



C5 Fall 2022

CONFERENCE PROGRAM

November 9 & 10, 2022
Hosted by Sparklight/Cable ONE
Phoenix, Arizona



C5 Fall 2022 is proudly brought to you with the support of:

THE **CABLECENTER**

CABLE ONE IS NOW
/ Sparklight™

qualtrics^{XM}

 **STATFLO**

Deloitte.

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C5 Fall 2022 Welcome

Welcome to the C5 Fall 2022 Conference.

We're so pleased to have you with us at this Conference—a Conference that has been two-plus years in the making. A few years ago, **Kim Gibson** and *Sparklight/Cable ONE* graciously agreed to host a C5 Conference. And, we had it planned at least twice but along came COVID. After the C5 Spring 2022 in-person Conference at *The Cable Center* (Denver), we're delighted to have everyone here in Phoenix to share ideas and practice within our theme of Performance Improvement.



CX Performance

After a slow start to penetrate corporate strategy, CX is now the leading business paradigm throughout the world. Nearly fifteen years ago, The Cable Center hosted Jim Gilmore, the co-author of *The Experience Economy*, a 1998 article in the *Harvard Business Review*. At that time, it was challenging for companies to fully embrace Jim's CX ideas. The ideas were bold, innovative, and conceptual—intriguing but the challenge was to make the ideas pay off for customers and companies. Since then, we've come a long way to help customers and our companies. C5 has been dedicated to improving the experience of our subscribers, our employees, and our partners—and we've done that in a variety of ways: our Conferences, our guest speakers, our fireside chat sessions, our research projects, the articles we publish, and the pilot of the "Leveraging Customer Experience" course.

This C5 Fall 2022 Conference continues to build CX excellence through performance ideas from *Deloitte*, best practice use cases from *Qualtrics* and *Statflo*, and consolidation of learning of six C5 MSO members on the impact of network performance on CX.

C5 Fall 2022 Highlights

Our Agenda is filled with informative, engaging sessions—built around our C5 Inside-Outside Learning Model. Your C5 Leadership Team and C5 Executive Chairs (**Eric Burton**, **Jon Coscia**, **Suzanne Foy**, **Kimberly Gibson**, and **Simón Tadeo**) thank everyone for your active participation in this Conference.

The complete Agenda is on the following pages, but here are a few highlights:

- Our Fireside Chat session features insights on the impact of CX in today's marketplace by **Mike Bowker**, COO and moderated by **Kim Gibson**, both of *Sparklight/Cable ONE*.
- Our "Spotlight On..." session highlights none other than our Host, *Sparklight/Cable ONE*, featuring **Eric Lardy**, SVP of Operations & Integration at *Cable ONE*.

- Our famous "Egg-Timer" session is back with reports on the latest CX challenges and/or initiatives from our MSO members.
- Our three association members (**Mickie Calkins**, **Mark Snow**, and **Wyatt Barnett**) bring us up to date on their respective areas (technology, marketing, and legislation, respectively).
- We thank *Deloitte* for bringing us our featured keynote guest speakers: **Wenny Katzenstein** and **Emily Werner**.
- We welcome a new C5 Partner, *Qualtrics*. *Qualtrics* and our ongoing Partner, *Statflo*, help us improve CX through their presentation of new use cases.
- Former C5er and C5 Exec Chair, **German Andrés Piderit** shares his work as Head of Client Operations at *Element Fleet Management*, drawing on powerful data about the evolution of CX and NPS.
- Our Innovation Showcase session features **Rodrigo Duclos**, who shares the inside-story about the award-winning "My Claro" mobile app.
- We welcome back our newly-inducted Emeriti members: **Gibbs Jones**, **German Andrés Piderit**, **Rob Stoddard**, and **Graham Tutton**.
- Your Senior Fellows (**Chuck Patti** and **Maria van Dessel**) present the results and "where to from here" for the C5 2022 Research Project, "Drivers of (Broadband) Product Experience Satisfaction."
- **Diane Christman** and **Camilla Formica**, both of *The Cable Center*, share the latest changes and efforts to advance the next phase of the Center's Vision 2025.



We also have plenty of time for networking and relationship building—during our meal and break sessions and at our opening evening reception and dinner.

Thank you for being a part of the C5 learning journey.

The Cable Center Senior Fellows



Charles Patti, Ph.D.
Cox Chair & Senior Fellow

Maria van Dessel, Ph.D.
Senior Fellow

Ron Rizzuto, Ph.D.
Senior Fellow

Improve Customer Experience with Business Text Messaging

89%

of shoppers want two-way conversations with brands and local businesses via text or messaging.

Reduce churn, increase client satisfaction and maximize sales with rich customer data by utilizing business text messaging.

Learn more at [Statflo.com](https://www.statflo.com)



HONORING OUR C5 EMERITI

Thank you for your continued service and support of C5

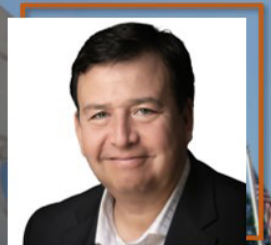


Steven Gibbs Jones
Owner (Spartanburg)
ARCpoint Labs



Jana Henthorn
Board Member
The Cable Center

Former
President
& CEO
The Cable
Center



Germán Andrés Piderit
Head, Client Ops, US & Canada
Element Fleet Management



Rob Stoddard
Retired
NCTA



Graham Tutton
Head, Client Success
InMoment

Wednesday, Nov. 9

DAY 1: MORNING SCHEDULE

8:15am - 9:15am
City Market Deli



Breakfast. *City Market Deli* (inside *Copperpoint Insurance* building)
With compliments of *Sparklight/Cable ONE*

9:15am - 9:30am

Walk across street to *Cable ONE HQ*, 210 E Earll Drive, Phoenix, AZ 85012
Register at the reception desk (security) for admittance into *Cable ONE*.

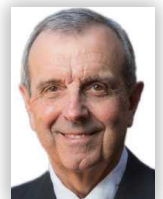
9:30am - 9:45am
BAR, Cable ONE HQ

Opening Remarks, Welcome, and Introductions

Charles Patti, *Senior Fellow & Cox Chair, The Cable Center*
Diane Christman, *President & CEO, The Cable Center*
Camilla Formica, *Chief Programs Officer, The Cable Center*

This fall, we bring another compelling Agenda through the efforts of **Kim Gibson** and her team at *Sparklight*, the Senior Fellows, C5 Exec Chairs, and The Cable Center Leadership Team. Opening remarks by **Chuck**, **Diane**, and **Camilla** include special thanks to guest speakers, **Mike Bowker** and **Eric Lardy** (*Cable ONE*); **Wenny Katzenstein** and **Emily Werner** (*Deloitte*); and **Germán Andrés Piderit** (*Element Fleet Management*). We're also delighted to welcome **Abhi Ingle**, **Pablo Talarico**, and **Erik Vogel**, representing our new Gold Partner, *Qualtrics*, and **Scott McArthur**, from our ongoing Silver Partner, *Statflo*. Our Partners share use case examples to illustrate how they can help improve CX.

In recognition of their leadership and service to C5, we confer Emeriti status on: **Steven Gibbs Jones**, **Germán Andrés Piderit**, **Rob Stoddard**, and **Graham Tutton**. We look forward to their ongoing support. Finally, a big thanks to all participants for your contributions.



9:45am - 10:15am
BAR, Cable ONE HQ

Session 1: Inside Learning—Egg-Timer 1

Chair: **Nicole Winninger**, *Director, Customer Care Operations, Blue Ridge*
Presenters: **Byron Floyd**, *Director, Process & Strategy, Customer Care, Cox*
Gaston De Arriba, *Director, Network & Service Assurance, Telecom AR*
Maureen Moore, *Chief Customer Experience Officer, GCI*

As part of "Inside Learning," **Nicole** navigates the exacting task of moderating the session where C5 MSOs sharing their CX-related challenges and/or initiatives.



10:15am - 10:45am
BAR, Cable ONE HQ



Break and Networking

Time to catch up and meet C5 Partners, *Qualtrics* and *Statflo*

10:45am - 12:00pm
BAR, Cable ONE HQ

Session 2: Inside Learning—Egg-Timer 2

Chair: **Martin Belogi**, *Manager, Customer Voice, Telecom Argentina*
Presenters: **Jon Coscia**, *Group VP, Customer Operations, Mediacom*
Katherine Gessner, *President & CEO, MCTV*
Adam Ricklefs, *Senior Director, CX, Sparklight/Cable ONE*
Julia McElwee, *VP, Contact Center Operations, Vyve*

Martin moderates the remaining C5 MSOs to present their latest CX initiatives or challenges on a diverse range of issues.



Wednesday, Nov. 9

DAY 1: AFTERNOON SCHEDULE

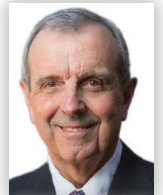
12:00pm - 1:00pm
BAR, Cable ONE HQ

Session 3: C5 2022 Research Project

Charles Patti, and Maria van Dessel, *both Senior Fellows, TCC*

"Drivers of (Broadband) Product Experience Satisfaction"

This research project comprised of three Deep Dive sessions with presentations from *Telecom AR, Midco, Mediacom, GCI, LG, and Cox*. The Senior Fellows summarize key findings and identify areas of commonality and dissimilarity across the six case histories. This analysis reveals key insights and take-aways at macro and operational levels. C5ers also workshop ideas to define levels of maturity for the impact of network performance on CX and churn.



1:00pm - 2:00pm
BAR, Cable ONE HQ

 **Lunch and Networking**
With compliments of *Sparklight/Cable ONE*

2:00pm - 2:30pm
BAR, Cable ONE HQ

Session 4: Outside Learning—CX Solutions Through Technology Statflo, C5 Silver Partner

Scott McArthur, *Chief Revenue Officer, Statflo*

"Improving CX through Local, Authentic One-to-One Conversations"

MSO's may not always be able to leverage in-person moments to engage and maintain their customer base, but it's still possible to create memorable and profitable experience. While many MSO's have similar methods of customer interaction, communicating through channels that customers have come to expect is sometimes missing. More than 60% of consumers expect to be able to have a two-way dialogue through text with their businesses of choice. By way of a use case example, **Scott** shows how enabling one-to-one messaging across the MSO, both inbound and outbound, can improve churn, reduce call handle time, and increase overall NPS.



2:30pm - 3:30pm
BAR, Cable ONE HQ

Session 5: Outside Learning—CX Evolution at Element

Germán Andrés Piderit, *Head, Client Operations, US-Canada, Element*

"Element's Journey Towards a Consistent and Superior Client Experience"

In this session you learn about *Element Fleet Management's* journey towards a consistent and superior client experience. **Germán Andres** shares the road travelled by *Element* since its early inception days as a result of a merger, through a successful transformation period, and the company's current focus on an accelerated path of growth and client centricity.



C5 Fall 2022 is proudly brought to you with the support of:



Wednesday, Nov. 9

DAY 1: AFTERNOON SCHEDULE *(cont.)*

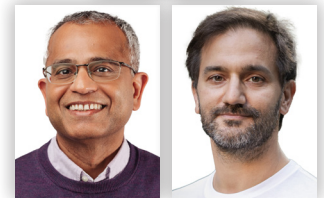
3:30pm - 4:30pm
BAR, Cable ONE HQ

Session 6: Outside Learning—CX Solutions Through Technology Qualtrics, C5 Gold Partner

Simón Tadeo, Director, Customer Experience, Telecom Argentina
Abhi Ingle, COO, Revenue Operations, Pre-Sales, Industry, Qualtrics
Pablo Talarico, Head, South America, Qualtrics

"Capitalizing on the Top CX Telco Trends / Telecom Success Story"

In conjunction with *Telecom Argentina*, Gold Partner, *Qualtrics* provides a case example on research insights to understand customer satisfaction to better predict retention and loyalty. In this session, **Abhi** and **Pablo** share trends and tactics to create an experience that gets your customers to say, "I'll be back"! Next, C5ers hear directly from **Simón** and his team about their journey with *Qualtrics* to implement an integrated omnichannel voice of the customer program.



4:30pm - 5:00pm

Free time | Travel to restaurant (own transportation arrangements)

5:00pm - 6:30pm

Reception by Sparklight/Cable ONE

Seasons 52
Biltmore Fashion Park
2502 E Camelback Rd,
Suite 140, Phoenix, AZ
Ph: (602) 840-5252

John Walburn, VP, Operations, Cable ONE
Kim Gibson, Senior Director, Customer Operations, Sparklight

John and **Kim** welcome C5ers to the lively event taking place on *Seasons 52's* back patio with networking among members, C5 Partners, *Qualtrics* and *Statflo*, representatives from *Deloitte* and *J.D. Power*, and invited guests.

We capitalize on the fabulous fall weather in Arizona with the launch of our inaugural C5 Beanbag Throw Tournament. A big thanks to C5's new *Sparklight* representative, **Adam Ricklefs**, for agreeing to MC this auspicious event. This fun-filled activity doesn't discriminate among athletic skill-level, so warm-up your throwing arm.



6:30pm - 9:00pm

C5 Wine Dinner

Seasons 52

Pre-dinner speaker: **Jane Vukovich**, Director, Destination Services, Visit Phoenix

Jane welcomes C5ers on behalf of *Visit Phoenix*, a non-profit organization that promotes the Greater Phoenix community to a global audience. After hearing about this multicity metropolis, known as the *Valley of the Sun*, we experience the epicurean delights of a five-course menu, paired with the favorite wines by *Seasons 52's* Sommelier. During the meal, the Sommelier explains the thoughtful food and wine pairings and why a particular wine was selected for each specific dish. Make sure that you work up a healthy appetite for this special C5 dinner.



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Notes

Lined writing area for notes.

Thursday, Nov. 10

DAY 2: MORNING SCHEDULE

8:00am - 9:00am
BAR, Cable ONE HQ

 **Breakfast.** *Sparklight/Cable ONE*, 210 E Earll Drive, Phoenix, AZ 85012
With compliments of *Sparklight/Cable ONE*

9:00am - 9:30am
BAR, Cable ONE HQ

Session 7: Update from The Cable Center

Diane Christman, *President and CEO, The Cable Center*
Camilla Formica, *Chief Programs Officer, The Cable Center*

Diane and **Camilla** update us on the latest changes at *The Cable Center*; introduce new Intrapreneurship Academy courses; and share plans to expand the Center's CX programs.



9:30am - 10:00am
BAR, Cable ONE HQ

Session 8: Association Updates

Mickie Calkins, *VP, Strategic Partnerships, CableLabs*
Mark Snow, *SVP, Consumer Marketing & Insights, CTAM*
Wyatt Barnett, *Snr. Director, Industry and Association Affairs, NCTA*

Our Association members provide the following updates:
"Empowering Next Generation Network Performance to Maximize CX" is **Mickie's** description of *CableLabs'* and *SCTE's* activities to help operators deliver world-class customer experience.
In "What's Old is New Again," **Mark** shares *CTAM's* renewed focus on call center hand-offs of move disconnect calls.
Through "Washington Update: What the mid-terms mean for us," **Wyatt** dives into the election results and the implications for cable.



10:00am - 11:00am
BAR, Cable ONE HQ

Session 9: Inside Learning—Fireside Chat

Moderator: **Kim Gibson**, *Snr. Director, Customer Ops., Sparklight*
Guest Speaker: **Michael Bowker**, *COO, Cable ONE*

During this moderated conversation, **Mike** shares his thoughts on the changes facing our industry; the impact of digital and technological innovation; and how these factors impact network performance, customer communication, and the overall customer experience.



11:00am - 11:30am
BAR, Cable ONE HQ

 **Break and Networking**
Time to catch up and meet C5 Partners, *Qualtrics* and *Statflo*

11:30am - 12:30pm
BAR, Cable ONE HQ

Session 10: Outside Learning—Keynote Address

Chairs: **Charles Patti** and **Maria van Dessel**, *both SFs at TCC*
Guest Speakers: **Wenny Katzenstein**, *Managing Director, and Emily Werner*, *Senior Manager, both of Deloitte*

After discussing the importance of trust, **Wenny** and **Emily** introduce the *Deloitte HX TrustID* platform that measures, predicts, and recommends actions for improvement. By way of case studies, they share how *Deloitte* piloted *HX TrustID* within different companies and provide a spotlight on trust in the cable industry.



Thursday, Nov. 10

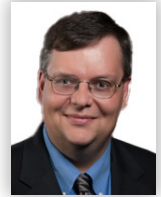
DAY 2: AFTERNOON SCHEDULE

12:30pm - 1:00pm
BAR, Cable ONE HQ

Session 11: "Spotlight On...Sparklight"

Eric Lardy, *SVP, Operations & Integration, Cable ONE*

Eric provides a brief history of *Cable ONE's* journey from a newspaper subsidiary (1986) to its rebranding of Sparklight (2019), and beyond.



1:00pm - 2:00pm
BAR, Cable ONE HQ

 **Lunch and Networking**
With compliments of *Sparklight/Cable ONE*

2:00pm - 3:00pm
BAR, Cable ONE HQ

Session 12: Inside Learning—Innovation Showcase

Rodrigo Duclos, *Chief Digital Officer, Claro Brasil*

The *2020 Fast Company Innovation by Design Awards* honored solutions to the world's most urgent problems, revealing inspiring visions of a better future. Claro's mobile app, "Minha Claro" ("My Claro"), won the *Best Design of Latin America* category. After heading up the project, **Rodrigo** explains the processes involved, from planning to execution. As part of *Claro's* ongoing digital transformation to drive better customer service, the project culminated in a better way for customers to engage with *Claro* and manage their services, using an app designed with their experience in mind.



3:00pm - 3:30pm
BAR, Cable ONE HQ

Session 13: C5 Strategy Discussion

Charles Patti, *Senior Fellow & Cox Chair, The Cable Center*
Diane Christman, *President & CEO, The Cable Center*
C5 Executive Chairs, *Jon Coscia, Kim Gibson, Simón Tadeo*

On November 8, the C5 Leadership Team discussed future planning of C5 and how to keep the program relevant, engaging, and a strong value proposition for members. **Chuck** and **Diane** bring C5ers up-to-date on strategy discussions from the Exec Chair meeting, including proposed dates/venues for C5 Conferences in 2023.



3:30pm - 4:00pm

Wrap Up and Close

4:00pm - 4:30pm

Free Time | Travel to Renaissance Phoenix Downtown Hotel

5:00pm - 7:00pm

Happy Hour, Dustcutters Bar, Renaissance Phoenix Downtown

Use your complimentary drink voucher at the *Dustcutters Bar* and enjoy a final drink with remaining C5ers and guests.



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THE **CABLECENTER**

CABLE ONE IS NOW

/ **Sparklight**

qualtrics^{XM}

 **STATFLO**

Deloitte.

Notes

A large rectangular area with horizontal lines, intended for writing notes.

From employees to intrapreneurs.

A new way to lead.

Intrapreneurship Academy cultivates the skills, capabilities, and mindsets that allow employees to become strong intrapreneurial leaders.

Intrapreneurship Academy is built around the belief that **employees who act as entrepreneurs** within their organizations will **provide outsized organizational value** because they:

- **Add value to the organization's bottom line**
- **Are highly engaged and possess an ownership mentality**
- **Leverage existing resources to create new solutions that add value**
- **Lead confidently, collaborate effectively, and deliver results**
- **Turn unplanned change into unexpected opportunities**
- **Inspire talent and influence culture**

Over 70% of transformative innovations

are conceived, developed, and commercialized by employees working within large companies.

– Forbes

Intrapreneurs are confident leaders with the determination to innovate and impact change at work.

Corporate leaders who think like business owners are key assets because they have their eye on the things that matter most to modern organizations—from new technologies to diversity, from fresh trails to blaze to the most cutting-edge ways to lead.

Intrapreneurship Academy is a series of intensive leadership and innovation courses for connectivity and content industry standouts. We complement our coursework with thought leadership programming and

an unmatched educational content library, ensuring the training and mentorship your people receive here provide a foundation for building forward-thinking problem solvers. You send us your sharpest employees, **your most promising leaders**, and we teach them to cultivate their leadership capabilities to **become the change-makers and risk-takers** who will usher your organization into the future.



Courses At A Glance

COURSE	DRIVING INNOVATION	LEADING WITH AGILITY	LEADING WITH AGILITY EXECUTIVE INTENSIVE	INTRAPRENEURIAL LEADERSHIP
Description	Equips high performers with the frameworks and mindset to drive continuous improvement and innovation.	Empowers high performers to adapt, innovate, and thrive by demonstrating agility in times of ongoing change.	Prepares executives to create a culture of agility in their organizations.	Helps rising leaders get the skills to move into the next levels of management through effective, confident leadership.
Outcomes	Applied innovation business plan	Framework for building agility	Internalization of leadership agility	Intrapreneurship leadership plan
Duration	8 weeks	8 weeks	1.5 days	8 weeks
Target Audience	Manager to Vice President	Manager to Vice President	Vice President to C-Level	Manager to Senior Director
Format	Virtual course Kickoff: Two 3-hour sessions Weekly: Six 1-hour sessions Capstone: Two 3-hour sessions	Virtual course Kickoff: Two 3-hour sessions Weekly: Six 1-hour sessions Capstone: Two 3-hour sessions	In person	Virtual course Kickoff: One 2.5-hour sessions Weekly: Six 1-hour sessions Capstone: One 2.5-hour sessions
Dates	Spring 2023 (April) Fall 2023 (September) Team courses or additional classes added based on demand.	Spring 2023 (May) Fall 2023 (September) Team courses or additional classes added based on demand.	Fall 2022 (November 3-4) Fall 2023 (November)	Fall 2022 (October 3-December 5) Spring 2023 (April) Fall 2023 (September) Team class or additional sessions added based on demand

C5 Fall 2022 Delegates

C5 EXECUTIVE CHAIRS

Jon Coscia	Group VP, Customer Operations	Mediacom
Kimberly Gibson	Senior Director, Customer Operations	Sparklight
Simón Tadeo	Director, Customer Experience	Telecom Argentina

C5 PARTNER REPRESENTATIVES

Scott McArthur	Chief Revenue Officer	Statflo
Abhi Ingle	Chief Operating Officer	Qualtrics
Pablo Talarico	Head, South America	Qualtrics
Erik Vogel	Global Head, High Tech & Telco	Qualtrics

C5 MEMBER REPRESENTATIVES, SPEAKERS, AND GUESTS

Grace Abblitt	Senior Director, Marketing	Vyve Broadband
Wyatt Barnett	Senior Director, Industry & Assoc. Affairs	NCTA
Martin Belogi	Manager, Customer Voice	Telecom Argentina
Mike Bowker	Chief Operating Officer	Cable ONE
Mickie Calkins	VP, Strategic Partnerships	CableLabs
Gaston De Arriba	Director, Network & Service Assurance	Telecom Argentina
Rodrigo Duclos	Chief Digital Officer	Claro Brasil
Byron Floyd	Director, Process & Strategy, Cust. Care	Cox
Katherine Gessner	President & CEO	MCTV (Massillon)
Ian Greenblatt	Managing Director & General Manager	J.D. Power
Travis Harr	Director, Divisional Operations	Cable ONE
Gibbs Jones	C5 Emeritus Owner (Spartanburg)	ARCpoint Labs
Wenny Katzenstein	Managing Director	Deloitte
Eric Lardy	SVP, Operations & Integration	Cable ONE
Heather LoPresti	Manager, Customer Care	Blue Ridge
Julia McElwee	Vice President, Contact Center Operations	Vyve Broadband
Maureen Moore	Chief Customer Experience Officer	GCI
Germán Piderit	C5 Emeritus Head, Client Ops, US-Canada	Element Fleet Management
Adam Ricklefs	Senior Director, Customer Experience	Sparklight
Lynette Schroder	Director, Technical Care Center	Cable ONE
Rob Stoddard	C5 Emeritus Retired (NCTA)	Retired
Mark Snow	SVP & GM, Consumer Mktg & Insights	CTAM
Becky Trask	Director, Customer Care Residential	Cable ONE
Graham Tutton	C5 Emeritus Head, Client Success	InMoment
Nicole Wininger	Director, Customer Care Operations	Blue Ridge
John Walburn	VP, Operations	Cable ONE
Emily Werner	Senior Manager	Deloitte

THE CABLE CENTER SFs AND LEADERSHIP TEAM

Diane Christman	President & CEO	The Cable Center (TCC)
Camilla Formica	Chief Programs Officer	The Cable Center (TCC)
Charles Patti	SF, James M. Cox Chair & Emeritus Professor	TCC & University of Denver
Maria van Dessel	SF & DU Research Scholar	TCC & University of Denver

C5 Members

C5 EXECUTIVE CHAIRS		
Eric Burton	SVP, Tools, Technology & Quality	Comcast
Jon Coscia	Group VP, Customer Operations	Mediacom
Suzanne Foy	VP, Customer Care, Strategy & Support	Cox
Kimberly Gibson	Senior Director, Customer Operations	Sparklight
Simón Tadeo	Director, Customer Experience	Telecom Argentina
C5 MEMBER REPRESENTATIVES		
Jill Arbet	SVP, Head of Marketing	Vyve Broadband
Wyatt Barnett	Senior Director, Industry & Assoc. Affairs	NCTA
Bob Bartelt	Director, Customer Experience Operations	MIDCO
Mickie Calkins	VP, Strategic Partnerships	CableLabs
Dane Dickie	SVP, Operations Customer Care	Cox Communications
Rodrigo Duclos	Chief Digital Officer	Claro Brasil
John Del Viscio	Vice President, Operations	Blue Ridge Communications
Katherine Gessner	President & CEO	MCTV (Massillon)
Leslie Heilema	SVP & Chief Marketing Officer	CableLabs
Zhen (Ray) Lei	Vice General Manager	Shenzhen Topway
Maureen Moore	Chief Customer Experience Officer	GCI
Melanie Hannasch	SVP, Customer Experience	Vyve Broadband
Adam Ricklefs	Senior Director, Customer Experience	Sparklight/Cable ONE
Joseph Rysavy	Director, Marketing Strategy & Analytics	MIDCO
Mark Snow	SVP & GM, Consumer Marketing & Insights	CTAM
Chris Simmonds	Chief of Staff to CTO	Liberty Global
Bill Warga	VP, Technology	Liberty Global
Nicole Wininger	Director, Customer Care Operations	Blue Ridge Communication
THE CABLE CENTER SFs AND LEADERSHIP TEAM		
Diane Christman	President & CEO	The Cable Center (TCC)
Camilla Formica	Chief Programs Officer	The Cable Center (TCC)
Charles Patti	SF, James M. Cox Chair & Emeritus Professor	TCC & University of Denver
Ron Rizzuto	SF, R. Rizzuto Chair & Finance Professor	TCC & University of Denver
Maria van Dessel	SF & DU Research Scholar	TCC & University of Denver
C5 EMERITI		
Jana Henthorn	Board Member	The Cable Center (TCC)
Gibbs Jones	Owner (Spartanburg)	ARCpoint Labs
Germán Piderit	Head, Client Operations, US-Canada	Element Fleet Management
Rob Stoddard	Retired	NCTA
Graham Tutton	Head, Client Success	InMoment

Silver Partner Statflo

Partners are vital to C5 for two key reasons: (1) providing operational and technological solutions for our MSOs, and (2) financial support to fund C5 efforts to improve CX in cable. C5 Partners enable our members to stay at the forefront of CX innovations and proactively identify resolutions for improving business processes.

On behalf of all C5ers, the C5 Leadership Team acknowledges its appreciation of *Statflo's* support and welcomes **Scott McArthur** to his second C5 Conference. We're grateful to **Scott** and his team for their ongoing work with C5 member companies to implement technology that streamlines customer communications and conducts conversations with the right customer at the right time.

Scott McArthur

Chief Revenue Officer

As CRO, Scott leads the company's Sales, Partnerships and Customer divisions. With over 15 years of experience across consumer retail and technology sectors, Scott's focus has always been to improve the customer experience through profitable interactions. Prior to joining Statflo, he managed Sales and Marketing teams at Telus, one of Canada's largest Telecommunications companies, responsible for bringing innovative solutions to the frontline teams in the SMB and Consumer segments. During his career, he has built high performing teams and developed programs that drive engagement and revenue growth.



Statflo is the leading compliant one-to-one business text messaging platform that enables businesses to have meaningful, two-way conversations with their customers. With seamless integrations to existing systems, rich sendable content, and multi-channel messaging, customer-facing teams have all the tools and context they need in a single platform to engage, retain, and grow their customer base. *Statflo's* values shape the way we help companies personally engage with their customers, allowing companies to maximize the full potential of their customer relationships.

Invest in better conversations

Reduce Customer Churn

Reduce customer churn and increase customer lifetime value with personalized and relevant campaigns and messaging.

Maximize Sales

Notify customers of upgrade opportunities and new product or service opportunities utilizing a highly responsive customer communication channel.

Client Services

Enhance customer experience and satisfaction by engaging with your clients via their preferred channels and get ahead of your competition with streamlined communications.

In 2020, the company was chosen as one of the Best Workplaces by *Great Place to Work®*, based on its independent survey of *Statflo's* team, approach to culture, and plans for the future. *Statflo* feels strongly that its people are its most valuable asset, and will continue to invest in culture, leadership, and overall wellness. In 2021, *Statflo* was recognized by *Report on Business*, as one of Canada's top growing companies, received the *Canadian Business Excellence Award*, and has been recognized by *MaRS* as a *Momentum Canada's Next \$100M Companies* (in revenue).

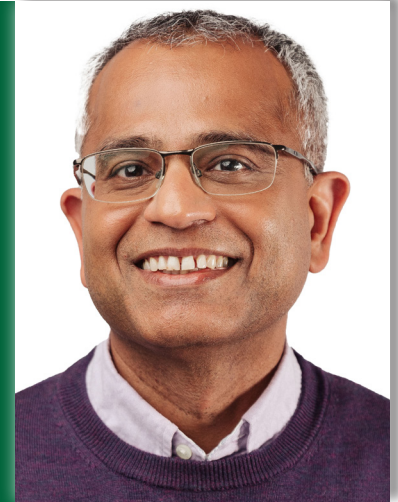
Gold Partner Qualtrics

On behalf of all C5ers, the C5 Leadership Team welcomes *Qualtrics* as our new C5 Gold Partner. We also acknowledge the efforts by C5 Exec Chair, **Simón Tadeo**, and his team at *Telecom Argentina* for recognizing the value of this relationship and for their efforts to bring *Qualtrics* to C5. We're fortunate to briefly welcome one of *Qualtrics*' top executives, **Abhi Ingle**, to deliver the joint presentation with *Telecom Argentina*. We also look forward to getting to know **Pablo Talarico** and **Erik Vogel** as they participate in their first C5 Conference.

Abhi Ingle

Chief Operating Officer

Abhi Ingle is the COO at Qualtrics and engages regularly with customers in the telecommunications & high tech industry. Prior to Qualtrics, Abhi was a senior executive at AT&T. He led the advanced products organization, ran channel marketing across enterprise, public sector, and SMB and drove distribution strategy. He had the privilege of working with an incredibly talented set of pioneers and digital visionaries as the founding CRO for mobile solutions and tackling digital transformation as Chief Digital Officer, AT&T Business. Abhi has over 25 years of operating experience, with a specialization in go-to-market functions across sales, marketing, product, and partnerships.



Pablo Talarico

Head, South America

Passionate about Experience Management (XM), Pablo Talarico has managed the South American Business for Qualtrics since October 2019. With 18 years of professional history building high performance multidisciplinary teams in customer experience management and computer software companies as SAP, Oracle and Teradata, he has contributed to help organizations in Latin America to succeed in a dynamic world. Pablo holds a bachelor degree in economics from Universidad de Ciencias Empresariales y Sociales, and MBA for Business Administration from Universidad del CEMA.



Erik Vogel

Global Head, High Tech & Telco

Erik is customer-obsessed with an innate passion to not only customers' problems, but to delight them. As the High Tech & Telco industry leader for Qualtrics he helps leading companies differentiate themselves through game-changing experiences. Erik has spent over two decades working for leading tech firms including Hewlett Packard, Cisco and HPE. As a recognized leader in cloud and cloud technologies, Erik led a number of hybrid cloud professional services practices and built the customer experience program for HPE GreenLake. Erik holds an MBA from Carnegie Mellon University, a JD from the University of Pittsburgh School of Law, and a BS in Mechanical Engineering from Villanova University. He is a member of the Utah Bar, and an Adjunct Professor of Management at the University of Utah.



Sparklight Spotlight

We're grateful to *Sparklight/Cable ONE* for hosting C5 Fall 2022, along with our Fireside Chat guest, **Mike Bowker**, moderator C5 Exec Chair, **Kim Gibson** and "Spotlight On..." presenter, **Eric Lardy**. C5 Fireside Chats provide informal, yet structured, interviews with high-profile cable executives, while our "Spotlight On..." sessions facilitate a C5 core goal of inside learning.

Mike Bowker

*Chief Operating Officer
Cable ONE*

As COO for Cable ONE, Mike is responsible for overseeing Cable ONE's daily operations, technology, and residential and business channels. He joined Cable ONE in 1999 and held VP roles since 2005. Mike is a member of the team that successfully launched the commercial sales division and the residential inbound sales call center. Prior to joining Cable ONE, Mike was with AT&T Media Services and TCI Cable, where he served in various sales management positions. Mike holds a bachelor's degree in Communication from Boise State University and is a graduate of the Stanford Executive Program at Stanford University. He currently serves as Vice Chairman of ACA — America's Communications Association.



Kim Gibson

*Senior Director, Customer Operations
Sparklight*

As a key member of the Customer Operations Team, Kim is responsible for aligning strategy with company goals and objectives, testing and implementation of solutions and best practices to improve the customer experience across Cable ONE/Sparklight's 42 systems and three inbound call centers. Since joining Cable ONE in 2004, Kim has responsibilities for over 300 Cable ONE/Sparklight associates. Prior to joining the Cable ONE/Sparklight leadership team, Kim gained vast experience in the communications industry where she began her career with Qwest Communications in 1991. Kim graduated from Northern Arizona University in Flagstaff with a B.S. in Hospitality Management and earned an MBA in Technology Management from the University of Phoenix.

Eric Lardy

*Senior Vice President, Operations & Integrattion
Cable ONE*

As SVP of Operations & Integration, Eric is responsible for overseeing the company's day-to-day operations, acquisition integration and long-term strategic operating plans. A more than 20-year veteran in the cable industry, Eric joined Cable ONE as a Pay-Per-View Manager in the Fargo, North Dakota cable system. He relocated several times and held a variety of positions in Marketing, Operations, and system General Management before being named Vice President of Strategy and Finance in 2014. In 2017, he was promoted to Senior Vice President, adding oversight of human resources and business intelligence to his responsibilities. Eric holds bachelor's degrees in Marketing and International Business from Minnesota State University and an MBA from Arizona State University.



C5 Keynote Speakers

C5ers know that learning opportunities come from *inside* and *outside* the industry and take place in various forms—from sharing and engaging with members, research, facility tours, and presentations at C5 conferences and other forums. To provide members with insights on CX practice from diverse perspectives, the SFs identify guest speakers from companies recognized for CX excellence. Every C5 conference provides new learning opportunities from the unique perspectives of our keynote speakers.

Wenny Katzenstein

*Managing Director, Technology, Media & Entertainment
Deloitte*

With over 20+ years of experience in the strategy, brand and insights space, Wenny has led key initiatives, processes, and marketing executions for top global companies, brands & franchises including The Walt Disney Company, NBCUniversal, and Sony Pictures Entertainment. She focuses on helping clients pursue a common mission and identity, while driving growth through global strategies, innovation, and experiences. With expertise in brand management, brand development, fan/content monetization and multicultural business strategies, Wenny helps companies build meaningful relationships and experiences with their consumers. Wenny serves on Duke University's Fuqua School of Business Alumni Council, where she received her MBA, and holds a BA from the University of Delaware and MA from Rollins College.



Emily Werner

*Senior Manager, Deloitte Digital/Human Experience & Trust Program
Deloitte*

As a Senior Manager at Deloitte, Emily helps her clients reimagine brands and experiences, shaping the moments that matter. She is deeply passionate about helping businesses build trust—fostering stronger connections with people and markets and creating lasting value. Emily's work includes the HX TrustID™ platform, a proprietary measurement system that helps companies to measure trust, predict behavior, and take action to (re)build trust. Emily holds an MBA from Duke's Fuqua School of Business. Her thought leadership has been featured in publications such as the Wall Street Journal and at professional events such as the Twilio SIGNAL conference.



Deloitte. www.deloitte.com

Deloitte provides industry-leading audit, consulting, tax, and advisory services to many of the world's most admired brands, including 80 percent of the *Fortune 500*. *Deloitte's* people work across more than 20 industry sectors to deliver measurable and lasting results that help reinforce public trust in capital markets, inspire clients to make their most challenging business decisions with confidence, and help lead the way toward a stronger economy and a healthy society. In the United States, *Deloitte LLP* and its subsidiaries have 70,000 professionals – more than 2,000 of whom are based in North Texas – with a single focus: Serving its clients and helping them solve their toughest problems. Building on more than 175 years of service, *Deloitte's* network of member firms spans more than 150 countries and territories. Together, *Deloitte's* more than 330,000 people worldwide make an impact that matters.

C5 Guest Speaker

We welcome **Germán Andrés**, former C5 Exec Chair and C5 representative from *Rogers Communications* (Canada), back to the C5 family as a C5 Emeritus. We're fortunate that **Germán Andrés** can provide a unique outside learning opportunity. Blending his deep knowledge and years of experience in the cable industry with his new responsibilities in automotive fleet management, **Germán Andrés** shares his mastery of NPS and customer experience from a perspective that crosses many different verticals. Thus, a rare learning perspective is offered to C5ers by "one of our own," whose insights and leadership have been sorely missed.

Germán Andrés Piderit

*Head, Client Operations, US & Canada
Element Fleet Management*

Germán Andrés heads the US and Canadian operations for Element Fleet Management, the largest pure-play automotive fleet management company in the world. Germán's mandate is to ensure the seamless delivery of Element's trademark consistent and superior customer experience. His focus is on the reliable and forward-looking delivery of our services and solutions to commercial clients across all industry verticals. Prior to joining Element, Germán Andrés held several executive positions at Rogers Communications Inc. (Canada), leading large operations in customer service and back office, plus hi-tech innovation in the space of robotics and machine learning.



Today's challenges require a strong fleet partner.

As the global leader in fleet management, *Element* provide a superior client experience and tailored solutions, along with deep and broad expertise to help its clients achieve extraordinary results. As fleet experts, *Element* makes the complicated simple for clients, allowing them to focus on their business. Companies that put their fleet in the hands of *Element's* dedicated professionals, enjoy benefits such as, reducing costs, navigating the ever-changing landscape of fleet management, and managing their businesses across the entire fleet lifecycle.

Every day, *Element* help its clients manage fleets that deliver the goods and services our communities rely on. *Element* drives value through collaboration and continuous improvement. Its depth of expertise and commitment to consistent, superior service is unparalleled. From the transition to electric vehicles, to its leadership in predictive analytics and mobility, *Element* make the complex simple for clients.

As the world's largest pure-play automotive fleet manager, *Element* plays a meaningful part in creating a cleaner, more equitable, and inclusive future. The company has moved with pace to advance its Diversity, Equity, and Inclusion strategy and proudly play a leadership role in the industry, working alongside clients and suppliers, with the ultimate goal of driving real societal change.

Element has global reach, are the largest fleet management company in North America, and are the clear market leader in all the countries where its operates: the U.S., Canada, Mexico, Australia, and New Zealand.

C5 Executive Chairs

C5 is supported by five Executive Chairs who play an important role in the planning and governance of the Consortium. In addition to providing input on program content for C5 conferences, the Chairs participate in discussions about the future direction and strategies of C5. C5 Chairs serve a three-year (renewable) term and are appointed by the C5 Leadership Team.

Eric Burton

*Vice President, Tools, Technology, & Quality
Comcast*

Eric oversees desktop tools, customer-facing support tools and content, ITGs and troubleshooting solutions, quality, performance management, and coaching. He plays an important role in developing Comcast's customer service strategy, working closely with his peers across all levels of the organization. Eric is squarely focused on Comcast's goal to make CX the best product, arming employees and customers with the optimal tools, and that quality and coaching programs reinforce and support that goal. This includes identifying winning behaviors that build a culture of ownership at all levels of the organization.



C5 Exec Chair: Term expires end 2022



Jon Coscia

*Group Vice President, Customer Operations
Mediacom*

Jon is the Group Vice President of Customer Service and Field Support Operations at Mediacom Communications Corporation. He is the executive responsible for customer service call center operations, field dispatch and workforce management operations, development of customer self-service channels, and inbound sales and retention operations. Jon is a 19-year veteran in the cable industry joining Mediacom Communications in 2007.

C5 Exec Chair: Term expires end 2022

Suzanne Foy

*VP, Customer Care Partner Management, Strategy, Business Support
Cox Communications*

Suzanne leads the definition of Cox Customer Care Strategy, design and delivery of Cox Business customer support, engagement and performance of Cox outsource partner management, and customer care program management. In her almost 25 years at Cox, previous roles have include digital support, customer support policy and process standards, billing and payment strategy and experiences across call center and online channels, agent and customer knowledge management, communications, and agent education.



C5 Exec Chair: Term expires end 2022

C5 Executive Chairs



Kimberly Gibson

*Senior Director, Customer Operations
Sparklight (formerly Cable ONE)*

Kimberly is the Senior Director of Customer Operations. As a key member of the Customer Operations Team, she is responsible for aligning strategy with company goals and objectives, testing and implementing solutions and best practices to improve CX across Sparklight's 42 systems and three inbound call centers. Since joining Cable ONE/Sparklight in 2004, Kim has held various roles and responsibilities for over 300 Sparklight associates.

C5 Exec Chair: Term expires end 2022

Simón Tadeo

*Director, Customer Experience
Telecom Argentina*

Simón is the Customer Experience Director at Telecom, the leading telecommunications company in Argentina. Simón began his career at Cablevision in 1998 and has held various positions, including Client Retention Coordinator, Business Analyst, Head of Administration & Control, and Sales Integration Manager. Following the merger of Telecom and Cablevision (2018), Simón was appointed the CX Director of the newly-formed company, Telecom Argentina.



C5 Exec Chair: Term expires end 2022

C5 Emeriti

In 2022, the C5 Leadership Team announced an initiative to recognize significant and long-standing contributions to individuals who retired from active participation in C5. Emeritus/Emerita is an honorary designation conferred upon retirees to recognize their contributions and accomplishments to C5 over a significant period. It is available to C5 members upon their resignation and conferred by the C5 Leadership team. Emeritus/Emerita status is a lifetime appointment and conferred individuals are invited to remain actively involved in C5.

Jana Henthorn

*Former President & CEO | Board Member
The Cable Center*

Industry veteran Jana took the helm of The Cable Center as President and CEO on January 1, 2016. With over 30 years' experience from all corners of the industry, she has been part of The Center's leadership team since 2004. A nationally-recognized advocate for customer experience, Jana led The Center's Customer Experience Central initiatives, including the Cable Center Customer Centric Consortium (C5). A champion of women in the cable industry, she served on the National Board and Executive Committee for WICT and is a charter fellow of the Betsy Magness Leadership Institute.



C5 Emerita: Conferred 2022



C5 Emeritus: Conferred 2022

Steven Gibbs Jones

*Owner (Spartanburg)
ARCpoint Labs*

Gibbs is a customer experience executive with over 25 years of CX leadership and expertise in the design, optimization and implementation of customer contact operations. He has directed the start-up of multiple customer contact operations, with industry expertise in consumer electronics, communications, retail, manufacturing, financial services, banking, and direct sales. As SVP of CX for Suddenlink Communications, Gibbs gained over ten years experience in the cable industry. Currently Gibbs owns two ARCpoint Labs locations and has a consulting practice that helps companies improve their customer experience.

Germán Andrés Piderit

*Head, Client Operations, US & Canada
Element Fleet Management*

Germán Andrés heads the US and Canadian operations for Element Fleet Management, the largest pure-play automotive fleet management company in the world. Germán's mandate is to ensure the seamless delivery of Element's trademark consistent and superior customer experience. His focus is on the reliable and forward-looking delivery of services and solutions to commercial clients across all industry verticals. Prior to joining Element, Germán Andrés held several executive positions at Rogers Communications Inc. (Canada), leading large operations in customer service and back office, plus hi-tech innovation in the space of robotics and machine learning.



C5 Emeritus: Conferred 2022

C5 Emeriti



C5 Emeritus: Conferred 2022

Robert (Rob) Stoddard

Retired

NCTA - The Internet & Television Association

Following a career in journalism and government, Rob worked for more than three decades in senior positions in communications, public relations, and public affairs serving the cable industry. His career was capped by a 20-year run with NCTA, as SVP for Communications & Public Affairs, retiring in January 2022. During his illustrious cable career, Rob received several major diversity awards, is a Cable Television Pioneer, and a Hall of Famer for Virginia Cable and PRNews. For almost 20 years, he proudly represented NCTA on the industry Customer Care Committee (now C5), from its inception at NCTA, through CTAM's stewardship and now run by The Cable Center.

Graham Tutton

Head, Client Success

InMoment

Graham is accountable for delivering InMoment technology, insights, and advisory services driving ideal outcomes and business impacts for clients.

He joined InMoment in early 2020 and has over 25 years of proven, cross-industry experience building, managing, and advising domestic and global organizations to customer-centric, revenue producing, business units. In recognition of his meritorious service to The Cable Center and C5, Graham was conferred as a C5 Emeritus in 2022.



C5 Emeritus: Conferred 2022

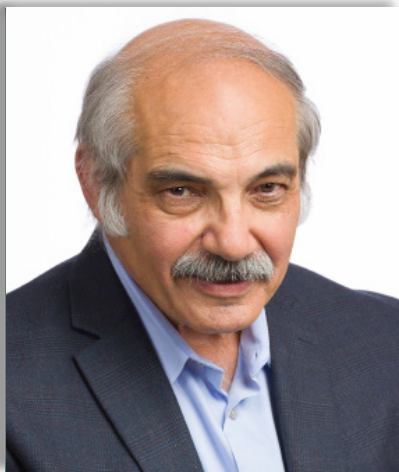
TCC Senior Fellows

The Cable Center has three Senior Fellows (SFs), advising The Cable Center on all topics related to customer experience and assisting strategic planning for the Center. The SFs are also responsible for the management and operations of C5. This includes: providing a forum for sharing CX initiatives and solutions to improve CX in the industry; exposing operators to new technologies that enhance CX; undertaking research to provide new insights; and continuing to build added-value for C5 members.

Charles (Chuck) Patti, Ph.D.

*James M. Cox Endowed Chair & Senior Fellow, The Cable Center
Professor Emeritus, University of Denver*

Charles has deep experience in academic and business worlds, including serving as the department and school head, director of executive MBA programs, associate dean, acting dean, and chair of committees at university, college, school, and department levels as well as international collaborations. He has extensive experience in working with large international companies to create business-academic relationships, particularly around global education. His scholarship includes publications in international journals, proceedings, books, case studies, book chapters, book reviews, and industry/consulting reports. Topics focus on marketing management, customer experience, marketing communications, and learning and teaching issues.



Ron Rizzuto, Ph.D.

*Senior Fellow, The Cable Center
Professor of Finance, Ron Rizzuto Endowed Chair, University of Denver*

Ron has been involved with the cable industry for 30 years and is one of the leading authorities on the economics of U.S. municipal telecommunication overbuilds. He was inducted into Cable TV Pioneers for his service to the cable industry and is an Honorary Lifetime member of WICT and the WICT's Special Accolade Award. Ron's teaching and research areas include: capital expenditure analysis, mergers and acquisitions, corporate financial planning, corporate restructuring, telecommunication finance and customer experience management. He has published numerous articles, regularly delivers seminars in his specialty areas, and is often quoted on finance issues in the press.

Maria van Dessel, Ph.D.

*Senior Fellow, The Cable Center
Research Scholar, University of Denver*

Maria is a Research Scholar at the University of Denver. Her principal teaching and research cover the general area of marketing communications, advertising, marketing, market research, direct marketing, and customer experience management. Maria has publications in the *Journal of Marketing Communications* and the *Industrial Marketing Management*, and she is currently engaged in a number of research and consulting projects involving expert witness research, corporate philanthropy, self-service, call center, digital and retail KPIs, design thinking strategy, and advancing CX in the cable industry.



C5 Fall 2022 HOST

About Sparklight

We provide communities the connectivity that enriches their world.

Sparklight® is a leading broadband communications provider and part of the Cable ONE family of brands, which serves more than one million residential and business customers in 24 states. It is headquartered in Phoenix, Arizona, though it does not serve that metro area. Sparklight provides consumers with a wide array of connectivity and entertainment services, including high-speed internet and advanced Wi-Fi solutions, cable television and phone service. Sparklight Business provides scalable and cost-effective products for businesses ranging in size from small to mid-market, in addition to enterprise, wholesale and carrier customers.

Founded in 1986, Cable ONE was a former subsidiary of Graham Holdings Company, changing its name in 1997 from Post-Newsweek Cable to Cable ONE. In summer 2019, Cable ONE re-branded itself as Sparklight, seeking to promote its internet services more than cable TV offerings. Cable ONE President and CEO Julie Laulis said "over the past several



years we have evolved and our new brand will better convey who we are and what we stand for – a company committed to providing our communities with connectivity that enriches their world. While we are introducing a new brand, our corporate name will remain Cable ONE, Inc."

COMMITTED TO OUR CUSTOMERS

Keeping our customers connected to what matters most – be it family, school, work or entertainment – is our top priority. Our focus on an enhanced customer experience; products and services that make the lives of our customers easier; and reliable local service helps us deliver on this commitment.

We live in the communities we serve, and our goal is to be the most trusted provider of communication and entertainment services to our customers and neighbors. That's why we offer 24/7 technical support, and more importantly, have local offices in the majority of our markets where our customers can talk with a customer service representative in person.



OUR PURPOSE

We provide communities the connectivity that enriches their world.



OUR PROMISE

Connecting you to what matters.



OUR VALUES

Do right by those we serve. Drive progress. Lend a hand.



Our Values — do right by those we serve, drive progress, and lend a hand — guide the way we do business and enable us to uphold our responsibility to the individuals and families who enjoy our services.

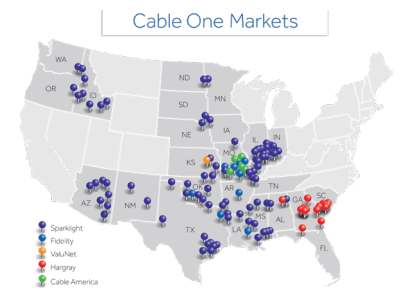
COMMITTED TO OUR COMMUNITY

Sparklight is committed to strengthening and improving our communities, not only through our products and services, but through our support of local non-profit agencies, events and initiatives. Our associates are passionate about giving back to the communities where they live and work, and volunteer year-round to raise money for or support causes that will make a positive impact.

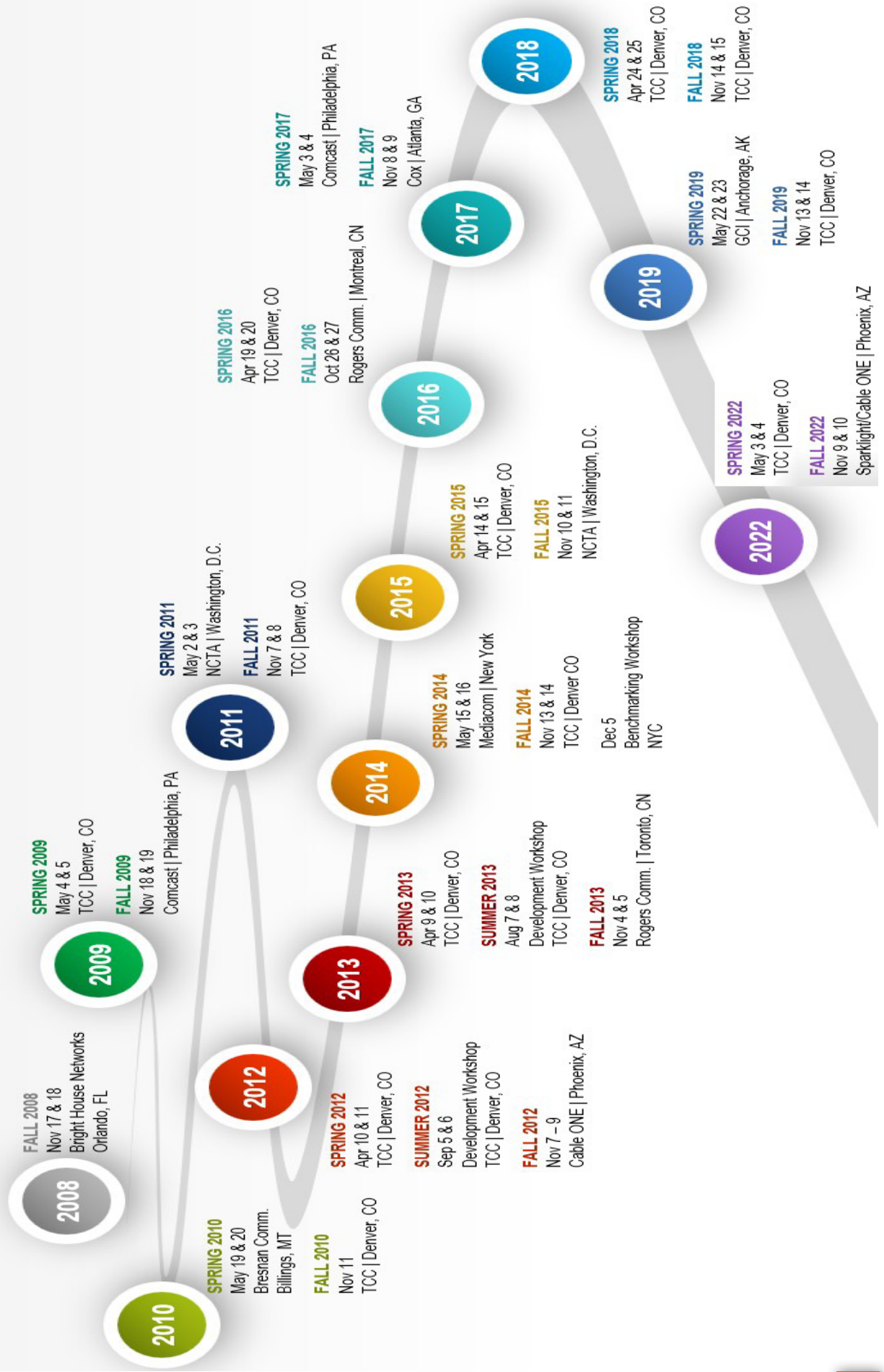
In addition to our local volunteer efforts, we believe strongly in improving education through technology, and we're proud to donate Chromebooks each year to Title I elementary schools in the markets we serve. Through these donations, we're investing in a generation of future leaders and helping to bridge the digital divide.

As Sparklight continues to grow, we will continue to provide our customers with the latest products and technical advancements, while maintaining the highest level of reliability and customer care. We

recognize that we have a responsibility to our customers and our communities, and we will continue to ensure that we are the kind of company they are proud to call a neighbor.



C5 Conference Timeline



qualtrics^{XM}

From a service provider to an experience leader

Understand how your customers, services, brand, and employee experiences impact everything, from your revenue to your renewals.

Go beyond what you thought possible, with Experience Management (XM).



Scan to learn more

