

## **Registration, Informal Networking & GIC Opening Remarks**

08.30 – 09.00 (GMT)

## **Morning Co-Chairs' Opening Remarks**

09.00 – 09.10 (GMT)

Nora Zukauskaitė, Global Marketing Director, **Ciaté London; Lottie London; Skin Proud**  
Sharon Millard, Head of Contact Center Operations, **Halfords**

## **New Customer Behaviours & Expectations Panel Discussion & Q&A**

09.10 – 09.55 (GMT)

### **What Do Today's Customers Expect Post-Pandemic? Navigate New Customer Behaviours In A New World To Deliver Extraordinary Experiences**

- What new buying patterns are shaping purchase decisions and how can you harness these trends to deliver customer-centric strategies which target your audience?
- Will online shopping continue to dominate the market? How can you ensure your customer strategies are right for your customer base?
- How do you ensure your customer engagement strategies are inclusive and accessible for all?

Jamie Dormandy, Head of Customer Engagement & Experience, **RNIB**

Susan Connolly, Sales & Marketing Director, **Connolly Spar**

Nora Zukauskaitė, Global Marketing Director, **Ciaté London; Lottie London; Skin Proud**

Milon Harman, Head of Product Design & UX, **Tes**

Andrew Lawson, Head of HR, **Shakespeare's Globe**

Pierluigi Bosco, Global B2C CX Lead, **Royal Dutch Shell**

## **Digital Integration & Innovation**

9.55 – 10.20 (GMT)

### **Power The Convergence Of AI, Collaboration & Digital Tools For Technology That Compliments Your Brand, Improves CX & Boosts Engagement**

- Understand what today's customer expects from online for a dedicated, personalised online experience
- Unlock new digital opportunities to design richer, more immersive and personalised customer experiences
- Which robust digital engagement strategies encourage positive engagement for meaningful, long-term relationships?

Ilko Batakliiev, Global Head of Experience Design, **HSBC**

## **The Science Behind Exceptional Experiences**

10.20-10.35 (GMT)

Ziba Goddard, Chief Consulting Officer, **Cowry Consulting**  
Raphy March, Chief Design Officer, **Cowry Consulting**

### **Morning Refreshment Break With Informal Networking**

10.35 – 11.05 (GMT)

### **Digging For Gold In The Mountain Of Data: Forsta Case Study With GemSeek**

11.05 – 11.20 (GMT)

Over 80% of your customers don't respond to traditional surveys. Yet when the right customer outreach strategies are used, customers are enthusiastic to talk about brands they love. How can CX leaders bridge the gap to support the business and ultimately deliver exceptional experiences? Join Forsta and GemSeek to learn how data and smart algorithms can be used to surface human-centered insights for exceptional experiences.

Phil Durand, Senior Consultant, **Forsta**  
Morgan Evans, Managing Director, **GemSeek**

### **Metrics & Measurement**

11.20 – 11.45 (GMT)

#### **Gain A Deeper Understanding Of Your Customers With Bespoke Measurement Programmes**

- Close the gap between expectations set by your brand and the customer's perceptions
- Understand and measure your customer's experiences throughout their journey, across each touchpoint to deliver exceptional CX
- Uncover what impacts customer feedback for where you should be focussing your efforts for change
- Maximise KPI's to ensure everyone in your business knows what is expected of them in your organisations' journey towards customer-centricity

Mark Tofte, Product Manager, Sales Finance & Durables, **Santander Consumer Bank**

### **Automate Not Alienate Customer and Agents with Voice and Digital Virtual Assistance**

11.45 – 12.00 (GMT)

In this overview we'll highlight ....

- Challenges with contact centre AI-automation
- What does easy to develop, manage and deploy voice and digital virtual assistance look like?
- Moving from the prosaic to complex task and transaction-based virtual assistance
- How to empower agents drive agent efficiency with agent virtual assistance
- Examples of customer experience optimization positively impacting business outcomes

- Starting now: options for add-on approaches to a complete end-to-end AI-first CaaS transformation

John Perrin, Senior Director - UK & Ireland, **Kore.ai**

### **Blended Customer Journey**

12.00 – 12.25 (GMT)

#### **In The Light Of The Covid Era, The Customer Journey Needs Refreshing - What Are The Impacts On Different Ways Of Working?**

- How are brands using customer insights to reshape end-to-end customer experiences and differentiate customer journeys amongst competitors?
- Pivots to integrate offline and online journeys for seamless transitions across contact channels
- Customer service in a hybrid world – what does that mean in terms of CX delivery?
- Innovative mapping ideas to take your customer journeys to the next level whilst preparing for the inevitable challenges when implementing new experiences

Sharon Millard, Head of Contact Center Operations, **Halfords**

### **Lunch For Speakers, Delegates & Partners**

12.25 – 13.25 (GMT)

### **Informal Breakout Discussions**

12.55 – 13.25 (GMT)

#### **A) Employee & Customer Experience**

Susan Connolly, Sales & Marketing Director, **Connolly Spar**

#### **B) Diversity & Inclusion**

Milon Harman, Head of Product Design & UX, **Tes**

### **Afternoon Co-Chair's Opening Remarks**

13.25 – 13.35 (GMT)

Charlotte May, Group Head of Customer Research, **Legal & General**

### **How Being Omni-Present Is Key To Improving The Customer Experience**

13.35 – 13.50 (GMT)

- Being available on the customers preferred channel
- Trends of customer engagement and how that impacts CX
- Future-proofing your CX strategy

Sam Richardson, Visioneering Consultant, **Twilio**

### **Employee Buy-In & Changing Cultures Panel Discussion & Q&A**

13.50 – 14.35 (GMT)

#### **Tap Into The Critical Link Between Employee Engagement & CX For Customer-Centric Internal Cultures That Drive Commercial Success**

- Customer-centric initiatives must be encouraged within the internal team to ensure a higher level of customer centricity!
- Gain buy-in from the leadership to the sales floor for strategic and consistent execution of CX
- Equip, prepare and support staff when managing complaints using new technologies to redeem customers and deliver successful customer experiences
- Review the hybrid workspace to encourage experiences which consider the health and wellbeing of both employees and your customers
- How have brands maintained their customer culture in a hybrid working world and involved customers in that journey to power customer loyalty?

Andrew Jones, Head of Express & Retail Claims, **Zurich Insurance plc**

Nicola Harris, Head of Customer Journey Management, **Virgin Media O2**

Laurent Christoph, Design Strategist, **Lloyd's Banking Group**

### **Stay Ahead In 2022: Killer Apps For Speech & Text Analytics**

14.35 – 14.50 (GMT)

Join Ed Creasey of Calabrio as he shares 12 use cases and case studies that show how to deliver value quickly and sustainably with Interaction Analytics within your contact centre- to keep your organization ahead of your competition. Let Ed show you how to use data within the analytics program to deliver fast results; how integration and governance set you up for success; how analytics pipeline management can prioritise when you invest your time and get ROI; and how to combine Analytics with your existing Business Intelligence, Quality Management, Customer Survey, Training and Coaching Programs.

Ed Creasey, Director of Presales International, **Calabrio**

### **Reimagine Digital**

14.50 – 15.10 (GMT)

#### **Reimagine Digital With Customer-Focused Programmes Which Engage Employees & Excite Consumers**

- Get to grips with digital strategies that have a positive impact on both internal and external culture
- Design digital programmes which are inclusive to customers and encourage internal networking

- Practical tips to overcome unexpected challenges when implementing digital strategies  
Becky Franks, Head of UX & Optimisation, **The Co-operative Bank plc**

Sophie Palmer, Scrum Master, **The Co-operative Bank plc**

### **Afternoon Break With Informal Networking & Drinks Reception Hosted By Monstarlab**

15.10 – 15.55 (GMT)

Drinks reception hosted by Monstarlab

### **Actioning Customer Insights**

15.55 – 16.15 (GMT)

#### **Harness Customer Research, Analytics & Data For Actionable Insights Which Reflect The Voice Of The Customer & Drive Bottom-Line Results**

- Leverage and listen to consumer data to build accurate customer profiles which capture their needs
- Useful data strategies which combine consumer insights across your channel mix and develop new experiences for shoppers
- Explore new methodologies such as design thinking, agile and service design programmes which can benefit CX
- Map the touchpoints of customer journeys and translate insights into creative and gratifying customer experiences

Tamás Kovalcsik, Head of Customer Intelligence, **E.ON Hungaria**

### **The Future of CX**

16.15 – 16.35 (GMT)

#### **Develop Flexible CX Approaches Which Can Be Adapted In Times Of Uncertainty**

- When dealing with volatility, uncertainty and change, what does that mean for your brand and CX?
- Understand what the recent pandemic and resulting market downturn taught us for adaptive and agile customer strategies
- Assess which customer-centred programmes are here to stay to drive commercial success all year round

Ronan Gay, Head of Digital, **Black Tomato**

### **Loyalty & Retention**

16.35 – 16.55 (GMT)

### **Looking Beyond Survival & Bringing Consumer Confidence Back To Encourage New Customers & Business**

- How have businesses adapted to the pandemic through online shopping whilst ensuring offline users were not forgotten?
- Top tips to ensure high retention rates and encourage repeat business even in times of uncertainty
- Determine ways to innovate traditional loyalty programmes to get ahead of competitors and appear at the top of customer searches

Claire O'Grady, Senior Customer Experience Manager, **Musgrave Retail Partners Ireland**

### **Commercialisation & ROI**

16.55 – 17.15 (GMT)

### **Prove The Worth & Communicate The Commercial Value Of CX With Metrics & Analytics For Future Funding**

- Proactively measure insights and customer feedback to demonstrate the financial benefit of exceptional CX to the business
- Showcase the impact of research to tap into customer demographics for continued investment
- It's not just about creating a purchase environment, but continuously improving the customer journey for long-term stability

Rhea Fox, Digital Director, **Paperchase**

### **Afternoon Chair's Closing Remarks & Official Close Of Conference**

17.15 – 17.20 (GMT)