



Welcome To The Customer Experience Conference!

Here Is Today's Programme

Please note that these timings are flexible. Due to the nature of a live event, the conference chairs and organisers will be updating the timings throughout the day to adapt to speakers running over time, late arrivals, last minute changes and extending popular sessions. Please rest assured we will do our utmost to adapt and to accommodate all live changes.

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

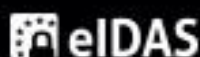


Digitally Complete Any Customer Journey



Try it now
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Lightico empowers businesses to accelerate and automate customer journeys. Companies leverage automated workflows to collect eSignatures, documents, payments, and ID in real time — straight from the customer's smartphone.



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 Operational Transformation
Money & Pensions Service

Susan Connolly
Sales & Marketing Director
Connolly Spar

Nora Zukauskaite
Global Marketing Director
Ciaté London; Lottie London; Skin Proud

Milon Harman
Head of Product Design & UX
Tes

Pierluigi Bosco
Global B2C CX Lead
Royal Dutch Shell

CALABRIO™

Contact Centre Complexity, Simplified



“84% of contact centre managers will choose to remain fully remote or a hybrid method of working in 2021 and beyond”

- Calabrio, TechValidate Survey

The hybrid workforce environment is here to stay. How can you keep up with it, but keep it simple?

You can do it by being **Easy, Personalised and Smart**. Calabrio ONE enables a simpler approach to modern workforce engagement management. Enrich human interactions with your customers and for your teams using:



CALL RECORDING

Clean and simple. Capture and retrieve calls quickly and accurately. Never miss a call.



QUALITY MANAGEMENT

Access and evaluate 100% of your customer interactions. Gain powerful performance insights.



WORKFORCE MANAGEMENT

Improve predictability and performance while empowering your agents.



ANALYTICS

Integrate multichannel customer input to gain unprecedented visibility and control.



ADVANCED REPORTING

Visualise call centre metrics. Cross-reference data enterprise wide. Deliver impactful insights.

We put people first at Calabrio, and make sure it is simple to do business with us. We support you through every stage of your journey.

[> EXPLORE CALABRIO ONE](#)

Digital Integration & Innovation

09.55 – 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 Bataklijev
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)

Day in the life with Twilio



9:00

You ride to work on a Lime Scooter. A Twilio eSIM manages your location and reservation of the scooter.



12:30

In a personalised online shopping session, you receive help from a consultant via the Twilio Video solution.



13:30



You realise that you also need to shop for groceries and since you are short on time, you order them online and have them delivered to your house. An SMS sent via Twilio notifies you, once they've arrived and an email through the SendGrid application provides you the invoice.

18:00

You meet some friends for afterwork drinks by taking an Uber. The driver calls you that he's arrived, without knowing your phone number, thanks to Twilio masked calling.



20:00



You've ordered food on Deliveroo which sent you a delivery status notice via Twilio's WhatsApp API.

21:00



You need to reset your Netflix password using a verification SMS that's been sent through Twilio Verify.

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



The Science Behind Exceptional Experiences

An award-winning behavioural science consultancy on a mission to make businesses as human as humanly possible. As an expert team of psychologists, economists and data scientists fascinated by business, we understand what makes customers, colleagues and companies tick.

Working with some of the world's leading companies, we apply the latest research in Behavioural Science, Psychology and Nudge Theory to help you become experts in the choreography of your Customer and Employee Experience.

How can I start applying Behavioural Science?

[dig]

Do you want to understand what your customers are really thinking?

- Psychometric testing
- Biometric testing
- Neurometric testing

[fix]

Do you want to remove friction from existing journeys to create a fluent customer/employee experience?

- UX
- Business communications
- Contact centres
- Physical Spaces

[teach]

Do you want to equip your organisation with a behavioural science toolkit?

- Core e-Learning
- Behavioural Science Expert
- Practitioner Course

[build]

Do you want to develop a new product/platform built on a behavioural science foundation?

We can work together to co-create new customer experiences that help grow the value of the business.

We work within the private sector to make business growth simple and fast.

We can help you to attract, keep and grow customers at a lower unit cost.



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

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Growing Smarter Together

Forsta is the world's leading provider of Experience & Research Technology, working together with our clients to help them discover, understand, and share human-centered insights packed with real action potential.



Named a Leader in 2021 Gartner® Magic Quadrant™
for Voice of the Customer

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



**Extraordinary Experiences Deliver
Extraordinary Outcomes For
Your Customers and Agents**



Powered by the world's leading enterprise conversational AI platform for voice and digital engagement.

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

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



Create exceptional experiences for your customers

Psychology-based mindset and behavioural training solutions for forward-thinking organisations.



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- 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 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



Ready for a hybrid world?

**Future-proof your business,
with Monstarlab.**

We are 1,200 strategists, designers, and engineers globally, committed to making sure your investment makes a meaningful impact.

Find out what we can do together [here](#)

Monstarlab ::

Loyalty & Retention

16.15 – 16.35 (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

Afternoon Chair's Closing Remarks & Official Close Of Conference

16.35 – 16.15 (GMT)



**Bespoke
International
Group**

Your Global BPO Partner

**South Africa's Premier International Call Centre
We Deliver an Unrivalled Customer Experience**

Your business is unique, and so are your customers. Bespoke International Group specialise in delivering Global Business Solutions that consistently create an outstanding customer experience.

Through consultation, we develop a deep understanding of your operation so that we can propose a tailor-made solution to your customer service requirements.

We are a truly global business, with both a UK presence and highly experienced teams operating out of the International Contact Centre in Durban, South Africa.



Website: www.bespokeinternationalgroup.com
Email: welcome@bespokeinternationalgroup.com

We've helped brands drive better customer experience for over 30 years, and we're not stopping now.

Our loyalty framework is the best predictor of retention, acquisition and share of customer wallet. Get in touch to find out more.

info@thisismotif.com



Call Amanda on:
07940 742898



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