

# AMPLIFYING THE CUSTOMER'S VOICE

## CX CONFERENCE 2026

Feb. 3 & 4 (half day), 2026 Charlotte, NC

*Optional Add-On* CX Program Advanced Certification

Feb. 4 (half-day) & 5, 2026

Join us in Charlotte, February 3-4, 2026, for CX Conference 2026: Amplifying the Customer's Voice. This two-day event brings together CX, operations, and service leaders to explore how listening, learning, and acting on customer feedback drives loyalty and growth.

Extend your experience with the CX Program Advanced Certification (February 4-5)—a hands-on training that equips leaders to strengthen CX strategy, close the loop, and create lasting cultural change across their organizations.

## REGISTRATION

### Conference Only

- One Attendee: \$995.00
- Two Attendees: \$895.00 each (\$1,790.00 total)
- Three Attendees: \$795.00 each (\$2,385.00 total)

### Conference & CX Program Advanced Certification

- \$3,495.00 per attendee

### CX Program Advanced Certification Only

- \$2,500.00 per attendee

 [SCAN HERE TO REGISTER](#)



## LOCATION

Charlotte Marriott SouthPark, Charlotte NC  
2200 Rexford Rd, Charlotte, NC 28211

 [SCAN HERE TO RESERVE YOUR HOTEL ROOM.](#)



## KEYNOTES



### CALEY EDGERLY

President & CEO, Sonny Merryman  
Keynote Speaker — Day 1

Caley Edgerly is President and CEO of Sonny Merryman, Inc., Virginia's largest bus dealer. With over 25 years of experience in the transportation industry, he has led innovation at the intersection of manufacturing, technology, and customer focus. As former President and CEO of Thomas Built Buses, Edgerly guided the launch of the Jouley electric school bus, one of the first of its kind in North America. His career with Daimler Trucks North America and Detroit Diesel reflects a deep commitment to quality, innovation, and operational excellence.



### DR. ANNA KALLSCHMIDT

Industrial-Organizational Psychologist  
Workshop Leader & Keynote — Day 2

Dr. Anna Kallschmidt is an Industrial-Organizational Psychologist and founder of The Unwritten Way, a framework for uncovering the invisible cultural barriers that shape workplace success. Drawing from her working-class roots and groundbreaking research on social class, identity, and inclusion, she helps organizations decode the "unwritten rules" that influence communication, leadership, and advancement. At CX Conference 2026, Dr. Kallschmidt will lead an interactive workshop on how to recognize and address the hidden forces that shape customer and employee experience—offering practical strategies to create workplaces where every voice can be heard and amplified.

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## PROPOSED AGENDA

### Day 1 – Tuesday, February 3rd

**8 – 8:15 AM:** Welcome & Opening Remarks & Introductions

**8:15 – 9:45 AM:** Keynote Speaker, Caley Edgerly

**9:45 – 10 AM:** Morning Break

**10 – 11 AM:** Analyst Interactive: Attendees get a real-life experience with what the analysts do.

**11 AM – 12 NOON:** Executive View Point: What an executive looks for when CX is requesting a new initiative.

**12 Noon – 1 PM:** Lunch Break

**1 – 2:00 PM:** How to Amplify the Customer's Voice Internally and breakout session to prepare how to present a CX initiative to senior leaders.

**2 – 3:00 PM:** Reimagining CX to Amplify the Customer's Voice, Going beyond TSP.

**3 – 3:15 PM:** Afternoon Break

**3:15 – 4:15 PM:** Customer Touchpoint Mapping identifying the unknown touchpoints when the customer shares their voice and how to make it actionable.

**4:15 – 4:45 PM:** TDG Update: What's new, and what we have learned from the different modalities.

### Day 2 – Wednesday, February 4rd

**8 – 8:15 AM:** Guest Speaker – Introduction: Dr. Anna Kallschmidt

**8:15 – 11:30 AM:** Guest Speaker – Transition from Working Class to Corporate Language

**11:30 AM:** Dismiss

### *Optional Add-On*

### CX Program Advanced Certification

Feb. 4 (half-day) & 5, 2026

This course amplifies the foundational elements in the Basic CX Program Manager course and adds new, compelling strategies & tactics to engage the entire enterprise (EX) as well as those you serve (CX). You'll leave with new power to engage, inform, coach, and compel those you serve.

- Advanced CX & EX Engagement Strategies
- Phone System and Call-Handling Design
- Onboarding to Shape CX Success
- Storytelling to Inspire Action
- Coaching to Drive Team Alignment
- Connect Employee Actions to CX Outcomes