

December 2021

In-person events are back!

We're back! The [November 11th Customer Service Peer Group Meeting](#) kicked off like no other. The event began with a ribbon-cutting ceremony to mark the return of in-person UWEBC events after 20 long months. Not only that, but we were able to host our first ever “hybrid” event featuring interactive experiences for both in-person and virtual participants!



Jim LeMere of Northwestern Mutual kicks off our return to in-person events.



[View a video of highlights from the event.](#)

The forum began with opening remarks by Customer Service Practice Director Roger Paulson in which he defined the two components of employee experience: hygiene factors and motivators factors. While most of the time organizations focus on improving hygiene factors rather than the motivators, it is essential for employers to understand the motivator factors and design their employee experiences to facilitate those. The employee experience is truly the cornerstone of the customer experience.

The first Member Practice Spotlight was from Northwestern Mutual. Jim LeMere (VP, Servicing Capabilities & Enablement) and Jeremy Lewandowski (Senior Director, Technology Customer Success) focused on re-engineering the service center culture to enhance employee experience. “Your employee experience will reveal itself during key moments of truth in your everyday service interactions.” The presenters challenged each person to focus on how they can increase employee experience within their own companies, as a better employee experience leads to better business results.

At the basis of improving the customer care employee experience is one thing: making the work more fulfilling. Amber Corry (Manager, Quality-Client Services) of Exact Sciences emphasized this through several ideas for action shared in a second Member Practice Spotlight. The combination of knowledge, understanding, and support for one’s employees is essential; it is with this combination that your people will be able to positively impact your customers’ experiences.

Here are just a few pictures from the event, including one from the tour of the Nicholas Recreation Center that followed:



Join us for our next in-person event, [A Look Around the Corner: IT Trends for 2022](#), on December 6!

Tune in to the Supply Chain Now podcast: Why the Future of Supply Chain is Diverse

Our very own Jenny Patzlaff (UWEBC Supply Chain Management Practice Director) was recently featured in the Supply Chain Now podcast alongside member Darcy MacClaren of SAP to talk about their career trajectories and how to bring more women into the industry and support them in their careers.

Host Scott Luton also delves into issues of unconscious bias, the difference between mentorship and sponsorship, and what men can do to support a more gender-inclusive workspace in this field.

Tune in here: <https://bit.ly/3ol4Ymm>



2021: A year in review

From demand planning in a time of uncertainty to leveraging analytics for marketing effectiveness, we covered a lot of topics this past year. All UWEBC members can access the videos and presentation materials from past meetings at any time. We encourage you to take a look at any you may have missed!

Browse the topics in your field using the links below:

- [Customer Service](#)
- [Human Resources](#)
- [Information Technology](#)
- [Marketing](#)
- [Supply Chain Management: Procurement](#)
- [Supply Chain Management: Logistics and Distribution](#)

Share your ideas for our 2022 meeting topics

We're planning out next year's topics and we need your input. Our "future topic" survey is being distributed by content area. Watch your email for yours.

Your input on the topics discussed in our Peer Group meetings is incredibly important in helping us to make the forums relevant - and valuable - for your organization. We are currently putting together the agenda topics for our 2022 calendar and would very much appreciate your insight into your service organization's hot issues and areas of interest for the coming year.

We hope you will be including personal and team goals in your development plans for the year ahead. We'd love to be an important part of your learning agenda, your growth and development.

UPCOMING EVENTS

Note: Attending Peer Group or SIG meetings requires UWEBC [membership](#). All are web meetings unless otherwise specified.

December 1: B2B MARKETING SPECIAL INTEREST GROUP MEETING

Magic 8 Ball Answers to Your 2022 Questions -- Plus Ugly Sweater Contest! Help our learning community plan for next year AND have a laugh or two.

[More information and register »](#)

December 6: INFORMATION TECHNOLOGY PEER GROUP MEETING

>> This session will be offered in person! Participate on-site in Madison or virtually from anywhere! <<

A Look Around the Corner: IT Trends for 2022. Explore the technology, insights and latest trends shaping the future of IT and business.

[More information and register »](#)

Watch your email for announcements of upcoming events in January. Enjoy the holidays, and we'll see you in the new year!

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](#).



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