

05.03.2024 • London

CUSTOMER EXPERIENCE

Engaging Journeys, Real Results

www.thecustomerconference.com

30

CX Leaders From Brands

1

Day, London

1

Keep Pace With Customer Expectations: Deliver powerful, authentic and meaningful experiences based on the ever-changing expectations, needs and demands of consumers today

2

New & Inspiring Digital Innovations & Experiences: Unlock the latest digital opportunities to deliver rich, tailored and immersive experiences which compliment your brand and skyrocket engagement

3

The Impact & Opportunities Of AI: Level up the quality and speed of business processes by maximising the new opportunities AI presents

4

Mastering New Customer Journeys & End-To-End Experiences: Cut out the complexities customers face to ensure smoother journeys and deliver insight-driven improvements

5

Skyrocket Customer Engagement, Leverage VOC: Power engagement and enrich experiences to stand out in the market by effectively leveraging VOC

6

Activate Lucrative Customer Insights Through Data: Expertly harness your customer data for enviable results by actioning insights to inform future strategies and journey updates

7

Maximise Automation & Technologies - In Practice: Powerful tech, AI and automation to drive streamlined, world-class CX that cuts through the noise

8

Next-Level Personalisation: Drive insight-driven and customer-centric personalisation strategies to secure sky-high engagement, next-level loyalty and improved retention rates

9

Measuring ROI, Metrics & Strategic Value: Communicate the real commercial value of CX and prove undeniable strategic value

10

Ingrain Internal Customer-Centric Cultures: Identify and establish how you define a truly customer-centric culture to power long-term commercial value that satisfies people and profits

11

Fuel Boosted Acquisition, Loyalty & Retention: Outshine competition, stay relevant, drive engagement and power gold-standard experiences

A One-Day, Brand-Led, Cross-Sector Conference & Networking Exhibition, London, **5th March 2024**

Level Up & Reimagine Customer Journeys, Interaction & Engagement With Cutting-Edge Insights, Practical Digital, Automation & Personalisation Innovations & Customer-Centric Cultures To

Power Gold-Standard, Insight-Led Customer Experience Strategies With Lasting Impact On Engagement & Proven Commercial Results

9th Annual

Group Discounts Available!
Book 4 For 3

 Bank of Ireland Mary Burnett Head of Customer & Analytics UK	 OVO Joe Jones Head of Customer Care	 Roche Dr. Christian Velten Strategic Lead Digital CX	 Ted Baker Rhea Fox Director of Digital	 Nissan Motor Corporation Elena Boisseuil Customer Journey Director	 Connolly Spar Susan Connolly Sales & Marketing Director	 Amazon Sachin Agrawal Senior Programmer Manager Alexa TTS Products
 Lending Standards Board Anna Roughley Head of Insight & Engagement	 BP Souleymane Camara Principal & Head of UX Research Innovation & Engineering Design & Change Management	 Auto Trader Nick King Market Research Director	 Avanti West Coast Philippa Cresswell Executive Director on Board Customer Experience	 Newcastle Building Society Lynne Pitwood Head of Customer Experience	 Marks & Spencer Dastan Shukanayev Senior Payments Technology & Strategy	 AXA Health Andy Cook Head of Customer & Colleague Experience
 Savoy Signature Saleta Valdés Márquez Head of Innovation & Customer Experience	 Newcastle Building Society Scott Graham Customer Insight Manager	 Crown Commercial Service Kevin Morley Deputy Director, Customer Service	 RNIB Quarina Sultana Head of Digital Engagement	 NatWest Group Nigel Smith Head of Lifecycle & Engagement Marketing, Commercial & Institutional	 Natura & Co Gianfranco Cuzzoli Avon International CRM & Personalisation Lead	 B&Q Ali Saker Senior Digital Customer Journey Manager
 Kingfisher B&Q Bethan Lynch Head of Product, Customer Commerce	 The Foundation John Sills Managing Partner	 Cowry Consulting Exclusive Conference Partner	 JP Morgan Chase Lisa Fraser Executive Director User Experience Research	 NICE Richard Bassett VP of Digital & Analytics	 Lending Standards Board Louise Allemagne Senior Insight & Outreach Manager	 Post Office Ltd Ben Woollard Head of Banking Operations, Cash & Banking Services
 RNIB Laura Morris Head of Digital Technology	 Santander Clive Head Customer Engagement Squad Lead					

PLUS!

Celebrating 9 Years Of Customer Experience Insights & Inspirations

- Brand new content for 2024:
 - The Impacts & Opportunities Of AI
 - Measuring ROI & Metrics
- 4 interactive panels:
 1. The Impact & Opportunities Of AI - **HOT TOPIC!**
 2. Customer Expectations
 3. Next-Level Personalisation
 4. Acquisition, Loyalty & Retention

Organised By:

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08.30 Registration, Informal Networking & GIC Welcome ☕

09.00 **Morning Chair's Opening Remarks**
Gianfranco Cuzzio
Avon International CRM & Personalisation Lead
Natura & Co

Natura & Co
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OPENING
REMARKS

CUSTOMER EXPECTATIONS IN 2024 & BEYOND

09.10 **Avoid Over-Promising & Underdelivering! Debate & Discuss The Ever-Changing Expectations, Needs & Demands Of Consumers Today In Order To Keep Pace & Deliver Powerful, Meaningful & Lucrative Customer Experiences Every Time**

- Are your customer experiences wowing customers? Expertly manage and meet the growing demands of your consumers in order to say goodbye to mediocrity and hello to excellence
- Step 1: knowing your customer, step 2: understand what's important to them, step 3: serving customers in a way they want and expect for ultimate conversions... it sounds simple enough, but how can you ensure you are breaking down each customer journey in order to hit the sweet spot?
- Examine best-practice customer strategies which are inclusive and accessible to all in order to ensure maximum reach and impact



Saleta Valdés Márquez
Head of Innovation & Customer Experience
Savoy Signature

SAVOY signature



Susan Connolly
Sales & Marketing Director
Connolly Spar

SPAR



Philippa Cresswell
Executive Director on Board Customer Experience
Avanti West Coast

AVANTI
WEST COAST



Mary Burnett
Head of Customer & Analytics UK
Bank of Ireland

Bank of Ireland
UK



Bethan Lynch
Head of Product, Customer Commerce at B&Q
Kingfisher B&Q

B&Q



Joe Jones
Head of Customer Care OSP Management
OVO Energy

OVO



Ben Wollard
Head of Banking Operations
Post Office Ltd

POST OFFICE



Louise Allemagne
Senior Insight & Outreach Manager
Lending Standards Board

LSB



Souleymane Camara
Principal & Head of UX Research / Innovation & Engineering / Design & Change Management
BP

BP

DIGITAL INNOVATION & EXPERIENCES

09.40 **Unlock Brand New & Inspiring Digital Opportunities To Deliver Rich, Tailored & Immersive Customer Experiences Which Compliment Your Brand & Skyrocket Engagement**

- What are the next digital innovations set to disrupt and revolutionise CX?
- Examine and pinpoint exactly what customers expect from digital and online experiences today in order to establish strategies which hit the mark and expectations



Nick King
Market Research Director
Auto Trader

Auto Trader

MASTERING NEW CUSTOMER JOURNEYS

10.00 **Supercharge Best-In-Class CX By Cutting Out The Complexities Customers Face To Deliver Insight-Driven Improvements & Guarantee Smoother Journeys**

- Regain control of excellent customer experiences by deep diving into your target consumers' journeys in order to drive real improvements which inform future journey mapping strategies
- Apps, websites, in-store... with different consumers engaged across different spaces, how can you seamlessly connect the customer experience across touch points to ensure a consistent omnichannel strategy which delivers a single customer view?
- What's really driving your target customers' purchasing behaviours today? Deliver winning experiences centred around what a customer feels you're giving them, not what you think you're giving them for gold-standard customer experiences every time



Quarina Sultana
Head of Digital Engagement
RNIB

RNIB
See differently

10.20 **Bonus Session; Reserved For Exclusive Conference Partner**

10.35 Morning Refreshment Break With Informal Networking ☕

11.05 **Bonus Session; Reserved For The Foundation**



John Sills
Managing Partner
The Foundation

the Foundation

THE IMPACT & OPPORTUNITIES OF AI

11.25 **A Help, Not A Hindrance: Examine The Impact & New Opportunities AI Can Provide With Proven Results To Level Up The Quality & Speed Of Your Services & Power The Experience Of Your Customers**

- Utilise AI to create a capacity for staff to deal with relational services for enhanced efficiencies and personalisation tactics which supercharges customer retention
- A bionic sounding board: supplement your NPS scoring with predictive AI models that build customer profiles which understand what campaigns will secure greater reach to drive improvements
- Digital is always the enabler: shift the focus from AI systems onto the clarity of what experiences you want to deliver and how best AI can facilitate and enhance these?
- How can you successfully implement AI into your business so that it becomes safe to use with powerful impact?



Ali Saker
Senior Digital Customer Journey Manager
B&Q

B&Q

AUTOMATION & NEW TECHNOLOGIES IN PRACTICE

11.45 **Maximise Practical New Tech, AI & Automation To Power Streamlined, World-Class CX That Cuts Through The Noise & Delivers Exceptional Results**

- Humanising digital to deliver more meaningful CX is the continued challenge, so how can you determine the right balance between human and digital contact in your customer touch points to continue fostering a harmonious relationship with your target customers?
- Leverage new technologies and digital tools to elevate customer experiences by identifying patterns in customer behaviours to power real-time and predictive analytics
- How can you build and maintain customer trust in your AI and utilise it to add social value that both strengthens and secures customer acquisition and retention?



Laura Morris
Head of Digital Technology
RNIB

RNIB
See differently

CUSTOMER ENGAGEMENT & VOC

12.05 **Skyrocket Engagement, Enrich Experiences & Drive Powerful Customer-Centric Strategies To Stand Out In The Market By Leveraging VOC To Deliver Impactful End-To-End Journeys**

- The next level of CX? Winning customer engagement! Revamp your customer engagement strategies by deciphering where you should focus efforts, investment and strategies in order to secure winning and long-lasting results
- Listen to the demands of your customers by maximising the VOC and translating critical insights to inform and influence future strategies for ultimate experiences
- From acquisition to post-purchase, ensure your engagement strategies are targeting customers at all touchpoints in order to secure long-term loyalty and impact



Lisa Fraser
Executive Director User Experience Research
JP Morgan Chase

JPMORGAN CHASE & CO.



Nigel Smith
Head of Lifecycle & Engagement Marketing | Commercial & Institutional
NatWest Group

NatWest Group

12.45 **Bonus Session; Reserved For NICE**



Richard Bassett
VP of Digital & Analytics
NICE

NICE

13.00 Lunch & Informal Networking For Speakers, Delegates & Partners

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“Over delivering!”

DHL Supply Chain

Previous Attendee

”

13.30 Informal Breakout Discussions

a) Impact of Generative AI On Customer Service & Experience



Sachin Agrawal
Senior Programmer: Alexa TTS Products

Amazon



b) Channel Mixes

c) Rewards & Incentives

14.00 Afternoon Chair's Opening Remarks



Gianfranco Cuzzio
Avon International CRM & Personalisation Lead

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natura & co
AVON

14.10 Bonus Session; Reserved For Exclusive Conference Partner

NEXT-LEVEL PERSONALISATION

14.25 The Power Of Personalisation! Drive Insight-Driven & Customer-Centric Personalisation Strategies To Secure Sky-High Engagement, Next-Level Loyalty & Improved Retention Rates

- From basic to creepy... how can you balance the dichotomy of customers wanting increasingly tailored and personalised experiences without scaring them away?
- It all starts from your data! Activate personalisation success by leveraging data insights for truly tailored personalised experiences every time
- Cut through competition with personalisation strategies which build deeper relationships with your target customers and power acquisition, loyalty and retention rates



Elena Boisseuil
Customer Journey Director

Nissan Motor Corporation



Anna Roughley
Head of Insight & Engagement

Lending Standards Board



CUSTOMER DATA INSIGHTS

14.55 Expertly Harness Your Customer Data For Lucrative Results & Business Improvements By Actioning Insights To Inform Future Strategies & Journey Updates

- We all have the data, it's what we do with it that makes the commercial difference! Translate insights and drive real-world improvements in order to showcase the tangible impact from your measurement efforts
- How can you best identify the purpose of meaningful data and analytics to truly understand your customer journeys and drive customer retention improvements?
- How are brands utilising data to analyse customer sentiment and customer intent, identifying dropouts in journeys and plugging them for continuously improved bottom-line results?



Andy Cook
Head Customer & Colleague Experience

AXA Health



MEASURING ROI & METRICS

15.15 Maximise Measurement Tools & Metrics To Communicate The Commercial Value Of CX & Prove The Strategic Impact By Demonstrably Improving ROI

- Discover tried-and-tested measurement and metrics tools which effectively capture your customers' needs and desires to maximise experiences
- Swap vanity metrics for meaningful KPIs which prove the tangible value of your CX efforts for long-term stability
- How are you defining real value, and what do you want to achieve to level up your CX strategies in 2024?



Dr. Christian Velten
Strategic Lead Digital CX

Roche



15.35 Bonus Session; Reserved For Exclusive Conference Partner

15.50 Afternoon Refreshment Break With Informal Networking

INTERNAL CUSTOMER-CENTRIC CULTURES

16.20 Identify & Establish How You Define A Truly Customer-Centric Culture To Power Long-Term Commercial Value That Satisfies People & Profits

- Happy employees = happy customers! Do your teams know they are your greatest assets? Ensure your employees feel valued, listened to, and supported in order to continue to deliver exceptional customer experiences
- Explore the benefits of moving transactional activities online to free up capacity in your customer service centres to do more at the first point of contact and add true value to your customers
- Drive continued commercial success by ingraining a customer-first mindset amongst your employees and positioning a customer-centric culture at the heart of your organisation

Perspective 1



Kevin Morley
Deputy Director, Customer Service

Crown Commercial Service



Perspective 2



Rhea Fox
Director of Digital

Ted Baker



DESIGNING FOR THE FUTURE

17.00 Newcastle Building Society Case Study



Lynne Pitwood
Head of Customer Experience

Newcastle Building Society



Scott Graham
Customer Insight Manager

Newcastle Building Society



ACQUISITION, LOYALTY & RETENTION

17.20 Fuel Boosted Acquisition, Insight-Led Loyalty & Next-Level Retention To Outshine Competition, Stay Relevant & Power Gold-Standard Customer Experiences

- Debate and discuss the age-old question... do you place your emphasis on acquisition, loyalty or retention as a method of retaining customers to accelerate and deliver exceptional customer loyalty?
- Nothing kills loyalty like bad customer service! Put yourself in the shoes of your customers to identify the benefits you are providing and benchmark your practices to drive returning customers
- Determine how your customers want to be communicated with and via which channels for adapted customer relationships and maximised retention rates



Clive Head
Customer Engagement Squad Lead

Santander



Dr. Christian Velten
Strategic Lead Digital CX

Roche



17.50 Afternoon Chair's Closing Remarks & Official Close Of Conference



Gianfranco Cuzzio
Avon International CRM & Personalisation Lead

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"Thought inspiring."

TUI

Previous Attendee



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- Speaker notes will be available to download one week after the conference, subject to speaker disclosure.
- Please note all registrations are subject to a £34.90 booking fee per booking.
- Only one discount can be used per registration.

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