

Call Center Campus 2026 Conference Overview*

Call Center Campus - Welcome Day – May 17, 2026

8am – Golf Outing Sponsored by ROI CX Solutions – Pre-registration is required. Extra fees apply. Contact Debbie Frazier, debbiefrazier@benchmarkportal.com to reserve your spot.

10am – Spa services available. All attendees receive a 10% discount on services. Book directly with the Spa and mention the conference for your discount.

10am - Vendor Load In and Set Up Begins

3pm – Hotel Check In / Registration

4pm – Women’s Leadership Summit - Reclaim Your Spark: Leading Through Burnout with Energy, Empathy & Intention Sponsored by Alta Resources

Burnout doesn’t show up all at once, it sneaks in through constant pressure, emotional labor, and the unspoken expectation to always “hold it together.” For contact center leaders, that weight is doubled as we manage not only our own energy, but the well-being of teams working in high-stress, highly pressured environments.

In this powerful and honest session, we’ll talk about what it really takes to **reclaim your spark** as a leader. Together, we’ll explore the early warning signs of burnout, how it shows up differently for leaders and agents, and why traditional self-care advice often misses the mark in our industry.

You’ll walk away with practical strategies to reset your energy, create psychological safety, and lead with empathy without depleting yourself in the process. This isn’t about pushing harder, it’s about leading smarter, reconnecting to purpose, and building teams that feel supported, resilient, and re-energized.

If you’ve been running on empty, questioning your impact, or feeling disconnected from the passion that brought you into leadership, this session is your invitation to pause, reflect, and reignite what matters most.

Because when leaders thrive, teams follow.

6:30 PM: Welcome Reception Sponsored by Coast Professional

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Call Center Campus – Day 1 – May 18, 2026

8:00 AM – 8:50 AM: Breakfast Sponsored by Liveops

9:00 AM – 9:15 AM: Official Welcome & Opening Remarks, Bruce Belfiore, CEO, BenchmarkPortal

9:15 AM – 10:15 AM: Opening Keynote **Prickly Truths: Leadership Readiness in the Age of AI Presented by Jim Iyob and Melissa Wood, Presenting Conference Sponsor Etech Global Services / ets labs**

The AI pitch is smooth. The demos are polished. Nobody mentions the prickly parts.

Your supervisors will resist because they're scared. Your agents will find workarounds to avoid the AI. Your metrics will get worse before they get better, if they get better at all. The vendor's implementation team will disappear right when you need them most.

These are the conversations nobody wants to have during the sales process. But if you're not prepared for the sharp edges of AI implementation, you'll bleed budget, lose good people, and end up with expensive technology that sits unused.

This session addresses the uncomfortable realities of AI adoption that most conference speakers dance around. Not because we're pessimists, but because the contact centers that succeed are the ones willing to face hard truths early rather than discovering them six months into implementation.

Attendees Will Walk Away With:

- The leadership gaps that sink AI projects (that your current team likely has)
- Questions vendors hope you won't ask before signing
- Why your frontline leaders are your biggest risk and biggest asset
- A readiness framework that tells you if you're actually ready or just wishful thinking
- The real timeline for AI maturity (hint: it's longer than the vendor said)

10:15 AM – 10:45 AM: Mid-Morning Refreshment Break in Exhibit Hall Sponsored by Procedure Flow

10:45 AM– 11:15 AM: Before You Deploy AI: The Reality Check Every Organization Needs Presented by Bruce Belfiore, CEO, BenchmarkPortal

11:15 AM – 12:00 PM: Getting Started with AI: Start Small, Win Big Presented by Benton Smith, VP of Research and Development, BMPConneX and Martin Golavar, Senior Director of Contact Center Solutions, CareXM

For decades, After-Call Work has been a necessary evil, a drain on agent energy and a bottleneck for customer queue times. But what if the "wrap-up" happened before the agent even hung up?

Join us as we explore a real-world example of how Generative AI fundamentally shifted the ACW landscape at CareXM. We'll dive into the mechanics of automated disposition, note-taking, sentiment analysis, follow-up, and instant CRM updates. Learn how CareXM reduced wrap-up time by 50%, improved reporting accuracy, and allowed agents to focus on what they do best: being human.

Key Takeaways:

- How to eliminate manual data entry using LLMs (Large Language Models).
- Strategies for maintaining data integrity and QA in AI-generated notes.
- The ripple effect: How reduced ACW improves Agent Experience (AX) and retention.
- Identifying the "low-hanging fruit" in your current ACW workflow.
- Balancing automation with the "Human-in-the-loop" for complex cases.

12:00 PM: Lunch Sponsored by Working Solutions

1:00 PM – 1:45 PM: Real-World Case Studies – Innovation in Action - Choose from Session A or B as listed below.

Session A: The Oasis Effect: Restoring Agent Faith in a Sea of Complaints Presented by Pam Reilly, Senior Manager of Customer Engagement, Waste Management

In a challenging Contact Center environment where every shift is a never-ending line of complaints, frontline agents face constant pressure, negativity, and scrutiny. Behind the noise, however, are countless stories of impact, lives changed, and problems solved. Sadly, most of these positive calls often go unheard.

This session empowers leaders to restore belief and pride in their teams by highlighting the good, sharing real-life success stories, and turning frontline stress into purpose. Leaders will walk away with actionable strategies to:

- **Amplify the positives:** Capture and share the wins and impact your agents deliver every day.
- **Balance the noise:** Help your team see the bigger picture beyond complaints and errors.
- **Build resilience and confidence:** Equip agents to believe in themselves, the company, and the value they provide.

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- **Foster a culture of purpose:** Transform frontline stress into engagement, retention, and pride.

Join us to learn how to create an environment where your teams feel inspired, empowered, and confident in the difference they make.

Session B: What is the new AI CX Superpower - Hint - It's Continuous Personalized Training Presented by Dan McCann, CEO & Chief Learning Officer, SymTrain and Tamara Schroer, Vice President, Education & Development, Working Solutions

What if training didn't stop at onboarding but instead became a continuous driver of performance?

In this session, SymTrain and Working Solutions will share a real-world case study on transforming training into an operational superpower. Learn how AI-powered simulation and continuous coaching combined with your LMS and CX scorecards improve agent readiness, reinforce skills over time, and deliver measurable business outcomes.

This session will walk through the full journey to deliver real results highlighting how training can evolve into a scalable performance engine across the entire agent lifecycle. Discover how leading organizations are delivering real ROI in less than 90 days with vertical AI that connects training directly with operations, performance, QA, and customer experience outcomes.

Walk away with practical strategies to turn your data into a clear framework to build the superheroes of the future, your CX professionals.

1:50 PM – 2:35 PM: Real-World Case Studies – Innovation in Action- Choose from Session A or B as listed below.

Session A - Be Kind. Be Reliable. Be Better Every Day: Building a Purpose-Driven Workforce that Delivers Award-Winning CX Presented by Zack Thompson, Director, Customer Contact Operations & Summer Novy, Analyst, Analyst, Customer Services, Salt River Project

What does it take to deliver award-winning customer satisfaction year after year, especially in a high-volume contact center?

In this session, leaders from Salt River Project's Customer Contact Operations share how a deliberate focus on employee engagement, culture, and purpose has helped sustain 24 consecutive J.D. Power customer satisfaction awards.

Attendees will learn how SRP aligns organizational strategy with frontline engagement through clear purpose, leadership connection, recognition, wellbeing, and continuous development. The session highlights practical engagement initiatives and cultural commitments that have driven both exceptional employee experience and

industry-leading customer satisfaction, even during periods of workforce and operational challenge.

This presentation offers actionable insights for CX and contact center leaders looking to strengthen engagement, reduce burnout, and create meaningful customer experiences that last.

Session B: Engagement That Drives Results: The Science, The Strategy, The Proof Featuring Gallup's Framework & Alta Resources' Impact Presented by Amy Bouthilet, Vice President Global Talent, Alta Resources and Lauren Hunter, Associate Principal, GALLUP

In a world saturated with AI and technology promises and performance dashboards, the organizations pulling ahead have something simpler and more powerful in common - highly engaged teams. This session brings together Gallup's validated engagement science and Alta Resources' real-world application to make the case that engagement isn't an HR initiative, it's a business strategy. Gallup will share the research, the data, and the framework behind what actually drives retention, productivity, customer experience, and profitability in contact centers. Then Alta Resources will show what it looks like when an organization stops treating engagement as a metric and starts building their entire operating model around it - culminating in recognition as a Gallup Exceptional Workplace winner.

- Reframe what engagement actually means - not another dashboard or annual survey, but the measurable state of your team that Gallup research shows directly predicts retention, productivity, customer experience, and profitability
- Understand the science and business case behind Gallup's engagement framework the research, the data points, and why the manager relationship remains the single greatest lever for contact center performance

See engagement science in action - how Alta Resources operationalized Gallup's framework into the CARE Coaching Model, earned recognition as a Gallup Exceptional Workplace winner, and what that journey looks like for your organization.

2:45 PM – 3:15 PM: Afternoon Refreshment Break Sponsored by Logitech

3:15 PM – 4:30 PM: From Insight to Impact: An Amazon-Led Customer & Culture Lab

Plenary Roundtable Activity Presented by Matt Jorat, Senior Customer Solutions Manager, Amazon Web Services

Day 1 - All Hands on Deck: The Customer Experience Reality Check

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As Call Center Campus Day 1 comes to a close, Amazon leads an all-hands-on-deck working session designed to surface what's really happening inside today's contact centers.

This is not a presentation, it's a collective intelligence exercise.

Participants will engage in facilitated discussions to explore:

- The biggest challenges impacting customer experience today
- Where leaders feel stuck between strategy and execution
- What's breaking under scale, speed, AI, and rising customer expectations
- Where teams are excelling and why

Insights, themes, and tensions will be captured live, creating a shared snapshot of the current CX and leadership landscape.

The session ends with a clear promise: these insights won't disappear into notes, they'll become the foundation for Day 2.

4:30 PM: DAY ONE CONCLUDES

Call Center Campus – Day 2 – May 19, 2026

8:00 AM – 8:50 AM: Breakfast Sponsored by Primas Group

9:00 AM – 9:30AM – Anchoring What Matters: Customer Obsession in Action at Amazon Wrap Up Session from Day 1 Presented by Matt Jorat, Senior Customer Solutions Manager, Amazon Web Services

Day 2 kicks off by bringing the voice of the community back into the room. Amazon opens the morning by reflecting key themes and findings from the Day 1 working session, then anchoring them to Amazon's Leadership Principles and culture of customer obsession.

Attendees will explore:

- How Amazon's principles show up in real-world decision-making
- How customer obsession scales across teams, technologies, and channels
- What leaders can borrow, adapt, and apply regardless of company size
- How culture, leadership behaviors, and CX outcomes are inseparable

This session connects the dots between what leaders are experiencing today and how Amazon operationalizes clarity, accountability, and customer-first thinking at scale.

The result? Attendees leave with language, frameworks, and leadership behaviors they can immediately take back to their organizations.

9:30 AM – 10:30 AM: Day 2 Morning Keynote - Human Service: The Skills AI Can't Replace Presented by Jeff Toister, Toister Performance Solutions

Artificial intelligence is a wonderful thing. Many customers prefer AI-powered self service for routine tasks. But there are still times when customers need human help! This entertaining presentation shares three ways customer service should be humanized and how human service can create a strategic advantage. Discover how customer-focused organizations serve with humanity to deliver exceptional customer experiences.

- Discover what makes humans uniquely good at service
- Identify situations where customers need human help
- Create a plan to make your service more humane

10:30 AM: Mid-Morning Coffee Break & Book Signing Sponsored by ROI CX Solutions.

Join Jeff Toister, author of *Human Service: The Skills AI Can't Replace*, for a book signing during the break. **Sponsored by ROI CX Solutions.** Each attendee will receive a complimentary copy of the book.

11:00 AM – 11:45 AM: Real-World Case Studies – Innovation in Action - Choose from Session A or B as listed below.

Session A - From Missed Calls to Monetized Conversations: Turning Everyday Interactions into Revenue Presented by ROI CX Solutions, Rapid Talk AI & Jiffy Lube

In today's on-demand world, customers don't wait and businesses that fail to respond in the moment are leaving revenue on the table.

In this session, we'll explore how brands like Jiffy Lube are rethinking the role of the contact center and front-line communication by leveraging conversational AI platforms like RapidTalk AI to capture demand the instant it shows up.

What was once viewed as a cost center is quickly becoming a revenue engine.

Attendees will get an inside look at how AI-powered voice agents are:

- Handling 10,000+ customer inquiries monthly with zero burnout
- Delivering instant response and real-time engagement
- Standardizing upsell opportunities through automated SMS offers
- Driving measurable results including a 34% increase in revenue

This session goes beyond the technology.

We'll unpack the bigger shift happening across customer experience:

- From reactive service to proactive revenue generation
- From missed moments to monetized conversations
- From human-dependent performance to scalable consistency

If you're responsible for customer experience, contact center strategy, or revenue growth, this session will challenge how you think about every customer interaction and show you how to turn everyday conversations into predictable, repeatable business outcomes.

Session B: From Bots to Better Decisions: How AI Transformed Workforce Management Without Reducing Headcount Presented by Jennifer Springs, Director, Workforce Management, MAXIMUS

AI in workforce management is often framed as a threat to jobs but what if it's actually the key to elevating your team's impact?

In this real-world case study, Maximus shares how they successfully deployed AI-driven automation to eliminate some of the most time-consuming, manual workforce management tasks such as processing exemption requests and automatically updating attendance for sick calls workflows that previously generated hundreds, and at times thousands, of exceptions each week.

By automating this routine work, Maximus didn't reduce headcount. Instead, they repurposed time and talent.

This session explores how their WFM team shifted focus from administrative "busy work" to higher-value initiatives, including:

- Trend analysis and forecasting
- Agent behavior and performance insights
- More informed, data-driven decision-making
- Proactive workforce strategies instead of reactive fire drills

Attendees will walk away with a practical understanding of how AI can be used to augment, not replace WFM teams, along with ideas for where to reinvest reclaimed time to drive better outcomes across the contact center.

12:00 PM – 1:00 PM: Lunch Sponsored by MyMethod AI

1:00 PM – 1:45 PM: Striking the Right Balance: Redefining Customer Experience Together with Laily & Facilitated by Jeff Toister

AI is transforming the contact center at lightning speed but the most successful organizations know the future of customer experience isn't AI *or* humans. It's AI *and* humans working together in smarter, more meaningful ways.

In this highly interactive discussion session, industry leaders will explore where automation creates efficiency, where human connection drives loyalty, and how organizations can strike the right balance between technology and empathy.

Facilitated by Jeff Toister alongside experts from Laivly, attendees will participate in guided group discussions inspired by real-world AI use cases and practical customer experience strategies.

2:00 PM -2:45 PM: Real-World Case Studies – Innovation in Action - Choose from Session A or B as listed below.

Session A: Stop Wandering. Your Path Out of the Vendor Desert Presented by Ben Edwards & Ethan Larsen, Sandler Partners

Most teams aren't short on options, they're buried in them with too many vendors, overlapping capabilities, and no clear path. This session cuts through the noise and shows how to align solutions to business priorities whether that means adopting solutions that reduce technology or labor costs, or shifting spend to more cost-effective providers. We'll share real examples of organizations that avoided costly missteps and made more confident choices with the right guidance.

Session B - From Engagement to Ownership: How Bread Financial Built a High-Performance Culture for a Changing Frontline Presented by Brad Tompkins, Chief Revenue Office, Central and Scott Dishon, Operations Manager, Customer Care, Bread Financial

The contact center is at an inflection point. AI and automation are reshaping the frontline, but the operations seeing real returns are the ones whose associates are engaged, accountable, and invested enough to make every new tool pay off. That's the bet Bread Financial made, and it's working.

In partnership with Central, Bread moved from managing performance to enabling ownership. Built on five principles (Ownership, Empowerment, Engagement, Discretionary Effort, and Retention), the model gives associates real-time performance visibility, gamified challenges, peer recognition, and personalized development. For managers, it's a single source for coaching, recognition, learning, and performance, so they can develop their teams instead of chasing data across systems.

The outcome: double-digit gains in productivity, a measurable lift in customer advocacy, and a workforce that's visibly bought in.

Walk away with strategies for building a high-performing, low-turnover culture, the bet that pays off long after the technology underneath it changes.

2:45 PM– 3:15 PM: Afternoon Refreshment Break

3:15 PM – 3:45 PM: Roundtable Discussions

These interactive sessions are anchored by expert discussion leaders and designed to foster meaningful peer-to-peer exchange. Attendees will choose from a series of curated topics, engaging in thoughtful dialogue and leaving with fresh perspectives and actionable ideas.

Discussion Leaders to include Banner Health, ZIZO Technologies, Call Finder, BMP ConneX, TriWest Health Alliance and Boeing.

3:45 PM– 4:30 PM: Roundtable Discussions – Topics Repeat – See 3pm description for leaders and topics.

4:30 PM: Closing Remarks / Day 2 Concludes **Conference Schedule Subject to Change*

6:30 PM: Grand Finale Dinner & Awards Ceremony Celebration

OPTIONAL Post-Conference Session – May 20, 2026

Executive Breakfast & AI Strategy Session | Complimentary | Pre-Registration Required

After two full days of insights, innovation, and real-world case studies, this is where it all comes together.

Join us for an exclusive executive breakfast designed for contact center leaders who are ready to move from ideas to action. This interactive AI strategy session is your opportunity to step back, reflect, and get clarity on what's next for your organization.

Bring your team. Bring your toughest questions. Bring the challenges that didn't get solved in the sessions.

We'll create space for meaningful dialogue around:

- Where AI initiatives are stalling and how to move them forward
- Building a practical, executable AI roadmap
- Aligning your tech stack, people, and processes for real impact
- Prioritizing the right use cases to drive measurable results
- Avoiding costly missteps and accelerating time to value

This is not another presentation. It's a working session.

You'll engage directly with industry experts and peers who are navigating the same complexities walking away with actionable insights, fresh perspective, and a clearer path forward.

Whether you're just getting started or scaling existing AI efforts, this session is designed to help you leave Call Center Campus with confidence, alignment, and momentum.

Seats are limited to maintain an intimate, high-impact discussion. **Pre-registration is required.**

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