

SPEAKERS INCLUDE

to be confirmed

Senior Executive  
TBC  
Company

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7th ANNUAL SUMMIT

# CUSTOMER EXPERIENCE 2012

## communications

The UK's Definitive Customer Experience Event  
For The Communications Industry

12th September 2012 • Mandarin Oriental, Hyde Park • London

EVENT PARTNERS



08:50

**Chairman's Welcome**

Welcoming remarks from the Chairman

INTERVIEW

09:00

**Industry Perspective Interview**

**What can we learn from this key industry vertical?**

We pick the brains of a senior customer leader from a major UK industry vertical outside communications. What are the challenges they face in knowing their customers, what do they do well, and how could they improve?



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09:20

**Meet Your Neighbours**

An opportunity to make new contacts Stand up, turn to your left and right, and introduce yourself to your audience neighbours.

PANEL

09:25

**Multichannel Surfing**

**Achieving consistency of experience across multiple channels**

With the advent of new channels come new rules of engagement...and fresh challenges. With customer contact channels increasing in number and variety, how can the smart enterprise deliver a great customer experiences seamlessly across multiple channels, maintaining consistency of message and quality? And how can we apply and adapt existing metrics to measure accurately the success of cross-channel customer experience delivery? What is best practice in ensuring a great customer journey, whatever the mode of transport?



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VIEWPOINT

10:10

**Case Study or Market Analysis**

**Case study or market analysis**

Exclusive access to up-to-the-minute industry insight and research findings.



**Senior Executive**  
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**hybris software**

10:20

**Networking Brunch**

Get to know your fellow delegates over coffee and bacon butties.

INTERVIEW

10:50

**Industry Perspective Interview**

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VIEWPOINT

11:10

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Senior Executive  
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Pegasystems

11:20

Look Back; Look Forward

Having acquainted yourself with your neighbours to the left and right, stand up, turn round and meet those immediately behind and in front of you.

PANEL

11:25

Customer-centricity

Maintaining customer focus throughout the organisation

Putting the customer first every step of the way throughout their experience requires buy-in across the enterprise. A truly customer-centric corporate culture is key: act internally as you wish to be perceived externally, with customer focus at heart. What are the challenges in driving customer-centricity through the organisation, and how can today's businesses achieve real cultural change to ensure that employees and customers alike feel engaged, supported and loved? How can you expect to win advocates on the outside unless you're winning them on the inside first?



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VIEWPOINT

12:10

Case Study or Market Analysis

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12:20

Networking Light Lunch

Mingle over a light buffet lunch. Refuel and stay lively for the afternoon session. We'll finish the summit with afternoon tea, so leave some space!

PANEL

13:10

Innovate > Differentiate > Advocate

Innovating to get ahead of the competition

In fiercely competitive markets, quality of customer experience delivery can differentiate you from the opposition; it's become increasingly clear that brand advocates are won and kept through a rounded and consistent good experience, not merely excellence in one part of the journey. With organisations all striving to deliver; how can we drive change and innovation in customer experience to differentiate ourselves, and develop relationships through customer knowledge and intimacy? Is it agility in service innovation that ultimately will make the difference between you and the competition?



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VIEWPOINT

13:55

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14:05

Leg Stretcher

Stand up, move around and chat to your neighbours at the midpoint of the afternoon session.

INTERVIEW

14:10

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PANEL

14:30

The Social Customer Experience

Take care in your communities

The customer conversations you have within social networking communities can be as enlightening as they can be noise-generating. On the one hand, the feedback your customers provide online can be developed to provide valuable enterprise learning and meaningful action; on the other, social CRM activity can give a perception of customer engagement that might seem much deeper than it really is. There's a whole new set of rules at play. How can today's enterprise use tomorrow's world to drive customer loyalty and take the relationship to new levels?



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15:15

Networking Afternoon Tea

Network with fellow delegates and speakers over afternoon tea, rendered somewhat less traditional by the availability of alcoholic beverages. End your day on a civilised note!