



UWABC Newsletter

Features and upcoming events

March 2026

Last chance to register — Will we see you next week?

The **Wisconsin Customer Experience Symposium** is happening **March 10** at the Memorial Union in Madison (with a virtual option), and this is your final opportunity to join us. You'll hear from **Jeff Toister** on building a service culture that truly sticks, and **Ty Givens** on why CX is no longer just support; it's leverage for growth and business advantage. You'll also get real-world perspectives during our Technology Panel: When CX Leads, Technology Follows, featuring leaders from **Quartz Health Solutions**, **TDS Telecommunications**, **Children's Wisconsin**, and **TruStage**.

NEXT WEEK JOIN US FOR WISCONSIN CUSTOMER EXPERIENCE SYMPOSIUM

REGISTER TODAY TO HEAR INCREDIBLE
INSIGHTS FROM CUSTOMER
EXPERIENCE LEADERS



MARCH 10, 2026 - MEMORIAL
UNION, MADISON, WI & ONLINE



And don't miss our Lightning Talks, including insights from UW–Madison faculty **Katie Gaertner**, **Giustina Parisi**, and **Xiaoyang Long**, whose research explores how operational design, like e-commerce platforms, recommender systems, and supply chains, directly shapes customer experience, trust, fairness, and sustainability. We'll also have two engaging Sponsor Case Studies from **CCMC** and **NiCE** focused on Customer Experience Success and AI Without the Hype, respectively.

If you're focused on improving journeys, increasing loyalty, and translating CX into measurable business impact, this is the room you want to be in. Register now and join the UWEBC Community for a high-impact day of strategy, tools, and connection.

Don't miss out. Register now!

Registration now open for the Wisconsin Digital Symposium

**REGISTRATION
IS NOW OPEN**

Registration for the upcoming **Wisconsin Digital Symposium** is now open! This signature event from UWEBC brings together leaders in technology, data, and digital transformation to explore what's actually working in scaling digital initiatives and driving measurable outcomes across industries. Join us at the beautiful **Lambeau Field in Green Bay** on **June 1st** and walk away with practical strategies and powerful connections that will move your digital initiatives forward.

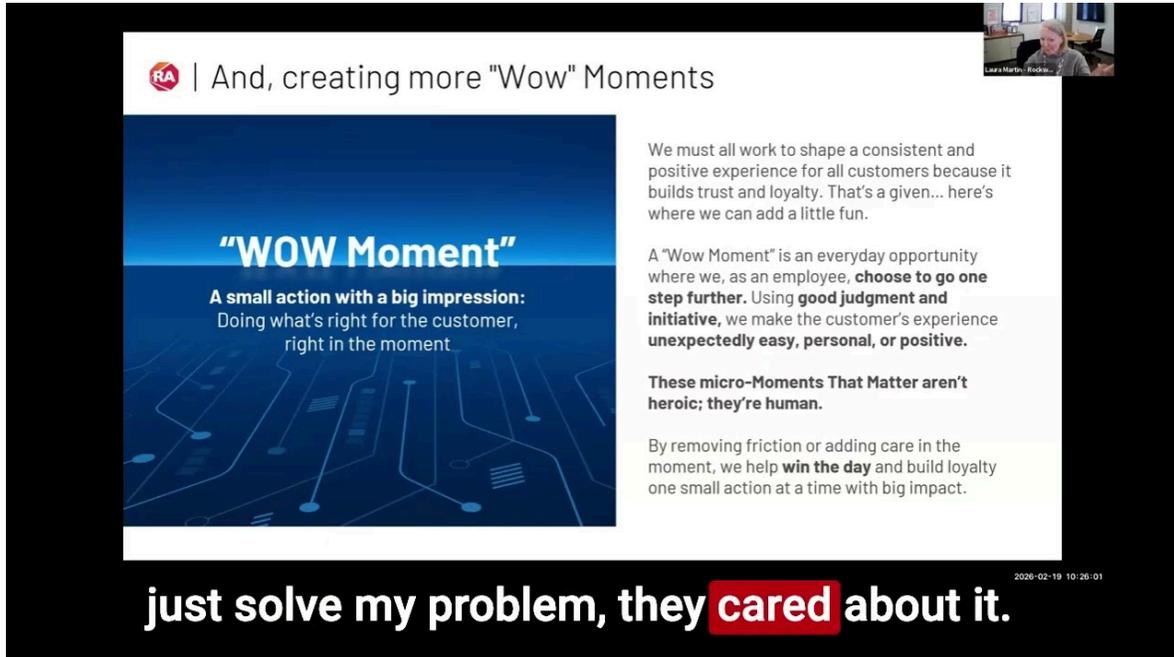


What truly sets this digital symposium apart is its speakers. You'll hear directly from **Áine Denari** and **Phil Gilbert**, two incredible leaders who are actively implementing innovation, not just talking about it. Expect candid conversations, real-world case studies, and actionable takeaways from executives and experts who have navigated the challenges of modern transformation.

To go along with this, attendees can also take part in the **Wisconsin Manufacturing Summit** (happening June 2nd), expanding the conversation beyond digital strategy to the future of manufacturing and innovation across the state. Together, these events create a unique opportunity to connect, all in one dynamic setting.

[Learn more and register](#)

Driving Growth Through Service: From Support to Strategic Value



RA | And, creating more "Wow" Moments

"WOW Moment"
A small action with a big impression:
Doing what's right for the customer,
right in the moment

We must all work to shape a consistent and positive experience for all customers because it builds trust and loyalty. That's a given... here's where we can add a little fun.

A "Wow Moment" is an everyday opportunity where we, as an employee, **choose to go one step further**. Using **good judgment and initiative**, we make the customer's experience **unexpectedly easy, personal, or positive**.

These micro-Moments That Matter aren't heroic; they're human.

By removing friction or adding care in the moment, we help **win the day** and build loyalty one small action at a time with big impact.

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just solve my problem, they **cared** about it.

Click on the image above to play the video.

On February 19, UWEBC members gathered to explore a fundamental shift in competitive advantage: sustainable growth no longer comes from product differentiation alone; it comes from customer experience. Featuring speakers from **American Family Insurance** and **Rockwell Automation**, the session brought together corporate executives and strategic decision-makers to explore what it truly takes to move beyond a cost-centered mindset and position service as a strategic engine for long-term, profitable growth.

Rather than focusing on surface-level operational fixes, the discussion dug into the deeper structural barriers that often stall progress. Attendees examined how to define clear financial mandates for services, align incentives across functions, and foster stronger cross-functional collaboration to elevate service delivery. Members walked away with practical insights and a fresh toolkit for transforming service from a support function into a powerful driver of sustained, profitable growth.

[Read the full story](#)

Save the date for the 2026 Annual Conference

On **October 6**, UWEBC & Industry professionals will gather at the stunning **Monona Terrace** in **Madison, WI**, for **Wisconsin's premier learning event** for business professionals. This year's experience will feature remarkable keynote speakers, sponsored case studies, and our signature five tracks. Attendees can expect insights on emerging trends, thoughtful challenges to industry norms, and the kind of energy that inspires you to rethink what's possible in your field.



Registration isn't open just yet, but be sure to save the date, October 6, and sign up to be notified as soon as registration opens.

[Learn more and save the date](#)

Special Event Highlight: Supply Chain Analytics

April 21-22, 2026, in person or virtually



Click on the image above to watch the video.

Organizations increasingly rely on data & analytics to guide supply chain and operations decisions, but many still struggle to turn data into meaningful action. In this course led by Ralph Asher, Founder of Data Driven Supply Chain (in partnership with UWEBC Practice Director Jenny Patzlaff), participants will explore how to apply advanced data methods to real-world supply chain initiatives. Attendees will learn key considerations for analyzing supply chain data and begin developing optimization models in R to optimize and design supply chain networks. Supply chain professionals, operational leaders, data scientists, and technical team members are especially encouraged to attend.

UWEBC members receive a 20% discount.

[Learn more and register](#)

Partner Offering Spotlight: Advanced IT Leadership Academy

UW–Madison has a wide breadth of professional development courses offered each year, diving into a variety of topics. Here is one upcoming event in particular that we thought may interest you.

Advanced IT Leadership Academy **April 14 - May 7, 2026**

Digitization is the new normal in business, enabling organizations to redesign their processes, products, services, and strategies. As a result, the role of IT leadership continues to grow in both importance and visibility. The Advanced IT Leadership Academy explores the topics most critical to successful digital transformation, including value-driven innovation, data and analytics, and talent acquisition and management. This course is designed specifically for IT Directors, aspiring CIOs, and senior managers.

UWEBC members receive a 15% discount.

[Learn more and register](#)

Upcoming UWEBC Events

Note: Attending the events listed below requires UWEBC membership, unless otherwise specified. All are virtual unless otherwise specified.

March 10: Wisconsin Customer Experience Symposium

Open to non-members!

This one-day program will bring together industry experts, thought leaders, and CX professionals to dive into the strategies, practices, and innovations shaping the future of customer experience. From culture and competency to technology and tools, you'll gain actionable insights to help your organization deliver more meaningful, effective, and impactful customer interactions.

[More information and register »](#)



March 12: The Human Side of Data & AI Literacy

Data & AI Peer Group

This event explores how organizations can build the mindset, skills, and trust required for employees to confidently engage with data and AI, ensuring that human capability grows alongside technological advancement.

[More information and register »](#)

March 17: Personalized Learning and Delivery Modes

Talent and Learning Special Interest Group

Explore how AI-driven customization and the right mix of online and in-person training accelerate workforce upskilling.

[More information and register »](#)

March 17: Timely Trade and Tariff Topics - IN PERSON ONLY

Trade Compliance Special Interest Group

Discuss tariff and trade compliance priorities and challenges with fellow members and the broader trade community. This event is offered in person in Madison, WI, only.

[More information and register »](#)



IN PERSON

March 26: Digital Transformation in Manufacturing

Manufacturing Special Interest Group

This session will discuss and clarify what digital transformation means today for manufacturing leaders and where organizations most often struggle to convert technology investments into operational results.

[More information and register »](#)

April 9: The Procurement Predicament: Balancing Transactional, Relational and Value

Procurement Special Interest Group

Discuss practical ways procurement teams can balance day-to-day transactions, supplier relationships, and long-term value creation without losing focus.

[More information and register »](#)

April 16: Measuring What Matters - Offered both in person and online!

Customer Experience Peer Group

Bridge the linguistic divide between customer 'happiness' and hard financial reality by mastering the transition from traditional metrics to the meaningful, moment-based outcomes that prove CX is a strategic, profit-generating engine.

[More information and register »](#)



April 16: Ground Truth: AI for Business Summit - IN PERSON ONLY.

Hosted by the Wisconsin School of Business AI Hub

Open to non-members!

This Summit is a two-day in-person event focused on how artificial intelligence is transforming business beyond experimentation and hype. *UWECB members get a 40% discount!*

[More information and register »](#)



April 21: When Things Go Wrong: Cyber Incident Resources in Wisconsin

Cybersecurity Special Interest Group

This session provides an overview of Wisconsin's cyber incident response ecosystem and how organizations can leverage public, private, academic, and nonprofit resources to prepare for and respond to significant cyber events.

[More information and register »](#)

April 24: Executive Roundtable on Current and Emerging HR Issues

Human Resources Executives Group

This Executive Roundtable will serve as a virtual huddle for HR leaders from UWECB member companies to have candid discussions about current and emerging HR issues and challenges. Participants can gain valuable insights and actionable ideas based on the experiences and approaches of other HR leaders.

[More information and register »](#)

April 30: Reinventing Your Tech Career in the Age of AI

Technology Peer Group

This session explores what career reinvention looks like in a world where generative AI, automation, data platforms, and intelligent workflows are becoming foundational capabilities.

[More information and register »](#)

[View the full event calendar](#)

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