

SPEAKERS INCLUDE



Monika Lutke-Daldrup
Senior Director, Global
Consumer Services
Lego



Robin Peters
Strategy, Portfolio
& Architecture Director
Aviva



Rhona Bradshaw
Digital Director
Virgin Media



Mike Tuckett
Head of Transformation
Delivery
Transport For London



Lizzie Broadbent
General Manager, Customer
Operations, Global Businesses
Shell



Shane Simpson
Global Head of Customer
Services
Secret Escapes



AUTUMN SUMMIT

THE CUSTOMER JOURNEY: EXPERIENCE

- The experience economy: delivering the perfect customer journey
- Personalised and data-driven experiences: the silver bullet for customers?
 - The future is now: how the IoT is shaping the customer experience
- The omnichannel challenge: delighting the customer across all channels

Tuesday 20th September 2016 • The Montcalm, Marble Arch • London

PARTNERS



08:50

Chairman's Welcome

Welcoming remarks from the Chairman

INTERVIEW

09:00

Customer Guru Insight

What can we learn from this much-loved brand?

We pick the brains of a customer guru from a high profile brand with a massive customer base. What they do that makes their customers love them, and what are they doing to ensure they continue loving them?



Rhona Bradshaw
Digital Director
Virgin Media

09:20

Table Talk

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

PANEL

09:25

The Experience Economy

Delivering the perfect digital journey

Making the shift from products and services to experiences and opportunities is essential if you are to thrive in the digital economy. Customer journey mapping is not just an essential part of gaining control over this: it is also a great way to help staff understand customers and how they may be feeling.

So what are the key elements of the digital journey and where are the main opportunities? Our panel of experts will shed light on their customer journey, and how it is being augmented by digital developments so they can keep in step with their customers and ahead of their competitors.



Nick Bonney
Head of Insight
Camelot



Nick Clark
Head of Transformation
Talk Talk Group



Anne Gowan
Head of Direct
Guardian News & Media



Manuela Pifani
Head of Customer Strategy
& Experience
Direct Line Group



Senior Leader
LivePerson

SPOTLIGHT

10:10

Spotlight

Spotlight

Spotlight presentation from Moxie seeking to improve - or enabling someone else to improve - their customer journey.



Senior Leader
Moxie

10:15

Networking Brunch

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

INTERVIEW

10:50

Customer Guru Insight

What can we learn from this much-loved brand?

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Monika Lutke-Daldrup
Senior Director,
Global Consumer Services
Lego

INSIGHT

11:10

Insight or spotlight

Insight or spotlight

An Insight or spotlight presentation from a company seeking to improve - or enabling someone else to improve - their customer journey.

11:20

Table Talk

Having acquainted yourself with your table neighbours, stand up and get to know them even better.

PANEL

11:25

Personalised and Data-driven Experiences

The silver bullet for customer experience?

The data explosion is transforming the thinking of organisations who must meet changing consumer demands as well as keeping up with new technologies and ways to capture and use data. But, delivery of best in class customer experience remains the key, and organisations successful in winning the hearts and minds of their customers are the ones who have moved their focus firmly towards the use of innovation, social media and data analytics to provide more personalised experiences.

Our panel of experts will share their thoughts on the shifting data landscape and trends in personalisation to deliver the right experience to the right customer at the right time.



Rebecca Burdess
Head of Client Sales & Services
Fortnum & Mason



Premal Desai
Head of Technology Intelligence & Analytics
Thomson Reuters



Mike Massimi
Customer Experience Director
Photobox Group



Jo Mayes
Director of Customer Operations
Business Stream

INSIGHT

12:10

Insight or Spotlight

Insight or spotlight

Either an insight piece or spotlight presentation from a company seeking to improve - or enabling someone else to improve - their customer journey.

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

13:20

The Future Is Now

How the Internet of Things is shaping the customer experience

It is hard to overstate how revolutionary the Internet of Things (IoT) could be for business and customer interactions. The IoT will soon prove invaluable for product management, and it will also offer the chance for companies to understand customer needs like never before.

Through new capabilities to manage and analyse the real-time data that connected devices provide, companies can now gain key insights into product performance, consumer trends and purchasing data at an unprecedented speed and scale. But to what end? Our panel of experts will debate what companies need to do now to react to the challenges of tomorrow.



Lizzie Broadbent
General Manager, Customer Operations, Global Businesses
Shell



Stephanie Cheung
Head of Customer Lifetime Value
Wowcher



Jason Cort
Director of Product Planning & Marketing
Sharp



Graham Johnston
Head of Retail Transformation
Three

INSIGHT

14:05

Insight

Insight

An insight piece from a Five By Five seeking to improve - or enabling someone else to improve - their customer journey.



Senior Leader
Five By Five

14:10

Table Talk

You know the drill by now.

INTERVIEW

14:20

Customer Guru Insight

What can we learn from this much-loved brand?

We pick the brains of a customer guru from a major high profile brand with a massive customer base. What they do that makes their customers love them, and what are they doing to ensure they continue loving them?



Mike Tuckett
Head of Transformation Delivery
Transport For London

PANEL

14:40

The Omnichannel Challenge

Delighting the customer across all channels

The omnichannel challenge facing companies today is much more complex than making sure you operate efficiently across multiple platforms. Customers don't do the same things on their smartphones that they do on their desktops. And some do things on their tablets that they won't do on their smartphones.

Customers are above all individuals, so the key to success is a customer-oriented approach. Organisations that can identify why and how their various customers are interacting with their brand can then devise the appropriate channel strategy and tweak it as time goes on. But what are the critical technologies required for this to work? This session will examine the developments needed in data analytics, CRM technologies and human capital.



Robin Peters
Business Planning & Development
Director
Aviva



Shane Simpson
Global Head of Customer Services
Secret Escapes



Laura Joseph
Director Digital Products
& Propositions
Barclays

ROUNDTABLE

15:25

Knowledge Exchange

Peer to peer insights

An opportunity to explore questions raised by the panel session in more depth, with audience members determining their own needs and outcomes. Seated at round tables, each group will have the opportunity to create meaningful connections with peers from across industry sectors in a fertile environment for knowledge exchange, networking and insight.

15:45

Networking Afternoon Tea

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