



## CASE STUDY



### Customer Experience Event

#### **Objective:**

Leslie Tait, Event Manager with Aspect Software, manages the Aspect Customer Experience (ACE) event, an annual user conference that has grown to include more than 800 customer service, collections and sales and telemarketing professionals. Aspect Software, is a pioneer and leader in the contact center industry, with two-thirds of the Fortune Global 100 as their customers.

The event is a unique opportunity for end-user customers to learn and share their experiences with Aspect Software products. One of her goals at the event was to provide attendees with even better networking opportunities than had been available at previous events.

#### **Solution:**

Leslie worked with nTAG's Professional Services team to design activities that encouraged customers to break out of their usual groups, make new connections and meet key Aspect executives and product managers. Upon arrival, attendees received an nTAG interactive name badge personalized with their profile data collected from the online registration system.

To jumpstart conversations at the beginning of the event, Leslie deployed nTAG's Secret Partner game. This networking activity assigns attendees a random "secret partner" whom they must identify and locate in person. The nTAGs provide clues on the display, which prompt attendees to ask each other for introductions in order to track down their secret partner. In this casual and fun atmosphere, it is easy for attendees to approach one another and introduce themselves as they search for clues. The result: increased levels of networking, especially among attendees who are not usually comfortable in networking situations, and many first time connections between attendees.

#### **LIVE MESSAGING**

Aspect also used the new sponsorship feature as part of its ACE Showcase, where partners were invited to demonstrate their products and services to Aspect customers. Partners sent messages to all attendees during session breaks. The live messaging prompted increased levels of traffic to partner booths. The booth traffic report revealed any areas with low booth traffic patterns. Leslie could then offer suggestions or additional support for affected partners. With increased booth traffic, lead capture and the ability to prove results, Leslie was able to offer her event partners additional value and greater ROI.



To maximize the number of conversations and networking activity during the rest of the event, Leslie relied on nTAG's Top Networker and Group Remix activities where points were earned for meeting fellow customers and exhibitors. Points were also given each time attendees met Aspect product managers and executives. Leader boards showed up-to-the-minute scores on flat screens throughout the event, keeping up the energy and excitement.

The nTAG System automatically summarized the level and patterns of various interactions. The real-time results confirmed that networking activity was high. nTAG recorded more than 31,500 distinct interactions among the audience of 800. Because Leslie had used the nTAG System for the previous year's event, she was able to compare networking levels, and could see that her focus on improving networking paid off. In 2008 attendees exchanged 54 percent more business cards than in 2007.

Diving further into the data, Leslie could see that certain Aspect employee groups exhibited insular or exclusive behavior. More than other groups, they tended to interact with each other rather than engaging in conversations with customers and exhibitors. She will design activities for her 2009 event that will encourage these groups to break out and meet new people. In addition, nTAG data showed her that event sponsors, product managers and attendees were the most active in their interactions.

nTAG also captured survey data throughout the event. Based on real-time data, Aspect learned that attendees continue to place high importance on networking at its events. The event snapshot is most valuable as it will guide her in developing a stronger program and attracting more attendees in the future. Aspect's upcoming event agendas will continue to include ample opportunities for attendees to connect with each other.

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## AN OPEN CHANNEL OF COMMUNICATION

Leslie kept track of free text comments provided by attendees throughout the event. The real-time reports captured any hot button topics or concerns, and allowed her to make changes or address any issues for her attendees on the fly while at the event. She received reports on session satisfaction scores, which indicated the sessions that were the most popular and best attended. She was also able to measure attendees' understanding of their contact center's role within the context of the unified communications strategy before and after the event.

In essence, nTAG allowed the Aspect events team to keep a finger on the pulse of the program in real time and also gave Leslie the ability to analyze the data post-event to design even more successful meetings in the future. With nTAG, Aspect can determine exactly where the audience derives value and gains knowledge.