

THE LEADERSHIP FORUM

event recap

SCOTTSDALE, AZ | NOVEMBER 4, 2025



MEET CCWOMEN:

We kicked off our second CCWomen Leadership Forum in sunny Arizona to explore the future of operational and tech readiness through various workshops and roundtable discussions. Technology doesn't wait for anyone—it moves forward with or without us, and women in customer contact must strategize accordingly to stay ahead.

Our time together was short but impactful. Attendees shared business priorities and best practices, collaborating on a multi-faceted business roadmap that enabled leaders to inspire and upskill their teams. They reflected on what it means to be a woman in the workplace in today's climate, and how they could drive progress amid constant unforeseen change. As always, our team was deeply encouraged by the shared knowledge and authentic dialogue. We do what we do because of the stories you share, and we're committed to delivering a memorable Leadership Forum every single time, whether it's our first or tenth. Thank you for joining us!



SANDY KO FONSECA

Founder and Principal



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CCWomen+ Advisor

BUILD AND NAVIGATE A SMARTER TECH ROADMAP FOR YOUR CONTACT CENTER



Dr. Hui Wu-Curtis

Director of Customer Service

SmartRent

”Most people hear about the new wave of AI and immediately think, ‘Oh my God—jobs are going to be replaced.’ And yes, we’ve all been told, ‘You just need to upskill.’ But what does that actually mean? It’s a great marketing slogan, but for many people, it’s unclear. We’re not going to turn the average employee into an Einstein overnight.

What we can do is define what upskilling looks like within our own contact center. Roles will evolve, and new responsibilities will come out over time. Our job is to identify where AI can truly make an impact on the front line with customers and behind the scenes with our leadership teams. How can AI help us work faster, smarter, and more effectively?”

EMPOWERING YOUR CX WORKFORCE FOR AN AI DRIVEN FUTURE



Carlisha Robinson

CEO

CBR Ventures LLC

“We must think about how AI has changed our operations. We need it to tell us information about our customers and how they prefer to communicate, because there’s a considerable generation gap present—for instance, our older customers don’t want to talk to an automated system, while Gen Z prefers not to talk to a person.”



Dr. Hui Wu-Curtis

Director of Customer Service
SmartRent

“How has AI mobilized us to concentrate on creativity and empathy? As I plan for next year, I think a lot about CX and EX. By putting yourself in their shoes and identifying pain points across the board, you can then structure your MBOs around removing certain obstacles—and AI can be a tool for that process.”

BUILDING A NINE-TIER CAREER PROGRESSION MODEL FOR CONTACT CENTER GROWTH



Rasheeda James

Vice President of Client Services
Americor

“If we’re committed to building the next generation of leaders in the contact center, we have to organically provide a career path model. You can’t just give people a title and some agents and expect them to be successful. For instance, [our company] started with three tiers for agents, and now, we have seven. Leadership roles consist of coach, supervisor, senior supervisor, manager, senior manager, and director. We’ve seen significant growth and expansion.”

LEADING BEYOND “BEING NEEDED”: EMPOWERING TEAMS THROUGH GROWTH, NOT DEPENDENCY



Gina Reilly Coates

Sr. Director, Care Operations
Grubhub

“Your people and their outcomes represent you. Having a succession plan in place and committing to team development is also a form of freedom—and it allows you to make a greater impact on your business. Outline your organization chart: list your name, direct reports, and for each person, identify and highlight critical deliverables, and their necessary key tasks. Determine who is responsible for what, and train those with identified learning gaps. Clarify your expectations so people will know what’s coming.”

WOMEN'S LEADERSHIP AND LEGACY IN THE WORKPLACE



Kamana Khadka

Founder and Chief Multiplication Officer

Inclusion Multipliers™

“It’s not enough just to have diverse voices in the room. They need to be truly heard and credited. I’m sure your teams are already very diverse, but diversity alone isn’t sufficient. Inclusion must follow. If we don’t create real platforms or invite these voices to the decision-making table, then having a diverse team is meaningless—because their input isn’t truly valued or considered.”







WE'LL MEET YOU WHERE THE MAGIC HAPPENS.

WHEN: JANUARY 21, 2026 WHERE: ORLANDO, FL

Community comes in many forms. It cultivates a sense of belonging, curiosity, and growth. In times of hardship, it becomes a lifeline that keeps leaders afloat. Vulnerability encourages them to open their hands and release their weaknesses, trusting that others will come to fill them with renewed strength. When women commit to mutual empowerment, they rewrite the story for future generations. Once, they were alienated and present in rooms not meant to hold their stories. Now, and for years to come, they have warm seats to welcome them and tables ready to host them.

During our CCW Orlando CCWomen Summit, we'll explore the power of community and learn how to nurture our circles together. We look forward to seeing you there!

REGISTER