Employee Engagement For Customer Experience: Workshop Day
26th February 2020, Central London

Background: The Employee Engagement For Customer Experience is our Post-Conference Workshop Day to the 5th Annual Customer Experience Conference (25th February). This is a chance to explore the main-day topic of internal customer-centric cultures further, allowing more time for presenting, Q&A and networking.

Theme: Creating exceptional customer experience through great employee experience, with a focus on customer-centric cultures and engaging employees.

Why Speak?
- One-Day, Brand-Led Workshop & Networking Event
- Cross-Sector Speakers & Delegates
- Free Attendance For Speakers
- Discounts For Colleagues & Contacts
- Senior-Level Networking
- Brand & Personal Recognition
- Dedicated & Practical Event – Not A Huge Expo

Please see the full agenda below for a list of available speaking sessions. We also welcome your ideas for the programme, so if there is a specific case study you have in mind, please do let us know and we will do our best to accommodate. Our presentation slots are flexible in length, roughly between 20-30 minutes, including time for questions.

We also have the opportunity to chair the event, either in the morning or afternoon:
Share your insights throughout the day in opening and closing remarks, as well as introducing speakers, facilitating panels and inviting the audience to join in with our interactive Q&A. We'll deal with all the timings - all you have to focus on is the speakers.

To confirm you as a speaker, there are just a few quick details we'll need for marketing materials:
- Confirmation of the spelling of your full name, job title and company
- A photo of yourself
- The company logo
- A short biography
- Contact details – work telephone, mobile and work address (for our internal use only)

Please do get in touch for more information or to reserve your chosen session – it would be a pleasure to have you join our speaker faculty to share your insights at this unique brand-led event.

Kind regards,
Alexandra Wilson
Conference Producer
Global Insight Conferences

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1. Customer-Centric Cultures

Create A Culture Of Engaged, Motivated & Customer-Focused Staff & Leaders For Exceptional Customer Experiences Across Your Organisation

- Being customer-focused - it's a buzzword! How can you truly bring this to life and include the customer in each and every strategic decision you make?
- Overcome internal barriers and communicate your message effectively to drive people throughout the whole business towards customer-focused culture change
- Engage employees during change and keep them aware of the commercial benefits of being customer-focused for long-term customer experience improvements

2. Employee Engagement

Happy Employees = Happy Customer! Ensure Your Front-Line Staff Are Satisfied To Continue Providing Enthusiastic, Efficient & Effective Customer Service

- We know employee attrition affects the customer – so how do you keep your staff happy in order to continuously provide the best customer experience?
- Trusting colleagues to make the right decisions for customers: giving customer-facing employees the agency to go above and beyond!
- The days of flexible working are here! Treat your staff with an agile mindset – from hours to working location, can we build flexibility into our workplace?

3. Winning Leadership Buy-In

Get Leadership On Board With A Customer-Focused Strategy For Financial Backing & Great CX

- Winning buy in throughout the organisation for a fully customer-focused organisation
- Chatbots, tools, tech, AI, webchat – these things don't come without a price tag! Secure leadership buy-in with a clear business case for the commercial rewards of great customer experience
- Go beyond paying lip service to ignite a real passion for CX from the top to create customer champions who support new processes and improvements

4. Employee Experience

Harness 360^0 Insights Into People's Drivers, Behaviours & Values To Inform Employee Strategies, Enhance Experiences & Further Benefit The Business

- See the person behind the label: data-led strategies to develop human-centric customer and employee engagement approaches which address the individual
- Reposition the business view to consider the employee your #1 customer
- Not separate disciplines! Avoid siloed working to marry learnings and translate successes from one department to the other

5. Customer-Led Organisational Design

Create & Realistically Implement Organisational Design Improvements With A Genuine Customer-Centric Approach For A Truly Customer-Focused Business

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- Evaluating the customer journey, the experience and touchpoints to review organisational design and assess how it could be improved with the customer it's the heart
- Cutting waste, reducing frustrations, improving service… without compromising on results
- The right people for the right experience: recruit and train the best talent for your CX team
- Demonstrate the commercial benefits of designing your organisation around the customer to gain leadership and financial backing

6. Measurement

To Demonstrate The Tangible Impact Of Employee Engagement Investment

- The age-old question – how do you actually quantify something as intangible as a good customer experience? Does NPS shed accurate light on your actual performance?
- How customer-centric actually are you? What are the most practical yet effective methods to collect data on employee experience to inform your people strategy?
- Quantify a tangible link between training, developing and trusting employees and an uplift in end-customer engagement

7. Rewards, Recognition & Retention

Reduce Turnover By Recognising & Rewarding Employees With Effective Incentives & Development Strategies

- Implement innovative engagement, talent and L&D programmes to upskill and develop existing team members for reduced employee turnover
- How can you incentivise and motivate your staff where their driver doesn't come from within?
- Not just money on the table! As employee values evolve, what do businesses need to do to demonstrate rewards and recognition?

8. Action Employee Insights To Drive CX

Experience-Sharing: How Have You Successfully Improved CX With Front-Line Employee Feedback?

- What does it take to create a feedback culture where grassroots employees feel empowered to share suggestions for improvement?
- Overcome internal hurdles to translate front-line staff insights and experiences into actionable change which improves the customer experience
- What have the results been?

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