## Digital Self-Service: How do We Get There?

While many companies are aspiring to transition to digital self-service, this process is rarely an easy one. The March 10 meeting of the UWEBC Customer Service Peer Group focused on how companies can enhance their self-service capabilities and overcome related challenges. UWEBC members Alliant Energy, Great Lakes Educational Loan Services and Sub-Zero Group shared lessons learned from their experiences, and Genesys outlined a customer-centric approach for success with digital self-service initiatives.

Read full article.
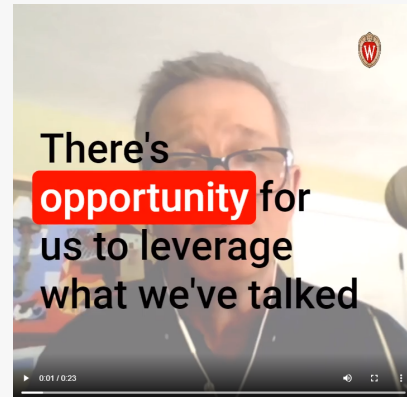
Meet our newest member: KW2

We are excited to welcome the newest UWEBC member company, KW2, a certified women-owned business enterprise that offers full-service digital and marketing services. KW2, as one of Wisconsin's longest-running agencies, has operated for over 35 years in the industry and has since left profound impacts in our community through the narratives they tell. Through creating innovative marketing strategies and providing unique solutions to an array of numerous societal challenges, KW2 has a mission to empower and improve the lives of many.

UWEBC Featured Member: Steve Moon from Colony Brands, Inc.

This month we are proud to feature one of our primary liaisons Steve Moon, Manager of Special Projects at Integrated Marketing Solutions, Inc., an affiliate company UWEBC member company Colony Brands, Inc. He has been an active member of UWEBC for about 20 years, almost as long as UWEBC has been around! Fun fact: He was in the first Peer Group meeting we ever held.

To Steve, being a primary liaison means being the interface between UWEBC and the member company. He likes describing his current liaison role as being a connector - making sure that the right people within his company are connected with UWEBC and leveraging our offerings.

"This role exposed me to a lot of different areas of our company that maybe I wouldn't have had exposure to. By being UWEBC's primary liaison for Colony Brands, I was able to expand my network internally and externally as I got to meet people I would never have met before."

Read full article.

Content Marketing: A New UWEBC Special Interest Group

Are you involved in content marketing? Help co-create the charter for the UWEBC's newest Special Interest Group on Content Marketing by providing input on the topics that you would like to explore with content marketing experts and your peers at other UWEBC member companies. To learn more, contact Bill Carrier, UWEBC's Marketing Practice Director.

Get involved in the 2022 UWEBC Annual Conference!

Sponsorships are still available for this year's Business Best Practices & Emerging Technologies conference. Sponsors benefit from a variety of incredible opportunities, at all sponsorship levels, including many ways to connect with more than 800 influential decision-makers from leading companies.

We're excited to be back in person this year at the beautiful Monona Terrace in September, where sponsors will be able to host booths, interact with key executives and promote their brand at Wisconsin's leading conference for business and technology professionals!

If you're interested in becoming a sponsor, please contact Beth de Garcia.

UPCOMING EVENTS

Note: Attending Peer Group or SIG meetings requires UWEBC membership. All are virtual meetings unless otherwise specified.

April 21: PROCUREMENT PEER GROUP MEETING
Risk Mitigation Approaches and Strategies. Discuss how to mitigate risk in procurement, and share approaches and strategies with fellow members.

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More information and register »

April 26: INFORMATION TECHNOLOGY PEER GROUP MEETING
>> In person and virtual options available! <<
The Future of Work: Strategies for Leading Remote & Hybrid Tech Teams. Learn strategies for how to build trust, navigate conflict, make decisions and conduct engaging meetings with remote and hybrid technology teams.
More information and register »

April 28: MARKETING PEER GROUP MEETING
>> In person and virtual options available! <<
UX Scorecards: Accurately Assessing Your Website's Performance. Elevate your digital customer experience with clear focus and impact.
More information and register »

May 2: INFORMATION TECHNOLOGY PEER GROUP MEETING
Cybersecurity: A US Department of Defense Perspective for US Industries. Gain a US National Security and Department of Defense view of cybersecurity and how it applies to US industry today and in the future.
More information and register »

May 6: HUMAN RESOURCES EXECUTIVES SPECIAL INTEREST GROUP MEETING
Executive Roundtable on Current and Emerging HR Issues. Share and discuss pressing issues and hot topics with fellow HR leaders and take away actionable ideas.
More information and register »

May 17: LOGISTICS & DISTRIBUTION PEER GROUP MEETING
>> In person and virtual options available! <<
Upskilling Your Supply Chain Team to Solve Tomorrow's Problems. Discuss priorities and approaches to upskilling supply chain teams.
More information and register »

May 18: CUSTOMER EXPERIENCE MEASUREMENT AND ACTION PLANNING SPECIAL INTEREST GROUP MEETING
Tools Used for CX Data Analysis & Distilling/Communicating Actionable Insights from CX and Operational Data. Learn new ideas for enhancing and optimizing the value of your organization's customer listening and experience improvement efforts through discussion and practice-sharing with fellow practitioners.
More information and register »

May 24: AGILE IT SPECIAL INTEREST GROUP MEETING
>> In person and virtual options available! <<
Hybrid Agile and Its Impact on Team Organization, Prioritization, & Estimating. Learn how to accelerate outcomes by blending the preferred traits of both waterfall and agile development methodologies to decrease risk and increase impact.
More information and register »

September 20: **Save the Date!** Our annual Business Best Practices & Emerging Technologies conference will be held on September 20, 2022.

View full meeting calendar. This calendar is updated in real time. Keep an eye out for topics that interest you so you can mark them on your calendar!

Join a LinkedIn Group and stay connected

UWEBC Customer Service
UWEBC Information Technology
UWEBC Marketing
UWEBC Supply Chain Management
UWEBC Human Resources Executives

Please note: You need to be a UWEBC member to join a private group, but anyone can connect with us via our main LinkedIn page.