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CS Week Announces Its Rebrand

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Sherman, TX, Wednesday, May 1, 2024 – Delivering its 48th conference experience this year in Fort Worth, TX, attended by over 2,000 utility customer service professionals and industry partners, CS Week announced its rebrand at today's opening general session. Beginning summer 2024, CS Week will be known as Innovate UtilityCX (customer experience) or IUCX.

"CS Week 2024," explained CS Week's CEO Rod Litke, "offered face-to-face opportunities to make our exciting announcement at venues and events that started Monday and last through Thursday night. Today, we unveiled our new logo and showcased our forward-looking focus on building community, fostering collaboration and enabling meaningful connections around topical content. The power on button connotes so many inferences. Watch our website redesign this summer and stay tuned this fall for new program and service offerings like year-round blogs, content-driven communities and an expanded online library. We are gratified to continue as this industry's go-to educational and networking resource with a fresh look and a casual, energetic appeal."

Efforts to update and rebrand CS Week have been in the works for several years, though intentionally stalled during the pandemic to maintain CS Week as a reliable, trusted educational and networking partner. A third-party digital business transformation consultancy was engaged to assist CS Week along this journey. They gathered attendee sentiment, interviewed key sponsors, developed a 'current state' brand assessment and designed rebrand strategies and guidelines.

Two leadership roles were added in support of the rebranding strategy: a digital engagement director and a strategy and engagement director. Both positions, filled this spring by experienced leaders, are integral to actualizing a more robust business model and delivering on engagement opportunities promulgated by CS Week's Board. "CS Week has long enjoyed its well-deserved reputation," said Mark Wyatt, CS Week Board member, "as THE premiere educational conference for utility customer service professionals. Our attendees count on us to identify and deliver great content. They also want value in exchange for their engagement. The Board and I are delighted to support IUCX as it becomes even more vital to utilities and their industry partners. With a compelling vision, shared values and a recharged purpose, I'm confident IUCX will be both a magnet and a beacon for the industry."

Like its new name says, innovation is foundational to IUCX. Utility journey stories that feature trending topics, new approaches, repurposed resources and improved programs, all to enhance the customer experience, will ground IUCX's new services and program offerings. The 2025 Call for Presentation card showed the rebranding transition and echoed the importance of utility collaboration to deliver on IUCX's core values:

- We believe every utility customer touchpoint can be improved through a collective commitment to information sharing, thought leadership and technology adoption.

- As a non-profit organization, we put the advancement of the utility industry at the forefront of everything by offering broad access to unbiased educational content.
- We support the open, customer-first exchange of ideas to keep up with the pace of change and evolve the customer experience.
- We foster a familial, collegial environment where solution provider experts meet utility professionals where they are.
- We trust that when professionals come together to learn from one another, they become members of a connected, informed, dedicated community.

For questions about CS Week's rebrand to Innovate UtilityCX, please contact Julio Morales.

About CS Week
CS Week is the premier annual educational and customer service conference serving electric, gas and water/ wastewater utility professionals across North America and around the world. CS Week provides learning and networking opportunities in support of the utility CX lifecycle: Billing & Payments, Contact Center, Credit & Collections, Digital Engagement, Disruptors, Field Services, and Strategies & Analytics. Leadership Development, EEA winner presentations and Sponsor Solutions round out the workshops' agenda.

A 501(c)(3) nonprofit organization, CS Week attracts attendees from utilities of all sizes. It enjoys a supportive partnership with scores of industry partners, sponsors and exhibitors. CS Week offers year-round webinars, podcasts and digital content that showcase utility success stories, update attendees on marketplace trends and keep them connected. Advisory panels and steering committees shape and focus every CS Week, ensuring content is aligned with mission and reflects current industry challenges and issues. CS Week adapts to and reflects industry times while holding fast to its core foundation - providing utility professionals at every level valuable education and networking opportunities - with an emphasis on 'Expanding Excellence in Customer Service.' For more information, visit www.csweek.org.

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