Z, while aligning people, processes, and technology for long-term success. Learn how to:

- ✓ Create workplace cultures where agents actually want to stay
- ✓ Motivate and manage the modern workforce with purpose
- ✓ Rethink onboarding to set the stage for high performance

- ✓ Scale your strategy with alignment across teams and tools
- ✓ Lead remote and hybrid teams with clarity and confidence

Walk away with practical insights to energize your team, elevate your leadership, and future-proof your contact center.

## **2 - All In on Alignment: How 1-800 Contacts Transformed Service Levels Through Strategic Stakeholder Collaboration Presented by David Horrocks, Workforce Manager, 1-800 Contacts**

What does it take to consistently meet one of the most aggressive service level goals in the industry with 91% answered live within 10 seconds, with no IVR? For 1-800 Contacts, the answer wasn't just about tools or headcount. It was about trust, alignment, and bold leadership.

In this powerful case study, learn how 1-800 Contacts went from inconsistent SL performance missing targets for weeks or even months to near-total achievement over the last two years. Discover how success was driven by a bold strategy that brought together stakeholders across FP&A, the C-suite, Talent Acquisition, L&D, and Contact Center operations to embrace a more flexible, responsive hiring and workforce management model.

This session explores the high-trust, high-risk decision-making process that empowered the WFM team to lead with confidence, raise the right flags at the right time, and pivot swiftly without sacrificing performance. It's a behind-the-scenes look at how cross-functional collaboration, calculated risk, and stakeholder buy-in can drive extraordinary CX outcomes.

**2:00PM – 2:15 PM – Afternoon Refreshment Break Sponsored by Resolv.Global**

**2:15PM – 3:00 PM - MINI DOCUMENTARY WITH DISCUSSION PRESENTED BY RESOLV.GLOBAL**

## **3:00 PM – 3:45 PM - *Beyond the Buzzwords: Real Talk on Employee Engagement in the Contact Center***

Employee engagement isn't just a nice-to-have, it's the heartbeat of a high-performing contact center. In this dynamic panel discussion, industry leaders will share actionable insights, proven strategies, and real-world stories on how to create cultures where agents feel empowered, connected, and inspired to stay and grow.

From onboarding to recognition, motivation to career development, our panelists will explore what truly drives engagement in today's evolving workplace. Whether you

manage a remote, hybrid, or in-person team, you'll walk away with fresh ideas and best practices you can implement immediately. Join us for a candid conversation with three seasoned experts and a skilled moderator as we unpack what it really takes to engage and retain top talent in today's contact centers.

**Panelists to Include:**

Dorian Pierce, Director Clinical Services, Washington University School of Medicine - Department of Pediatrics

Detra Whitmore, Vice President of Community Engagement & Customer Service, Trinity Metro Transportation System

**3:45 PM – 4:45 PM: *The State of AI in Action: An Interactive Town Hall Sponsored by eTech Global Services***

Join us for a dynamic, attendee-fueled session on the current state of AI in our industry. Moderated by **Jim Iyooob, Chief Customer Officer, eTech Global Services** and a panel of respected thought leaders, this interactive town hall will address the most pressing questions submitted in advance. From automation to augmentation, this open discussion will explore what's working, what's not, and what's next. Expect honest dialogue, diverse perspectives, and an open forum that encourages bold thinking.

**4:45 PM: Chairman's Closing Thoughts & Day One Wrap-Up**

Before we head into the evening, the Conference Chairman Bruce Belfiore will offer reflections on the day's key themes and takeaways and set the stage for Day Two.

**5:00 PM: Onsite Networking Reception**

Unwind and continue the conversation during our closing reception. Grab a drink, reconnect with new contacts, and toast to a fantastic first day.

**6:00 PM: Offsite Evening Event – *Punch Bowl Social***

Get ready for a night of relaxed fun, games, cocktails and light bites at Punch Bowl Social. Shuttle transportation will be available beginning at 6:00 PM for all attendees.

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**Benchmark  
Portal** 

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## **Day Two: Reflection, Action, and Acceleration**

**8:00 AM – 9:00 AM: Women (and Men) in Contact Center Leadership Networking Breakfast – Grace Under Pressure Hosted by Valerie McSorley, Executive Producer, Call Center Campus**

Start Day Two with a warm and welcoming morning of connection, coffee, and conversation. This is your chance to continue building meaningful relationships, revisit yesterday's takeaways, and ignite fresh ideas as we gear up for another day of powerful sessions and inspiration.

The modern contact center can be a high-stress environment and the well-being of our teams has never been more important. This community conversation shines a light on the mental health challenges frontline employees face and provides actionable strategies for leaders to support, uplift, and empower their people.

### **9:00 AM – 9:15 AM: Day One Reflections**

Led by Conference Chairman, Bruce Belfiore, this opening session will recap key moments and insights from Day One and prep you for our Day Two sessions.

### **9:15AM – 10:00AM - Silencing the Noise: Evaluating Trusted AI Partners in a Crowded Marketplace Presented by Camille Rosales, Founder & CEO, Synervo Group**

With the explosion of AI vendors promising revolutionary solutions, it's harder than ever to separate true innovation from overhyped buzz. This session will help you cut through the noise, understand what really matters when selecting AI solutions for your organization, and identify the qualities that make a technology partner truly trustworthy.

**10:00 AM – Morning Coffee Break**

## **10:15 AM – 11:15 AM: CASE STUDIES – CHOOSE ONE OF THE FEATURED THREE CASE STUDIES TO ATTEND**

### **1 - Unlocking Hidden Potential – Maximizing Your Tech Investment**

Explore how to go beyond the basics and tap into underutilized features within your existing technology platforms. This session will spotlight the often-overlooked “bells and whistles” your company may already have access to—tools that can streamline operations, elevate the customer experience, and drive smarter decision-making. You'll leave with practical strategies to identify what's being left on the table and how to optimize your tech stack without adding new tools or increasing costs.

### **2 - Boost Your Culture: How Montessori Principles Can Transform Change Management Presented by Julie Fischer, Director, Risk Management Service Center, Allied Solutions, LLC**

This session explores how the foundational principles of Montessori education, emotional, social, and skill development can be leveraged to lead successful change in the contact center environment.

Before transitioning into contact center leadership, the presenter was trained as a Montessori educator, a background that now informs a people-first leadership style. As Director at Allied, they have led significant departmental transformations by helping managers and supervisors recognize and respond to the emotional and social needs of their teams - an often-overlooked key to effective Change Management.

Attendees will hear real-world examples of impactful process improvements, including how the team reduced average handle time (AHT) through a reimagined call opening and set new standards with updated survey expectations. This session offers a fresh and practical framework for improving culture and navigating change with intention.

### **3 - From the Floor to the C-Suite: Real Talk on Climbing, Surviving & Thriving Presented by Eileen Edwards, Manager of Member Services at Texas Health Benefits Pool**

With over three decades of experience in the contact center industry, this powerhouse female leader has seen it all—shifting landscapes, glass ceilings, toxic cultures, and the relentless pressure to perform. In this candid, no-holds-barred session, she shares hard-earned wisdom on what it really takes to build a long, sustainable, and meaningful career in an industry that doesn't always make it easy.

Attendees will gain insights on:

- Navigating the unwritten rules of climbing the corporate ladder
- Surviving (and thriving) in difficult or toxic work environments
- The power of building and nurturing relationships at every level
- How to have tough conversations with clarity, confidence, and impact
- What she wishes someone had told her at the start of her journey

This is not your typical leadership talk—it's a real conversation for women at every stage of their careers who are ready to lead with authenticity, resilience, and purpose. Come prepared to be inspired, challenged, and reminded of your worth.

### **11:30~~10~~ AM – 12:00 PM: Final Wrap-Up & Awards Ceremony**

We'll come back together to close out the program with highlights from the experience, final reflections, and award distribution. Leave inspired, informed, and ready to take action in your Contact Center.

### **12:00 PM: Boxed Lunch Send-Off**

Pick up a boxed lunch and join us for one final gathering as we say goodbye. Whether you stay and take a table to chat or grab and go, use~~take~~ this moment to reflect on the meaningful connections made, the ideas shared, and the sense of community we've built together over the past two days.

### **1:00 PM: Optional Site Visit – Local Austin Contact Center Tour**

Cap off your conference experience with an exclusive behind-the-scenes tour of a leading local Contact Center. See best practices in action and take-home practical inspiration for your own operation. Transportation will be provided for registered participants. Spots may be limited, so reservations will be taken on a first-come, first-served basis.

### **4:00 PM: Event Concludes**