



Insight-Led Customer Experiences Which Reconnect & Resonate With Consumers For Winning Results

New, Reimagined CX

Group Discounts Available! Book 4 For 3

25 Brand Speakers 1 Day

Craft Outstanding Customer-Focused Strategies Which Evolve With Changing Customer Expectations & Insights, Optimise Digital Tools & Technology, Re-Engineer Automated Processes, Engage Internal Teams, Power Omnichannel Journeys In A Hybrid World & Continuously Improve Loyalty & ROI For Cutting-Edge Customer Experiences Distinctive To Your Brand

 Ilko Batakiev Global Head of Experience Design HSBC	 Dr Christian Velten, Global Head Medical Customer Experience Roche	 Inés Maíz Sevilla, EU Assoc. Director Digital Customer Solutions, Strategy Coca Cola Europacific Partners	 Nicola Harris Head of Customer Journey Management Virgin Media O2	 Manuela Pifani Senior Director of Customer Experience ASDA
 Claire O'Grady Senior Customer Experience Manager Musgrave Retail Partners Ireland	 Donna Walker Customer Experience Director Aviva	 Sharon Millard Head of Contact Center Operations Halfords	 Becky Franks Head of UX & Optimisation The Co-operative Bank plc	 Camila Diaz Head of Product Design & Research Moonpig Group
 Tamás Kovalcsik Head of Customer Intelligence E.ON Hungaria	 Jamie Dormandy Head of Customer Engagement & Experience RNIB	 Amy Brettell Head of Customer, UK Claims Zurich Insurance	 Nora Zukauskaitė Global Marketing Director Ciaté London; Lottie London; Skin Proud	 Susan Connolly Sales & Marketing Director Connolly Spar
 Jonathan Brady Senior Interaction Designer Virgin Media O2	 Ronan Gay Head of Digital Black Tomato	 Andrew Lawson Head of HR Shakespeare's Globe	 Rhea Fox Head of Marketing, General Insurance Aviva	 Mark Tofte, Product Manager, Sales Finance & Durables Santander Consumer Bank
 Sophie Palmer Scrum Master The Co-operative Bank plc	 Milon Harman Head of Product Design & UX Tes	 Charlotte Buckley CX Manager Musgrave Retail Partners Ireland	 Laura Welch Digital Delivery Performance Leader in Customer Self Service Home Group	 Andrew Clayton Former Global Head of Customer Experience E.ON

- New Customer Expectations & Behaviours:** Deliver extraordinary experiences which reflect today's customers post-pandemic
- Reimagined Digital Experiences:** Power AI, tools and technology for personalised online experiences which compliment your brand
- Inspire Collaborative Customer-Centric Cultures Internally:** Power the employee experience for improved mindsets which position CX at the centre of strategy
- Re-Engineer Automation & Technology:** Embrace new opportunities through tech tools and apps without losing the human touch
- Blended Customer Journeys & Working In A Hybrid World:** Effective methods for seamless transitions across online and offline contact channels and hybrid working
- Integrate Journeys Across Multiple Channels:** Craft a smooth blend of multiple channels to use across every consumer touchpoint for perfect omnichannel journeys
- Actionable Customer Insights:** Harness customer research analytics and data to design outstanding customer programmes which reflect the voice of the customer
- Demonstrate Commercial Value & ROI:** Monitor and monetise the strategic value of CX through savvy measurement for long-term buy-in to your customer strategies
- Thrive In Adversity With Flexible CX Strategies:** Practical advice to mitigate risk and future-proof CX strategies which can adapt in uncertain times
- Retain & Build Your Customer Base:** Bring consumer confidence back with innovative customer journeys for high retention rates and repeat business

PLUS! 7 years of Inspiration & Innovation For Brand-Side CX Professionals
 3 Interactive Panels
 - Customer Behaviours & Expectations
 - Employee Buy-In & Changing Cultures
 - Omnichannel Success
 6 Informal Peer Discussions

Organised By:

25 Cross-Sector Customer Professionals Share Fresh Insights For Customer Strategies Which Reflect Customer Expectations, Innovate Digital & Tech, Drive Customer-Centric Cultures, Develop Multi-Channel Journeys, Leverage Metrics & Analytics For Meaningful Customer Experiences That Drive Commercial Success


08.30 Registration, Informal Networking & GIC Opening Remarks

09.00 Morning Co-Chairs' Opening Remarks

 Dr Christian Velten
Global Head Medical Customer Experience



Co-Chairs' Remarks

 Inés Maíz Sevilla
EU Assoc. Director Digital Customer Solutions, Strategy



Coca Cola Europacific Partners


NEW CUSTOMER BEHAVIOURS & EXPECTATIONS

Panel


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

Q&A

- 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?

 Donna Walker
Customer Experience Director
Aviva



 Jamie Dormandy
Head of Customer Engagement & Experience
RNIB




 Laura Welch
Digital Delivery Performance Leader In Customer Self Service
Home Group




 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



 Manuela Pifani
Senior Director of Customer Experience
ASDA



 Andrew Lawson
Head of HR
Shakespeare's Globe




DIGITAL INTEGRATION & INNOVATION

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

Engage!

- 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 Batakliov
Global Head of Experience Design
HSBC



REIMAGINE DIGITAL

Case Study

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

Digital Bees

- 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



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

10.50 Morning Refreshment Break With Informal Networking

RE-ENGINEER AUTOMATION & TECHNOLOGY

11.20 AI & Machine Learning Can Identify Patterns In Customer Behaviours To Power Real-Time & Predictive Analytics, But How Can You Humanise Digital To Deliver More Meaningful CX?

- What have customers come to expect from navigating businesses online, and how will this shape automation strategies?
- Determine how to automate operations without losing the personal touch that distinguishes your brand and create lasting relationships with customers


- Create a digital strategy that prioritises UX across all platforms and captures customer feedback to continuously improve CX
- Develop a blueprint to use technology to elevate human connection with your customers and make complaint handling low stress

METRICS & MEASUREMENT

11.40 Gain A Deeper Understanding Of Your Customers With Bespoke Measurement Programmes

Case Study

- 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 Toft
Product Manager, Sales Finance & Durables
Santander Consumer Bank



BLENDED CUSTOMER JOURNEY

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

Hot Topic

- 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
- Discoverability is a blocker – how do you positively engage current users to use

 Sharon Millard
Head of Contact Center Operations
Halfords



EMPLOYEE BUY-IN & CHANGING CULTURES

Panel

12.20 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?



 Nicola Harris
 Head of Customer Journey Management
Virgin Media O2



 Amy Brettell
 Head of Customer, UK Claims
Zurich Insurance



 Charlotte Buckley
 CX Manager
Musgrave Retail Partners Ireland



 Andrew Clayton
 Former Global Head of Customer Experience
E.ON



 Jonathan Brady
 Senior Interaction Designer
Virgin Media O2



12.50 Lunch For Speakers, Delegates & Partners

13.20 Informal Breakout Discussions

Breakout Discussions

A) Covid Lessons Learned

 Camila Diaz
 Head of Product Design & Research
Moonpig Group



B) B2B vs. B2C Customer Experience

 Inés Maíz Sevilla
 EU Assoc. Director Digital Customer Solutions, Strategy
Coca Cola Europacific Partners




C) Employee & Customer Experience

 Susan Connolly
 Sales & Marketing Director
Connolly Spar



D) Diversity & Inclusion

 Milon Harman
 Head of Product Design & UX
Tes




E) Multichannel Complaint Handling

F) CX On A Budget

13.50 **Afternoon Co-Chairs' Opening Remarks**

 Andrew Clayton
 Former Global Head of Customer Experience

E.ON

 Inés Maíz Sevilla
 EU Assoc. Director Digital Customer Solutions, Strategy

Coca Cola Europacific Partners



Co-Chairs' Remarks

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


OMNICHANNEL SUCCESS

Panel

14.20 **Increase Your Brand Presence & Differentiate Amongst Competitors With Winning Omnichannel Marketing Strategies**

- As customers spend more time online, they will expect more from businesses – how can you harness a consistent voice across all platforms?
- Uncover ways to integrate your CRM into your CMS to view and manage your content and your customers from one central location
- How are businesses maximising social platforms and leveraging data to connect consumers for seamless experiences
- Explore the best tools and technologies to understand and map your customer journeys and touchpoints to perfect smooth omnichannel journeys



 Dr Christian Velten
 Global Head Medical Customer Experience
Roche



ACTION CUSTOMER INSIGHTS


Double Perspective

14.50 **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

14.50  Charlotte Buckley
 CX Manager
Musgrave Retail Partners Ireland



15.10  Tamás Kovalcsik
 Head of Customer Intelligence
E.ON Hungaria




15.30 Afternoon Refreshment Break With Informal Networking



THE FUTURE OF CX

16.00 **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




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

LOYALTY & RETENTION

16.40 **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

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

Prove Value

- 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
 Head Of Marketing, General Insurance
Aviva



17.20 Afternoon Co-Chairs' Closing Remarks

17.30 Official Close Of Conference

4 EASY WAYS TO REGISTER

- Online @ www.thecustomerconference.com
- Phone +44 (0) 20 3479 2299
- Post this booking form to Global Insight Conferences, 5-11 Lavington Street, London, SE1 0NZ
- Email bookings@thecustomerconference.com

Price	Standard Price
Inhouse/Brand	£599 +VAT
Agency/Supplier/All Other Companies	£899 +VAT
Exhibition Stand & 2 Delegate Places	£2,999 +VAT

Group Discounts: 4 delegates for the price of 3. Or send 3 and get your third place half price! (This applies to inhouse practitioners only, not agencies and suppliers, and cannot be used in conjunction with any other discounts, including earlybird offers).

4 For 3

- Speaker notes available to download one week after the conference, subject to speaker disclosure.
- Only one discount can be used per registration.
- Please note VAT will be charged at 20% and all registrations are subject to a 3% booking fee.

REGISTRATION FORM

Brochure Code:

A One-Day, Brand-Led Conference & Networking Event,
Central London, 23rd February 2022



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