FUSION25
SESSIONS & CONTENT TRACKS

SESSION TOPIC	Hybrid + SAAS	Mgmt + Service	Professional Development
Troubleshooting 101	✓		
Customer Journey Mapping			✓
Balancing CX + Revenue	✓	✓	
Building a Culture of Excellence		✓	✓
Identifying Call Types		✓	
Lessons Learned (by Vertical)	✓		
ROI Calculation + Analysis	✓	✓	✓
Importance of Onboarding	✓	✓	
Call Center Leadership Panel	✓	✓	
Data-Driven Decision Making	✓	✓	
"LIVE" Podcast Recording			✓
Using Tech to Enhance Operations	✓	✓	✓
Software Platform Tips + Tricks	✓		
API Integration 101	✓	✓	

FUSION25
FULL SESSION LISTING

DAY 1: WEDNESDAY MAY 28TH

	SESSION TITLE	DESCRIPTION
1.	**How Parker Technology's API Integrations Power Your Operations**	Parker Technology has established multiple API integrations with leading PARCS manufacturers and technology vendors, including Amano McGann, Flash, TIBA, and Scheidt & Bachmann. In this session, James Paden and Jeff Becker from Amano will delve into the specifics of these API integrations, demonstrating how they work directly with Parker Technology's solution.
2.	**The ROI Playbook: Turning Insights into Value**	In this session, Brian Modiano will break down how to measure value using Parker Technology's data and ROI tools, while Tim Maginn will explore broader industry metrics and technology solutions that impact your bottom line. Learn how to assess efficiency, revenue impact, and customer experience improvements whether through Parker Technology or other tools.
3.	**Mastering Our Platform: Tips & Tricks for a Smoother Operation**	This session covers essential tips and tricks, including leveraging APIs, setting up notes for CSRs, using alerts and data files, and understanding error popups. Learn how to optimize video integration, manage contact schedules, and utilize device photos for better troubleshooting. Plus, get the inside scoop on hold and call-out functions, last three call logs, and more..
4.	**From Entry to Exit: Customer Journey Mapping**	An amazing customer experience doesn't happen by chance... it's designed. Join Heidi Barber and Sarah Becherer as they break down how to create a customer journey map, ensuring every touchpoint creates a high-level customer experience. Learn how tech, service, and strategy come together as key pieces of the puzzle to drive customer satisfaction and loyalty.
5.	**Decoding the Chaos: Our Strategies for Parking Troubleshooting**	In this session, Lynda Black, Senior Operations Manager at the Indianapolis Call Center, and a rockstar CSR, break down the keys to quick & positive issue resolution. Through real-life "Movie Night" clips, see how Parker Technology's CSRs use strategic problem-solving methods to keep your parkers moving.
6.	**Harder Than It Looks – Live Podcast: Keeping Technology Accessible**	Join us for a special live recording of Harder Than It Looks as Brian Wolff sits down with industry experts Bob Murray, CTO of CampusParc and James Paden, CPO of Parker Technology. From innovations that enhance the user experience to challenges in creating truly inclusive solutions, this conversation will explore how technology is shaping the future of accessible parking.

NOTE: We'll also be facilitating 3 headquarter tours at the same time as these sessions

contact us @ marketing@parkertechnology.com | learn more @ www.parkertechnology.com/fusion25

DAY 2: THURSDAY MAY 29TH

7.

From Hype to Help: Making AI Work in Parking Customer Service

AI is no longer a futuristic concept—it's knocking on our doors. But turning potential into performance requires more than flashy tech. Join Parker Technology's Chief Product Officer, James Paden, and FLASH's Chief Digital Officer, Dan Roarty, for a candid, behind-the-scenes look at what it really takes to bring AI into live customer service environments.

8.

Building a Culture of Excellence: Leadership Strategies for Success

In this session, Ryan Givens and TBD Parking Leader share how leadership, accountability, and strategic vision shape an environment where teams excel, customer service improves, and business goals are achieved. Gain practical insights on fostering engagement, building high-performing teams, and creating a culture that sets your organization apart.

9.

Our Hidden Value: The Important of Onboarding

A well-structured onboarding process sets the foundation for long-term success. In this session, Claudia Lopez and La'Nesha Carson share how investing time and effort into onboarding, CSR training, and rollover support leads to better issue resolution and stronger customer relationships. Learn how to balance CX with revenue goals and why the better we know you, the better we can serve you.

10.

Don't Get Left Behind: Using Technology to Enhance Your Operations

Technology is transforming parking operations - are you keeping up? In this session, Kent King, Ethan Glass and JG Biebighauser explore how the right technology can improve processes, efficiency, and enhance the customer experience. Don't get left behind—discover the tools that will future-proof your facility.

11.

Data-Driven Decision Making: Proving Value Through Numbers

Making smarter business decisions starts with the right data. In this session, Bret Smith and Manny Carcamo will break down how our data insights can help optimize labor costs and drive revenue through our platform. Through real customer case studies and hands-on templates, you'll learn practical ways to measure ROI, track call performance, and demonstrate the financial impact of your call center operations.

12.

Hard-Earned Insights: What Works (and What Doesn't) in Call Centers

Join Mona and Tammy as they share Parker Technology's lessons learned on optimizing CSR performance, maintaining consistency throughout calls, and managing headcount. Learn how to track missed calls, monitor queue times, and use data-driven indicators to enhance operational efficiency and improve your customer service.

13.

Striking the Right Balance: Customer Experience & Revenue

How do you deliver an exceptional customer experience while staying focused on revenue growth? In this session, Kent King and Joaquin Rojas break down the art of balancing customer experience and profitability. They will share insights on delivering a high-end, luxury-level CX that enhances brand loyalty as well as strategies for optimizing operations, managing costs, and leveraging data.

14.

Call Center Leadership Panel: Strategy & Impact

Leading a call center requires strategic decision-making, team development and a focus on both CX and operational success. In this session, our call center leaders share what it takes to manage high-performing teams, optimize workflows, and ensure seamless support. Learn how to balance efficiency with service, drive continuous improvement, and create an environment where both employees and customers thrive.