

# WORKSHOP 6



## WEDNESDAY OCTOBER 16

9:00am-4:00pm

### WHY CUSTOMER EXPERIENCE IS THE NEW BATTLEGROUND IN B2B, AND HOW TO MONETIZE IT

The commercial imperative in business-to-business (B2B) industries is changing, and the change is happening faster than ever. Keeping in touch with your customers' wants and needs is more important than even five years ago, and next year will be more important still. Does your organization have the processes and systems in place necessary to keep a constant finger on the pulse of your customer's motivations and expectations?

Join this workshop to learn what capabilities exist in the marketplace to solve these issues, and how monetizing these items in a world of joined-up software is closer than you might think. In this session, we will explore five key principles of a successful customer experience assessment, as well as how to interpret and act upon the results of such an assessment. We will then explore techniques for analyzing and improving customer experience based on assessment results, and analyze deployment mechanisms for responding to these customer experience and customer needs findings.

Finally, we will review success stories from the companies who are at the leading edge of these innovations, and help attendees understand the strategies and tactics that they can replicate and implement within their own organizations.

#### ATTENDEES WILL LEARN:

- Five principles of Customer Experience assessment
- Techniques for analyzing and developing improvement hypotheses
- Mechanisms for deploying responses to these new learnings

LEVEL 300 COURSE

B2B THEMED

PRESENTED BY:



### JOE DALLIMORE

Head of Pricing and Packaging, Qualtrics

Joe Dallimore is the Head of Pricing and Packaging at Qualtrics, the world's leading Experience Management company, where he manages the pricing analytics, pricing strategy and deal desk functions. Prior to joining Qualtrics, Joe was a strategic consultant at PROS, where he enabled fortune 100 companies to optimize and improve their pricing programs. His other previous experience includes pricing roles at Dell and Sprint. Joe holds a Bachelor's degree from Weber State University and an MBA from the University of Rochester.



### BEN BLANEY

Vice President of Business Consulting, Vendavo

Ben has 20 years experience in the pricing space, managing people, processes and projects. He is Vice President of Business Consulting at Vendavo, a pricing software company. Prior to that he worked at PROS. Ben led Commercial Excellence for a \$2B division of Colfax Corporation, led Pricing for a \$2B division of GE, and led Commercial Excellence for a \$1.5B division of IT Corporation. He also worked in pricing for large bids to Federal Government for defense equipment and services. Ben is a certified Six Sigma Black Belt, and holds multiple project management certifications (PMP and PRINCE2). Ben brings global perspective, having lived in eight countries, and worked in dozens of others.

Workshop presentations are provided in a print copy workbook only and remain the proprietary property of each workshop speaker.

**MORNING BREAK** 10:15 am-10:45 am  
**LUNCH** 12:00 pm-1:00 pm  
**AFTERNOON BREAK** 2:15 pm-2:45 pm