Transform your digital customer experience with

HGS® digital

A one-day workshop around your areas of interest

See best practices, latest trends, and how to improve your technology strategy, design, and implementation

Customized for

FEDERATED INSURANCE®

As a leader in insurance and risk management over the past 113 years, Federated Insurance is expected to meet extremely high customer expectations from all of its various digital channels.

This fully customized one-day workshop is designed to help key team members understand industry's best practices, current trends, and common team structures. Each session will be led by top digital experts from across the country, including a:

- TED talk speaker (2013)
- Intelligent technology specialist trained at Columbia University (PhD program)
- Digital media professor at The New School (19 years)

ABOUT HGS DIGITAL

HGS Digital helps enterprises create simple, frictionless digital experiences that solve complex problems – to increase revenue, engage customers, optimize operations, and improve people's lives. HGS Digital provides the strategy, design, and technology needed to successfully become a digital innovator in your industry.

We are technology-agnostic and are expert partners with:

- Amazon (AWS Advanced Consulting Partner)
- IBM (Registered Business Partner)
- Salesforce (Partner)
- Google (Partner)
- Microsoft
- Oracle Gold Partner
- Arm Treasure Data, Lytics, and Tealium
- Sprinklr, LivePerson, Progress

We are well-equipped to help you select and successfully implement the right tools for your specific needs.

HGS Digital is a solutions provider who has been leading digital innovations since 2003. We make it a point to not only understand every facet of the technology but also our clients' business goals and their users' needs. With offices located around the world, we have approximately 500 full-time resources available for our customers. Every single member of our team, from analysts and architects to designers and developers, are among the best in the industry. We look beyond the software and technology that we know

+250

Successful digital launches for clients like Harvard Pilgrim Insurance, Physicians Mutual

75

Customer satisfaction rating (Net Promoter Score) vs. our highest ranking competitor: 56

SELECTED AWARDS

- IAOP Top 100 Outsourcers
- UBS Business Transformation Leader of the Year
- Oracle Innovation Award
- Greystone Best-in-Class
- Inc. 5000 Fastest Growing Companies

well by really focusing on how we can build solutions that really make a meaningful difference and propel your business forward.

HGS Digital examines each piece of your business challenges from multiple angles so that we can work in collaboration with you to optimize your customers' digital experience. Our goal is to advance and adhere to industry best practices in designing, architecting, implementing, hosting, and supporting web technology solutions so that we can exceed our clients' expectations and reduce potential barriers to successful engagement.

HGS Digital has successfully launched over 250 enterprise-grade digital experience solutions that span industries such as insurance, hospitality, associations, finance, municipalities, non-profits, healthcare, and others. 80% of our total revenue is based on professional services, which includes strategy, user experience, content development, and content management system implementation and development. We take the time to understand the importance of your unique business requirements and then deliver a solution custom-tailored to your exact requirements.

STRATEGY

- Digital Transformation
- Digital Marketing
- Technology Consulting
- Business Intelligence

DESIGN

- Frictionless UX Design
- Beautiful UI Design
- Information Architecture
- Usability Research

TECHNOLOGY

- Mobile & AI
- WCM, DX, Cloud
- Marketing Automation
- Training and Support

WORKSHOP SCHEDULE AND AGENDA

08:00am - 10:00am 2017 DIGITAL CX DESIGN TRENDS

DESCRIPTION	Customers expect all digital experiences to be "frictionless", i.e. easy and intuitive for accomplishing specific goals. Effective digital design must be simple, clear, and persuasive so users can easily analyze their business risks, find an insurance product, and be inspired to become a Federated Insurance client. Great design can grow your brand and establish your global presence as a leader and innovator in your industry.
LEARNING OBJECTIVES	• Understand digital design best practices • Recognize responsive, flexible, and future designs • Know how to plan for evolving design cycles
AGENDA TOPICS	1. Trends to Include (and Trends to Ignore) 2. Responsive Design and Themes 3. Flexible Design for Future Changes 4. Traditional Digital CX versus Future DigiCX 5. Refresh and Redesign Cycles
PANEL	Virgil Wong, Robin Snow, John Yoho, Venu Gooty

10:00am - 10:15am   BREAK

10:15am - 12:00pm   2017 DIGITAL CX TECHNOLOGY TRENDS

DESCRIPTION	There are seemingly millions of technology options available to your organization. How do you identify, evaluate and decide on the right tools that best fit your business needs? Which technologies are more likely to grow with your on-going requirements, and which tools are becoming obsolete? As a business dedicated to protecting other businesses, how can Federated Insurance minimize its own risk when it comes to privacy and security?
LEARNING OBJECTIVES	• Understand how to define meaningful requirements • Be able to evaluate the pros and cons of any technology • Know how to address privacy and security issues
AGENDA TOPICS	1. New and Emerging Technologies 2. Longstanding versus Perishable Web Tools 3. Your Evolving Technology Stack 4. Privacy and Security
PANEL	John Yoho, Venkatesh Korla, Venu Gooty, Len Buzyna

12:00pm - 1:00pm   LUNCH

1:00pm - 2:45pm   DIGITAL MARKETING STRATEGY

DESCRIPTION	Insurance, finance, and risk management companies face a complicated, controlled, and restricted business environment, which make many proven digital marketing strategies ineffective or difficult to implement. Creating effective omni channel and cross-channel customer experiences require a broad-based engagement strategy for specifically targeted audiences via tightly integrated tools including marketing automation, content marketing, and CRM solutions. In this session, we will look at case studies that demonstrate how combining the right strategy and tactics with the right platform can help accomplish even the most ambitious marketing objectives.
AGENDA TOPICS	1. Omni Channel and Cross-Channel Customer Experiences 2. Persona Journeys 3. Targeted Marketing Content 4. SEO, SEM, and Digital Ads 5. Marketing Automation 6. The Marketing Technology Stack
PANEL	Robin Snow, Venkatesh Korla, Venu Gooty

2:45pm - 3:00pm   BREAK

3:00pm - 3:30pm   DIGITAL EXPERIENCE DATA ANALYTICS

DESCRIPTION

Which of your strategies are most effective in converting visitors into customers? How are users responding to the design trends and best practices you have applied to your web site? What impressions are people getting of your brand and your company? Unfortunately, Google Analytics does not tell the full story. This session will provide methods, research templates, and case studies on how to really understand how your web site is performing and how to make it better.

AGENDA TOPICS

1. User Feedback Models
2. Key Testing Strategies
3. Qualitative and Quantitative Surveys
4. Validity and Reliability
5. Measurements and Analytics
6. Interpreting Data and Taking Action

PANEL

Virgil Wong, Venu Gooty, Robin Snow

3:30pm - 4:00pm   TEAM STRUCTURE

DESCRIPTION

To accomplish our web objectives, how many full-time employees do we need? What are their roles, responsibilities, and qualifications? How do we organize them into an effective team structure? What do we outsource?

AGENDA TOPICS

1. Web Roles and Responsibilities
2. Key Qualifications Required
3. Full-time Employees Needed
4. What to Outsource (and What Not to Outsource)
5. Vendor and Partner Relationships

PANEL

Venkatesh Korla, Robin Snow, Virgil Wong, John Yoho

SPEAKER BIOS

VENKATESH KORLA, a founding partner and Chairman of HGS Digital, has 20 years of experience in Internet technologies as an IT consultant and executive. His knowledge and experience in CMS implementations in healthcare environments assures ongoing validation of planning assumptions and brings efficiency to the development process. As the former Director of Software Engineering at Rush University Medical Center, he was directly responsible for creating and implementing the architecture for their innovative web site in 2002 - 2003. Since founding HGS Digital in 2003, he has built a company that provides CMS software, implementation services, and strategic web consulting for mid-sized companies as well as Global 1000 companies. Venkatesh holds a B.S. in EEE from the University of Madras and has published several papers on medical errors and patient safety.

LEN BUZYNA is a founding partner and currently serves as the Chief Technology Officer for HGS Digital. He has over 15 years of experience architecting and implementing web based software solutions and web sites for mid-sized companies and Global 1000 companies. During his time at Rush University Medical Center he was responsible for the architectural design and development of the software platform for their websites. Since co-founding HGS Digital, he has been the driving force behind the development of the eHealth Accelerator product on Oracle WebCenter Sites. Len led the HGS Digital technology team at many customer implementations. Len holds a B.S. degree from the University of Chicago and an M.S. from the University of Illinois.

JOHN YOHO is VP of Transformational Growth at HGS Digital and focuses on helping C Suite customers with the challenges of increasing revenue and optimizing operations. John is a digital experience thought leader utilizing enterprise technology with an eye on next generation technology and how it can be practically applied. He is a noted authority on Oracle WebCenter and practical business applications utilizing emerging technology for the Fortune 500. Previously at Textron, John was the creative mind that led the Advanced Business Solutions / Enterprise Web Solutions teams to drive innovative thinking and deliver state-of-the-art solutions across the enterprise. He also directed and managed the Web Center of Excellence (COE) which included applications development, operations and support platforms for a $6M Enterprise Portal, Mobile, Commerce, Internet and Content Management System program. This program served a $12B global multi-industry company with market leading brands and businesses serving the general aviation, aerospace and defense, industrial and commercial finance markets.

ROBIN SNOW, before joining HGS Digital, was founder and principal of Aefinity Interactive, LLC. He has more than 35 years of experience in advertising, marketing, and strategic planning. He has held positions within a web center director and interactive marketing director, and has worked externally with providers as an advertising creative director, marketing strategist, and digital engagement consultant. Over the last 20 years, his specialized experience has been in the planning and implementation of e-health, integrated marketing, and digital business and clinical strategies for hospitals and health systems across the country. Robin was vice president with Greystone.Net for eight years and has worked in conjunction with a variety of healthcare technology companies to plan and implement effective strategic Internet business and communications plans for his clients. During his career, Robin has worked with many institutions – as diverse as Johns Hopkins Medicine, Stanford University Medical Center, the Association of American Medical Colleges, physician practice groups, numerous schools of medicine, and the American Medical Association – to help them realize their digital marketing, clinical and business goals. Robin writes and speaks regularly on digital strategies in healthcare and is on the editorial advisory board for *eHealth Strategy and Trends*.

VIRGIL WONG is Global Practice Head of Digital Experience and Creative at HGS Digital. Trained in cognitive psychology research and intelligent technologies at Columbia University (PhD program at Teachers College), Virgil Wong is an award-winning designer and creative director who produces beautiful and "frictionless" designs that solve complex problems and produce enjoyable digital experiences. His creative work has been exhibited in galleries and museums around the world – including the State Hermitage Museum in St. Petersburg, the Museum of Contemporary Art in Taipei, and Deitch Projects in New York. His digital work was screened at the 2002 Sundance Film Festival. As a TED speaker in 2013, Virgil introduced his innovative healthcare company Medical Avatar to a world stage, and he pioneered "health time travel simulations" as an innovative health education and behavior transformation tool. Prior to founding Medical Avatar and serving as its CEO, Virgil was head of web and multimedia at NewYork-Presbyterian Hospital and Weill Cornell Medical College for 15 years where he led the development of web sites and apps for patient care, research, and education. Since 2000, he has taught interactive media at The New School, where he is currently a part-time professor of media studies and recipient of the 2005 Faculty Mentorship Award for Outstanding Teaching.

VENU GOOTY leads the Mobility Practice at HGS Digital. He has over 15 years of technology experience with over 5 years in mobility space. He brings entrepreneurial experience to HGS Digital having previously launched mobile & SaaS cloud startup. During his career, he has worked with various enterprise customers to define and execute their IT & mobile roadmap. He had previously worked with Virtusa Corp to help grow their ECM practice from to 300 employees. Venu holds MBA from Indian Institute of Management Calcutta and BE from Osmania University in India.