



AT A GLANCE

What: IBM Smarter Commerce Global Summit 2014

Where: Tampa, Tampa Convention Center

When: May 12-15, 2014

Topic areas:

- Maximize the value of every customer visit (web and mobile) and ensure that more transactions are completed successfully
- Immediate visibility into the struggles affecting customer behavior and business impact
- Rapid resolution of hard-to-find usability, system and application problems
- Improve customer service with instant agent access to online customer sessions
- Preserve digital customer interactions to resolve customer disputes quickly and accurately.

Top 5 reasons to attend

Customer Service Professionals

1. **Apply the vision.** You've seen the pace of change in the market. Customers are moving at the speed of life, and it's your responsibility to recognize and respond to this new reality. Discover the strategies and solutions that are driving customer value today and be better prepared for what comes next.
2. **Make an industry impact.** When you gain an edge in the latest customer service knowledge and best practices, you can transform your organization. And when your organization transforms, your competitors are forced to play catch up.
3. **Plug into the network.** The brightest technical and business minds from around the world like to share. Hear what your peers are saying about customer service, and then make it your own.
4. **Maximize your investment.** Your company has made an investment and you play an essential part in making the most of it. Learn new ways to maximize your IBM customer service solution through in-depth technical and business sessions.
5. **See it first.** Get a glimpse into the future and learn about the latest trends in customer service, including how to help increase online conversation rates, raise customer retention rates and improve customer satisfaction.

Registration: ibm.com/software/commerce/summit