The Customer Service Peer Group offers collaborative learning opportunities for customer service directors and managers to discuss and gain insight on challenges and strategies through expert presentations, peer-to-peer member discussion, and case-study examples.

Meeting Topics

- Strategies to Reduce Customer Effort and Increase First Contact Resolution
- Approaches to Developing Leadership Skills in Frontline Supervisors and Managers
- Automating Customer Service Processes
- Strategies for Managing Change in Customer Care Organizations
- Approaches to Providing Proactive Service to Prevent Unnecessary Contacts and Improve Customer Engagement
- Workforce Management in Customer Care Special Interest Group Pilot Session
- Customer Care in a B2B Environment Special Interest Group Pilot Session
- Contact Center Quality Monitoring Special Interest Group Pilot Session
- The Future of Contact Centers - Special Interest Group, Pilot Session
- Approaches to Onboarding and Training New Customer Care Team Members
- Digital Self-Service Approaches & Practices to Reduce Assisted Contact Volume
- Improving Customer Care Employee Experience: How UWEBC Members Are Making Work Easier and More Enjoyable for Frontline Associates
- Managing Remote Customer Care Team Members
- Virtual Training Approaches, Methods and Tools for Customer Care Organizations
- Building Blocks of a Successful Work-at-Home Program for Customer Care Organizations
- Customer Complaint Handling, Analysis and Prevention Practices
- Fostering Customer Care Employee Engagement in the Wake of COVID-19
- Supporting the Email Channel: Approaches to Challenges Around Workflow, Efficiency, Response Time Management and Quality Monitoring
- Customer Experience Measurement and Actioning: Member Approaches to Collecting, Analyzing, Communicating and Using Customer Feedback
- Knowledge Management for Customer Care Organizations
- Leveraging Automation in the Customer Care Function
- Enhancing Customer Self-Service Effectiveness and User Experience
- Contact Center Quality Monitoring Trends and Emerging Practices: How Members Are Evolving Their Approaches
- Approaches to Reducing Customer Effort
- Measuring and Communicating Contact Center Performance
- Simplifying and Streamlining How Customer Service Agents Do Their Work

The Information Technology Peer Group is designed to provide an in-depth, sophisticated forum for peer-to-peer discussion and member company presentation of key IT strategies, delving into both ongoing IT challenges as well as new and emerging IT technologies for CTOs, directors and senior IT managers.

Meeting Topics

- Cloud Economics Mastery: Leveraging Cloud's Speed, Flexibility, and Scale for Business Growth
- Leveraging Sustainability in Tech to Drive Efficiency and Cost Savings
- Understanding the New AI and Data Science Landscape
- Strategies to Combat the Tech Talent Shortage
- Building an Effective Enterprise Technology Roadmap
- A Look Around the Corner: IT Trends for 2023
- Data Engineering for Predictive Analytics
- Cybersecurity Trends to Watch
- Supply Chain Analytics
- Road Trip to Summerfest Tech
- Cybersecurity: A US Department of Defense Perspective for US Industries
- The Future of Work: Strategies for Leading Remote and Hybrid Tech Teams
- DevOps Trends for 2022
- Innovation at Scale
- A Look Around the Corner: IT Trends for 2022
- Building and Maintaining a Composable E-Commerce Platform
- Rebuilding After Crisis Through Automation, Intelligence & Resilience
- IT Talent, Culture & The Future of Work
- AI, Data and Analytics
- Cloud, Infrastructure and Operations
- Customer Experience and Employee Experience Transformation
- IT Strategies for 2021
- Security in the Age of Digital Transformation
- Delivering the Future Workspace: From Technology to the Employee Experience
- Creating a Learning Organization to Develop the Technologists of the Future
- Data Centricity: Unleashing the True Power of Data Within Your Organization
- Enabling Enterprise-Wide Automation
- Enabling Remote Work Across the Enterprise
- Digital Assurance: Enabling Quality Across All IT Value Delivery

The Marketing Peer Group's expert presentations and peer-to-peer discussions are designed to provide in-depth, actionable insights on topics such as cross-channel attribution, web team management, the customer-centric promise and digital marketing trends for marketing directors, managers and senior practitioners.

Meeting Topics

- The Rise of Video Storytelling: How to Captivate Your Audience and Build Your Brand
- ChatGPT Workshop - A Hands-On Exploration for Marketers to Harness the Power of Generative AI
- SEO Roundtable Meeting – Applying Automation & Addressing Duplication
- The Secret to Agile Marketing to Achieve Marketing Excellence
- Leveraging Employee Ambassadors on Social Media
- Member Persepectives on Improving Website UX
- Marketing in a Post-Cookie World: How to Prepare in 2022
- Adapting Your Content Marketing Playbook for New Realities
- Marketing Sustainability -- How Far Do You Go?
- Cutting Through the Hype of Influencer Marketing to Harness Influence as a Tool
- Website Usability and User Experience
- Leveraging Analytics to Gain a Clearer Picture of Marketing Effectiveness
- Approaches to Leading and Managing a Marketing Team Today
- Progressing Personalization
- Mastering Your Social Media Strategy
- Search and Acquisition Strategies
- MarTech - Evolving Your Marketing Stack and Technology Capabilities
- Privacy Workshop for Marketers
- Voice and Mobile Micro-moment Marketing
- Modern Data-Driven Marketing
- Content for the Attention Economy
- Design and Conversion Optimization
- Marketing Analytics: Measuring Impact and Assessment
- Customer Journey Mapping
- Social Listening: Using Insights From Online Conversations to Inform Marketing and Business Strategy
- E-commerce Strategies
- Exploring Cross-Functional and Agile Marketing Teams

The Supply Chain Peer Group is split into two distinct groups: the Logistics and Distribution Peer Group and the Procurement Peer Group. Both provide a highly interactive forum for member companies to gain insights and discuss supply chain challenges through expert presentations, member discussion, and case-study examples. This list reflects topics in both job functions.

Meeting Topics

- Selling the C-Suite: Evolving Sourcing's Role from Cost Cutter to Revenue Driver
- Supplier Health and Contingency Planning
- Transportation Industry Update: Capacity, Pricing, and Discussing the Future
- Supply Chain Manager to Leader: Upskilling, Re-skilling and Retention
- Lora Cecere on the Supply Chain Response and Metrics that Matter
- Supply Chain Transformation: Planning, Executing and Managing Change
- Lightning Round: Top Supplier Questions of 2022 in 60 Minutes
- Supplier Diversity
- Transportation Industry Update: Capacity, Pricing and Sustainability
- Upskilling Your Supply Chain Team to Solve Tomorrow's Problems
- Risk Mitigation Approaches and Strategies
- Supply Chain Analytics
- Managing International Freight Volatility
- Supply Chain Resilience: Approaches to Balancing Cost vs. Flow
- Lightning Round: Top Supplier Questions of 2021 in 60 Minutes
- Transportation Outlook: Rates, Capacity and Market Strategies to Mitigate Cost
- From Burned Out to Fired Up: Taking Leaders from Defense to Offense in the Pandemic Supply Chain
- Reducing Lead Time When Suppliers are at Capacity
- Attracting, Hiring and Retention of Supply Chain Talent
- A year of COVID, How Has The Supply Chain reacted?
- Demand Planning in a Time of Uncertainty
- Transportation Outlook: Rates and capacity
- Warehouse Automation - From ROI to implementation
- Member Approaches to Category Management
- A Pandemic and the Supply Chain: What have we learned so far?
- Supplier Risk Management
- Warehouse Metrics/KPIs and the Journey Towards Automation

The Human Resources Executives Special Interest Group provides a platform for engaging UWEBC members' in-house HR executives in discussions on strategic issues relevant to their organizations.

Meeting Topics

- Executive Roundtable on Current and Emerging HR Issues
- Executive Roundtable on Current and Emerging HR Issues
- ChatGPT and HR: A Primer for HR Executives
- Hybrid Work is Here to Stay: Focus on Future of Work, Culture, and Inclusion
- Executive Roundtable on Current and Emerging HR Issues
- The Success Delta - Crafting Cultures that Work in a Hybrid/WFA World
- Executive Roundtable on Current and Emerging HR Issues
- Intelligent Hiring: How to Recruit and Adapt in the Era of the Open World Workforce
- Impact of Omicron on Workplace, Health and Safety, and Travel Policies
- Applying Technology to Grow Talent Intelligently
- Strategic Workforce Planning
- Sustaining Organizational Culture in a Remote Work Environment
- Diversity and Inclusion: Successful Strategies and Leading Practices
- Building a Reimagined Workforce Experience
- COVID-19: Return-to-Work Considerations and Practices
- COVID-19 and HR: Issues, Challenges and Solution Strategies
- Reimagining HR - The Future of Your Enterprise Demands a New Future of HR
- Reimagine the Future of Work
- Executive Development and Succession Planning
- Becoming an Employer of Choice
- How HR Can Enable Digital Business Transformation
- Effective Change Management
- Organizational Culture: Your Company's Life Depends On It
- Developing a Winning HR Strategy
- Leveraging Diversity and Inclusion in the Workplace
- UW Day for HR Executives
- Total Rewards Optimization
- Creating a Recruiter Brand and Other Talent Acquisition Strategies That Work
- Improving the Employee Experience to Drive Engagement & Retention
- Succession Planning and Leadership Development - Identify and Develop Internal Talent