

June 2023

## That's a wrap on the 2023 Wisconsin Digital Symposium!



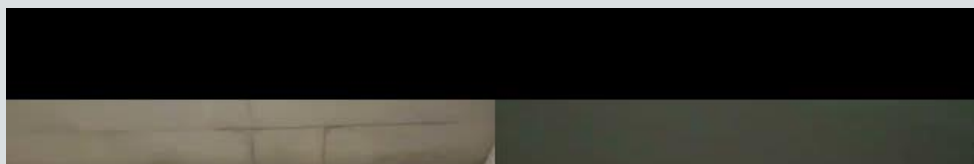
What a day it was!

We gathered virtually on May 25 at our second annual Wisconsin Digital Symposium, where we welcomed incredible speakers to the stage to discuss digital transformation and innovation. Thank you to everyone who was able to join us and contribute their questions and thoughts along the way.

For anyone who missed it, you can still register to catch the sessions on demand!

[Learn more and register](#)

### UW EBC Featured Member: Vicky Heinz from Madison Gas and Electric





This month we are thrilled to feature Vicky Heinz, the overseer of credit collections and customer assistance functions for Madison Gas and Electric! As she nears retirement, she shared her experience with the UW-E Business Consortium and the benefits it has provided her throughout her career.

Vicky's involvement with UWEBC began when she was working for Lands' End in the late 90s. As UWEBC was getting up and running during this same period, Lands' End was experiencing tremendous growth and was looking for ways to help develop its leaders, and UWEBC became a valuable resource for the company. Over the years, Vicky has been employed by five different organizations that are UWEBC member companies, and she has graciously taken on the role of champion for the UWEBC membership whenever she has had the opportunity to do so.

[Read the full article](#)

## Automating Customer Service Processes

As companies strive to improve efficiency, reduce costs, and enhance the customer experience, the prevalence of process automation in customer care teams continues to grow in today's business environment. Companies must combine automation with human expertise and empathy to provide a superior customer experience that meets the needs and expectations of all their customers.



Our Customer Service Peer Group meeting on May 18th discussed this topic in-depth, led by UWEBC's Customer Service Practice Director Matthew Cone, with featured presentations from Brian Hagel of Kohl's about Contact Center Automation and Nick Carpenter of Esker about Order Management examples and more.

[Read the full story](#)

## Welcome New Member: Capital Insurance Group (CIG)

We are so pleased to announce a new UWEBC member: [Capital Insurance Group \(CIG\)](#), the West Coast's leading property and casualty insurer.

For over a century, they have been committed to protecting and restoring communities while building strong relationships with policyholders. CIG provides reliable insurance protection, professional advice, and caring, responsive service.

On behalf of the UWEBC, we are so excited to welcome CIG and have them as part of our community!



**Registration closes today for upcoming UWEBC Boot Camp – Don't miss out!**

# Strategy Activation Boot Camp

June 12-14, 2023



[Learn more and register](#)

## Strategy Activation Boot Camp on June 12-14, 2023

Strategy Activation is the art and science of persuading people to align around, engage with, and adopt new ways of working in order to achieve a shared vision. In this Boot Camp, you will move from feeling frustrated that you can't get people on board with change to effectively applying a powerful process that moves people from alignment to adoption and developing a strategy activation plan tailored to your organization. The course will provide you with the tools, skills – and *confidence* – to see your team through the successful execution of your current and future change initiatives.

**Today is the last day to register to secure your spot.**

## Additional track speakers announced for the 25th Annual UWEBC Conference

**REGISTER  
ONLINE NOW!**

**OCTOBER 3, 2023**  
**25<sup>TH</sup> ANNUAL UWEBC**

business best practices  
& emerging technologies

**CONFERENCE**



In case you missed it, we announced last week the addition of some incredible speakers in our five tracks (Customer Service, Human Resources, Information Technology, Marketing, and Supply Chain), such as Peter Gregg from iRobot, Amy Leschke-Kahle from The Marcus Buckingham Company, John Bartucci from The Master Lock Company, Nancy Hensley from Stats Perform, Steve Malchow from Trek, and many more. Use the button below to learn more about each of these speakers and get information on registering. Register early to get the best price available!

[Learn more and register](#)

## **UPCOMING EVENTS**

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

### **June 6: S&OP SPECIAL INTEREST GROUP HYBRID MEETING**

**>> In-Person and Virtual Options available! <<**

**Sales & Operations Planning - Kickoff Meeting.** Shape the future of this Special Interest Group by sharing key topics you'd like to focus on with fellow Sales & Operations Planning practitioners.

[More information and register »](#)

### **June 8: MARKETING PEER GROUP HYBRID MEETING**

**>> In-Person and Virtual Options available! <<**

**The Rise of Video Storytelling: How to Captivate Your Audience and Build Your Brand.** Use creative video to win attention and build your brand.

[More information and register »](#)

### **June 12-14: STRATEGY ACTIVATION BOOT CAMP**

Learn to effectively apply a powerful process that moves people from alignment to adoption, and develop a strategy activation plan tailored to your organization. The course will provide you with the tools, skills – *and confidence* – to see your team through the successful execution of your current and future change initiatives.



[More information and register »](#)

### **June 16: HUMAN RESOURCES EXECUTIVES GROUP MEETING**

**ChatGPT and HR: A Primer for HR Executives.** Learn how we might unlock the potential and avoid the pitfalls of ChatGPT.

[More information and register »](#)

### **June 27-29: INFORMATION TECHNOLOGY PEER GROUP AT SUMMERFEST TECH**

Summerfest Tech is the ultimate tech lovers' road trip, and the UWEBC is excited to invite all members to join us for an adventure in Milwaukee from June 27-29. We'll be exploring everything from emerging technologies to cutting-edge innovation in the world of tech, and this event is sure to have something for everyone. Whether you're a tech guru, an entrepreneur, or simply curious about the latest advancements in the field, Summerfest Tech has got you covered.

[More information and register »](#)

### **June 30: CONTACT CENTER QUALITY MONITORING SPECIAL INTEREST GROUP MEETING**

Connect with fellow practitioners on what is happening in the contact center Quality Monitoring space.

[More information and register »](#)

### **July 13: FUTURE OF CONTACT CENTERS SPECIAL INTEREST GROUP MEETING**

Sentiment Analysis: Catching Feelings.

[More information and register »](#)

**July 18: INFORMATION TECHNOLOGY PEER GROUP MEETING**

**Leveraging Sustainability in Tech to Drive Efficiency and Cost**

**Savings.** This event will explore how leveraging sustainability in technology can help drive efficiency and cost savings. Topics discussed will include various strategies and best practices to increase sustainability in technology, as well as the potential economic benefits.

[More information and register »](#)

**July 20: CONTACT CENTER WORKFORCE MANAGEMENT SPECIAL INTEREST GROUP MEETING**

Connect with fellow practitioners on what is happening in the contact center workforce management space.

[More information and register »](#)

**July 26: TRADE COMPLIANCE SPECIAL INTEREST GROUP MEETING**

Topic To Be Announced Soon!

[More information and register »](#)



**October 3: 25TH ANNUAL BUSINESS BEST PRACTICES & EMERGING TECHNOLOGIES CONFERENCE**

Celebrate 25 years with us at this year's annual conference, held in person at the Monona Terrace in Madison, or tune in virtually.

[More information and register »](#)

[View the 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!

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