

SPEAKERS INCLUDE



Nick Bonney
Director, Market &
Customer Insight
Everything Everywhere



Matt Williams
Group Customer Value
Management Director
Vodafone Group



Tim Hulbert
Director, Global Insight
Barclaycard



D'Arcy Rossiter
Insight Director, Products
BSkyB



Andrew Gammage
Head of Quality & Insight
**Whitbread Hotels &
Restaurants**



Jake Steadman
Head of Brand &
Social Media Insights
Telefónica UK



Chris Bibby
Direct Marketing &
CRM Director
Virgin Media



3rd ANNUAL SUMMIT

CUSTOMER INSIGHT 2012 communications

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

7th March 2012 • The Mandarin Oriental • London

EVENT PARTNERS



08:50

Chairman's Welcome

Welcoming remarks from the Chairman

INTERVIEW

09:00

Industry Perspective Interview

What can we learn from other industries?

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



Tim Hulbert
Director, Global Insight
Barclaycard

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

Big Data, Little Data

The science of winning: building insight from data

Data analytics are already known to produce valuable customer intelligence; what are the best practices in data analysis enabling today's businesses to make sense of the masses of data generated across multiple channels and garner deep and actionable customer insight? How can we achieve such customer proximity and personal knowledge that we can accurately predict and pre-empt our customers' behaviour? How much does success in this area depend on the personal touch, and how much on thoroughly professional tools and systems?



Chris Bibby
Direct Marketing & CRM Director
Virgin Media



Nick Bonney
Director, Market & Customer Insight
Everything Everywhere



Matt Williams
Group Customer Value Management Director
Vodafone Group



Senior Executive
TBC
Adobe Systems



Moritz Zimmerman
CTO
hybris software

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
TBC
Pitney Bowes Business Insight

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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Melissa Littler
Marketing & PR Director
BrandAlley

VIEWPOINT

11:10

Case Study or Market Analysis

Case study or market analysis

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



Senior Executive

TBC

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

Insight > Loyalty > Advocacy

Driving loyalty and advocacy through insight

Keeping the customer and their experiences at the heart of your research, analysis, product development, innovation and execution is surely key to promoting loyalty and, furthermore, advocacy. How can the insight you gain be used to personalise customer experiences, and deliver real commercial benefit to your business through increased loyalty and reduced churn? How can understanding your own customer better lead not only to increased loyalty, but also to effective new customer acquisition through advocacy? How do you get to know how your customers want you to treat them?



Rod Butcher

Group Head of Customer Experience & Insight

Aviva



Senior Executive

TBC

News International



Andrew Saunders

Head of Product Management & Marketing

Zen Internet



Senior Executive

TBC

Sky IQ

VIEWPOINT

12:10

Case Study or Market Analysis

Case study or market analysis

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



Simon Loe

Segment Marketing, UK & Ireland

Alcatel-Lucent

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

Take Care In Your Communities

Generating insight from community conversations

Having constant, ready access to your customers' conversations and other interactions within social communities sound like a marketer's dream, but watch out: you probably haven't been invited to the party. How can the major consumer enterprise participate in its customers' communities to get to know their beliefs, motivations, likes and dislikes without breaching customer trust? Is the commercialisation of social media likely to lead to its downfall, or feed its transient nature further? Can the enterprise ever really, truly be a participant, and use communities to manage their reputation and drive customer knowledge?



D'Arcy Rossiter

Insight Director, Products

BSkyB



Jake Steadman

Head of Brand & Social Media Insights

Telefónica UK



Senior Executive

TBC

Company



Senior Executive

TBC

Company

VIEWPOINT

13:55

Case Study or Market Analysis

Case study or market analysis

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



Senior Executive

TBC
LogMeIn

14:05

Leg Stretcher

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

INTERVIEW

14:10

Industry Perspective Interview

What can we learn from other industries?

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Andrew Gammage

Head of Quality & Insight
Whitbread Hotels & Restaurants

PANEL

14:30

Brand & Deliver!

Managing brand performance in a multichannel world

In tomorrow's world, is it only those companies who achieve deep brand engagement and build customer advocacy that will thrive? And with the relentlessly quick pace of technological advance, how can today's brand keep up with the changing customer expectation that brings, across multiple channels? With today's consumers expecting you to know and treat them ever better, will it all boil down to quality of customer experience – an emotional driver – as the single largest contributor to how your brand is perceived? You're only as good as your last touch!



Sylvain Thevenot

Marketing Director; Home
Everything Everywhere



Nick Thompson

Director; Consumer Services
KC



Senior Executive

TBC
Company



Senior Executive

TBC
Company

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!