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



CX Leaders From Brands

Day, London

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







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

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

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

- Next-Level Personalisation: Drive insight-driven and customer-centric personalisation strategies to secure sky-high engagement, next-level loyalty and improved retention rates
- **Measuring ROI, Metrics & Strategic Value:** Communicate the real commercial value of CX and prove undeniable strategic value
- Ingrain Internal Customer-Centric Cultures: Eldentify and establish how you define a truly customer-centric culture to power long-term commercial value that satisfies people and profits



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



Mary Burnett Head of Customer & Analytics UK

Bank of Ireland



Head of Customer







Roche



AVANTI

Philippa Cresswell

Board Customer

Experience

WEST COAST

Executive Director on

Director of Digital

TED BAKER

LONDON



Elena Boisseuil Customer Journey Director

Lynne Pitwood

Newcastle

Experience

Avanti West Coast Building Society

Head of Customer

Nissan Motor Corporation



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AVON

Dastan Shukanayev

Senior Payments Technology & Strategy

Susan Connolly Sales & Marketing Director

Manager Alexa TTS Products

Connolly Spar Amazon



AXA

Health

Head of Customer &

Colleague Experience

AXA Health

Andy Cook



Anna Roughley Head of Insight & Engagement



SAVOY

Saleta Valdés

Innovation &

Bethan Lynch

Laura Morris

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Head of Product,

Customer Commerce

Kingfisher B&O

RNIB

See differently

Márquez, Head of

Customer Experience













Kevin Morley Deputy Director, Customer Service

Service

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Exclusive Conference

Crown Commercial

consultina l



Quarina Sultana Head of Digital Engagement

Lisa Fraser

Research

Executive Director

User Experience

RNIB

JPMORGAN CHASE & CO.

IP Morgan Chase



Nigel Smith Head of Lifecycle & Engagement Marketing, Commercial & Institutional

NatWest Group

Natura & Co

Avon International Personalisation Lead

Gianfranco Cuzziol

Ali Saker Senior Digital Customer Journey Manager

B&Q

VP of Digital& Analytics

Standards Board

Ben Woollard Head of Banking

Celebrating 9 Years Of Customer Experience Insights & Inspirations Brand new content for 2024:

4 interactive panels:

1. The Impact & Opportunities Of AI - HOT TOPIC!

2. Customer Expectations







The Foundation



Scott Graham

Manager

Customer Insight

Newcastle

















Head of Digital Technology

Clive Head Customer

Engagement Squad Santander

Louise Allemagne Senior Insight & Outreach Manager

Lending









Leading Customer Experience Experts Share Cutting-Edge, Practical & Inspiring Insights To Drive & Supercharge Customer Engagement & Long-Term Loyalty With Successful Channel Journey Strategies, Al, Automation & Digital Advancements, Impactful Data-Led Customer Insights, Customer-Centric Cultures, Next-Level Personalisation & Loyalty, Acquisition & Retention

08.30 Registration, Informal Networking & GIC Welcome



09.00 Morning Chair's Opening Remarks

Gianfranco Cuzziol Avon International CRM & Personalisation Lead Natura & Co

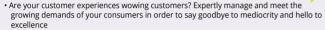
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WEST COAST

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**



- 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



Susan Connolly

Sales & Marketing Director





Philippa Cresswell **Executive Director on Board Customer Experience**

Avanti West Coast



Mary Burnett Head of Customer & Analytics UK

Bank of Ireland



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

Kingfisher B&Q



Head of Customer Care OSP Management

OVO Energy



Head of Banking Operations

Post Office Ltd



Louise Allemagne Senior Insight & Outreach Manager

Lending Standards Board



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

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



Market Research Director

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



Ouarina Sultana Head of Digital Engagement

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



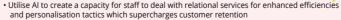
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Managing Partner

THE IMPACT & OPPORTUNITIES OF AL

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



- · 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
- · 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



Senior Digital Customer Journey Manager

B&Q



AUTOMATION & NEW TECHNOLOGIES IN PRACTICE

- Maximise Practical New Tech. Al & Automation To Power Streamlined. World-Class CX That Cuts Through The Noise & Delivers Exceptional
- Humanising digital to deliver more meaningful CX is the continued challenge, so how can vou determine the right balance between human and digital contact in your customer touch points to continue fostering a harmonious relationship with your target
- 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 Al and utilise it to add social value that both strengthens and secures customer acquisition and retention?



Laura Morris Head of Digital Technology

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

12.05 Perspective 1



Lisa Fraser **Executive Director User Experience Research**

JPMORGAN CHASE & CO

IP Morgan Chase





Head of Lifecycle & Engagement Marketing Commercial & Institutional

NatWest Group



12.45 Bonus Session: Reserved For NICE



Richard Bassett VP of Digital & Analytics

NICE



13.00 Lunch & Informal Networking For Speakers, Delegates & Partners



"Over delivering!" **DHL Supply Chain**

Previous Attendee

Thought-Leader Customer Expectations • Digital Innovation & Experiences • The Impact & Opportunities Of Al • Mastering New Customer Journeys • Customer Engagement & VOC • Automation & New Technologies • Next-Level Personalisation • Customer Data Insights • Measuring ROI & Metrics • Internal Customer-Centric Cultures • Acquisition, Loyalty & Retention

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



Avon International CRM & Personalisation Lead

Natura & Co



PANEL

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





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?



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
- 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
- 16.20 Perspective 1



Kevin Morley Deputy Director, Customer Service

Crown Commercial Service

16.40 Perspective 2



Rhea Fox Director of Digital

Ted Baker

Lvnne Pitwood



TED BAKER

DESIGING FOR THE FUTURE

17.00 Newcastle Building Society Case Study



Head of Customer Experience

Newcastle Building Society



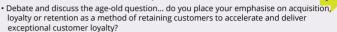
Customer Insight Manager

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**



- 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 Cuzziol Avon International CRM & Personalisation Lead

Natura & Co







"Thought inspiring."

TUI

Previous Attendee



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