



C5 Spring 2023

CONFERENCE PROGRAM

May 17 & 18, 2023
Washington, D.C. | Hosted by NCTA



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C5 Spring 2023 Welcome

Welcome, everyone, to your C5 Spring 2023 Conference.

Thank you for joining our return to the East coast. Over the past few years, we've been to Phoenix, Denver, and Anchorage: it's time to go East. **Wyatt Barnett** and the staff of NCTA made this meeting happen. Thank you, **Wyatt**, and everyone at NCTA who played a role in our Spring Conference.

CX Performance and Dual Themes

CX performance underlies everything we do in C5—from our “inside-outside” learning model and through the various thought leadership initiatives we develop and circulate, i.e., articles, thought pieces, professional conference sessions, etc. Our Spring 2023 Conference explores two more topics within the overall theme of CX Performance—Workforce and AI.

Workforce

Among *Forbes'* 2022 top eight business issues, four are about workforce: the balance between human workers and AI; talent pool and employee experience; workforce agility; and workforce delivery of authenticity. Every day, we feel the impact of workforce on our business. We rely on frontline staff to deliver our messages and values and to listen and respond to subscribers in ways that improve the experience and make our companies successful. On Day 1, we revisit multiple workforce issues. Many of you will recall that we delivered a half-day workshop on workforce when we met at the HQ of Cox in November, 2017. That hands-on workshop was delivered by **Diane Magers**, CEO of [Customer Experience Professionals Association](#) (CXPA). Day 1 of this Conference builds on that workshop and picks up on the many workshop issues that developed from the work-from-home environment, changes in the workforce, greater understanding of subscriber behavior, and new and expanding digital technologies.

We thank NCTA for their interest in hearing about our industry's workforce issues and we thank the many C5ers who are participating in our discussions on Day 1.

Artificial Intelligence (AI)

It's no surprise that the number one 2023 business trend is AI (*Forbes*). It's impossible to pick up a business magazine without a lead article on AI. While AI has been around for quite a while, it's emergence as a game-changing technology will have profound implications for how we do business. Are we ready for AI implementation? What can we do now to take advantage of AI capabilities? Over the past few months, we have been talking with Bain & Company about joining us at this Conference to share their knowledge and experience in AI and CX. We're so

pleased to bring **Stan Swinton** and **Erin Wallace** to you on Day 2. Bain is deeply involved in AI through its NPSx flagship AI platform for CX. In addition to the keynote presentation, we are pleased to have Kore.ai with us as a Gold Partner and presenter of use cases of AI within the CX area.

More Conference Highlights

In addition to the sessions on workforce and AI, your Spring Conference also includes:

- A Fireside Chat with **Michael Powell**, President & CEO of NCTA;
- Use case examples of CX solutions through technology by C5 Partners, Amdocs and Kore.ai.
- A briefing by **Diane Christman** and **Camilla Formica** about the Syndeo Institute, including the latest changes and efforts to advance the next phase of the Vision 2025 plan at The Cable Center;
- Welcomes and introductions of special guests from Altice, Amdocs, Bain & Company, Buckeye Broadband, Izzi Telecom, Kore.ai, Queensland University of Technology (Brisbane, Australia), and Statflo;
- Comments from our Emeritus members.

Conference Format

Many of the C5 Conference features remain at this meeting but given the nature of the two topics (workforce and AI), we'll run facilitated workshops on both topics, thus giving ample opportunity for everyone to share their experiences and thinking. We thank the panelists, moderators, and workshop facilitators: **Wyatt Barnett, Bob Bartelt, Eric Burton, Graeme Dean, Rodrigo Duclos, Corey Erkes, Byron Floyd, Kim Gibson, Gibbs Jones, Yvette Kanouff, Maureen Moore, Kelsey Odom, Charles Patti, Tony Peloso, Lisa Schwab, Mark Snow, Rob Stoddard, Stan Swinton, Simón Tadeo, Susie Tomenchok, Maria van Dessel, Cindy Varga, and Erin Wallace**. Of course, we have plenty of time for networking and relationship building during our meal and break sessions and at our opening evening reception and dinner.

Thank you for being a part of the C5 learning journey.

Syndeo Institute Senior Fellows



Charles Patti, Ph.D.
Cox Chair & Senior Fellow

Maria van Dessel, Ph.D.
Senior Fellow

Ron Rizzuto, Ph.D.
Senior Fellow

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89%

of shoppers want two-way conversations with brands and local businesses via text or messaging.

Reduce churn, increase client satisfaction and maximize sales with rich customer data by utilizing business text messaging.



Learn more at Statflo.com



Wednesday, May 17

DAY 1: MORNING SCHEDULE

8:00am - 9:00am
NCTA Flex Space

 **Breakfast.** NCTA HQ, 25 Massachusetts Ave NW, Washington, D.C. 20001
With compliments of NCTA

9:00am - 9:15am
NCTA Theater

Opening Remarks, Welcome, and Introductions

Charles Patti, Senior Fellow & Cox Chair, Syndeo Institute
Diane Christman, President & CEO, Syndeo Institute
Camilla Formica, Chief Program Officer, Syndeo Institute
Wyatt Barnett, Senior Director, Creative Services, NCTA

Our C5 Spring 2023 Conference kicks off with opening remarks by members of the C5 Leadership Team and **Wyatt**, of NCTA, who has worked tirelessly to host our spring event. We welcome two new C5 Partners, *Kore.ai* (Gold) and *Amdocs* (Silver) and we look forward hearing about how they can help us improve CX. A warm welcome is extended to all C5 members—both new and familiar faces. Finally we much appreciate the ongoing support of the *Syndeo Institute at The Cable Center* and all those involved in the work that has gone into hosting this Conference at NCTA.



9:15am - 10:30am
NCTA Theater

Session 1: Workforce Issues Panel

Chair: Kelsey Odom, VP, Government Relations, NCTA
Panelists: Bob Bartelt, Director, CX Operations, Midco
Eric Burton, SVP, Tools, Technology & Experience, Comcast
Byron Floyd, Director, Process & Strategy, Customer Care, Cox

C5ers from three U.S. operators explore key workforce challenges that face our industry and their respective organizations. As a hot topic for all workforce planning, NCTA probes how our MSOs deal with current issues, along with future strategies. These insights provide "Inside Learning" to start conversations and action plans that will enhance the employee experience.



10:30am - 11:00am
NCTA Theater

Session 2: Workforce Issues - International Perspectives

Chair: Tony Peloso, Corporate Educator, Faculty of Business, QUT
Panelists: Simón Tadeo, Director, CX, Telecom AR
Rodrigo Duclos, Chief Digital Officer, Claro

Joining us from Brisbane, Australia, Dr. Peloso explores Workforce Issues from an international perspective, guiding the conversation to obtain insights and learning opportunities from our international MSOs. Tony also shares his knowledge on workforce challenges, drawing on his deep experience as a corporate educator.



11:00am - 11:30am
NCTA Flex Space

 **Break and Networking**
Time to catch up and chat with C5 Partners, *Kore.ai*, *Amdocs*, and *Statflo*.

Wednesday, May 17

DAY 1: AM/PM SCHEDULE

11:30am - 1:00pm
NCTA Board Room

Session 3: Roundtables - Workforce Issues

Chair: Maria van Dessel, *SF, Syndeo Institute*
Facilitators:

Kim Gibson, *Snr Director, Customer Ops, Sparklight*

Gibbs Jones, *C5 Emeritus*

Maureen Moore, *Chief CX Officer, GCI*

Charles Patti, *SF & Cox Chair, Syndeo Institute*

Tony Peloso, *Corporate Educator, QUT*

Rob Stoddard, *C5 Emeritus*

Simón Tadeo, *Director, CX, Telecom AR*

Susie Tomenchok, *CBO, Syndeo Institute*

In four breakout groups, delegates discuss a series of questions on workforce planning issues that face the cable industry. A summary report from each breakout discussion is shared with the entire group, capturing key takeaways for short- and long-term action planning.



1:00pm - 2:00pm
NCTA Flex Space

 **Lunch and Networking**
With compliments of NCTA

2:00pm - 2:30pm
NCTA Board Room

Session 4: CX Solutions through Technology: Amdocs – C5 Silver Partner

Iris Harel, *Client Business Executive, Amdocs*

Mustafa Oyumi, *Head, Digital Customer Experience, Amdocs*

"The New Growth Engine In Cable (And Every Other Industry): CX"

The competition to gain and retain customers no longer revolves around brand, network, product, or even price. It revolves now around customer experience. Customers are willing to pay for experiences and more so for personalized experiences and convenience. Technology has become an enabler, albeit an important one, of customer experiences. This trend compels network, product, and business owners to think differently and to design and deliver products and solutions with customer experience at its core. Success will depend on two critical factors: (1) knowing the customers, their end customers and employees and (2) focusing on total experience, the sum of CX experience, and the experiences of internal users engaging with customers. Networks, products, business systems, and customer engagement channels must be reimaged with these two factors as a North Star.



DAY 1: AFTERNOON SCHEDULE (cont.)

2:30pm - 3:30pm
NCTA Board Room

Session 5: Workforce Solutions @ Syndeo Institute

Diane Christman, *President & CEO, Syndeo Institute*
Camilla Formica, *Chief Program Officer, Syndeo Institute*
Susie Tomenchok, *Chief Business Officer, Syndeo Institute*

Diane and *Camilla* share the launch of a new era for The Cable Center, under its new brand, Syndeo Institute. They share the story behind the new operating brand, how it came about, and what the changes mean, including changes at the Intrapreneurship Academy. A 30-minute negotiation workshop is given by Syndeo's instructor and expert negotiator, *Susie*, on leveraging negotiation techniques to enhance professional interactions and negotiation strategies.



3:30pm - 4:30pm
NCTA Board Room

Session 6: CX Solutions through Technology: Kore.ai – C5 Gold Partner

Peter Wulfraat, *Chief Revenue Officer, Kore.ai*
Graeme Dean, *CX Solutions Consultant, Kore.ai*
Corey Erkes, *Director, Sales, Kore.ai*

"Use of Generative Artificial Intelligence (AI) and Large Learning Models (LLMs) and Impact on Future of Intelligent Automation"

With the advancements in Generative AI and LLMs, how can organizations leverage these capabilities to reduce delivery timeframes, assist business team members as they build virtual assistants, and improve CX for Conversational AI solutions? By way of use case examples, *Peter*, *Graeme*, and *Corey* show C5ers how to leverage these capabilities to quickly design, build, train, and test omni-channel Conversational AI experiences.



4:30pm - 5:00pm

Travel to Restaurant (own transportation)

5:00pm - 6:30pm
Monocle Restaurant
107 D Street NE
Washington, DC
(202) 546-4488

Reception by NCTA

C5ers and guests network and enjoy the historic ambience of the Monocle—a favorite for Members of Congress, staff and visitors to our nation’s capitol for over 50 years. The Monocle has earned the reputation as a location for exchanging ideas and influence. A government relations specialist is quoted in 2018 as saying, "How we do government relations now is essentially the same way we have always done it: people having drinks at the Monocle and chitchatting and exchanging paper." A perfect venue as this is what we do at C5!



6:30pm - 9:00pm

C5 Dinner

Founded in 1960, the Monocle is the Capitol Hill neighborhood’s “first table cloth restaurant.” The closest restaurant to the U.S. Capitol building promises a great dining experience.

Notes

Lined writing area for notes.

DAY 2: MORNING SCHEDULE

8:00am - 9:00am
NCTA Flex Space

 **Breakfast.** NCTA HQ, 25 Massachusetts Ave NW, Washington, D.C. 20001
With compliments of NCTA

9:00am - 10:00am
NCTA Theater

Session 7: Fireside Chat

Michael Powell, *President and CEO, NCTA*
Eric Burton, *SVP, Tools, Technology, & Experience, Comcast*

Eric navigates this Fireside Chat with the cable industry’s “voice in Congress.” Leveraging *Michael’s* front-row seat to help influence Government, we find out how NCTA is helping operators build the network of the future, connect every part of the country, and deliver the network of tomorrow. *Michael* shares his perspectives on our vital industry, including advancements of AI and how this can be leveraged by network operators.



10:00am - 10:30am

Interlude

Time for informal discussion and/or photos with *Michael*.

10:30am - 11:00am
NCTA Flex Space

 **Break and Networking**
Time to catch up and chat with C5 Partners, *Kore.ai, Amdocs, and Statflo.*

11:00am - 12:00pm
NCTA Theater

Session 8: Panel - Associations' Insights on AI

Moderator: *Yvette Kanouff*, *Board Member, The Cable Center*
Panelists: *Wyatt Barnett*, *Snr Director, Creative Services, NCTA*
Mark Snow, *SVP, Consumer Marketing & Insights, CTAM*
Cindy Varga, *Engagement Manager, CableLabs*

During this session, *Yvette* explores the dramatic transformation of generative artificial intelligence (AI) from our three Association members—CableLabs, CTAM, and NCTA. From their respective areas of expertise (technological, marketing, and legislative), *Wyatt, Mark, and Cindy* share how AI applications are affecting the cable industry. Drawing on research, they bring their insights to help us understand where the cable industry is heading, particularly in terms of subscriber experience.



12:00pm - 1:00pm
NCTA Flex Space

 **Lunch and Networking**
With compliments of NCTA



DAY 2: AFTERNOON SCHEDULE

1:00pm - 2:00pm
NCTA Theatre

Session 9: Keynote Address - Bain & Company

Stan Swinton, *CEO and NPSx Founder, Bain & Company*
Erin Wallace, *Commercial Director, NPSx, Bain & Company*



While AI technology has gained traction, many companies face challenges with its integration. **Stan** and **Erin** provide a brief introduction to generative AI within CX, showcasing what success looks like for Bain. **Stan** shares how Bain pinpoints use case examples that create the most value, rapidly deploy a proof of concept, then implement the capabilities across an organization's operating model, businesses processes, and data assets.

2:00pm - 3:30pm
NCTA Board Room

Session 10: Workshop on AI Technologies

Chair: Charles Patti, *SF & Cox Chair, Syndeo Institute*
Facilitators:

Wyatt Barnett, *Snr Director, Creative Services, NCTA*
Eric Burton, *SVP, Tools, Technology, & Exp., Comcast*
Graeme Dean, *CX Solutions Consultant, Kore.ai*
Corey Erkes, *Director, Sales, Kore.ai*
Yvette Kanouff, *Board Member, The Cable Center*
Lisa Schwab, *Dir., Strategic Growth Engmnt, CableLabs*
Stan Swinton, *CEO & NPSx Founder, Bain & Company*
Erin Wallace, *Commercial Dir., NPSx, Bain & Company*



During this workshop, delegates' breakout groups explore five key steps for successful AI adoption. The entire group reconvenes to share key discussion points and workshop strategies for future action plans designed to help MSOs on their AI adoption journeys.

3:30pm - 4:00pm
NCTA Board Room

Session 11: Syndeo Discovery Outcomes

Diane Christman, *President & CEO, Syndeo Institute*
Camilla Formica, *Chief Program Officer, Syndeo Institute*
Susie Tomenchok, *Chief Business Officer, Syndeo Institute*



Syndeo's Leadership team reports on the discovery research conducted among C5ers and other key advisors within the cable industry. These conversations shine a light on the role of CX within our industry and where Syndeo should expand its CX portfolio beyond C5 research and events. Short- and long-term initiatives designed to help operators to stay at the forefront of their CX capabilities are discussed.

4:00pm - 4:15pm

Wrap Up and Close

4:15pm - 4:45pm

Free Time | Travel to Morrow Hotel

4:45pm

Informal HH at Morrow Hotel, Rooftop Bar

Leadership and Innovation Training for Tomorrow's Trailblazers

2023

INTRAPRENEURSHIP ACADEMY



INTRAPRENEURSHIP ACADEMY

Courses At A Glance

COURSE	DRIVING INNOVATION	LEADING WITH AGILITY	INTRAPRENEURIAL LEADERSHIP
Description	Equips high performers with the frameworks and mindset to drive continuous improvement and innovation.	Empowers high performers to adapt, innovate, and thrive by demonstrating agility in times of ongoing change.	Helps rising leaders get the skills to move into the next levels of management through effective, confident leadership.
Outcomes	Applied innovation business plan	Framework for building agility practice	Development of personal Intrapreneurial Leadership plan
Duration	8 weeks	8 weeks	8 weeks
Target Audience	Manager to Vice President	Manager to Vice President	Manager to Senior Director
Format	Virtual course Kickoff: Two 3-hour sessions Weekly: Six 1-hour sessions Capstone: Two 3-hour sessions	Virtual course Kickoff: Two 3-hour sessions Weekly: Six 1-hour sessions Capstone: Two 3-hour sessions	Virtual course Kickoff: Two 2.5-hour sessions Weekly: Six 1.5-hour sessions Capstone: Two 2.5-hour sessions
Dates	Spring 2023: Apr. 25 - Jun. 22 Fall 2023: Sept. 12 - Nov. 2 Team courses or additional classes added based on demand.	Spring 2023: Apr. 10 - Jun. 7 Fall 2023: Sept. 18 - Nov. 8 Team courses or additional classes added based on demand.	Summer 2023: Jun. 5 - Jul. 31 Fall 2023: Sept. 11 - Nov. 1 Team class or additional sessions added based on demand.

INTRAPRENEURSHIP
ACADEMY

Intrapreneurship Academy cultivates the skills, capabilities, and mindsets that allow employees to become strong intrapreneurial leaders. To read about the return on intrapreneurship, register for classes, or reserve seats, visit IntrapreneurshipAcademy.org

For more information,
contact IA:
IA@syndeoinstitute.org

C5 Spring 2023 Delegates

C5 EXECUTIVE CHAIRS

Eric Burton	SVP, Tools, Technology & Experience	Comcast
Kim Gibson	Senior Director, Customer Operations	Sparklight/Cable One
Maureen Moore	Chief Customer Experience Officer	GCI
Simón Tadeo	Director, Customer Experience	Telecom Argentina

C5 PARTNER REPRESENTATIVES

Pablo Cella	Divisions President, CMT	Amdocs
Graeme Dean	CX Solutions Consultant	Kore.ai
Corey Erkes	Director, Sales	Kore.ai
Iris Harel	Client Partner	Amdocs
Scott McArthur	Chief Revenue Officer	Statflo
Mustafa Oyumi	Head, Digital Customer Experience	Amdocs
Peter Wulfraat	Chief Revenue Officer	Kore.ai

C5 MEMBER REPRESENTATIVES, SPEAKERS, AND GUESTS

Wyatt Barnett	Senior Director, Creative Service	NCTA
Bob Bartelt	Director, Customer Experience Operations	Midco
Martin Belogi	Manager, Customer Voice	Telecom Argentina
Kristin Buch	Associate VP, Industry Affairs	NCTA
Christian Castillo	Specialist, Digital Tools & UX	NCTA
Jon Coscia	SVP, Customer Service	Mediacom
Makarand Deshmukh	VP, CX and Churn Strategy	Altice
Rodrigo Duclos	Chief Digital Officer	Claro Brasil
Francesca Duffy Bliss	Senior Writer	NCTA
Byron Floyd	Director, Process & Strategy, Customer Care	Cox
Katherine Gessner	President & CEO	MCTV
David Grenkevich	VP, Information Technology	NCTA
HeidiJoy Harnegie	VP, Customer Experience	Buckeye Broadband
Gibbs Jones	C5 Emeritus Owner (Spartanburg)	ARCpoint Labs
Yvette Kanouff	Board Member	The Cable Center
Heather LoPresti	Manager, Customer Care Operations	Blue Ridge
Rebeca Noriega	General Manager, Quality & Processes	Izzi Telecom
Kelsey Odom	VP, Government Relations	NCTA
Tony Peloso	Corporate Educator, Faculty of Business	QUT
Michael Powell	President & CEO	NCTA
Luciano Ramos	SVP, Product Dev, & Technology	Altice
Adam Ricklefs	Senior Director, Customer Experience	Sparklight/Cable One
Alicia Schumacher	Director, Digital Marketing	Midco
Lisa Schwab	Director, Strategic Growth Engagement	CableLabs
Mark Snow	SVP & GM, Consumer Mktg & Insights	CTAM
Rob Stoddard	C5 Emeritus	
Stan Swinton	CEO and NPSx Founder	Bain & Company
Cindy Varga	Engagement Manager	CableLabs
Erin Wallace	Commercial Director, NPSx	Bain & Company
Nicole Wininger	Director, Customer Care Operations	Blue Ridge

SYNDEO INSTITUTE SFs AND LEADERSHIP TEAM

Diane Christman	President & CEO	Syndeo Institute at TCC
Charles Patti	SF, James M. Cox Chair & Emeritus Professor	TCC & University of Denver
Camilla Formica	Chief Program Officer	Syndeo Institute at TCC
Susie Tomenchok	Business Development Officer	Syndeo Institute at TCC
Maria van Dessel	SF & DU Research Scholar	TCC & University of Denver

C5 Members

C5 EXECUTIVE CHAIRS		
Eric Burton	SVP, Tools, Technology & Quality	Comcast
Suzanne Foy	VP, Customer Care, Strategy & Support	Cox
Kimberly Gibson	Senior Director, Customer Operations	Sparklight
Maureen Moore	Chief Customer Experience Officer	GCI
Simón Tadeo	Director, Customer Experience	Telecom Argentina
C5 MEMBER REPRESENTATIVES		
Wyatt Barnett	Senior Director, Creative Services	NCTA
Bob Bartelt	Director, Customer Experience Operations	Midco
Martin Belogi	Manager, Customer Voice	Telecom Argentina
Mickie Calkins	Director, Strategic Partnerships	CableLabs
Jon Coscia	SVP, Customer Service	Mediacom
Rodrigo Duclos	Chief Digital Officer	Claro Brasil
John Del Viscio	Vice President, Operations	Blue Ridge Communications
Byron Floyd	Director, Process & Strategy, Cust. Care	Cox
Katherine Gessner	President & CEO	MCTV
Leslie Heilema	SVP & Chief Marketing Officer	CableLabs
Zhen (Ray) Lei	Vice General Manager	Shenzhen Topway
Adam Ricklefs	Senior Director, Customer Experience	Sparklight/Cable ONE
Joseph Rysavy	Director, Marketing Strategy & Analytics	MIDCO
Mark Snow	SVP & GM, Consumer Marketing & Insights	CTAM
Chris Simmonds	Chief of Staff to CTO	Liberty Global
Celso Tonet	Director, Customer Experience	Claro Brasil
Nicole Wininger	Director, Customer Care Operations	Blue Ridge Communication
THE CABLE CENTER SFs AND LEADERSHIP TEAM		
Diane Christman	President & CEO	Syndeo Institute at TCC
Camilla Formica	Chief Program Officer	Syndeo Institute at TCC
Charles Patti	SF, James M. Cox Chair & Emeritus Professor	TCC & University of Denver
Ron Rizzuto	SF, R. Rizzuto Chair & Finance Professor	TCC & University of Denver
Maria van Dessel	SF & DU Research Scholar	TCC & University of Denver
C5 EMERITUS		
Jana Henthorn	C5 Emerita Board Member	The Cable Center
Gibbs Jones	C5 Emeritus Owner (Spartanburg)	ARCpoint Labs
Germán Piderit	C5 Emeritus Head, Client Operations	Element Fleet Management
Rob Stoddard	C5 Emeritus	Formerly of NCTA
Graham Tutton	C5 Emeritus GT & Associates	Lead Advisor

Silver Partner Amdocs

Partners are vital to C5 for two key reasons: (1) providing operational and technological solutions for our member companies, and (2) financial support to fund C5 efforts to improve CX in cable. Partners enable our members to stay at the forefront of CX innovations and proactively identify resolutions for improving business processes. On behalf of all C5ers, the C5 Leadership Team acknowledges its appreciation of Amdocs' support and welcomes **Pablo Cella**, **Iris Harel**, and **Mustafa Oyumi** to their first C5 Conference.

Amdocs is a leading software and services provider to communications and media companies, providing innovative solutions, intelligent operations and delivery. Its solutions and services help Amdocs' customers create the seamless digital experiences that improve lives across the globe. Amdocs' 31,000 employees around the globe accelerate customers' migration to the cloud, differentiate in the 5G era, digitalize and automate their operations, and provide end users with the next-generation communication and media experiences that make the world say "wow." Amdocs help those who build the future to "make it amazing."

Pablo Cella

Divisions President, Communications, Media, & Technology (CMT)

Email: pabloce@amdocs.com

Pablo's career spans over three decades, with a proven track record in managing multi-year digital transformation efforts and multi-million-dollar contracts across different technologies, market segments, and geographies. During his tenure at Amdocs, Pablo was a technology and business leader for AT&T, DirectTV, ATT Mexico, America Movil group, and Telstra (Australia). Before Amdocs, he held management and technical roles at Schlumberger, LHS Telekommunikation (now Ericsson), and technology/cable companies in Latin America.



Iris Harel

Regional Client Business Executive

Email: iris.harel@amdocs.com

Throughout her career, Iris has shown expertise in large-scale project development and delivery, program management, complex business operations, and significant business development. During her 14-year career at Amdocs, she is a trusted advisor and constantly seeks ways to improve and excel. She is responsible for the success of North American new clients and their IT transformations, which included spearheading the integration of SuddenLink and Cablevision to form Altice USA.



Mustafa Oyumi

Head, Digital Customer Experience

Email: Sayed.Oyumi@amdocs.com

As Head of Digital CX, Mustafa is responsible for the go-to-market strategy of Amdocs digital experience solution for the telecommunications industry. His solution areas include the Amdocs customer engagement platform, billing experience and data intelligence platforms, jointly enabling personalized customer experiences across existing and novel technologies. Prior to Amdocs, Mustafa held similar roles at Oracle and Salesforce, where he led design and development of CX solutions for the communications industry.



Silver Partner Statflo

On behalf of all C5ers, the C5 Leadership Team acknowledges its appreciation of *Statflo's* continued support and welcomes **Scott McArthur** to his fourth C5 Conference. We're grateful to **Scott** and his team for their ongoing work with C5 member companies to implement technology that streamlines customer communications and conducts conversations with the right customer at the right time.

Scott McArthur

Chief Revenue Officer

Email: scott@statflo.com

As CRO, Scott leads the company's Sales, Partnerships and Customer divisions. With over 15 years of experience across consumer retail and technology sectors, Scott's focus has always been to improve the customer experience through profitable interactions. Prior to joining Statflo, he managed Sales and Marketing teams at Telus, one of Canada's largest Telecommunications companies, responsible for bringing innovative solutions to the frontline teams in the SMB and Consumer segments. During his career, he has built high performing teams and developed programs that drive engagement and revenue growth.



STATFLO

www.statflo.com

Statflo is the leading compliant one-to-one business text messaging platform that enables businesses to have meaningful, two-way conversations with their customers. With seamless integrations to existing systems, rich sendable content, and multi-channel messaging, customer-facing teams have all the tools and context they need in a single platform to engage, retain, and grow their customer base. *Statflo's* values shape the way we help companies personally engage with their customers, allowing companies to maximize the full potential of their customer relationships.

Invest in better conversations

Reduce Customer Churn

Reduce customer churn and increase customer lifetime value with personalized and relevant campaigns and messaging.

Maximize Sales

Notify customers of upgrade opportunities and new product or service opportunities utilizing a highly responsive customer communication channel.

Client Services

Enhance customer experience and satisfaction by engaging with your clients via their preferred channels and get ahead of your competition with streamlined communications.

In 2020, the company was chosen as one of the Best Workplaces by *Great Place to Work*®, based on its independent survey of *Statflo's* team, approach to culture, and plans for the future. *Statflo* feels strongly that its people are its most valuable asset, and will continue to invest in culture, leadership, and overall wellness. In 2021, *Statflo* was recognized by *Report on Business*, as one of Canada's top growing companies, received the *Canadian Business Excellence Award*, and has been recognized by *MaRS* as a *Momentum Canada's Next \$100M Companies* (in revenue).

Gold Partner **Kore.ai**

On behalf of all C5ers, the C5 Leadership Team welcomes new "Electrum" Partner, *Kore.ai*. *Kore* supports C5 as a Gold Partner for our spring Conference and as a Silver Partner in the fall. We look forward to getting to know **Peter Wulfraat**, **Graeme Dean** and **Corey Erkes**.

Kore.ai pioneered the creation and adoption of AI-first virtual assistants by enterprises across all industries and regions. The company has emerged as the trusted advisor and preferred technology provider to automate conversational interactions for its Global 2000 customers. *Kore's* conversational AI product portfolio transform enterprises by automating delightful customer and employee experiences with unmatched contextual intelligence. By partnering with leading ISVs, resellers and global system integrators, *Kore* is helping its customers accelerate their digital transformation journeys to affect both top and bottom line.

Peter Wulfraat

Chief Revenue Officer

Email: peter.wulfraat@kore.com

Peter is a seasoned industry leader bringing more than 20 years experience in developing and selling automated customer and employee experience solutions to many of the world's most prestigious brands. At *Kore.ai*, Peter leads global direct sales, and is responsible for revenue performance across product offerings and regions. Prior to *Kore.ai*, Peter was responsible for revenue retention and growth at Intrade Corporation and solutions engineering at Nuance.



Graeme Dean

CX Solutions Consultant

Email: graeme.dean@kore.com corey.erkes@kore.com

Graeme has over 30 years experience in the contact center industry and over 25 years experience in the design, acquisition, development, and implementation of advanced contact center and customer experience solutions, with a focus on telecom. Graeme offers a holistic understanding of the customer experience needs and solutions for those needs. At *Kore.ai*, Graeme is a sales engineer, supporting pre-sales activities for CMT customers.



Corey Erkes

Director of Sales

Email: corey.erkes@kore.com

Corey has over 10 years experience being a trusted adviser developing and supporting CX strategies that provide a frictionless customer care engagement model for some of the largest brands in the communications services sector. Corey has strategic and operational knowledge of contact center and voice/digital channel customer care and is focused on leveraging data and insights to continually improve automated outcomes through use of Virtual Assistants across customer's channel of choice and convenience. At *Kore.ai*, Corey is an account executive and leads its CMT practice.



Fireside Chat Spotlight

We are grateful to NCTA for providing our Fireside Chat guest, **Michael Powell** (President & CEO) and to our C5 Exec Chair, **Eric Burton**, for moderating this discussion. C5 Fireside Chats provide informal interviews with high-profile cable executives. These sessions are a unique opportunity to hear the speaker's personal insights and ideas about leadership.

Michael Powell

President and CEO
NCTA - The Internet & Television Association

Michael is the former chairman of the Federal Communications Commission (FCC) (1997 - 2005). During his tenure as FCC chair, he oversaw the rapid transformation of communications markets into the Digital Age. In his current role, Michael leads one of the largest trade associations in Washington, D.C., representing the communications and content industries. He served on the public boards of Cisco and AOL and serves on several nonprofit boards. Michael received his bachelor's degree in government from William & Mary, his JD from Georgetown University Law Center and holds honorary doctorate degrees from William & Mary and Pepperdine University.



Eric Burton

SVP, Tools, Technology, & Experience
Comcast

Eric oversees desktop tools, customer-facing support tools and content, ITGs and troubleshooting solutions, quality, performance management, and coaching. He plays an important role in developing Comcast's customer service strategy, working closely with his peers across all levels of the organization. Eric is squarely focused on Comcast's goal to make CX the best product, arming employees and customers with the optimal tools, and that quality and coaching programs reinforce and support that goal. This includes identifying winning behaviors that build a culture of ownership at all levels of the organization.



THE INTERNET & TELEVISION ASSOCIATION

www.ncta.com

NCTA represents America's cable industry. NCTA members are the nation's largest broadband provider with fiber-rich networks reaching over 90% of all U.S. homes, offering high-speed internet to millions in urban and rural communities. NCTA's member companies have a groundbreaking history and equally impressive vision for the future, emboldened by a spirit of innovation, creativity, and passion to be the best. NCTA also comprises leading technology companies and organizations supporting the internet & television industry, such as IBM, CommScope, Inc., Casa Systems, Sand Cherry Associates, Horowitz Research, Coravant, and more. According to **Michael Powell**, "Our mission has always been to keep America connected - and we're doing just that."

C5 Guest Speakers

C5's goal is to enhance CX practice in cable. Learning opportunities come from *inside* and *outside* the industry in various forms, from sharing and engagement amongst members, research, tours of facilities, to the presentations at C5 Conferences and other forums. To provide members with insights on CX practice from diverse perspectives, the SFs identify guest speakers from companies that are recognized for CX excellence. Every C5 Conference provides new learning opportunities from the unique perspectives of our guest speakers.

Stan Swinton

CEO and NPSx Founder
Bain & Company

As CEO and Founder of NPSx by Bain and Company, Stan also oversees the NPS Loyalty Forum, including the NPSx flagship AI platform for CX, Kinetics AISM. Previously, Stan was Global VP for Deliveroo and, prior to that, was a partner at Bain & Company, leading their Marketing and Customer Experience practice in the UK. Stan also leads the global NPS Loyalty Forum for Bain. During his career in consulting, industry, and CX tech, Stan has worked with numerous leading brands and has been on a mission to help these companies put Enriching Customers' Lives at the heart of everything they do, using cutting edge technologies and AI solutions to redefine industry standards.



Erin Wallace

Commercial Director, NPSx
Bain & Company

Erin is Commercial Director for NPSx by Bain & Company, a digital enabler for all things Customer Experience and leader in CX training and certifications, technology, and data solutions. Erin was previously the Head of Customer Experience at BASF where she led the CX strategy development and steered implementation, measurement, and capability building across the global organization. As a client, Erin also partnered with Bain & Company to implement the Net Promoter System. A core focus of her CX leadership roles while with BASF and previously at John Deere was differentiated experiences enabled by ML and AI technologies.



BAIN & COMPANY  www.bain.com

Headquartered in Boston, Bain & Company is a global consultancy that helps the world's most ambitious change makers define the future. Across 65 cities in 40 countries, Bain works alongside its clients as one team with a shared ambition to achieve extraordinary results, outperform the competition, and redefine industries. Bain advises leaders on strategy, marketing, organization, operations, IT, and M&A, across all industries and complements its tailored, integrated expertise with a vibrant ecosystem of digital innovators to deliver better, faster, and more enduring outcomes. Bain's services alliance with OpenAI brings clarity to the expanding array of its potential business applications, combining OpenAI's technology with its deep understanding of business strategy and social responsibility. Equipped with deep expertise in AI technologies, Bain's Advanced Analytics practice doesn't only advise but also delivers solutions.

C5 Panel Moderators

A big thanks to **Yvette Kanouff** (The Cable Center), **Kelsey Odom** (NCTA), and **Tony Peloso** (QUT) for bringing their expertise to lead the panel discussions on workforce issues and AI. In addition to fielding the facilitated questions, **Yvette**, **Kelsey**, and **Tony** create a bridge between the audience and the speakers. By way of lively, interactive dialogue, C5ers learn from each other to elevate best practice and improve employee experiences.

Yvette Kanouff

Board Member
The Cable Center

Yvette is an Emmy-award winning technology pioneer and Partner at JC2 Ventures. Prior to JC2, she headed Cisco Systems \$7B service provider business, and held CTO and President roles at various companies that focus on leading technology innovation and invention. Yvette pioneered technologies instrumental in creating video streaming, app stores, MPEG standards, encoding standards, CDNs, and the DVD. She's the recipient of numerous industry awards including a Lifetime Achievement Emmy for her contributions to television engineering and technology, NCTA's Vanguard Award for Leadership in Science and Technology, was named one of the 11 most influential women in the television industry, and has consistently been ranked as one of the top 100 industry executives.



Kelsey Odom

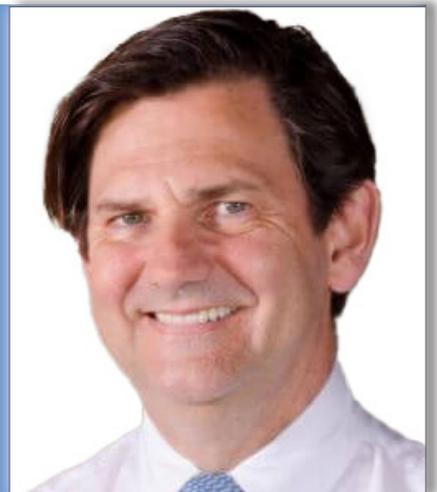
VP, Government Relations
NCTA - The Internet & Television Association

As VP Government Relations at NCTA, Kelsey advocates for the cable industry on Capitol Hill, focusing on a variety of federal policy issues including workforce initiatives. Prior to joining NCTA, Kelsey served on President Biden's 2020 campaign operations team and as a political strategist for several congressional candidates. She previously was the Director of Political Affairs at the Consumer Technology Association where she advanced their 'Future of Work' initiatives. Kelsey holds an M.B.A. from the University of North Carolina and a B.A. from Georgia Southern University.

Antony (Tony) Peloso, Ph.D.

Corporate Educator, Faculty of Business
Queensland University of Technology (QUT)

Dr. Tony Peloso is a marketing and strategy professor, an executive coach, and corporate advisor. His expertise is in professional services, senior leadership team development and organizational design. He develops and delivers large-scale capability programs in the areas of defence, mining, reinsurance, media, the public sector, smart city thinking, and clean energy startups. He also teaches in capstone EMBA programs in the U.S. and Australia, specializing in organizational growth and renewal.



C5 Executive Chairs

C5 is supported by five Executive Chairs who play an important role in C5 governance, providing input on content for C5 events and participating in discussions about future directions and strategies.

Eric Burton

SVP, Tools, Technology, & Experience
Comcast

Eric oversees desktop tools, customer-facing support tools and content, ITGs and troubleshooting solutions, quality, customer experience, performance management, and coaching. He plays an important role in developing Comcast's customer service strategy, working closely with his peers across all levels of the organization.



Suzanne Foy

VP, Customer Care Strategy and Process
Cox Communications

Suzanne leads Cox Customer Care Strategy, design and delivery of Cox Business customer support, engagement and performance. In her almost 25 years at Cox, previous roles have include digital support, customer support policy and process standards, billing and payment strategy, call center and online channels, agent education, and more.



Kim Gibson

Senior Director, Customer Operations
Sparklight (formerly Cable ONE)

Kim is responsible for aligning strategy with company goals and objectives, testing and implementating solutions and best practices to improve CX across Sparklight's 42 systems and three inbound call centers. Since joining Cable ONE/Sparklight in 2004, Kim has held various roles and responsibilities for over 300 Sparklight associates.



Maureen Moore

Chief Customer Officer
GCI

Based in Anchorage, Alaska, Maureen is responsible for the overall CX strategy of GCI. With more than 20 years of telecom experience, she previously served as VP of Consumer Services, with marketing and operations responsibility for GCI's consumer products, including wireless, Internet, cable TV, and wireline services.



Simón Tadeo

Director, Customer Experience
Telecom Argentina

Simón is the Customer Experience Director at Telecom, the leading telecommunications company in Argentina. Simón began his career at Cablevision in 1998 and has held various positions, including Client Retention Coordinator, Business Analyst, Head of Administration & Control, and Sales Integration Manager.



C5 Emeriti

Emeritus/Emerita is an honorary designation that recognizes significant, long-standing leadership contributions to C5 over an extended period.

Jana Henthorn

Board Member (Formerly President & CEO)
The Cable Center

Industry veteran, Jana became President & CEO of The Cable Center in 2016. With over 30 years experience from all corners of the industry, she has been part of The Center's leadership team since 2004. A nationally-recognized advocate for customer experience, Jana led The Center's Customer Experience Central initiatives, including C5.



Steven Gibbs Jones

Owner (Spartanburg)
ARCpoint Labs

Gibbs is a CX executive with over 25 years of CX leadership and expertise in the design, optimization, and implementation of customer contact operations. As SVP of CX for Suddenlink Communications, Gibbs gained over ten years experience in the cable industry. Gibbs' consulting practice helps companies improve their customer experience.



Germán Andrés Piderit

Head, Client Operations, U.S. and Canada
Element Fleet Management

Germán Andrés heads the US and Canadian operations for Element, the largest pure-play automotive fleet management company in the world. Prior to joining Element, he held several executive positions at Rogers Communications (Canada), leading large operations in customer service and back office, plus high-tech innovation in ML and robotics.



Robert (Rob) Stoddard

Former SVP, Communications & Public Affairs
NCTA - The Internet & Television Association

Following a career in journalism and government, Rob worked for more than three decades in senior positions in communications, public relations, and public affairs serving the cable industry. His career was capped by a 20-year run with NCTA, as SVP for Communications & Public Affairs, retiring in January 2022.



Graham Tutton

Lead Advisor
GT & Associates

Graham is a CX executive advisor with more than 25 years experience, predominantly in the cable and telecommunication industries. With cross-industry experience in building, managing, and advising domestic and global organizations, his focus is on design and implementation of strategic and tactical experience programs, and associated elements.



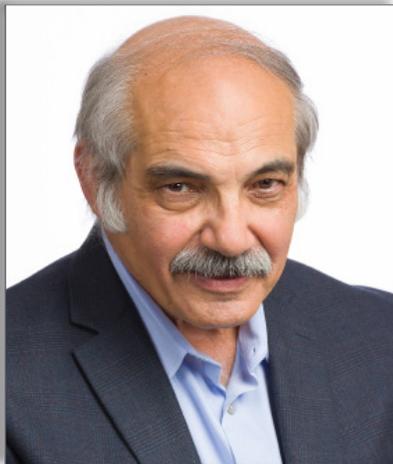
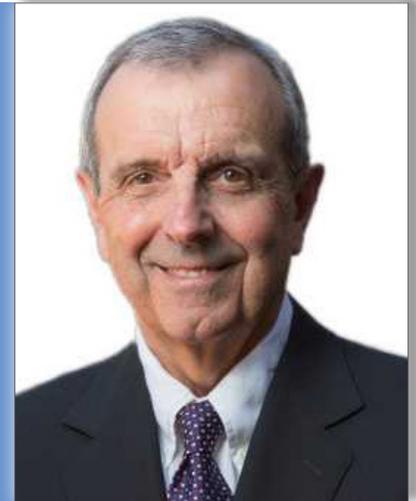
TCC Senior Fellows

The Cable Center has three Senior Fellows (SFs), advising The Cable Center on all topics related to customer experience and assisting in strategic planning for the Center. The SFs are also responsible for the management and operations of C5. This includes: providing a forum for sharing CX initiatives and solutions to improve CX in the industry; exposing operators to new technologies that enhance CX; undertaking research to provide new insights; and continuing to build added-value for C5 members through CX thought leadership.

Charles (Chuck) Patti, Ph.D.

James M. Cox Endowed Chair and Senior Fellow
Professor Emeritus, University of Denver

Charles has deep experience in academic and business worlds, including serving as the department and school head, director of executive MBA programs, interim dean, and chair of committees at university, college, school, and department levels as well as international collaborations. He has extensive experience in working with large international companies to create business-academic relationships, particularly around global education. His scholarship includes publications in international journals, proceedings, books, case studies, and industry/consulting reports. Topics focus on marketing management, customer experience, marketing communications, and learning and teaching issues.



Ron Rizzuto, Ph.D.

Senior Fellow
Professor of Finance, Ron Rizzuto Endowed Chair, University of Denver

Ron has been involved with the cable industry for 30 years and is one of the leading authorities on the economics of U.S. municipal telecommunication overbuilds. He was inducted into Cable TV Pioneers for his service to the cable industry and is an Honorary Lifetime member of WICT and the WICT's Special Accolade Award. Ron's teaching and research areas include: capital expenditure analysis, mergers and acquisitions, corporate financial planning, corporate restructuring, telecommunication finance and customer experience management. He has published numerous articles, regularly delivers seminars in his specialty areas, and is often quoted on finance issues in the press.

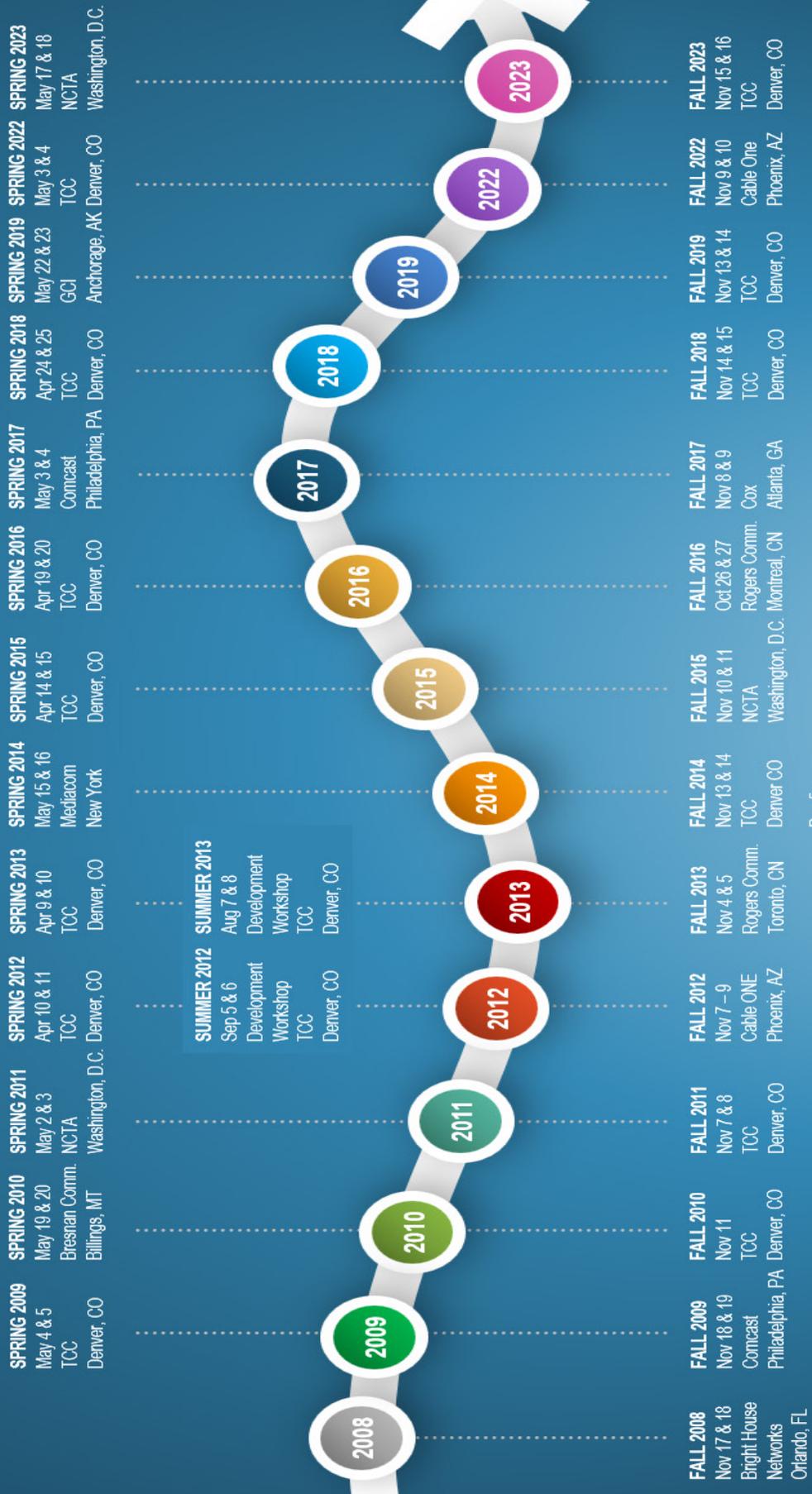
Maria van Dessel, Ph.D.

Senior Fellow
Research Scholar, University of Denver

Maria is a Research Scholar at the University of Denver. Her principal teaching and research cover the general area of marketing communications, advertising, marketing, market research, direct marketing, and customer experience management. Maria has publications in the *Journal of Marketing Communications* and the *Industrial Marketing Management*, and she is currently engaged in a number of research and consulting projects involving expert witness research, corporate philanthropy, self-service, call center, digital and retail KPIs, design thinking strategy, and advancing CX in the cable industry.



Historical Timeline: C5 Conferences



Dec 5
Benchmarking Workshop
NYC



**Appendix 1:
Workforce Issues
Roundtable
Discussions
Material**

GROUP 1 ROUNDTABLE DISCUSSIONS ON WORKFORCE ISSUES

Although workforce issues have been a critical factor in productivity for centuries, they have come to the forefront again in recent years due to labor supply shortages, technology, and the effects of the recent pandemic. Essentially, the issues around workforce planning embrace: recruiting, hiring, training, development, and retaining. These five steps are performed within the context of diversity, equity and inclusion, and organizational culture. See Figure below.

Timing and Tasks:

C5 delegates are allocated into four break-out groups to explore key workforce planning issues that face the cable industry. Groups 1 and 3 focus on issues related to *steps* within workforce planning (outer ring, Figure) Groups 2 and 4 focus on *contextual issues* within workforce planning (inner ring, Figure).

Each breakout group has 60 minutes to discuss three questions.

1. Which of the five issues in the outer ring (Figure) are most challenging to your organization? Why? Give examples of key successes or failures related to these issues.
2. What actions are you taking to address these issues? How successful have you been?
3. What next steps do you plan to take?

The facilitators guide the discussion and capture key points and takeaways, which are reported back to the entire group (approx. 5-6 mins for each breakout group).



Figure: Workforce Planning Model

GROUP 1

Facilitators: **Charles Patti** (Syndeo) and **Simón Tadeo** (Telecom AR)

Breakout Group Participants		
Eric Burton (Comcast)	Diane Christman (Syndeo)	Jon Coscia (Mediacom)
Rebeca Noriega (Izzi)	Kelsey Odom (NCTA)	Mustafa Oyumi (Amdocs)
Luciano Ramos (Altice)	Stan Swinton (Bain)	Peter Wulfraat (Kore)

GROUP 2

ROUNDTABLE DISCUSSIONS ON WORKFORCE ISSUES

Although workforce issues have been a critical factor in productivity for centuries, they have come to the forefront again in recent years due to labor supply shortages, technology, and the effects of the recent pandemic. Essentially, the issues around workforce planning embrace: recruiting, hiring, training, development, and retaining. These five steps are performed within the context of diversity, equity and inclusion, and organizational culture. See Figure below.

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Each breakout group has 60 minutes to discuss three questions.

1. *How critical are the two issues in the inner ring (Figure) to your company? Discuss, including which are considered the highest priority and why.*
2. *What actions are you taking to address these issues? How successful have you been?*
3. *What next steps do you plan to take?*

The facilitators guide the discussion and capture key points and takeaways, which are reported back to the entire group (approx. 5-6 mins for each breakout group).



Figure: Workforce Planning Model

GROUP 2

Facilitators: **Gibbs Jones** (Emeritus) and **Kim Gibson** (Sparklight)

Breakout Group Participants		
Wyatt Barnett (NCTA)	Martin Belogi (Telecom AR)	Makarand Deshmukh (Altice)
Rodrigo Duclos (Claro)	Corey Erkes (Kore)	Byron Floyd (Cox)
Iris Harel (Amdocs)	Yvette Kanouff (Cable Center)	Erin Wallace (Bain)

GROUP 3 ROUNDTABLE DISCUSSIONS ON WORKFORCE ISSUES

the forefront again in recent years due to labor supply shortages, technology, and the effects of the recent pandemic. Essentially, the issues around workforce planning embrace: recruiting, hiring, training, development, and retaining. These five steps are performed within the context of diversity, equity and inclusion, and organizational culture. See Figure below.

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2. What actions are you taking to address these issues? How successful have you been?
3. What next steps do you plan to take?

The facilitators guide the discussion and capture key points and takeaways, which are reported back to the entire group (approx. 5-6 mins for each breakout group).



Figure: Workforce Planning Model

GROUP 3

Facilitators: **Maureen Moore** (GCI) and **Rob Stoddard** (Emeritus)

Breakout Group Participants		
Bob Bartelt (Midco)	Kristin Bush (NCTA)	Christian Castillo (NCTA)
Graeme Dean (Kore)	Camilla Formica (Syndeo)	Adam Ricklefs (Sparklight)
Maria van Dessel (Syndeo)	Cindy Varga (CableLabs)	Nicole Winger (Blue Ridge)

GROUP 4 ROUNDTABLE DISCUSSIONS ON WORKFORCE ISSUES

the forefront again in recent years due to labor supply shortages, technology, and the effects of the recent pandemic. Essentially, the issues around workforce planning embrace: recruiting, hiring, training, development, and retaining. These five steps are performed within the context of diversity, equity and inclusion, and organizational culture. See Figure below.

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C5 delegates are allocated into four break-out groups to explore key workforce planning issues that face the cable industry. Groups 1 and 3 focus on issues related to *steps* within workforce planning (outer ring, Figure) Groups 2 and 4 focus on *contextual issues* within workforce planning (inner ring, Figure).

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2. *What actions are you taking to address these issues? How successful have you been?*
3. *What next steps do you plan to take?*

The facilitators guide the discussion and capture key points and takeaways, which are reported back to the entire group (approx. 5-6 mins for each breakout group).



Figure: Workforce Planning Model

GROUP 4

Facilitators: **Tony Peloso** (QUT) and **Susie Tomenchok** (Syndeo)

Breakout Group Participants		
Francesca Duffy Bliss (NCTA)	Katherine Gessner (MCTV)	David Grenkevich (NCTA)
HeidiJoy Harnegie (Buckeye)	Heather LoPresti (Blue Ridge)	Scott McArthur (Statflo)
Alicia Schumacher (Midco)	Lisa Schwab (CableLabs)	Mark Snow (CTAM)



**Appendix 2:
AI Technologies
Workshop Material**

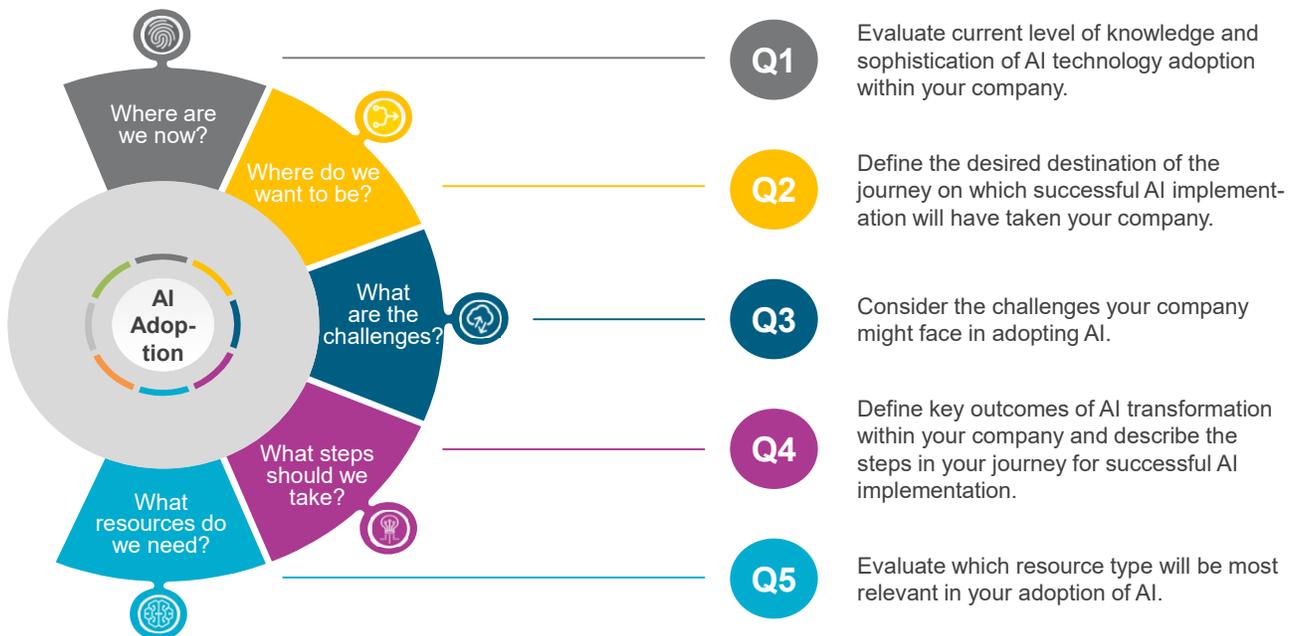
ARTIFICIAL INTELLIGENCE:
HOW AI CAN BENEFIT THE CUSTOMER EXPERIENCE

AI Technologies Workshop

C5 Spring 2023 | May 17 & 18, 2023

1

OVERVIEW: C5 SPRING 2023 : AI TECHNOLOGIES WORKSHOP



2

Q1: WHERE ARE WE NOW?



Knowledge About AI Within My Company



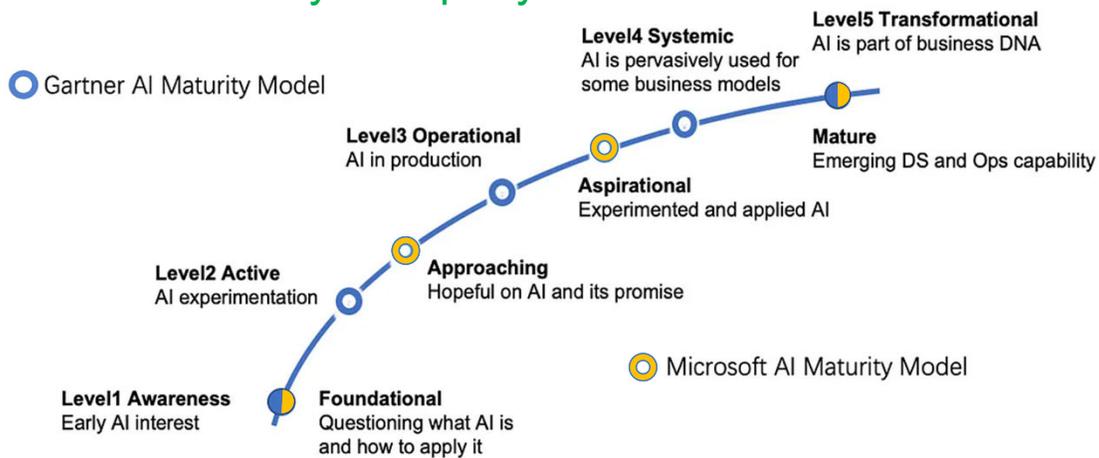
(1.1) How familiar are your employees with AI? (1.2) Has AI technology been adopted yet? (1.3) If yes, how sophisticated deep is its adoption across your company?

3

Q2. WHERE DO WE WANT TO BE?



AI Actions Within My Company



(2.1) Which maturity model best describes your organization in terms of its AI maturity? (2.2) What stage best describes your company? Give examples of AI actions taken.

4

Q3. WHAT ARE THE CHALLENGES?



Organizational consensus

AI is complicated to understand and use, creating differing viewpoints on adoption and development.



Unclear use cases

AI works well on specific use cases or domain problems. Identifying a suitable scenario is a priority for complex enterprise processes and operations.



Insufficient digital intensity

AI/ML is a learning-based mechanism. Digitization and data collection should be the first step after deciding on a use case.



Team readiness

AI requires diverse teams to onboard, from business to product to engineering and operation, to achieve AI transformation.



Cumbersome Processes

Planning, implementation, and adoption processes must move fast and effectively for investments to pay off.

Challenges to AI adoption can be grouped into five areas. (3.1) What challenges have you experienced within your company? (3.2) What challenges do you anticipate? Give examples.

5

Q4. WHAT STEPS SHOULD WE TAKE?



1

Organizational AI Mindset

Company-wide AI-priority mindset can motivate teams and accelerate experimentation and adoption.

2

Measurable AI Value

It can be compelling and sustainable if AI value can be measured for a business (or future business value).

3

Data-centric Principle

Data is the core of AI/ML. The data-centric principle can improve data quality, availability, and observability.

4

AI Engineering

AI/ML can simplify operations by automating the pipeline (e.g., digitization, data collection, modeling, training, and more.)

5

Double-speed Iteration

AI/ML is rapid-evolving, learning-based, and process-complex, double-speed iteration for fast developments, and operations.

Consider the five steps to gear up your company's AI adoption. (4.1) Has your company implemented any processes or steps to enhance AI adoption success? Give examples.

6

Q5. WHAT RESOURCES DO WE NEED?



People

- AI capabilities
- Cross-functional teams
- Staff training
- External (vendor) expertise



Financial

- Total investment
- Budget considerations
- ROI
- Key payment dates



Other

- Timing
- Key milestones
- Approval processes
- Measurement
- Constraints

*Successful AI implementation has consequences, including allocation of resources. (5.1)
Based on three categories above, what resources have, or will be, required by your company?*

7

AI WORKSHOP GROUPS

GROUP 1

Facilitators: **Stan Swinton** (Bain) and **Eric Burton** (Comcast)

Breakout Group Participants

Diane Christman (Sydeo)	Jon Coscia (Mediacom)	Rebeca Noriega (Izzi)
Kelsey Odom (NCTA)	Mustafa Oyumi (Amdocs)	Charles Patti (Sydeo)
Luciano Ramos (Altice)	Simón Tadeo (Telecom AR)	Peter Wulfraat (Kore)

GROUP 2

Facilitators: **Corey Erkes** (Kore) and **Erin Wallace** (Bain)

Breakout Group Participants

Martin Belogi (Telecom AR)	Christian Castillo (NCTA)	Makarand Deshmukh (Altice)
Rodrigo Duclos (Claro)	Byron Floyd (Cox)	Kim Gibson (Sparklight)
Iris Harel (Amdocs)	Gibbs Jones (Emeritus)	Susie Tomenchok (Sydeo)

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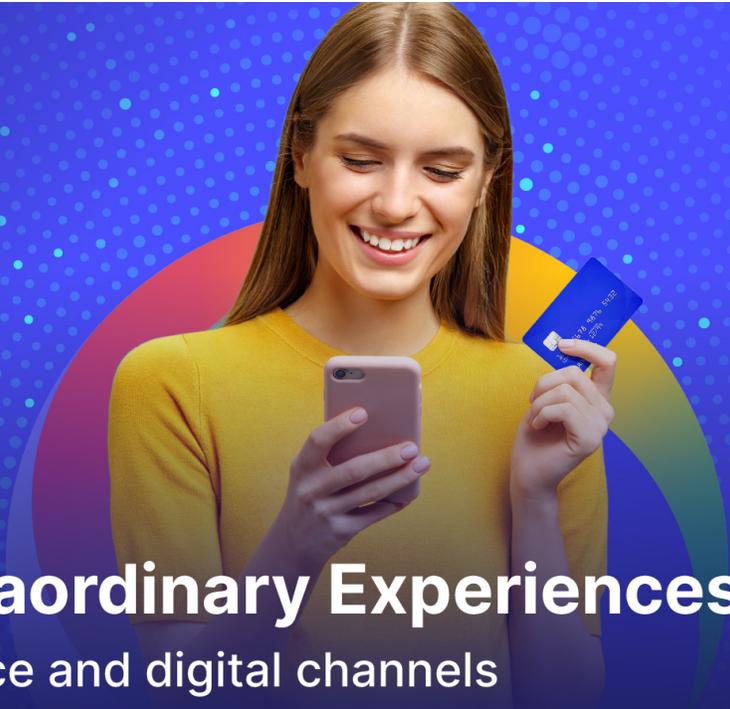
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Breakout Group Participants

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HeidiJoy Harnegie (Buckeye)	Heather LoPresti (Blue Ridge)	Scott McArthur (Statflo)
Tony Peloso (QUT)	Alicia Schumacher (Midco)	Mark Snow (CTAM)

8



Deliver Extraordinary Experiences

on voice and digital channels

Drive Extraordinary Business Outcomes



350 Global
2000 Customers



24% Reduction in
Live-agent Serviced Calls



45-95%
Automation Rate



3X Reduction
in Call Hold/Wait Times



Over **90%** Call
Containment



\$1B Cost Savings
Since 2017

 **XO Platform**

 **BankAssist**

 **SmartAssist**

 **AgentAssist**

 **RetailAssist**

 **HealthAssist**

Kore.ai Named a **Leader** in 2023 **Gartner® Magic Quadrant™**
for Enterprise Conversational AI Platforms, Again!



Also Recognized as a Leader by -
IDC, Everest, ISG, Forrester, Celent, Frost & Sullivan and others

Visit [Kore.ai](https://www.kore.ai) to learn more.

