

# Customer Service Peer Group

## PAST MEETING TOPICS



UW E-BUSINESS CONSORTIUM  
**UWEBBC**  
UNIVERSITY OF WISCONSIN-MADISON

The Customer Service Peer Group offers collaborative learning opportunities for customer service directors and managers to discuss and gain insight on challenges and strategies through expert presentations, peer-to-peer member discussion, and case-study examples.

### Meeting Topics

- Employee Experience: The Edge of Creating Enriching Customer Experience
- Creating a Single Source of Truth: Strong Knowledge Management Resources in Customer Care
- The Voice of Customer Program in a Post-survey Age: How to Listen When No One is Talking
  - Customer Service Peer Group Hybrid Event
- Strategies to Reduce Customer Effort and Increase First Contact Resolution
- Approaches to Developing Leadership Skills in Frontline Supervisors and Managers
- Automating Customer Service Processes
- Strategies for Managing Change in Customer Care Organizations
- Approaches to Providing Proactive Service to Prevent Unnecessary Contacts and Improve Customer Engagement
- Workforce Management in Customer Care Special Interest Group Pilot Session
- Customer Care in a B2B Environment Special Interest Group Pilot Session
- Contact Center Quality Monitoring Special Interest Group Pilot Session
- The Future of Contact Centers - Special Interest Group, Pilot Session
- Approaches to Onboarding and Training New Customer Care Team Members
- Digital Self-Service Approaches & Practices to Reduce Assisted Contact Volume
- Improving Customer Care Employee Experience: How UWEBBC Members Are Making Work Easier and More Enjoyable for Frontline Associates
- Managing Remote Customer Care Team Members
- Virtual Training Approaches, Methods and Tools for Customer Care Organizations
- Building Blocks of a Successful Work-at-Home Program for Customer Care Organizations
- Customer Complaint Handling, Analysis and Prevention Practices
- Fostering Customer Care Employee Engagement in the Wake of COVID-19
- Supporting the Email Channel: Approaches to Challenges Around Workflow, Efficiency, Response Time Management and Quality Monitoring
- Customer Experience Measurement and Actioning: Member Approaches to Collecting, Analyzing, Communicating and Using Customer Feedback
- Knowledge Management for Customer Care Organizations
- Leveraging Automation in the Customer Care Function

# Technology Peer Group

## PAST MEETING TOPICS



The Technology Peer Group is designed to provide an in-depth, sophisticated forum for peer-to-peer discussion and member company presentation of key tech strategies, delving into both ongoing tech challenges as well as new and emerging technologies for CTOs, directors and senior IT managers.

### Meeting Topics

- Tech Trends 2025 Highlighting Industry 4.0
- Augmenting Your Workforce w/ Generative AI
- Continuous Threat Exposure Management - IT Peer Group
- Harnessing Emerging Technologies for Business Innovation - IT Peer Group
- Tech Horizons 2024: Actionable Trends for Tomorrow, Today! - IT Peer Group Hybrid Meeting
- Cloud Economics Mastery: Leveraging Cloud's Speed, Flexibility, and Scale for Business Growth
- Leveraging Sustainability in Tech to Drive Efficiency and Cost Savings
- Understanding the New AI and Data Science Landscape
- Strategies to Combat the Tech Talent Shortage
- Building an Effective Enterprise Technology Roadmap
- A Look Around the Corner: IT Trends for 2023
- Data Engineering for Predictive Analytics
- Cybersecurity Trends to Watch
- Supply Chain Analytics
- Road Trip to Summerfest Tech
- Cybersecurity: A US Department of Defense Perspective for US Industries
- The Future of Work: Strategies for Leading Remote and Hybrid Tech Teams
- DevOps Trends for 2022
- Innovation at Scale
- A Look Around the Corner: IT Trends for 2022
- Building and Maintaining a Composable E-Commerce Platform
- Rebuilding After Crisis Through Automation, Intelligence & Resilience
- IT Talent, Culture & The Future of Work
- AI, Data and Analytics
- Cloud, Infrastructure and Operations
- Customer Experience and Employee Experience Transformation
- IT Strategies for 2021

# Marketing Peer Group

## PAST MEETING TOPICS



The Marketing Peer Group's expert presentations and peer-to-peer discussions are designed to provide in-depth, actionable insights on topics such as cross-channel attribution, web team management, the customer-centric promise and digital marketing trends for marketing directors, managers and senior practitioners.

### Meeting Topics

- Marketing Analytics: Using Real-Time Data to Optimize Campaigns and Measure ROI
- Panel Discussion on Google SEO Algorithm Leak
- Marketing Analytics: Using Real-Time Data to Optimize Campaigns and Measure ROI
- Technology Innovations in Marketing: The Impact of Generative AI on Modern Marketing Practices
- Customer-Centric Marketing: Strategies to Enhance Engagement, Foster Loyalty, and Drive Retention - Marketing Peer Group Hybrid Event
- The Rise of Video Storytelling: How to Captivate Your Audience and Build Your Brand
- ChatGPT Workshop - A Hands-On Exploration for Marketers to Harness the Power of Generative AI
- SEO Roundtable Meeting - Applying Automation & Addressing Duplication
- The Secret to Agile Marketing to Achieve Marketing Excellence
- Leveraging Employee Ambassadors on Social Media
- Member Perspectives on Improving Website UX
- Marketing in a Post-Cookie World: How to Prepare in 2022
- Adapting Your Content Marketing Playbook for New Realities
- Marketing Sustainability -- How Far Do You Go?
- Cutting Through the Hype of Influencer Marketing to Harness Influence as a Tool
- Website Usability and User Experience
- Leveraging Analytics to Gain a Clearer Picture of Marketing Effectiveness
- Approaches to Leading and Managing a Marketing Team Today
- Progressing Personalization
- Mastering Your Social Media Strategy
- Search and Acquisition Strategies
- MarTech - Evolving Your Marketing Stack and Technology Capabilities
- Privacy Workshop for Marketers
- Voice and Mobile Micro-moment Marketing
- Modern Data-Driven Marketing
- Content for the Attention Economy



# Supply Chain Peer Group

## PAST MEETING TOPICS



The Supply Chain Peer Group is split into two distinct groups: the Logistics and Distribution Peer Group and the Procurement Peer Group. Both provide a highly interactive forum for member companies to gain insights and discuss supply chain challenges through expert presentations, member discussion, and case-study examples. This list reflects topics in both job functions.

### Meeting Topics

- Supply Chain Optimization & Network Design
- Re-Skilling Your Supply Chain Team
- AI in Supply Chain - Supply Chain Peer Group Virtual Meeting
- Selling the C-Suite: Evolving Sourcing's Role from Cost Cutter to Revenue Driver
- Supplier Health and Contingency Planning
- Transportation Industry Update: Capacity, Pricing, and Discussing the Future
- Supply Chain Manager to Leader: Upskilling, Re-skilling and Retention
- Lora Cecere on the Supply Chain Response and Metrics that Matter
- Supply Chain Transformation: Planning, Executing and Managing Change
- Lightning Round: Top Supplier Questions of 2022 in 60 Minutes
- Supplier Diversity
- Transportation Industry Update: Capacity, Pricing and Sustainability
- Upskilling Your Supply Chain Team to Solve Tomorrow's Problems
- Risk Mitigation Approaches and Strategies
- Supply Chain Analytics
- Managing International Freight Volatility
- Supply Chain Resilience: Approaches to Balancing Cost vs. Flow
- Lightning Round: Top Supplier Questions of 2021 in 60 Minutes
- Transportation Outlook: Rates, Capacity and Market Strategies to Mitigate Cost
- From Burned Out to Fired Up: Taking Leaders from Defense to Offense in the Pandemic Supply Chain
- Reducing Lead Time When Suppliers are at Capacity
- Attracting, Hiring and Retention of Supply Chain Talent
- A year of COVID, How Has The Supply Chain reacted?
- Demand Planning in a Time of Uncertainty
- Transportation Outlook: Rates and capacity
- Warehouse Automation - From ROI to implementation
- Member Approaches to Category Management

# Human Resources Executives Group

## PAST MEETING TOPICS



The Human Resources Executives Special Interest Group provides a platform for engaging UWEBC members' in-house HR executives in discussions on strategic issues relevant to their organizations.

### Meeting Topics

- Designing a Human-Centric Employee Value Proposition
- Executive Roundtable on Current and Emerging HR Issues
- Strategic Reskilling: Aligning Talent Development with Business goals
- Executive Roundtable on Current and Emerging HR Issues
- Fostering a Resilient Organizational Culture in Hybrid Work Environments - HR Executives Group
- Executive Roundtable on Current and Emerging HR Issues - HR Executives Group
- ChatGPT and HR: A Primer for HR Executives
- Hybrid Work is Here to Stay: Focus on Future of Work, Culture, and Inclusion
- Executive Roundtable on Current and Emerging HR Issues
- The Success Delta - Crafting Cultures that Work in a Hybrid/WFA World
- Executive Roundtable on Current and Emerging HR Issues
- Intelligent Hiring: How to Recruit and Adapt in the Era of the Open World Workforce
- Impact of Omicron on Workplace, Health and Safety, and Travel Policies
- Applying Technology to Grow Talent Intelligently
- Strategic Workforce Planning
- Sustaining Organizational Culture in a Remote Work Environment
- Diversity and Inclusion: Successful Strategies and Leading Practices
- Building a Reimagined Workforce Experience
- COVID-19: Return-to-Work Considerations and Practices
- COVID-19 and HR: Issues, Challenges and Solution Strategies
- Reimagining HR - The Future of Your Enterprise Demands a New Future of HR
- Reimagine the Future of Work
- Executive Development and Succession Planning
- Becoming an Employer of Choice
- How HR Can Enable Digital Business Transformation
- Effective Change Management
- Organizational Culture: Your Company's Life Depends On It
- Developing a Winning HR Strategy