

SPEAKERS INCLUDE

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Senior Executive
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ANNUAL FORUM

CUSTOMER EXPERIENCE 2012

financial services/insurance

The UK's Definitive Customer Experience Event
For The Financial Services/Insurance Industry

3rd July 2012 • The Dorchester • London

EVENT PARTNERS

08:50

Chairman's Welcome

Welcoming remarks from the Chairman

INTERVIEW

09:00

Keynote Interview

What can we learn from this major industry player?

We pick the brains of a senior customer leader from a major UK financial services/insurance provider known for innovation in customer experience. What are the challenges they face in knowing their customers, what do they do well, and how could they improve?



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VIEWPOINT

09:25

Case Study or Market Analysis

Case study or market analysis

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



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PANEL

09:35

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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ROUND-TABLE

10:20

Open Discussion

What do you think of it so far?

An opportunity to engage with your table neighbours and discuss the content so far, with a key question provided by the Chair.

10:30

Networking Break

Get to know your fellow delegates over coffee.

INTERVIEW

11:00

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 financial services/insurance. What are the challenges they face in knowing their customers, what do they do well, and how could they improve?



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PANEL

11:35

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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ROUND-TABLE

12:20

Open Discussion

Key question from the Chair

An opportunity to engage with your table neighbours and discuss the content so far, with a key question provided by the Chair.

12:30

Closing Lunch

Network with your fellow delegates over a buffet lunch to close the day's proceedings. We have a full two hours available, so no need to rush!