



Present the
6th Annual
SCORE Conference 2008

May 13-15, 2008
World Trade Center
Boston, Massachusetts

Final Mailing - Last Chance - Special Bonus

Discount thru April 25th

(\$1,995 - \$500 = \$1,495 per attendee)

\$1,495

CALL NOW 1-800-711-5196 ... ask for Denise

"Building Customers for LifeSM"

Symposium for Customer Operations & Relationships Exposition



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Gregory North
SVP, Customer Quality,
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Angelo Rago
SVP, Global Customer Service
AMO USA, Inc.

SCORE 2008 is a comprehensive conference dedicated to driving your organization's revenue and profits by implementing the right loyalty management and CRM technology strategy.

Learn from the CRM industry pioneers how to develop a customer experience management (CEM) strategy that will leverage your CRM investment.

Best-in-class industry leaders will present stimulating new concepts for customer satisfaction, customer retention and loyalty, employee motivation, employee rewards, incentive-based compensation, customer retention and loyalty -- and how all are linked to increasing revenues and profits.

Skill-building sessions will promote excellence in field service, help desk, customer service, contact center, technical support, quality management and human resources.



NorthFace ScoreBoard AwardSM Dinner
May 15, 2008, 6:00 pm - 9:00 pm

***"The Original Industry Award
Voted Exclusively by Customers"***

Produced by: Omega Management Group Corp. and Customer Relationship Management Institute

Sponsor Partners: Anthony & Alexander Group -- GoldMine TeleServices Group -- Customer Care Institute -- The Call Center School -- Cantaloupe TV -- Clarabridge -- Digisoft -- iCoHere -- Incentive Logic -- Inquiries -- J.M. Perrone -- Kadence Business Research -- Kronos -- Netezza -- Vovici

Conference Sponsors: Customer Interaction Solutions Magazine, Platinum Media Sponsor -- ContactCenterWorld.com -- CRM Advocate -- CRM Marketplace -- CRMxchange -- CustomerThink -- National Association of Service Managers (NASM)

WELCOME TO SCORE CONFERENCE 2008

Dear Colleague:

Best people, best products. We hear it all the time.

"What sets us apart from our competitors is our people. They're simply the best in the business. As the industry leader in our field, our state-of-the-art products and services are ideal solutions for even the most demanding customer requirements."

Companies who make these extravagant claims expect us to accept them as fact because they think there is no way to prove otherwise. But sponsors and attendees at **SCORE Conference 2008** know better. They know it is not just possible - it is critical -- to develop a strategy that will increase customer satisfaction and loyalty, resulting in greater revenue and profits. They also know proven processes exist to accomplish this objective.

To help you reach this goal, the SCORE Conference, produced by the pioneers of the CRM industry, explores a process called Customer Experience Management (CEM) strategy. The techniques of planning and managing a CEM strategy effectively, then implementing it through customer operations -- and motivating employees by linking their compensation with customer satisfaction levels -- forms the core of SCORE Conference 2008. A CEM strategy is as equal in significance to a company's success as its financial, engineering, marketing and manufacturing strategies. Yet many companies do not have such a strategic program in place.

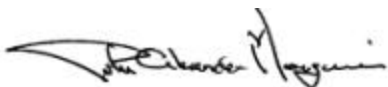
Now in its sixth year, the SCORE Conference has helped hundreds of companies to develop a customer experience management strategy that includes customer relationship training for employees and establishing best practices in customer service operations. Omega has once again teamed up with the Customer Relationship Management Institute (CRMI) to bring you an intensive yet entertaining program that covers all areas of building a loyalty management strategy and managing customer operations. In fact, SCORE is the *only event* that addresses *both* loyalty management strategy and customer operations

At this prestigious event, you will join hundreds of your service, support, sales, marketing and human resources colleagues from North America's leading companies. SCORE Conference 2008 will expand your knowledge and awareness of the methods others have used to implement a customer experience management strategy that encompasses both employees and customers. This year we are pleased to have another outstanding group of expert presenters, and have expanded our series of keynote and panel presentations. You are sure to leave the conference *buzzing* with new ideas and techniques you can use right away within your own organization.

Besides exploring best practices in customer and employee loyalty, SCORE Conference 2008 also features the first meeting of Omega's new **View from the Top (VFT) Research Panel-500**. Composed exclusively of VP-level executives in the customer care industry, VFT panelists contribute to quarterly research on best practices in their field, and will discuss the results and implications of the very first VFT research project.

A highlight of our annual SCORE conferences is the presentation of the **Omega NorthFace ScoreBoard AwardSM**. This is the original industry award based solely on an organization's ability to achieve a customer satisfaction rating of 4.0 or higher out of a possible 5.0 score over a 12-month period. Our industry has become flooded with customer awards, with many based on a simple application process. Due to its superior criteria, the Omega NorthFace ScoreBoard Award has been viewed from its inception in 2000 as the benchmark for recognizing excellence in customer service. Some of the winning companies will present case studies at the conference, and you will gain valuable insights from these real-world examples of best practices and innovative ideas.

To attendees and especially to our outstanding sponsors, we're glad you're here in Boston, which is our home too. We know you will enjoy the SCORE Conference 2008 program and festivities!



John Alexander Maraganis
President / CEO
Omega Management Group Corp.



Dennis Gershowitz
VP, Field Operations Practice
Anthony & Alexander Group, LLC
Chairman VFT Advisory Board



Mount Everest

The NorthFace Facts

Elevation:

29,035 ft; five miles up; the world's highest summit is at about cruising altitude of a jet

Local Names:

Sagarmatha (Nepal)
Chomolungma (Tibet)

First Ascent:

1953, Sir Edmund Hillary, NZ
and Tenzing Norgay, Nepal

Because it's there:

In 1924, George Mallory and Andrew Irvine, GBR, were last seen going strong for the top. It is unknown if they reached the summit before disappearing.

First Oxygen less Ascent:

1978, Reinhold Messner & Peter Habeler, AUS

As good a reason as any:

"Expeditions are good spacers - time and distance for weighing and evaluating life back home as well as beginning to understand somewhere new."

-- Pete Boardman, 1975, from "Everest the Hard Way"

General Information

Who Should Attend?

While most events are broad in focus, SCORE Conference 2008 is focused on loyalty management and customer operations issues within the customer service marketplace -- and how mastering these disciplines increase revenues and profits. **This annual conference is targeted for the chief customer officers, vice presidents of customer service, chief information officers, senior decision makers in customer service, quality management, sales, marketing, human resources and other executive management personnel.** Each will find particular value at SCORE Conference 2008. It will be a remarkable networking opportunity for all attendees and an imperative for those new to developing and implementing a customer experience management strategy for their organizations.

Sponsors & Speakers Reception – Tuesday, May 13
Birds-of-a-Feather Networking Reception – Wednesday, May 14
NorthFace ScoreBoard AwardsSM Dinner – Thursday, May 15

Relax as you do some high-powered networking at our Tuesday and Wednesday receptions. Join your peers, Omega and CRMI staff and conference exhibitors and speakers at these exciting networking events. Refreshments and hors d'oeuvre will be served.

Then, at the NorthFace ScoreBoard AwardsSM ceremony, experience something truly special as companies from around the world are recognized for achieving world-class excellence in customer service.

Feedback from SCORE Conference 2007

"This was the most relevant conference to my job role that I have ever attended."

"The conference attracted people who seemed to get the message that putting customers and employees first yields tangible rewards to the business."

"It's good to see what other companies are doing in the customer service and sales areas."

- ★ **97% said SCORE met or exceeded their expectations**
- ★ **93% planned to attend SCORE Conference 2008**
- ★ **97% said they would recommend SCORE to colleagues**

SCORE Conference Registration Information:

Use the electronic form at www.omegascoreboard.com to register

Register for this event on-line or call: 978-715-2900
Ask for Denise

Hotel Registration:

Hotel accommodations are the responsibility of the registrant. Request a room assignment for SCORE Conference 2008 to take advantage of the special rates.

Special Room Rates:

Single/Double occupancy is \$289 per night, plus tax --- Seaport / Boston
Reservations: Call (877) SEAPORT or (877) 732-7678

Conference Attire:

Business casual is suitable for all sessions. Jackets and ties are required for the NorthFace ScoreBoard AwardSM ceremony on May 15 at 6:00 pm. A photo session will follow from approximately 8:30 pm - 9:00 pm.

Discounts:

Team (2 or more) from the same organization	\$995 per attendee
Standard Conference Fee	\$1,995 per attendee

World Trade Center

(Guest rooms located across the street at the Seaport Hotel)

One Seaport Lane
Boston, MA 02210
www.seaportboston.com
Phone: (617) 385-4000
Fax: (617) 385-4001



DIRECTIONS TO SEAPORT HOTEL

FROM Logan International Airport & Route 1A South: Follow the signs towards I-90 West - Ted Williams Tunnel. Take the Ted Williams Tunnel to Exit 25. At the top of the ramp proceed straight onto B Street. Follow B Street to the end and take a right onto Seaport Boulevard. The Seaport Boulevard entrance to the Seaport Garage will be on your right.

FROM Points West Via I-90: Follow the Massachusetts Turnpike/Interstate 90 East to Exit 25 - South Boston. At the top of the ramp, bear left towards "Seaport Boulevard". At the first set of lights, proceed straight onto East Service Road. At the next set of lights, take a right onto Seaport Boulevard. The Seaport Boulevard entrance to the Seaport Garage will ahead on the right.

FROM Points South via I-93: Heading northbound on Interstate 93 towards Boston, take Exit 20, which will be immediately after Exit 18. Follow the signs to "I90 East". Take the first exit to "South Boston". At the first set of lights at the top of the ramp, proceed straight onto East Service Road. At the next set of lights, take a right onto Seaport Boulevard. The Seaport Boulevard entrance to the Seaport Garage will ahead on the right.

FROM Points North via I-93: Heading southbound on Interstate 93 Boston, take Exit 23, Purchase Street. At the top of the ramp, go through (1) set of lights, take left U-Turn (signed - "To Seaport Blvd.") Take first right onto Seaport Boulevard and follow Seaport Boulevard for approximately .8 miles. The Seaport Boulevard entrance to the Seaport Garage will be on the right, after the Seaport Boulevard/B Street intersection.

FROM Points West via Storrow Drive: Take Storrow Drive East to Leverett Circle and follow signs for Interstate 93 South/Logan Airport. Once on Interstate 93 South, follow directions from "Points North".

Public Transportation: Come to South Station on the Red Line or the Commuter Rail of the MBTA. Once at South Station, take the Silver Line Subway to the World Trade Center Station. Take the stairs/escalators/elevators to the upper level and exit onto World Trade Center Avenue.

From Logan Airport, Take the Silver Line Waterfront SL1 from any of the airport terminals to the world Trade Center.

Limousine: Limousine services for you or your group can be arranged or you can enjoy the executive sedan service of BostonCoach and the pre-arrival seamless "check-in" to the Seaport Hotel.

Water Taxi: City water taxi provides on-call water transportation, linking the Seaport World Trade Center Marine Terminal with the Logan Airport Dock, Downtown and Quincy Market. The water taxi can be hailed by any Seaport concierge or doorman. 617.422.0392

At SCORE Conference 2008, you're near the heart of Boston's revitalized downtown and waterfront, including Faneuil Hall, Quincy Market and the "Big Dig"!



SCORE CONFERENCE 2008 PRODUCERS



Since 1984, Omega Management Group Corp. has designed and implemented loyalty management strategy programs that help companies maximize customer and employee satisfaction and retention. We offer a suite of modular services -- customized to your specific needs and market dynamics -- that cover all aspects of loyalty management, satisfaction and retention. Using Omega's proven, innovative approach, companies see significant gains in sales and profits by learning how to exceed customer expectations, regardless of competitive activity or fluctuations in the economy. Omega also sponsors the annual NorthFace ScoreBoard AwardsSM program and produces the annual SCORE conference. Omega's unique ScoreBoard reporting provides a simple, easy to read format for viewing areas of relative strengths and weaknesses in customer satisfaction and retention. The reports incorporate the latest in dashboard reporting, which are intuitive and have been designed specifically for executive presentation.

SCORE 2009 Special Pricing

\$1,295

Register at SCORE 2008



The Customer Relationship Management Institute (CRMI) provides a range of educational workshops designed to help organizations create a workplace where employees are motivated and skilled, customers are valued and relationships are maximized. The curriculum focuses on how to increase individual and team effectiveness as well as the reasons for, and benefits of, positive customer relations. CRMI has Corporate Members from a range of industries, including computer systems, professional services, software, networking, telecommunications, medical equipment, banking/finance, manufacturing and retail/distribution.

Since 2002, hundreds of service sales, quality and human resource professionals from scores of America's top companies have benefited from our comprehensive programs. CRMI is a valuable resource to professionals involved in any area of the full spectrum of customer and employee contact, including:

Customer Service	Call Center Operations
Field Service	Help Desk
Technical Support	Sales & Marketing
Human Resources	Professional Services

Become a CRMI Member and you earn reward points, based on the various CRMI services you purchase, that are redeemable for valuable rewards, such as:

- Merchandise & gift certificates
- Discounts on rental cars, hotels, airlines and restaurants
- Entertainment
- Vacations
- Health club and spa discounts
- Shopping coupons and discounts



The SCORE Conference attracts senior management and executive decision makers, which promotes a relaxed, uncrowded atmosphere that is ideal for learning and networking.

SCORE Cancellation, Postponement and Substitution Policy:

You may substitute delegates at any time. SCORE does not provide refunds for cancellations. For cancellations received in writing more than seven (7) days prior to the conference you will receive a 100% credit to be used at another SCORE conference for up to one year from the date of issuance. For cancellations received less than seven (7) days prior to the event no credits will be issued. In the event that SCORE cancels an event, delegate payments at the date of cancellation will be credited to a future SCORE event. This credit will be available for up to one year from the date of issuance. In the event that SCORE postpones an event, delegate payments at the postponement date will be credited towards the rescheduled date. If the delegate is unable to attend the rescheduled event, the delegate will receive a 100% credit representing payments made towards a future SCORE event. This credit will be available for up to one year from the date of issuance. No refunds will be available for cancellations or postponements. SCORE is not responsible for any loss or damage as a result of a substitution, alteration, cancellation, or postponement of an event. SCORE shall assume no liability whatsoever if this event is altered, rescheduled, postponed or cancelled due to a fortuitous event, unforeseen occurrence or any other event that renders performance of this conference inadvisable, illegal, impracticable or impossible. For purposes of this clause, a fortuitous event shall include, but shall not be limited to: an Act of God; governmental restrictions and/or regulations; war or apparent act of war; terrorism or apparent act of terrorism; disaster; civil disorder, disturbance, and/or riots; curtailment, suspension, and/or restriction on transportation facilities/means of transportation; or any other emergency.

Please note that speakers and topics were confirmed at the time of publishing, however, circumstances beyond the control of the organizers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, SCORE reserves the right to alter or modify the advertised speakers and/or topics if necessary. Any substitutions or alterations will be updated on our web page as soon as possible.

SCORE Conference 2008

World Trade Center, Boston

DAY 1: TUESDAY, MAY 13

Conference Highlights

- Customer Experience Management
- Employee Performance & Rewards
- Case Studies
- Cell Center Operations
- Customer Service & Technical Support Operations
- Field Service

Time	
8:00 am - 5:00 pm	Registration
8:30 am - 12:00 pm	Turning Loyalty Into GoldSM : Overview of Loyalty Management Strategy Bill Moore, Director of Employee Incentives & Training; Customer Relationship Management Institute (CRMI)
9:00 am - 12:00 pm	Omega User Forum Group (Omega customers only) Speakers: Gerald Comeau, Senior Service Consultant; Anthony & Alexander Group, LLC Evans A. Manolis, Vice President Customer Experience Management Practice; Anthony & Alexander Group, LLC Jon McAdams, Vice President, Client Solutions; iCoHere, Inc. Jim Ivers, Chief Marketing Officer; Vovici Corporation David Marko, Vice President, Services; Clarabridge, Inc. <ul style="list-style-type: none">• Clear Customer Intelligence Methodology (CCIM)• View from the Top Research• Business Intelligence Technology• Online Communities• Text Mining
Noon - 1:00 pm	Registration and Lunch
1:30 pm - 4:30 pm	Leadership Workshop Alan Price, President; Inspiritas
6:00 pm - 8:30 pm	Sponsors & Speakers Reception

DAY 2: WEDNESDAY, MAY 14

Time	
7:15 am - 8:30 am	Registration and Breakfast
8:30 am - 8:45 am	Welcome, Opening Remarks Dennis L. Gershowitz, VP, Customer Experience Mgmt.; Anthony & Alexander Group, LLC
8:45 am - 9:45 am	CEO KEYNOTE PANEL: Customer Satisfaction and Shareholder Value Moderator: Dennis L. Gershowitz, VP, Field Service Operations; Anthony & Alexander Group, LLC Panelist: Jit Saxena, Chairman & CEO; Netezza Corporation
9:45 am - 10:30 am	EXECUTIVE SERVICE KEYNOTE PANEL: Implementing the Paradigm Shift from Satisfaction to Loyalty Moderator: Dennis L. Gershowitz, VP, Field Service Operations; Anthony & Alexander Group, LLC Panelists: Dan Wiersma, Senior Vice President, Service Platform; Sony Electronics Gregory North, Senior Vice President, Customer Quality; Fidelity Investments Angelo Rago, Senior Vice President, Global Customer Services; Advanced Medical Optics, Inc.
10:30 am - 10:45 am	Break
10:45 am - 11:30 am	PANEL: Improving the Customer Experience: A Short & Long-term Approach Moderator: Dennis L. Gershowitz, VP, Field Service Operations; Anthony & Alexander Group, LLC Panelists: Scott M. Broetzmann, CEO & President; Customer Care Measurement & Consulting (CCMC) Eduard Ritscher, Senior Vice President, Strategic Outsourcing; Computer Generated Solutions, Inc.
11:30 am - 12:15 pm	PANEL: Benchmarking and Analytics That Drive Customer Loyalty Moderator: Dennis L. Gershowitz, VP, Field Service Operations; Anthony & Alexander Group, LLC Panelists: Gerald Comeau, Senior Service Consultant; Anthony & Alexander Group, LLC Owen Jenkins, CEO; Kadence Business Research Jim Ivers, Chief Marketing Officer; Vovici Corporation David Marko, Vice President, Services; Clarabridge, Inc.
12:15 pm - 1:30 pm	Lunch in Exhibit Area
1:30 pm - 2:15 pm	KEYNOTE PANEL: Aligning Your Customer Service Objectives with the Executive Suite Moderator: Dennis L. Gershowitz, VP, Field Service Operations; Anthony & Alexander Group, LLC Panelists: Jerry Sowers, Vice President, Customer Satisfaction; Novellus Systems, Inc. Kevin Thorne, Vice President, Customer Care; Carl Zeiss Meditec, Inc. Michael Calderwood, Vice President of Customer Loyalty; Pitney Bowes
2:15 pm - 3:00 pm	What is the Right Way to Develop a Segmentation Scheme? Can You Afford to Treat Everyone the Same? Mark Smits, Vice President, Customer Support Organization; Abbott Diagnostics
3:00 pm - 3:45 pm	Building Loyalty Management Strategy: Session #1 NorthFace ScoreBoard Case Studies Jennifer Chen, Vice President, Customer Support; Primavera Systems, Inc. Jim Coleman, Senior Customer Support Analyst; Netezza Corporation
3:45 pm - 4:00 pm	Break
4:00 pm - 4:45 pm	Building Loyalty Management Strategy: Session #2 NorthFace ScoreBoard Case Studies Bob Allen, Vice President, Account Management; RelayHealth Angelo Rago, Senior Vice President, Global Customer Services; Advanced Medical Optics, Inc.
6:00 pm - 8:30 pm	Birds of a Feather Cocktail Reception

