



# connected

Customer Experience Summit

## 2015 Connected Customer Experience Summit Survey

**Thank you for taking the time to participate in this survey. Your comments will enable us to tailor future conferences to meet your needs.**

**1. Please specify the main reason for attending this conference:**

- Learn more about West (products & services, business updates, etc.)
- Network with my West contacts
- Network with other attendees
- Personal growth & development
- Guest speakers
- Other (please specify)

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**2. Did the conference fulfill your reason for attending?**

- Yes – Absolutely
- Yes – But not to my full extent
- No (please explain)

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**3. If this event were held again, would you attend or recommend it to others?**

- Yes
- Maybe
- No

**4. Please rate your overall satisfaction with each presentation:**

	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied
From Best Service To Me2B (Bill Price)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Examining Consumer Insights In A Multi-Channel Environment Environment (Lezli Harrell)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beyond Products And Services: Solutions To Connect Your Customer Experience (Andy Bird)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Case Study – Suddenlink	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Driving The Innovation Crusade Workshop (Michael Tchong)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using Data To Optimize Your Customer Experience (Jeremy Wortz)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product Circuit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Changing The Way We Do Business (Lokesh Garg)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7 Strategies To Improve Business Decisions & Your Customer Experience (JC Quintana)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**5. Please indicate your overall satisfaction with this conference**

	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied
Conference Content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Registration Process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hotel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Venue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**6. Please rate how important the following aspects of the conference were to you.**

	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied
Industry Guest Speakers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Case Studies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product Circuit / Demos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Case Study – Suddenlink	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
West Creative Services Tour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Networking Opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**7. What are your top 1–3 “Ah Ha” moments? (What key messages did you take away from the conference?)**

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**8. What did you like most about the overall event?**

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**9. What could we do to make this event better?**

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**10. What is the preferred time of year for you to travel to Omaha for this conference?**

- Fall
- Winter
- Spring
- Summer

**11. Do you have any other comments, questions or concerns?**

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