

## 2012 CenterBridge Users' Conference Agenda

Tuesday, February 7				
Time	Place	Activity	Speaker	Description
11:30 - 12:30pm	Salt River Terrace	Registration	Susan Klasmeier, Abby Montgomery, and Kathy Brinkman, Bay Bridge Decision Technologies	Conference Check-in
12:00 - 1:10pm	Salt River Terrace	Welcome / Lunch		Buffet Lunch
1:15 - 1:30pm	Salt River 5	Opening Plenary	John Soderlund, Chairman, Bay Bridge Decision Technologies	
1:30 - 2:15pm	Salt River 5	The Impact of New Technology on the Role of the Forecaster	Michele Borboa, Contact Center Resource	Tools like CenterBridge are sufficiently different from our old forecasting spreadsheets to prompt more than a few changes in our processes. No longer forced to be as linear as we used to be, we can solve problems in more holistic ways, sometimes from multiple angles. All of this adds up to analytical capabilities that can make the executive team impressed with Workforce Management, but are there implications for existing staff members? This session describes the experience of an early CenterBridge user as she implemented the software, and as she checked in with each user ten years later.
2:15 - 3:15pm	Salt River 5	The Benefits of CenterBridge in the Long-Term	Duke Witte, Wyndham, Steve Gordon, Hyatt Hotels, Patrick Flynn, Liberty Mutual	On this panel Steve Gordon, Duke Witte, and Patric Flynn will discuss the long term benefits of being a CenterBridge user and the inherent advantages of having multiple years of historical reference in CenterBridge to draw from when planning.
3:15-3:30pm		Break		
3:30-4:15pm	Salt River 5	You Want Me to Do WHAT?!? - Using CenterBridge to Solve Complex "What-ifs"	Laura Dillon, Operations Consultant, Toronto Dominion	During the session, Laura Dillon will cover how TD Bank has used CenterBridge to solve basic to complex "what-if" business scenarios, including campaign forecasting, fiscal planning and launching new sites. In addition, how TD Bank currently works in conjunction with their finance partners to showcase "what-ifs" to their business leaders, and how they utilize "what-ifs" in business cases.
4:15 - 5:00pm	Salt River 5	Contact Center Magic at Disney	Michael Guay, Walt Disney Resorts	Listen as Michael Guay discusses how Disney is able to adapt to the future using CenterBridge. Because of CenterBridge's speed his team is able to plan for both planned and unplanned events.
7pm	Fire Garden	Dinner at Talking Stick		

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Wednesday, February 8				
8:00 - 9:00am	Salt River Terrace	Breakfast		
9:00 - 9:45am	Salt River 5	What's New in CenterBridge	Brian Robinson, Bay Bridge Decision Technologies	Walk through all the new features and updates in CenterBridge and get an inside look at the enhancements that came directly from you, the CenterBridge community.
9:45 - 10:15am	Salt River 5	DEMO: Mutli-Skill	Belinda Herrera, Manager, Training, Bay Bridge Decision Technologies	A step-by-step tour of our multi-skill feature in CenterBridge.
10:15 - 10:30am	Break			
10:30 - 11:15am	Salt River 5	Planning Outside the Norm - Outbound Centers, Social Media and Leveraging Financials	Lee Crawford, TD Bank	During the session, Lee Crawford will cover off the wins and opportunities TD Bank observes when using CenterBridge beyond the typical 'Inbound' center. TD Bank plans for a wide range of functions with complex business problems and they are quickly learning the challenges of planning for these unique functions, but are also seeing the benefits of using the full functionality of CenterBridge to help solve for those problems.
11:15 - 12:00pm	Salt River 5	Growing Intelligence by Properly Storing and Mining Call Center Data	Geir Rosoy, Hyatt	Geir Rosoy will discuss the importance of moving from just data storage to data warehousing. This session will include how Hyatt Hotels & Resorts have created a data mapping system of determining all sources of data and created a centralized location where we as an organization can use the data to provide intelligent and strategic analysis. It will further show, as an example, how CenterBridge data can be combined with other departmental data, as well as, macroeconomic data, to provide more insight into customer and agent behavior. The final part will discuss some of the statistical methodologies
12:00 - 1:15pm	Lunch			
TRACK ONE				
1:15 - 2:00pm	Quail D	CenterBridge Demo: Uncut	Ric Kosiba, President, Bay Bridge Decision Technologies	This comprehensive demo will show you CenterBridge's full range of capabilities.
2:00 - 2:45pm	Quail D	CenterBridge Implementation: What to Expect When You're Implementing	Olya Jerschkowsky, Manager, Implementation, Bay Bridge Decision Technologies	Gain a fuller understanding of our implementation methodology and management.
TRACK TWO				

1:15 - 2:00pm	Quail E	Top 5 Workforce Management Trends	Vicki Herrell, Executive Director, SWPP	In this session, we'll explore what's hot and what's not in the area of workforce planning and management. We'll look at the leading trends, as well as survey results and best practices from the Society of Workforce Planning Professionals (SWPP). Come hear what leading call centers are doing in terms of improving long-term planning as well as day-to-day management of workforce management.
2:00 - 2:45pm	Quail E	How to Build a World-Class Back Office	Paul Leamon, Director of Product Management, NICE Systems	Paul Leamon will discuss common back office challenges, and define what a world-class back office looks like, and how to build one. Additionally, he will explain the business impacts of becoming a world-class back office.
<b>Plenary Session - 5 min break</b>				
2:50 - 3:35pm	Salt River 5	Making CenterBridge the Cornerstone of Call Center Financials	Steve Gordon, Manager of Resource Intelligence, Hyatt Hotels	In this session Steve Gordon will discuss how he uses CenterBridge to form the foundation of the financial planning process for Hyatt's Call Center Operations. He will demonstrate how the financial information can be populated into the application and how that information becomes the foundation for Hyatt's allocation methodology.
3:35 - 4:00pm (OPTIONAL)	Salt River 5	CenterBridge: Making the Business Case	Dean Papadopoulos, CEO, and Ric Kosiba, President, Bay Bridge Decision Technologies	The ins and outs of building a business case to support the application of CenterBridge to your contact center organization.
5:45pm		Board Buses for Departure		
6:00-11:00pm		Cowboy Cook Out		DesertFoot Hills

## 2012 CenterBridge Users' Conference Agenda

### Thursday, February 9

8:30 - 9:30am	Salt River Terrace	Breakfast		
9:30 - 10:00am	Salt River 5	Contact Center Metrics: They Can Lead Us in the Wrong Direction	Ric Kosiba, President, Bay Bridge Decision Technologies	Ric will describe some of the standard contact center metrics; ways they have messed up some very big operations, and ways to improve center reporting.
10:00 - 11:00	Salt River 5	CenterBridge 3.9 and Beyond	Dean Papadopoulos, CEO, and Thomas DelRue, Software Architect, Bay Bridge Decision Technologies	A look at what lies ahead for CenterBridge 3.9 and beyond. During this session we'll talk a little bit about the CenterBridge 3.9 release and focus mainly on the technological aspects of the long term future of the CenterBridge product line.
11:00 - 11:15am	Salt River 5	Closing Plenary	Ric Kosiba, President, Bay Bridge Decision Technologies	
11:15 - 12noon		Lunch - on - the -Go		You can eat in or out with this creative menu sensation.