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Look for Conference Tips and Tools #1-4!

S-T-R-E-T-C-H Limited Training Dollars with 20 – 40% Tiered Discounts for Multiple Utility Registrations (Including College and Synergy Groups)

CS Week 2019 | April 8 – April 12, 2019 | Phoenix Convention Center | Phoenix, AZ
Play Your Cards Right

Since 2000, one global institution has promoted its financial and banking services with a simple question. This successful branding campaign stars well-known actors stringing together four, now ubiquitous words: What's in your wallet?

While no one will confuse me for Jennifer Garner or Samuel L. Jackson, I want to ask you the same question with a slight twist: What's in your wallet when you come to CS Week? Please take this question personally; your answer really matters to your Conference experience. What's in your wallet when you come to CS Week 2019 could indicate whether you are ready to play your cards right... your business cards, that is.

Most people carry the ‘big three’ in their wallets: 1) driver’s license, 2) credit/debit card, 3) significant-other photo of the spouse, kids or Rover. Notice I didn’t mention cash; Jacksons have become so last century. As you prepare for Phoenix, let me strongly encourage you to pack a fourth must-have: your business cards. Today’s 3½ x 2-inch cards have a fascinating history (read below in Now You Know...). Business cards have so many uses: they introduce; they inform; they offer space for notetaking; they help us later associate names and voices with printed names; they are conveniently-sized; they are utilitarian in countless ways. So, play your cards right and make sure what’s in your wallet includes business cards so you are ready to enjoy a great CS Week 43.

6 Effective Ways to Play Your Cards at CS Week 2019

1. Drop your card in vendor fishbowls located at their Exhibit Hall booths or let vendors scan your badge for door prizes presented on Thursday.

2. Use your Conference name badge as your walking wallet, storing cards you give and others you receive.

3. Approach speakers/panelists after presentations and extend your business card. What a great way to say, “I value what you shared. Let’s stay in touch.”

4. Share your cards at receptions and networking events. First impressions do matter. By presenting your card, you look prepared and professional.

5. Exchange cards with those whom you share a Birds of a Feather lunch table.

6. Set a goal to exchange 5 cards/day. Jot down notes on the back to associate them with your utility’s programs and operations.

Now You Know...

17th Century: Visiting cards were presented by footmen of the European aristocracy/royalty to servants at the home of a host to announce the impending arrival of a distinguished guest. About the size of a playing card, visite biletes were decorated with engraved ornaments and elegant coats of arms and used as all-purpose stationery for jotting a promissory note or other message. Trade cards were popularized in London when there was no formal street numbering system and no well-developed newspaper industry. They advertised businesses and included maps with directions on how to reach the establishment.

19th Century: On the Continent and across the “pond,” a visiting or “calling” card was essential to the life of any upper/middle class lady or gentleman. Each home had a silver card tray on the hall table along with a pencil and paper. Cards collected in the tray cataloged visitors and reminded the household of reciprocal social obligations. Pre-Facebook, lots of cards meant lots of likes. During the Industrial Revolution, entrepreneurs emerged in Europe and the U.S. who had a constant need to exchange contact information. They merged the visiting card and the trade card to produce, on plain, heavy paper with clear, utilitarian lettering, the first modern business cards. These were widely handed out at presentations/exhibitions but frowned upon by the upper class. Lines were drawn between business and visiting cards because presenting the former at a home could be misconstrued that you were there to collect a bill.

In the U.S. and the United Kingdom, business card use has become widespread since the 1890s. Belying their common nature, some business travelers commit disastrous faux pas in other cultures when they don’t play their cards right. For example, in Asian countries it is rude to present your card with your left hand or to put a card away upon receiving it. Internationally, a card should never be used to take notes, and all translations on the blank side should be done in that nation’s language. Cards should be carried in an appropriate case and maintained in pristine condition with the general rule: Present the card like the owner would if appearing for a high-level business meeting — immaculately and behaving according to the manners of the host nation.

Source: sagemedia.ca/articles/the-history-of-business-cards-four-centuries-of-introductions/
Utility Providers: Here’s How You Ease Customers’ Mobile Payment Anxiety

by Randy Vyskocil, VP, Business Dev & Sales, Western Union® Payment Services

Although utility bills make up nearly a quarter of all monthly bills paid by American consumers, the way consumers make these payments differs from how they pay other bills, like mortgage and insurance premiums. When it comes to their gas, electric or water bills, US consumers tend to have more traditional habits, such as sending paper checks and paying in person rather than embracing mobile. Although it’s up to the consumer to ultimately change their financial habits, there are many benefits associated with switching to more digital and mobile billing and payment offerings.

First, digital is fast. It takes only a few clicks on a smartphone or computer to access and pay a bill. Second, it’s convenient, allowing consumers to view and pay their bills 24/7/365. Lastly, digital is easy. With emails and digital wallet technology providing reminders for when a bill is available or due, it’s simple for consumers to pay their monthly bills on time.

CUSTOMER EXPERIENCE IS FRONT-AND-CENTER IN THE CURRENT UTILITIES LANDSCAPE.

Utility providers, like many billers, are focusing more on reliability and agility when it comes to collecting payments and are relying on third party vendors to support them as technology advances and consumer demands continue to evolve. As a whole, the utility industry is focused on improving the end-to-end customer experience by focusing on meeting customer expectations and preferences.

Already, technology is disrupting the industry to create a better customer experience, which includes a better communication and payment experience through offering new methods and tools. With this in mind, it’s more important than ever for utilities to keep a pulse on consumers’ current billing and payment practices, current and future billing and payment preferences and their willingness to adopt new payment technologies.

So, what can utility providers do to encourage their customers to become more comfortable with newer payment technologies?

AMERICAN UTILITY CONSUMERS ARE STILL RECEIVING PAPER BILLS. MANY STILL PAY THEM BY CHECK.

Despite the prevalence of cutting-edge technology, from digital voice assistants to wearables, a majority (53 percent) of consumers are still mailed a paper utility bill statement each month. An additional 11.5 percent receive both digital and paper statements. Moreover, the number of consumers who prefer receiving digital bill statements only slightly surpasses the number who prefer paper.

Speedpay® Pulse, 2018

Continued on page 20
Our Mission:
The mission of CS Week is to advance utility customer service through the delivery of unbiased educational opportunities, forums for networking, and sharing of innovative best practices that will advance the customer experience

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**Address changes:** Please photocopy the back page as currently addressed, carefully print your new address and fax it to 903-893-6136. You can also send an email to info@csweek.org.
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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</table>
| **Sunday, April 7** | Conference Registration  
9 am – 5 pm  
ENGAGE311 Registration  
1 pm – 5:30 pm  
Executive Summit Registration  
3 pm – 6 pm  |
| **Monday, April 8** | Conference Registration  
7 am - 5 pm  
Executive Summit  
7 am - 9 pm  
Key Account Forum  
7 am - 9:30 pm  
SAP Synergy Group  
7 am - 3 pm  
Smart Energy Water Synergy Group  
7 am - 3 pm  
ENGAGE311  
7:30 am - 6 pm  
College  
7:45 am - 3:45 pm  |
| **Tuesday, April 9** | Conference Registration  
7 am - 6 pm  
Executive Summit  
7 am - 3 pm  
Key Account Forum  
7 am - 4:45 pm  
Synergy Groups (Business Process)  
7 am - 3 pm  
• Analytics  
• Billing & Payments  
• Contact Center  
• Credit & Collections  
• Customer Assistance  
• Digital Customer Engagement  
• Field Services  
• NARPA  
• Outage Communications  
Oracle Utilities Synergy Group  
8 am - 3 pm  
ENGAGE311  
7:45 am - 8 pm  
Exhibit Hall Hours  
1 pm - 6 pm  
Attendee Orientation  
3:15 pm - 3:45 pm  |
| **Wednesday, April 10** | Welcome Reception  
4 pm - 6 pm  
Private Events  
6 pm  
Conference Registration  
6:45 am - 6 pm  
Women in Utilities Sunrise Event  
6:45 am - 8 am  
Continental Breakfast with Utility Team Meetings  
7:15 am - 8 am  
ENGAGE311  
7:45 am - 3 pm  
Opening General Session, Distinguished Leader Award(s) & Keynote Speaker: Roy Spence  
8 am - 9:15 am  
Exhibit Hall Invitation-Only Consultations/Demos  
9:15 am - 11:15 am  
CS Week Research Roundtable Meeting  
9:30 am - 3:30 pm  
Session 1 Workshops  
9:30 am - 10:30 am  
Session 2 Workshops  
10:45 am - 11:45 am  
Exhibit Hall Hours  
11:15 am - 6 pm  
Exhibit Hall Luncheon with Birds of a Feather Tables  
12 pm - 1 pm  
Innovation Talks  
1 pm - 1:45 pm  
Dessert & Coffee Reception  
1:45 pm - 2:45 pm  
Session 7 Workshops  
2:30 pm - 3:30 pm  
Session 8 Workshops  
3:45 pm - 5 pm  
Special Event: 3rd Street Party  
7 pm - 10 pm  |
| **Thursday, April 11** | Continental Breakfast with Utility Team Meetings  
7:15 am - 8 am  
General Session & Keynote Speaker: Stacy Derstine  
8 am - 8:35 am  
Expanding Excellence Awards  
8:35 am - 9:05 am  
Session 5 Workshops  
9:15 am - 10:15 am  
Exhibit Hall Invitation-Only Consultations/Demos  
9:15 am - 11:15 am  
Session 6 Workshops  
10:30 am - 11:30 am  
Exhibit Hall Hours  
11:15 am - 3:30 pm  
Exhibit Hall Luncheon with Birds of a Feather Tables  
12 pm - 1 pm  
Innovation Talks  
1 pm - 1:45 pm  
Dessert & Coffee Reception  
1:45 pm - 2:45 pm  
Session 7 Workshops  
2:30 pm - 3:30 pm  
Session 8 Workshops  
3:45 pm - 5 pm  
Special Event: 3rd Street Party  
7 pm - 10 pm  |
| **Friday, April 12** | Continental Breakfast  
7:15 am - 8 am  
Session 9 Workshops  
8:15 am - 9:15 am  
Closing General Session, Rising Star Award(s) & Leadership Panel  
9:30 am - 10:45 am  
Announcements & Vehicle Giveaway  
10:45 am  |

# BY INVITATION-ONLY VENUE
## 2019 CS Week Registration

### Conference 43, College and Synergy Groups | Tiered Pricing*

Full Conference attendee registration fee includes admission to breakfasts and keynote speakers’ presentations, Exhibit Hall luncheons, CS Week Conference workshops and all social and networking functions including, but not limited to: Exhibit Hall receptions and the perennial favorite – Thursday Night’s CS Week Special Event.

*To quality for this Tiered Pricing discount, utilities must register all attendees on the same date. Learn more by emailing Julie Shankles, Registration Manager at jshankles@csweek.org or calling her at 903-893-3214 or 903-821-8631, Monday – Friday, 8:00 am – 5:00 pm CST.

### REGISTRATION FEES:

<table>
<thead>
<tr>
<th></th>
<th>Early 11/1/18 – 2/28/19</th>
<th>Regular 3/1/19 – 4/6/19</th>
<th>On-Site Starts 4/7/19</th>
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<tr>
<td>Utility Attendee</td>
<td>$1,095</td>
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<td>$1,095</td>
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<tr>
<td>Non-Exhibitor Attendee</td>
<td>$3,100</td>
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### Synergy Groups Registration Fees:

- Complimentary VENDOR SOLUTION SYNERGY GROUPS $349/$400
- Business Process Synergy Groups

Admittance to Vendor Synergy Groups is subject to vendor approval. Business Process Synergy Groups are intended for Utility and Governmental attendees only (with the exception of Analytics). Group discount available for 3 or more.

### College Registration Fees:

- College with Conference Registration* $349
- College Only $595

A discounted College registration fee is offered to those who register for both College and Conference. College is intended for Utility and Governmental attendees only. Group discount available for 3 or more.

### Women in Utilities Sunrise Event

$20 Wednesday, April 10, 2019 at 6:45 am - 8 am. Breakfast with cordials and drawings will be included in the registration fee. The Women in Utilities Sunrise Event is open to all attendees in the industry with a participating company. Badge required.
With average high temperature in the mid-80s for early April, Phoenix is ready to welcome CS Week 43 attendees to the “Valley of the Sun.” Six conference-designated hotels are located just a short walk from the Phoenix Convention Center, the site for all nine CS Week venues. Hotel rooms are filling up fast. CS Week continues to monitor room availability and will add more sites as needed, though their locations may include a longer walk, local transportation or even a pedicab. Consider making your reservations a priority to ensure a short walk to comfort and relaxation, amenities appreciated after a long day.

Locate and book your reservations today. Just visit csweek.org, click Registration and then click again on the Hotels & Accommodations tab to access designated CS Week 43 hotels. If you are viewing Newsline digitally, just click the underlined hotel name below for direct access to the dedicated reservation sites. Be sure to reference CS Week 2019 when making reservations. For questions about Accommodations or Registration, please email Julie Shankles, Registration/Finance Manager at jshankles@csweek.org or call her at 903-893-3214 office or 903-821-8631 cell.

SCAM ALERT: Do not give credit card information to anyone calling to offer lower hotel rates. These offers are scams!

Transportation options for arriving in Phoenix, navigating around the city and departing for home are plentiful and easy. Whether driving or flying, visit Transportation under the Registration tab at csweek.org to plan ahead, arrange transfers, get your geographical bearings and enjoy exploring the “Valley of the Sun.” Consider an extended visit that includes sightseeing this region’s beautiful natural wonders. Phoenix and its surrounding locals offer something for everyone: history, culture and recreation.
Wednesday’s Keynote: “The Promiseland Project — America. Winning on Purpose”

Roy Spence, chairman and co-founder of the advertising agency GSD&M, knows a thing or two about connecting with customers and imprinting a brand that touches them with deeper feelings beyond satisfaction, experience and engagement to one of company loyalty.

Spence is Wednesday’s keynote speaker. He takes the stage to share how Purpose-driven, values-oriented companies, including utilities, can enhance their internal operations and external service delivery by focusing on Purpose. Spence has worked with a large variety of companies and institutions to help them discover their Purpose and to translate branding into initiatives that permeate the organization, its human resources and its delivery of products and services. His message will likely resonate with CS Week attendees and inspire them to pursue Purpose in a more deliberate and sustained way.

“America was born different. Born with a mighty Purpose that was anchored in America’s first motto, “E pluribus unum...out of many one” and this grand promise: It doesn’t matter where you come from or what class or zip code you were born into. If you are willing to work hard and take responsibility, here in America, you should have the chance to live up to your full potential. So, we have launched the Promiseland Project - a long-term, purpose-inspired marketing and grassroots campaign to share the great things about America to America, to find common ground on higher ground and, in the process, begin building a high-performing, job-creating, inclusive and purpose-driven culture of US. As in USA.” – Roy Spence

Thursday’s Keynote: “Driving Innovative Options for Customers in a New Energy Landscape”

Stacy Derstine, VP, Customer Service and CCO at Arizona Public Service (aps), is no stranger to CS Week podiums. As the host utility sponsor’s customer service executive, Derstine is Thursday’s keynote speaker. Her message will focus on utility service offerings that, while cutting-edge and progressive ten years ago, are no longer serving today’s consumer service and experience expectations. She will share how aps is leading the industry in providing customized products and services and a variety of customer energy options that are driving customer partnerships and loyalty.

aps serves about 2.7M people in 11 of Arizona’s 15 counties and is the Southwest’s foremost producer of clean, safe and reliable electricity. Using a balanced energy mix that is nearly 50 percent carbon-free, aps has one of the country’s most substantial renewable energy portfolios and owns and operates the Palo Verde Generating Stations, the country’s top power producer and largest producer of carbon-free energy. The company is also a proven leader in introducing technology and services that offer customers choice and control over their energy consumption.

Sponsored by: F I R S T F U E L

Sponsored by: ORACLE Utilities
Recognition and Kudos:
Three Days of Expanding Excellence Awards

With the debut of two Individual Achievement Award categories, the Expanding Excellence Awards venue will be featured at all three CS Week 43 General Sessions:

**Wednesday:**
- Distinguished Leader Award(s)

**Thursday:**
- Best Analytics Project
- Best CIS Implementation
- Innovation in Digital Customer Engagement
- Innovation in People & Process

**Friday:**
- Rising Star Award(s)

Nominated by their companies, the new Individual Achievement Awards will recognize seasoned utility professionals, who have made significant leadership contributions and younger employees whose track record reflects a strong potential for growth and higher accountability. One, none or multiple Individual Achievement Awards may be on the agenda for Wednesday’s opening and Friday’s closing General Sessions.

Thursday’s program features 90-second videos that offer a high-level overview of winning utilities’ projects and programs. Four award categories are presented in two size classes: Level I for utilities with gross revenues in excess of $500M and Level II for utilities with less than $500M in gross revenues. All utility company types - gas, electric, water, wastewater, sanitation and retail electric/gas - are eligible to participate in the Expanding Excellence Awards program. CS Week joins the utility industry in recognizing and applauding the winners of these coveted awards, each earned through dedication, innovation, risk control and successful execution.

“Everyone Has a Story” - Friday’s Leadership Panel Session

CS Week Publishing is proud to launch at Conference 43 its third book, a compilation of personal histories and lessons from experienced utility industry professionals, titled *Leadership Lessons Learned from Our Mentors: Time-Honoured Values That Are Shaping the Utility Experience of the Future*. Compiler and storyteller Dave McKendry and two of his chapter authors will share Fridays’ closing General Session stage and explain how they have transferred poignant and hard-won lessons learned from parents, coaches, teachers and others into their workplaces. Using an electronic survey tool, this session will ask attendees to mine their memories for their own encouragers and educators. With *Leadership Lessons Learned*, these 40 authors are publicly recognizing those who shaped their values and are paying it forward for the next generation of utility leaders by sharing those lessons. Stop by Booth #100 to buy your copy and look for book designations on Conference badges. Perhaps with a pen handy, you can snag some authors’ signatures on their chapter mastheads.
Networking Opportunities

Nurturing Your Inner Artist

With 1 – 2 – 3 dynamic parts led by respected industry professionals, 2019’s Women in Utilities content line-up is nurturing the inner artist. Its planning team has successfully rebranded what used to be a women-only educational and networking venue into one that offers all CS Week registrants four webinars, a wake-you-up networking breakfast and a Strategies & Management workshop panel. Grab your paintbrushes and see how your canvas can become a work of art by participating in this motivational and learning-packed venue.

1- Wednesday | 6:45 am – 8 am Women in Utilities Sunrise Event

Elite Sponsor: 
Event Co-Sponsor:

2- Webinar Series
Click underlined titles to register or view past webinars on demand.

May 2019
Mastering the Art of Negotiation
Presenter: Sharon Grove, AGM-Customer Service Div, Dir, Customer Experience, Los Angeles Dept of Water and Power

03/28/2019
Mastering the Art of Leadership
Presenter: Aleida Socarras, Vice President, Chesapeake Utilities

02/7/2019
Mastering the Art of Self-Promotion: Effective Ways to Toot Your Own Horn
Presenter: Tiffani Lee, Partner, Holland & Knight LLP

1/10/19
Mastering the Art of Family and Work
Presenters: Penni McLean-Conner, CCO & SVP, Customer Group, Eversource and Tena Royal, Sr Mgmt Analyst, City of Fort Worth

3- Thursday Workshop: Mastering the Art of Mentorship | 3:45 pm – 5 pm
Mentorship is a relationship where a more experienced or more knowledgeable person helps guide a less experienced or less knowledgeable person. Just like a dance between two partners, the mentor-mentee relationship requires specific behaviors from each to ensure success. During this workshop, we will discuss the behavior required from both roles and the importance of mentorship as a part of career development. Presenters include: Sharon Grove, AGM – Customer Service Div, Dir, Customer Experience, Los Angeles Dept of Water and Power; Kirsy Veloz, Project Specialist, Strategic Applications - Customer Ops, ConEdison of New York; and Victoria Escobar, Customer Services Supv, Austin Energy. Lyndal Haddox, VP Innovation, AAC Utility Partners, LLC will moderate the panel.

Thursday’s “3rd Street Special” Offers Wind Up or Wind Down Time
Their name may be hard to pronounce, but their music is made for easy listening. Mogollon (mug-e-on) returns as CS Week’s “3rd Street Special” event band, playing an eclectic mix of country rock and just about any other song requested. Set between the Phoenix Convention Center’s North and West Buildings on 3rd Street, this party is equal parts put-your-feet-up and dance-your-cares-away. Whether you want to sit back with a cold adult beverage and enjoy a Phoenix sunset or boot scoot on every downbeat, this party will feature great local cuisine favorites, specialty drinks, games like giant jenga and corn hole toss and places for easy conversation. Host sponsor, aps and its heavy-duty fleet will flank the Event perimeters. Badges are required; sunglasses recommended; boots optional.
Every Day in Meaningful Ways!

Tips and Tools #1
With just a 30-minute investment of time, new and veteran attendees can get oriented to all CS Week venues and learn ways to make the Week meaningful and productive. Make Attendee Orientation your first Conference 43 stop. You could be a raffle prize winner just for showing up!

Tuesday’s Attendee Orientation: A Must-Do
3:15 pm – 3:45 pm | 100 Level, Room 132 B

• See how CS Week’s 5-day schedule is laid out to allow maximum engagement and low competition for your time.
• Put faces to names and meet Planning Committee members and CS Week staff.
• Get help downloading the Conference app.
• Understand the differences in name badges and why it matters.
• Appreciate all the Exhibit Hall happenings, from Birds of a Feather luncheons to by invitation-only consultations/demos, from completing your Vehicle Giveaway card to receptions.

Sponsored by:

Wednesday’s Networking Receptions: Something for Everyone | 4:30 pm – 6 pm | 300 Level, Hall C

After an early Opening General Session and four workshop sessions on Wednesday, attendees are ready to relax with adult beverages and tasty hors d’oeuvres at the Networking Receptions: General, Canadian and LeadNext. Concurrently, CS Week invites everyone to the 2019 Book Release Party from 5 pm – 6 pm in Booth #102 where we will celebrate Leadership Lessons Learned and CS Week Publishing’s growing library.

Sponsored by:

Co-Networking Bars
Sponsored by:

Canadian Reception Sponsored by:

Say “Hello! Where’re You From?” at Tuesday’s Welcome Reception | 4 pm – 6 pm | 300 Level, Hall C

CS Week attendees hail from nearly every US state, Canada, Caribbean islands and several European and Asian countries. What better way is there to greet and get to know each other than Tuesday’s Welcome Reception, immediately after Attendee Orientation? Many utility attendees use this Exhibit Hall time to visit vehicle giveaway co-sponsors and collect vendor stamps on their cards. Others make last minute contact with vendors for invitation-only consults/demos. This is CS Week’s first chance to say “Hello!” and “Welcome to Phoenix!”

Sponsored by:

Start Your Days with Team Meetings
Wednesday & Thursday | 7:15 am – 8 am

With tiered registration pricing, CS Week is committed to providing financial and scheduling opportunities for utilities to send multiple attendees to Conference 43. Utilities with eight (8) or more conference attendees are invited to reserve a breakfast table in the General Sessions Ballroom 120 D for morning team meetings. At their designated tables, teams can meet, plan, divide and conquer, review; then REPEAT. By distributing assignments, utility professionals can maximize their engagement in more educational and networking options. Reserve your table by contacting De-Ann Mozingo at dmozingo@csweek.org or 903-893-3214 by April 1.
Meet You in the Exhibit Hall

Tuesday, April 9

Exhibit Hall Hours
1 pm – 6 pm

Welcome Reception
Sponsored by: Smart Energy Water
4 pm – 6 pm

Wednesday, April 10

Invitation-Only Consultations/Demos
9:15 am – 11:15 am

Exhibit Hall Hours
11:15 am – 6 pm

Exhibit Hall Luncheon with Birds of a Feather Tables
Sponsored by: Neustar, Inc.
12 pm – 1 pm

Innovation Talks in Innovation Alley (outside Hall C)
1 pm – 1:45 pm

Networking Reception
(Sponsors: See Page 11)
4:30 pm – 6 pm

Canadian Networking Reception
(Sponsors: See Page 11)
4:30 pm – 6 pm | Booth #126

LeadNext Reception
4:30 pm – 6 pm | Booth #114

Book Release Party
5 pm – 6 pm | Booth #102

Thursday, April 11

Invitation-Only Consultations/Demos
9:15 am – 11:15 am

Exhibit Hall Hours
11:15 am – 3:30 pm

Exhibit Hall Luncheon with Birds of a Feather Tables
Sponsored by: IBM
12 pm – 1 pm

Innovation Talks in Innovation Alley (outside Hall C)
1 pm – 1:45 pm

Dessert & Coffee Reception
Sponsored by: Perficient Digital
1:45 pm – 2:45 pm

CS Week Publishing Book Signing
1:45 pm – 2:45 pm | Booth #100

Invitation-Only Private Consultations/Demos

Attendees who want to make the most of their Exhibit Hall time plan their map and map their plan. With 150+ vendors, it can be vexing to identify vendors important to your current challenges or those who can assist with future technology and operational needs. CS has a way to make this easy. Visit csweek.org/web/online/exhibitors and click Exhibitor Information Request. There, attendees can select vendors by high-level products/services descriptions and request appointments on Wednesday and Thursday mornings. Badges are required for entrance.

Luncheons with Birds of a Feather Tables

Have you ever experienced that disappointing feeling when the bell rings and there’s still more to talk about? CS Week has a solution with Birds of a Feather Luncheon Tables. Simply select a table whose signage matches the subject you’re interested in discussing. Table signage reflects CS Week Synergy Groups: Analytics, Billing & Payments, Contact Center, Credit & Collections, Customer Assistance, Digital Customer Engagement, Field Services, Outage Communications and NARPA. You can even switch tables for the dessert course!

Visit and Enjoy These Exhibit Hall Features:

- Oxygen Bar: Capgemini America
- Lounge: Avertra, Corp.
- Photo Kiosk: Bill2Pay
- Phone Charging Station: GridX, Inc.
- Cyber Café: HansenCX
- Espresso/Barista Bar: Infosys Limited
- Thursday Break: Origin Consulting, LLC
- WiFi Lounges: Perficient Digital
- Wednesday Break: HCL America Inc.
- Hydration Station: Vlocity
Follow the Road Signs to Innovation Alley
Wednesday & Thursday | 1 pm – 1:45 pm | 300 Level | Outside Hall C

Look for the directional signs and head to Innovation Alley, located outside CS Week’s Exhibit Hall after luncheons. Styled like the popular TED or Ignite Talks, Innovation Alley is the site where Platinum and Gold sponsors will debut CS Week’s newest venue, stepping up to the mics in two theatres with short information-packed Innovation Talks lasting just seven minutes each.

This year’s theme reflects the title - Innovation. Attendees will hear speakers talk about innovation in cloud, digital customer engagement, diversity, leadership, millennials and a young workforce, partnerships and social media engagement. This is not a product/service selling opportunity; rather, vendors will incentivize attendees to visit them at their Exhibit Hall booths for more conversation and Q&A.

This Ride Screams, “Mine!”
Friday | 10:45 am | Ballroom 120 D

As a utility attendee, the chances of winning the 2019 CS Week Giveaway Vehicle, a sporty but sleek Subaru Outback 2.5i, are better than most games of chance, and CS Week has made it easy. Simply visit the co-sponsors’ booths and secure name stamps on the designated Vehicle Giveaway Card blocks.

Once complete, just submit the Card to the golden cage at the CS Week Vehicle Booth #924 no later than Thursday at 3:30 pm. Then, Friday morning, after the Closing General Session ends, be ready to hoot and holler if your name is called as the winner! Remember you must be present to win.

Did Someone Say Party? Book Party, That Is
Wednesday | 5 pm – 6 pm | Booth #102

Almost two years ago, Dave McKendry, now with the Canadian Electricity Association, approached CS Week Publishing about a proposal. Reminiscing on his experience as a previous Friday General Session panelist, McKendry suggested reaching out to CS Week attendees to do what he did: reflect on childhood and adult mentors who shaped their values and influenced their roles as utility workplace leaders in today’s utilities. Forty authors accepted McKendry’s challenge. They wrote chapters for his first foray into authorship, Leadership Lessons Learned from Our Mentors: Time-Honoured Values That Are Shaping the Utility Customer Experience of the Future.

McKendry and his authors attending CS Week 43 will be available near the CS Week Publishing booth to sign books and celebrate their success. Stop by, submit your business card for a chance to win a book and congratulate these utility professionals who can now add “published author” to their resumes.
AGENDA

MONDAY, 7 AM – 9 PM

• Registration and Check-In
• Welcome, Intros and Polling
• Megatrends: Where Are We Headed?
• Break
• Next Steps: Megatrends and How They Relate to CX Strategy
• Developing an Analytics Strategy: Part 1 & Launching an Analytics Capability: Part 2
• Lunch
• Recognition of LeadNext Graduates
• Building Your Customer Experience Roadmap
• Break
• Delivering CX Excellence
• Measuring the Customer Experience
• Closing Message
• Cocktails & Dinner at The Icehouse

TUESDAY, 7 AM – 3 PM

• Registration and Check-In
• Breakfast
• Welcome Message
• Hot Tech Opportunities and Threats: BOTS, AI and Voice-Driven Technologies
• Hot Tech Looking In: Customer Expectations
• Break
• Innovative CX Strategies
• Lunch
• Sharing Your Utility’s Innovative CX Strategies
• The Power of Purpose in Your Business, Your Life and the Life of America
• Adjourning Message
• Industry Breakout Meetings

Industry Breakout Meetings
Tuesday, 3 pm – 5 pm

Extend discussions with colleagues in your own industry or in an area that you want to engage deeper at these confabs:

Featuring Boston Consulting Group’s Center for Sensing & Mining the Future

With Industry Sponsors:

Thank you to our 2019 Sponsors:
Delivering Proactive Services Beyond “How May I Help You?”

Monday Night Venue

The Wrigley Mansion, built between 1929-31, sits atop a 100-foot knoll with views of greater Phoenix to the south. This historic landmark is the site for Monday’s Key Account Forum Reception and Dinner. Join old friends and new acquaintances for an elegant evening.

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APRIL 8 & 9 | PHOENIX CONVENTION CENTER
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AGENDA

MONDAY, 7 AM – 9:30 PM

- Registration
- Breakfast
- Welcome Message
- Top of Mind Issues
- Economic Development – The Key Account Manager’s Role
- Break
- Becoming a Trusted Energy Advisor – Transforming Your Key Account Management Program
- Working Lunch | Breakout Session
- Break
- Leveraging Your CRM to Improve the Customer Experience
- Wrap Up
- Reception and Dinner at Wrigley Mansion

TUESDAY, 7:15 AM – 4:45 PM

- Breakfast
- Power Quality – What is the Role of the Key Account Manager?
- Customer Segmentation
- Break
- Breakout Session
- Working Lunch | Implementing an Effective Outage Notification Process – Fact or Fiction?
- The Power of Purpose in Your Business, Your Life and the Life of America
- Onboarding and Training Key Account Managers
- Wrap Up

Combining for this session, Executive Summit and Key Account Forum industry professionals are on the front line of powering and delivering extraordinary customer service. This is where the power of Purpose comes in. Having a mighty Purpose to power your organization’s culture in today’s world of chaos and warp-speed innovations is the key driver of extraordinary employee engagement, customer service and a positive “whatever it takes” attitude. Roy Spence has helped discover and bring to life high-performing, Purpose-inspired cultures in nearly every sector of America’s economy. Spence is also Wednesday’s General Session keynote speaker.

FOCUS ON
The Power of Purpose in Your Business, Your Life and the Life of America

Most utilities play a key role in the economic development process for the regions they serve. Panelists from four utilities will explore how a key account manager supports this process.

This association of companies conducts benchmarking studies to identify best practices surrounding customer service issues to improve the overall operations of the member’s business operations. Members convene for a Roundtable Meeting on Wednesday, April 10 from 9:30 am – 3:30 pm. Contact Shelley Carter at scarter@csweek.org or call her at 903-821-8647 for more information.

Thank you to our 2019 Sponsors:

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APRIL 8 – 10, 2019 | PHOENIX CONVENTION CENTER
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With a variety of formats, ENGAGE311 nudges its attendees to get engaged and stay that way for three exciting days of networking and learning. Professionals from customer service centers large and small find camaraderie, fun, rich content, honest sharing and feedback.

Visit csweek.org/web/311 to see what lies ahead:

- Customer Service Center topic presentations
- Keynote address
- Learning Lounges
- Virtual Call Center tours
- Comparative and Technology Survey overviews
- Award of Excellence presentations
- EXPO311 and its committed exhibitors
- Meals and receptions

Register today! For questions about ENGAGE311 or EXPO311, contact Amber Wiens at awiens@csweek.org or 903-821-8721.

How can you visit three municipal customer centers economically and efficiently when it would take 67 hours, 21 minutes to drive from the Phoenix Convention Center to Winston-Salem, NC, then Wichita, KS and afterwards to Alexandria, VA? ENGAGE311 attendees can do just that in 20 minutes flat each day. Virtual Call Center Tours are conducted Monday, Tuesday and Wednesday and offer snapshots of how different cities design and operate their centers. Learn more at csweek.org/web/311/ENGAGE311_Agenda.aspx

Includes:
- FOCUS ON
  - Virtual Call Center Tours

2019 ENGAGE311 Sponsors:

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AUG 8, 2019 | PHOENIX CONVENTION CENTER
NORTH BUILDING |100 LEVEL

For College questions, contact Danise Mullendore at dmullendore@csweek.org or 903-893-3214.

FOCUS ON
Cracking the Code on Customer Loyalty in a Digital World

Leaders in customer loyalty are succeeding by using strategies that balance customer satisfaction and engagement, product experience and brand reputation backed by customer behavior analytics that enable personalization and agile response to the market. Read course descriptions at csweek.org/web/College.

Designed for Utilities: Courses Offer Prep

UTILIZING THE CLOUD TO MAXIMIZE YOUR DIGITAL STRATEGY
- AAC Utility Partners | Room 121 A

CRACKING THE CODE ON CUSTOMER LOYALTY IN A DIGITAL WORLD
- EY | Room 121 C

TRUE MORAL COURAGE: LEADERSHIP LESSONS FROM SHACKLETON AND THE ENDURANCE EXPEDITION
- David Maddox | Room 123

SUSTAINING A HEALTHY CULTURE WHERE EMPLOYEES FLOURISH AND YOUR UTILITY THRIVES
- Dr. Kimberly Mitchell, Ph.D. | Room 122 C

EXPANDING THE ROLE OF CHANGE MANAGEMENT IN YOUR IMPLEMENTATION STRATEGY
- Penny Tootle | Room 122 A
The utility industry continues to wonder: what is the secret sauce that makes CS Week Synergy Groups so successful? The recipe is simple. Each venue, including both vendor solution and business process Synergy Groups, engages industry professionals in timely, interesting topics, gains speaking commitments from experienced, credible presenters and sets up a day-long learning environment that promotes easy networking. Synergy Groups are a great example of how even though ingredients may be substituted, the basic recipe continues to reflect current challenges faced by electric, gas and water utilities across North America. Click the icons below to view each Group’s planned agenda or visit csweek.org/web/Synergy. Have questions about Synergy Groups? Email Shawnna Ansley at sansley@csweek.org or call her at 903-821-8648.

Starting in 2019: NARPA Synergy Group

Protecting revenue and ensuring fair and consistent fraud and theft mitigation are critical business operations to every utility. Some locate revenue assurance and protection operations in finance, field ops, audit, customer service, data collection and analysis or some combination. Regardless of org charts, NARPA, the North American Revenue Protection Association is debuting at Conference 43 to coalesce disparate revenue protection/assurance models under one inclusive tent. NARPA will provide a centralized educational and networking platform for utility professionals engaged in activities like theft/fraud investigations, data analytics and customer center policies and procedures. This Synergy Group was borne from grassroots efforts. US utility professionals identified the need for a centralized revenue protection forum. CS Week is pleased to provide this educational and networking platform by partnering with the International Utility Revenue Protection Association (IURPA) to present the NARPA Synergy Group. Besides participating in the day-long Synergy Group, attendees become IURPA members for 2019 with their registration fee. IURPA’s mission dovetails well with NARPA’s. Learn more at www.iurpa.org and www.csweek.org/web/Synergy

In its first year, NARPA Synergy Group is excited to offer an agenda that includes:

- FACTA (Fair and Accurate Credit Transaction Act) Failure rate and how it must be applied to a utility’s identity theft policy, analytics and business rules;
- Theft data analytics;
- Field worker safety and threats of violence; and
- A case study on energy theft and tampering.
Analytics sponsored by: itineris

- Rise of Machine Learning: A Matter of Life and Data
- Cultivating Cross-Enterprise Data Analytics
- A Tale of Two Cities: Balancing Service, Cost and Innovation
- Delivering the ‘Right’ Message to Your Customer
- Detect and Solve Water Consumption Issues with Analytics
- Strengthening Revenue Assurance Through Data Analytics
- Agile vs. Waterfall: Analyzing Which Methodology Harvests Data Best
- Let Analytics Lead Customer Experience Excellence

Billing & Payments sponsored by: Paymentus

- Process Card Payments and Achieve PCI Compliance During Phone Contacts
- Reduce Fraud and Costs with Real-Time Account Validation
- Transforming the New Customer Experience
- Driving EBPP Adoption Through Innovative Customer Engagement
- The Great Rate Migration: Successfully Moving Customers
- Multi-Channel Consumer Engagement Approach to Avoid Billing Surprises
- Innovative Pre-Payment Programs Benefits

Contact Center sponsored by: Avertra

- Transforming Hiring Practices for Superior Results in the Modern Age
- Breaking Through Call Center Performance Plateaus
- The Path to World Class Contact Center
- Engaging Customers to Resurrect an IVR
- Optimize Your Customer Experience Through Improved Data Quality
- The Power of Face-to-Face Customer Service
- Creating a Multi-Channel Customer Service Hub Model with Your CIS
- Prepping the Contact Center for New Systems
- Social Media: Its Support and Maintenance

Credit & Collections sponsored by:

- Disconnection Using Artificial Intelligence
- Unleash Your Data to Fuel Collections Activities
- Managing the Balance Transfer Process
- Utilities United Against Scams – Protecting Our Customers
- BOTS: Leveraging Technology to Increase Efficiency and Reduce Bad Debt
- Challenges and Benefits of Rolling Out Remote Disconnects
- It’s ‘Lights Out’ Time for Fraudsters Stealing Your Utilities!
- Energy Assistance Reform: Lessons Learned

Digital Customer Engagement sponsored by: LevelOne

- Converging Digital Experience Across Business Customers
- Technology Initiatives Make It Look Easy
- Engaging Customers with a Smart Speaker App
- Empowering and Educating Customers with Digital Customer Engagement
- Digital Solutions for Customer Engagement and Regulatory Compliance
- Effectively Engage Customers with a Self-Service Portal
- Transformation: Delivering on the Digital Customer Promise
- Automated Self Service Solutions: Save Time and Enhance the Customer Experience

Field Services sponsored by: Avertra

- Video Chat Technology Takes Inspections to a New Level
- De-Escalating Customer Conflict in the Field
- Minimizing Truck Rolls and Unproductive Orders
- The Uberization of Field Services
- Realizing AMI Benefits
- Autonomous Scheduling
- Benefits of Meter Site Photography

FOCUS ON Customer Experience Lifecycle Case Studies, Projects, Programs and Solutions
Workshops At-a-Glance

**Strategies & Management** sponsored by: Bridgewater Consulting Group

- Executives Unplugged: Is Effective Leadership Different Now?
- Enabling a 360° View of the Customer Through CRM
- Building a Customer Experience Digital Technology Platform for Utilities
- Reinventing Customer Experience Through Journey Mapping
- CIS Implementation; Together We Deliver. 40 Days & 40 Nights
- Implementation of a Multi-Faceted CIS
- Avoiding the Pitfalls of Digital Customer Experience
- Women in Utilities: Mastering the Art of Mentorship
- Tackling the Challenges of Cybersecurity and Staffing

**2019 Expanding Excellence Award Winners**

- Best Analytics Project
- Best CIS Implementation
- Innovation in Digital Customer Engagement
- Innovation in People & Process

**Tips and Tools #3**

Plan ahead to make the Workshops/ Awards/Sponsor Solutions schedule meet your needs and satisfy your interests. Compare all nine tracks’ workshops side by side for each Session and map your moves in advance at: cswEEK.org/web/Conference/Resources/Workshop_Resources.aspx

**Sponsor Solutions, continued**

- **AAC Utility Partners, LLC** | Cloud Versus On-Premise, A Financial and Risk Based Analysis
- **FirstFuel Software** | The Personalization-Powered Call Center: Delivering Better Customer and Rep Experiences
- **EnergySavvy** | Personalization from Pilot to Project: Delivering Better Customer AND Rep Experiences
- **Speedpay, Inc., A Western Union Company** | Electrify Your Payment Strategy with Mobile Wallets
- **VertexOne** | Experience Is Everything: Transforming the Customer-Journey with a Modern CIS
- **Neustar, Inc.** | How Third-Party Identity Data Improves Identification and IVR Containment Rates
- **EY** | Target Operating Model: Bridging the Gap Between Strategy and CIS
- **Infosys Limited** | Significance of Early Focus on Data for Successful CIS Transformation
- **HansenCX** | Complex Billing in the Age of Distributed Generation
- **Avertra Corp.** | Customer Service: Investment or Expense?
- **SAP America** | Advent of Utilities Products, from Portal to Marketplace
- **Aclara** | Utilizing AMI Data to Empower Your Smart Home Solution
- **Allconnect** | Digital Personalization: The Next Level of Customer Experience
- **KUBRA** | Using Artificial Intelligence to Improve Billing, Payment, and Customer Communications
- **Vlocity** | A Whole New Approach to CRM and Customer Digital Transformation
- **Tendril** | How a Data-Driven Approach to Home Energy Management Improves Satisfaction
- **Google, Inc.** | “ok Google, Connect with My Utility” - Assistant Applications for Utilities
- **IBM** | Modernizing Utility Service for 10 Million Customers
- **Perficient Digital** | Optimizing the Customer Journey Through Personalization
- **HCL America Inc.** | Enhancing Customer Experience in Utilities
Additionally, according to data from Speedpay® Pulse, a recent survey of at least 3,000 US adults who are responsible for two or more household payments a month, on average consumers pay utility bills with paper check and cash more frequently than they pay other bills like car insurance or mortgage payments with those methods.

Even paying in-person at a biller’s office is more popular with utility bills – especially for water or sewage – than in other industries. This may be because the utility industry hasn’t focused on communicating the benefits of switching to digital payment offerings, or perhaps consumers are just used to paying their bill this way because they always have.

**WHAT CAN PROVIDERS DO TO ENCOURAGE MOBILE ADOPTION?**

Utility providers don’t need any convincing that eBilling and mobile payments offer much more efficient processes than paper billing and mailing a check. From lower days sales outstanding (DSO) to increased customer self-service and a smaller environmental footprint, there isn’t much of a reason to stick to paper and snail mail. For consumers, there are just as many benefits, including convenience, speed and ease of use.

**HERE ARE A FEW THINGS UTILITY PROVIDERS CAN DO TO COMMUNICATE THESE BENEFITS TO THEIR CUSTOMERS:**

1. **Make mobile less scary.**

   While consumers may be using their mobile phones to make purchases, very few reported being comfortable making one-time bill payments using mobile apps. How few? Less than 1 in 10. In order to make mobile bill pay a little less intimidating, providers can consider creating and promoting a library of resources, such as Q&As, FAQs and how-to videos on their websites and using consumer- and mobile-friendly in language in all communications. Providers can also train customer service representatives to offer to enroll a consumer in online bill pay while they’re on the phone with them and talk through any concerns consumers may have.

2. **Make bill pay less of a burden.**

   From school to work to parent-teacher conferences, most bill-paying adults are swamped. Maybe they’re aware of the benefits of going paperless, but they haven’t had a chance to switch to online billing or set up their mobile wallet. For these individuals, utility providers should be sure to emphasize convenience, speed and simplicity in customer communications. By making bill pay less of a burden, digital billing and payments can make these consumers’ lives a little easier.
3. Teach an old dog new tricks.

Some consumers are merely stuck in their ways when it comes to paying their bills. They’ve always received their utility statement in the mail, and they’ve always sent back a check. Their paper statements often also serve as a physical reminder, and this paper trail gives them peace of mind, according to Speedpay® Pulse. To get these consumers to make the switch from paper to digital, utility providers should be sure to remove barriers to adoption by including easy opt-ins for paperless billing and online bill pay through email communications. Additionally, it’s important to emphasize that text and email alerts can serve as reminders in place of paper statements – and given that most adults are on their phones pretty regularly, a text or email reminder can be even more reliable.

4. Appeal to the sustainability-minded.

Consumer brands have been known to appeal to younger generations’ environmental awareness. The same strategy can also work when convincing consumers to make the transition from paper to digital bill presentment and payment. And the proof is in the numbers – according to Speedpay® Pulse, 34.9 percent of consumers who already receive their bill digitally say they do so because it’s eco-friendly. When speaking to this audience, utility providers should be sure to tout how going paperless and paying bills online helps the company be just a little more eco-conscious.

5. Fit into a daily routine.

It’s still rare for consumers to use artificial intelligence (AI) technologies like voice assistants to pay their bills, but that might change soon as this technology becomes more ubiquitous. In fact, 20 percent of US adults own a digital voice assistant and more than 35 percent of consumers age 23-34 are currently interested in paying bills by voice assistant, according to Speedpay® Pulse. If consumers understand that they can pay their water bill as simply as they ask their digital assistant to report the weather, more consumers may consider paying their bills in this way.

While mobile adoption can seem confusing, a hassle to understand or downright scary to utilities’ consumers, it’s quick and simple to make the switch from more traditional methods of bill payment and presentment to mobile. Whether utility providers are speaking to first-time renters who have just started paying their own bills or long-time homeowners set in their bill-pay ways, it’s important to educate consumers on how these technologies can make their lives a lot easier, help ensure more bills are paid and help provide the peace of mind that they are paid on time.

Randy Vyskocil
VP, Business Dev & Sales
Western Union® Payment Services
Stop By and Visit Our Conference 43 Exhibitors!

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Accelerated Innovations, LLC... 1131
Accenture... 727
Aclara... 806
AGENT311... 231
Agents Energy... 633
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The App Is Coming Soon!

Registered attendees with smart phones or HTML-enabled devices are invited to use the CS Week Conference app. By using the app, they can hold a wealth of information in the palm of their hands:

- Pre-set a Tuesday through Friday Conference agenda with events, locations, speakers, times and surveys;
- Search interactive maps of either the Exhibit Hall by vendor name/booth # or the Convention Center 100 Level workshops and events;
- Identify and locate sponsors and exhibitors by Utility Industry Products & Services descriptions;
- Complete and submit workshop surveys with a few clicks;
- Use Knowledge Share, new this year, to share insights in a community environment; and
- Click icons to connect on social media, share photos and earn points to win prizes. Winners will be notified through the app.

Watch for a March 13 email to registered attendees with Conference app login information.

Contact De-Ann Mozingo by phone or text at 903-821-1345 for app issues/questions or visit her at the mobile app help desk located near Conference Registration on 300 Level.

This Sponsor Has Work to Do

After 40+ successful and remarkable Conference years, CS Week is engaging Perficient Digital to evaluate and evolve its branding, much like other companies including utilities do periodically to freshen and incorporate consistent and updated messaging throughout their customer engagement offerings.

The agreed scope of work was launched in February 2019 and is expected to continue through the end of June 2019. This project will assess current state, perform comparisons with competitors and help establish a roadmap to lead CS Week forward with a refreshed brand.

An important part of Perficient Digital’s work is collecting information and data from attendees like you. CS Week has always valued and acted on attendee opinions and feedback. As you stroll the Exhibit Hall, stop by Perficient Digital’s booth and engage in some short Q&A. Just as written and electronic surveys reflect Conference attendees’ experiences each year, your feedback and opinions will help shape this project in tangible ways. Thank you from CS Week’s Board and Planning Committee for your constructive participation.

Tips and Tools #4 Go green and recycle! Simply use the Conference App as your On-Site Guide. Paper recycling bins will be located by General Session Ballroom doors on Friday.