

Time: **9:00am – 5:00pm**
Venue: **The Hatton, 51-53 Hatton Garden, London, WC1N 8HN**

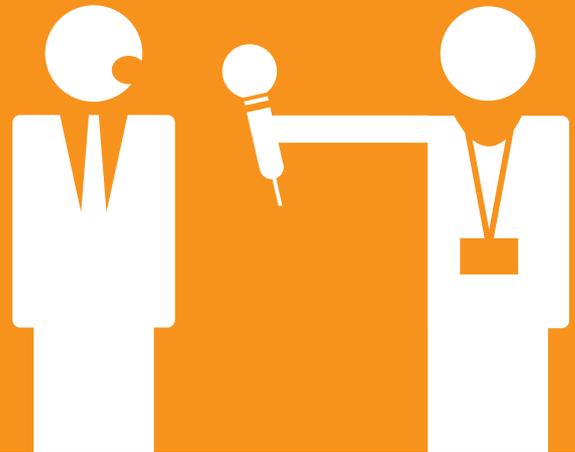
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engage
customer
forum

evolution of voice of the customer

February 6, 2014

This Forum will examine the key challenges and issues facing customer experience leaders in the evolution of their Voice of The Customer strategies as part of an overarching employee and customer engagement approach.



agenda summary

- 08:30 **Registration, Tea and Coffee**
- 09:00 **Welcome Steve Hurst**, Forum Chairman, Editorial Director, Engage Customer
- 09:05 **Opening Keynote: How Knowing The Voice Of Your Customers Can Help To Solve The CX Technology Puzzle**
Joana van den Brink-Quintanilha, Senior Analyst, Customer Experience , Forrester Research
- 09:35 **Redrow Case Study - Don't just Listen – RESPOND!**
Jackie Broadey, Digital Marketing Manager, Redrow Homes
- 10:10 **Lebara Case Study: Mobilising the voice of the customer in the multi-channel contact centre – sources, uses and actions**
Andrew Mennie, VP and General Manager, EMEA, Moxie Software **Joseph Hippensteel**, Customer Services Manager, Lebara Software
- 10:40 **Customer Journey Mapping: Breaking Down the Silos in Your Organisation**
Claire Sporton, VP, Customer Experience Management, Confirmit
- 11:10 **Coffee**
- 11:30 **Case Study: Voice of the Customer at Affinity Water**
Morag Kent, Lead Voice of the Customer Manager, Affinity Water
- 12:00 **Customer feedback and behaviour: Case Studies**
Nick Sim, European Head of Business Process Automation, Interactive Intelligence
- 12:30 **2014 Customer Engagement Peer Awards**
Stephen Citron, Director, The Peer Awards
- 13:00 **Lunch**
- 14:00 **Question Time Panel Debate** **Steve Hurst**, Forum Chairman, Editorial Director, Engage Customer
- 15:00 **Complaints Case Study** **Michael Hill**, Managing Director, complaintsrgreat.com
- 15:30 **Coffee**
- 15:50 **Case study: Sliderobes** **Peter Massey**, MD, Budd & Non-Executive Director, Sliderobes
- 16:20 **Case Study: Voice of the football fan** **Mark Bradley**, Founder, The Fan Experience Company
- 16:50 **Chairman's summary followed by drinks and networking**

Sponsors





08:30 Registration, tea and coffee

09:00 Welcome: Steve Hurst

Steve Hurst, Forum Chairman, Editorial Director, Engage Customer Forum Chairman, Editorial Director, Engage Customer



Steve is a successful career journalist, thought leader and published author with a wealth of experience in all forms of media, both offline and online, including local and national press, trade and business publications, TV and radio, websites, social media and online web event broadcasting. Steve is credited with developing the market leading

Customer Strategy into the most authoritative and sought after vehicle in the sector. Steve launched Engage Customer (formerly the Customer Engagement Network) along with Chris Wood in 2009 which has rapidly established itself as beacon of thought leadership in a rapidly changing customer environment. Steve is widely recognised as one of the world's leading journalistic authorities in the fields of customer and employee engagement strategy and the increasingly important role of multichannel customer engagement strategies in business.

09:05 Opening Keynote: 'How Knowing the Voice of Your Customers Can Help to Solve the CX Technology Puzzle'
Joana van den Brink-Quintanilha, Senior Analyst, Customer Experience, Forrester Research

Customer experience professionals face a myriad of technology choices as vendors jump on the VOC/CX bandwagon. But you can't buy VOC/CX in a box. To succeed, firms must guide technology decision-making based on effective human-centered design, measured risk-taking, and Agile development processes. A three-step process helps VOC/CX pros encourage behaviors necessary to develop effective and sustainable customer-centric technology management.



Based in London, Joana serves Customer Experience Professionals. Her areas of expertise include digital customer experience, measurement, strategy, customer understanding, and design. Before joining Forrester, Joana was the senior customer experience manager at Elsevier, a leading provider of science and health information. She was responsible for all aspects of customer experience including measurement, strategy, customer understanding, and design. She set up and managed a team of Customer Experience Professionals in charge of delivering customer insights to the business through customer journey and ecosystem mapping as well as implementing projects that drove customer satisfaction and reduced customer effort at Elsevier. Joana has a strong background in digital customer experience through her role as editor-in-chief of Elsevier's digital platform from 2008 to 2011.

09:35 Redrow Case Study - Don't just Listen – RESPOND!
Jackie Broadey, Digital Marketing Manager, Redrow Homes

Customers want to be heard and importantly feel they have been listened to. As the winner of the overall 2013 Peer Award for Customer Engagement, and of the 2013 Peer Award for Technology for Customer Engagement category, Jackie is going to share the changes, challenges and benefits Redrow has seen over the last 18 months as they embarked on their online Customer Engagement programme, My Redrow.



Jackie is an experienced, hands-on, Digital Marketing Project Manager. Following a successful 10-year career in Management Training, Jackie's strong focus on client care and communications led her to a career change in 2000 when she joined TBWA Manchester.

Since joining Redrow in 2010, Jackie has worked closely with executive stakeholders on digital strategy development to deliver projects where business and consumer needs converge. A passionate advocate for the end-user, Jackie's latest initiative, My Redrow, supports customers through their home buying journey and enables them to purchase their Finishing Touches online to style their new home.

10:10 Lebara Case Study: Mobilising the voice of the customer in the multi-channel contact centre – sources, uses and actions

Andrew Mennie, VP and General Manager, EMEA, Moxie Software
Joseph Hippensteel, Customer Services Manager, Lebara Software

In this session, Joseph Hippensteel, Multi-channel Customer Experience Manager at Lebara Mobile, will discuss with Andrew Mennie, General Manager at Moxie, the reality of engaging with the customer in a global call centre. From multi-channel data sources to interpretation, feedback and actions to improve the experience, this discussion unveils the story behind Lebara's award-winning customer service



Andrew joined Moxie in March, 2013 as VP and General Manager, EMEA, to grow Moxie's business in global markets. Andrew has more than 15 years' experience of senior leadership in customer experience and knowledge software markets, developing and executing upon high growth strategies in Europe and Africa



Joseph is Customer Services Manager at Lebara Mobile, where he is responsible for building the multi-channel customer experience beyond voice. His focus on customer satisfaction has contributed to the team winning multiple industry awards including Best Large Contact Centre of the Year, 2012 and 2013. Previous to joining Lebara in 2009, Joseph studied International Business at Western International University, Arizona.

10:40 Customer Journey Mapping: Breaking Down the Silos in Your Organisation

Claire Sporton, VP, Customer Experience Management, Confirmit

A Customer Journey Map can serve as the underlying structure of your customer experience strategy, offering a clear view of customer interactions as they navigate throughout your organisation. But the key to developing an accurate map of those interactions, and therefore a single view of your customers' experiences, is not only obtaining the customer's perspective of that journey, but building it using input from the various processes across your company that affect the customer experience. Join Claire Sporton, VP, Customer Experience Management at Confirmit, to learn techniques you can use to develop a customer journey map that is built on cross-functional collaboration, sharing and communication, and continued refinement - which will help to break down some of the walls that impede delivering on the CX promise and promote an understanding of how everyone, in fact, does play a role in the journey.



Claire is VP of Customer Experience Management for Confirmit. Having specialised in customer feedback for over 15 years, Claire has run her own programmes in the Financial Services sector, and more recently with technology / consulting providers supporting a wide range of Fortune 500 companies in improving their customer experience. Claire is passionate about getting feedback into the hands of people who can make a difference to the end customer and of course to the bottom line.

11:10 Coffee

11:30 Case Study: Voice of the Customer at Affinity Water
Morag Kent, Lead Voice of the Customer Manager, Affinity Water

Morag will focus on 'metric merits' (NPS vs NES) using different metrics for different channels and on the importance of listening to both your people and customers. She will also take delegates through some Voice of the People initiatives at Affinity

As lead for Voice of the Customer projects at Affinity Water, Morag is an expert in understanding the need for timely, relevant and cost effective customer feedback. With over 13 years' Marketing experience in



Financial Services, Publishing and now Utilities, she's spent the last 5 years within a Customer Relations department, balancing commercial demands with a keen eye on customer satisfaction. Morag believes brands are largely created through the customer experience and that it is vital companies leverage the power consumers hold. Affinity Water use customer feedback as a key strategic tool to 'compete' with their water company peers, improving their processes and assisting staff development. They were the first water company in the UK to use SMS for customer feedback and to employ NPS. Morag also lead the recent rebrand from Veolia Water to Affinity Water, creating a new name and brand through consultation with customers and internal teams which reflects the customer centric ethos at Affinity Water.

12:00 Customer feedback and behaviour: Case Studies

Nick Sim, European Head of Business Process Automation, Interactive Intelligence

The session will focus on how technology is being used to improve how organisations are able to respond to customer feedback and behaviour. Nick will use several case studies to demonstrate how customer interactions should be the opportunity to increase business and improve loyalty through improving engagements via the adoption of best practices and gaining of process visibility.



Nick is Interactive Intelligence's European Head of Business Process Automation. Having spent the last 20 years in the software industry, Nick has worked with many of the world's leading organisations in helping them apply technology to address their customer service and process improvement challenges

12:30 2014 Customer Engagement Peer Awards

Stephen Citron, Director, The Peer Awards

Engage Customer is delighted to again be part of the prestigious Peer Awards. The awards provide exposure and recognition for innovative customer engagement initiatives. All shortlisted finalists feature in The Independent newspaper, and speak at the Peer Awards conference in Central London June, where they are judged by their peers. Stephen will tell you more about the Peer Awards and how to enter.



Stephen has been a full-time entrepreneur since 1985, after working in a number of large organisations (ICL, NCR, Longmans and Unilever amongst others) in a range of IT and sales roles. In 2010 he devised the Peer Awards, a hybrid of a business award and a professional conference. In 2012 the Peer Awards entered into an association with

The Independent newspaper, which now carries a supplement in the body of the paper each year, providing further exposure for finalists' innovative ideas on a national platform. The Peer Awards have doubled in the past year, and now embrace Corporate Responsibility and Customer Engagement as well as People & Performance.

13:00 Lunch

14:00 Question Time Panel Debate

Steve Hurst, Forum Chairman, Editorial Director, Engage Customer
Future for Voice of the Customer

**15:00 Complaints Case Study:
"Preventing problems not complaints"**

Michael Hill, Managing Director, complaintsrgreat.com

"Your customers are becoming increasingly well informed about their rights - especially their right to complain when things go wrong. But the impact of satisfying the complaining customer can be incredibly positive for organisations. However, many companies still consider complaints to be a negative and set targets to reduce and prevent complaints. What would your company actually prefer? In his presentation, Michael will suggest that you might be wasting your time designing strategies to prevent complaints, and discuss how you can focus upon preventing

problems from being caused to your customers whilst also maximising customer satisfaction with your products and services."



Michael is the founder and Managing Director of complaintsrgreat.com - a company that was set-up in 2000 to champion the benefits of effective customer complaint and feedback management. He is regular contributor of published articles on complaint management and can be found on many social media platforms debating customer service topics. He is the author of 'Effective Complaint Management' and his latest book, "Complaint management - turning negatives into positives", will be published this year by the British Standards Institution.

15:30 Coffee

15:50 Case study: Sliderobes

Peter Massey, MD, Budd & Non-Executive Director, Sliderobes

Peter Massey is a specialist in customer experience. Over the past decade his company Budd has focused on the removal of customer effort using Amazon's approach "The Best Service Is No Service". He is also a non-executive director of award winning consumer business Sliderobes (www.sliderobes.com) and will show how this approach has been used across marketing, sales and service delivery, supported by staff and consumer insights. Sliderobes' customer feedback is in the public domain and recent testing using analytics has shown its power in the external propositions and internal pride.



Peter Massey is an expert in customer experience. He is CEO of Budd which specialises on the removal of customer effort using Amazon's approach to "The Best Service Is No Service". He is also a non-executive director of award winning consumer business Sliderobes (www.sliderobes.com). A serial entrepreneur, Budd is Peter's 4th successful business in consultancy.

16:20 Case Study: How the voice of the family saved football

Mark Bradley, Founder, The Fan Experience Company

Football is now acknowledged to be the most family friendly sport in the UK. Just a few short years ago that statement would have been unthinkable, but then the Football League & Fan Experience Company's Family Excellence Awards began. This unique approach, presenting clubs with unedited 'snapshots' of real family experiences, has now become a resoundingly effective catalyst for change. Where once clubs believed that only success of the pitch could deliver growth, it's the 'off the pitch' experience that is now producing some remarkable results. Mark Bradley is your commentator

Mark Bradley is the founder of The Fan Experience Company. He helps the sports industry develop a customer perspective and by promoting engagement with fans and other stakeholders. A former lead assessor for the UK's Unisys / Management Today Service Excellence Awards, The Fan Experience Company's philosophy is based on the simple premise of using the external perspective as a force for change. By using the real motivations, expectations and experiences of potential, existing and lapsed sports fans as a catalyst for understanding, change and improvement, clubs, leagues and associations are achieving sustainable growth.



The Football League's Family Excellence Awards, developed by the Fan Experience Company and aimed at helping clubs attract and retain more family groups, saw a 12% increase in attendances in its first three years of operation (c2 million people). One club has taken its family season ticket holder base from 500 to 7000 as a direct result of participation in the scheme, while Mark's work with other fan segments has led to one club achieving a 15% year on year increase in attendance by visiting supporters (without being promoted).

16:50 Chairman's summary followed by drinks and networking

2014 Events

Forums

Customer Engagement in the Retail Sector

- 24th April

Customer Engagement in Financial Services

- 22nd May

Social Customer Engagement

- 3rd July

Employee and Customer Engagement

- 18th September

Customer Engagement in Telcos/Utilities

- 23rd October

TBC: **Change Management**

Webinars

March - Thursday 13th

March - Thursday 27th

April - Thursday 3rd

May - Thursday 8th

June - Thursday 5th

July - Thursday 10th

September - Thursday 25th

November - Thursday 6th

December - Thursday 4th

**Customer
Engagement
Peer Awards**

May - **Finalist published
in the Independent
newspaper**

June - **Finalist
Conference**

October - **Awards
Ceremony**

**Outsourcing
Customer Services
Summit**

28th March, London

**Customer
Engagement
Summit**

27th November,
Victoria Park Plaza,
London

For Sponsorship opportunities
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