

Time: 9:30am – 5:00pm
Venue: Gallup, The Adelphi, 1-11 John Adam Street,
London, WC2N 6HS

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www.customerengagementnetwork.com



Customer Engagement in Retail Sector

20th March 2013, London

The retail sector is in a state of flux. While the squeeze on consumer spending is having a largely detrimental impact on the High Street, online retail sales are continuing to enjoy strong growth. And while a number of well known retail brands have disappeared over the past couple of years, others are not only surviving but thriving as they adopt winning customer engagement strategies.

This Directors Forum will take a look at the key issues, challenges and trends in this fast moving and volatile industry sector. It will spotlight the developing dynamic in relationships between retailers and their customers in an increasingly multichannel environment, and how fundamental changes in consumer behaviour are impacting on retailers as they strive for sustainable success.



Agenda Summary:

- 08:45 Registration, tea and coffee
- 09:30 **Welcome**
- 09:35 **Keynote:**
Omnichannel retailing the new reality
Morris Pentel, CEO, Customer Experience Foundation
- 10:10 **Engaging retail customers through your people**
Karina Govindji, Client Service Manager, Gallup
- 10:40 Coffee
- 11:00 **Argos Case Study:**
Customers First, Colleagues Always
Perry Price, Head of Customer Operations, Argos
- 11:30 **Get Serious About Social:**
Own the Social Experience
Prelini Udayan-Chiechi, Director, EMEA Marketing, Lithium
- 12:00 **Amazon Case Study:**
Lisa Byfield-Green, Retail Analyst, Planet Retail
- 12:30 **Retail Case Studies - Interactive Intelligence**
Conrad Simpson, Director, Interactive Intelligence
- 13:00 Lunch
- 14:00 **Panel debate: 'A retail sector in flux: what does the future hold'**
Steve Hurst, Forum Chairman, Editorial Director, Customer Engagement Network
- 15:00 **Staples case study: Transforming Retail - new revenue opportunities**
Spencer Slee, Director, Staples UK
Phil Kemp, Head of Third Place, Regus
- 15:30 Coffee
- 15:45 **More Clicks, Less Bricks**
Matthew Hopkinson, Director, Local Data Company
- 16:15 **'A customer centric approach to developing your online retail strategy.'**
Amanda Squires, Managing Director, Baobaz Limited
- 16:45 **Chairman's Forum Summary, followed by drinks and networking**



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Customer Engagement Retail Sector

20th March 2013, London

09:30 Welcome

09:35 **Keynote: Omnichannel retailing the new reality** **Morris Pentel**, CEO, Customer Experience Foundation

Customer behaviour is changing and Retailers have to prepare for the challenge. Shopping through the web, app and call centre as well as in store is now part of the customers expectation of a single, joined up experience. The arrival of augmented reality, location and cashless transaction services are set to weave all of these channels into a new experience. This presentation will show what that new experience will feel like.

Morris Pentel BA(Hons) MBA DBA is a leading designer of customer experience and an expert in customer experience strategy. He runs one of the most respected consulting businesses in the uk with a track record based on successful work for some of the largest institutions in the world. He has been involved in the delivery of some of the most significant innovations in technology over the last 25 years winning a number of prizes. he has managed projects valued in hundreds of millions and been involved in a number of high profile service deliveries on a national scale. He has influenced technology design and best practice for the delivery of contact technologies for nearly a quarter of a century. He is the originator of Graphical Contact Routing in 2012.



Morris Pentel

He has hosted and spoken at numerous events and had many articles published across the world. he is regarded as a leading thinker in business science pioneering both the cost modelling of customer experience and the use of social media. He is the founder and current chairman of the customer experience foundation and is also the head of the institute of contact sciences and the contact foundation. He held the chair of business science at the institute of contact science and was professor of business science at UOC. He now runs the customer experience foundations education programme and is also a guest lecturer at several universities & other institutions like AIU in London.

10:10 **Engaging retail customers through your people** **Karina Govindji**, Client Service Manager, Gallup

Retail organisations that successfully engage the employees in their stores can also achieve greater sales and profitability, as well as sustainable competitive advantage. Karina will discuss how retailers can create and sustain high levels of employee engagement and harness this powerful force to drive customer engagement and company performance.

Karina is the leader of Gallup's client service group across Europe and is a member of the European management committee, with responsibility for overseeing Gallup's key client relationships. Prior to joining Gallup Karina worked for a major retail organisation as their Organisational Development Manager, and in this role she led their employee engagement and development programmes across the business. Karina has a BA Honours in social and political science from Cambridge University and a Post Graduate Business Diploma from Oxford University.



Karina Govindji

10:40 Coffee

11:00 **Argos Case Study: Customers First, Colleagues Always** **Perry Price**, Head of Customer Operations, Argos

Perry will describe the journey that Argos Store Operations has taken in the creation of a customer lead culture, through the application of simple, yet powerful customer & colleague focused principles. The story will explain, how Argos discovered its reality with respect to being customer focused. Defining the key principles that enabled its approach to change,

including the re-education of senior leadership team and utilising the power of the colleague, those that are closest to the customer. Perry will explain how this initial work is now helping to influence the organisation's customer vision for a digitally led future.'

Perry has a broad retail background from starting in food as a graduate, various Store Management roles in Home Improvement and now currently in Argos as the Head of Customer Operations.

Perry successfully developed multi function operations within high profile and challenging retail environments including Central London. Broad and innovative with a dynamic leadership style with a proven track record of high performance through excellent engagement of the team.

At Argos Perry has central responsibility for all store operations both Front and Back of House. He is accountable for both the store's customer strategy and store supply chain development.



Perry Price

11:30 **Get Serious About Social: Own the Social Experience** **Prelini Udayan-Chiechi**, Director, EMEA Marketing, Lithium

Customer expectations have changed so must your business -Shifting attitudes towards the social channel - Social has become a reach and resonance mechanism - Social is beyond hype, likes & followers - Stop dabbling, time to invest in owning the social experience channel for your business

As Director of EMEA Marketing at Lithium Technologies, Prelini is responsible for leading the European marketing efforts in one of the most dynamic social customer experience company's in the world. With over 17 years marketing experience, Prelini has led marketing initiatives for major blue chip companies such as Lotus Software, IBM, Zurich Financial Services, COLT Telecom and Adobe. Prelini holds a Masters of Science (in marketing) specialising her research in Customer Experience Management. Joining Lithium in early 2012, Lithium helps companies change and infuse behaviours of engagement with their customers across all interaction points. With over 300 customers globally and 30+ million users, Lithium continues to be the social experience software platform of choice.



Prelini Udayan-Chiechi

12:00 **Amazon Case Study**

Lisa Byfield-Green, Retail Analyst, Planet Retail

Amazon's e-commerce sales are growing rapidly, outpacing both bricks & mortar and online competitors and by 2017 Planet Retail projects that Amazon will be the world's second largest retailer behind Walmart. This presentation will examine the changing retail landscape and major strategic initiatives that are driving Amazon's success and look at ways in which competitors can learn from Amazon while at the same time differentiating themselves and maximising their own strengths.

Lisa Byfield-Green is a Retail Analyst, based in London and specialising in the Leisure & Entertainment sector. Lisa is a regular contributor to television, radio and print media and a sought-after speaker at conferences. She has published several recent reports for Planet Retail on Leisure & Entertainment retail trends, e-commerce, and social media and has specialist knowledge of e-commerce giant Amazon. Prior to joining Planet Retail, Lisa worked as a global researcher for a leading retail publication. She has also worked in the IT sector. Lisa holds a BA Honours in Modern Languages and European Studies from the University of Bath.



Lisa Byfield-Green

12:30 Retail Case Studies - Interactive Intelligence
Conrad Simpson, Director, Interactive Intelligence

Conrad Simpson director Interactive Intelligence gives a series of case study examples of how Interactive Intelligence is working with major retailers to improve customer engagement in an omnichannel retail environment

As a veteran of the customer care industry Conrad has seen customer care evolve from its earliest beginnings to the complex environment of today. Primarily focussed in the highly regulated Financial Services and Mobile sectors he has helped many businesses (large and small) design and deliver their customer care strategies. Described as a practitioner rather than a theorist his current role at Interactive Intelligence is primarily helping his customers manage unnecessary complexity and cost as they face the new challenges in customer care such as social networks, multimedia and cloud computing based approaches.



Conrad Simpson

13:00 Lunch

14:00 Panel debate: 'A retail sector in flux: what does the future hold'

Steve Hurst, Forum Chairman, Editorial Director, Customer Engagement Network

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 the Customer Engagement Network (formerly Customer Engagement Club) 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.



Steve Hurst

15:00 Staples case study: Transforming Retail – new revenue opportunities

Spencer Slee, Director, Staples UK
Phil Kemp, Head of Third Place, Regus

This presentation will illustrate new opportunities for retailers to offer a better customer service and new revenue strategies. Delegates will not just hear how Staples brought the business centre to the retail experience and the benefits they gain from it but also the speakers will explain in detail what is the key judgement criteria for choosing the right partner; drawing on lessons learned from past experiences and highlighting the necessary systems and structure to develop and support a successful partnership. This session will supply fresh experiences, refurbished business models and new insights into the way we live and work.

Spencer is a veteran of the services industry having worked for 30 years in the sector and is also a successful entrepreneur. He has been with Staples since 2009 where he leads service development at the organisation. Recent initiatives have included the development of a GNFR consolidation programme for large retailers and the launch of the EasyPay mobile print network, plus the trial of Regus Business Hubs.



Spencer Slee

Phil Kemp is heading up the Regus initiative which will take its network from 1,500 sites worldwide to approaching ten thousand. His experience in the IT and telecoms sectors means that he knows exactly how to identify, approach and speak the executive-level language of Regus' partners. The process, he says, requires understanding and empathy with the partner's own business imperatives. Any such deal, he emphasizes, has to deliver substantial benefits – in terms of revenue and customer experience - for both parties.



Phil Kemp

15:30 Coffee

15:45 More Clicks, Less Bricks

Matthew Hopkinson, Director, Local Data Company

- What has been the key retail and leisure news in 2012?
- What are the major trends influencing retail and leisure locations in GB?
- How is occupancy changing?
- Where and why is there vacancy?
- Do High Streets have a future and if so what may it be?
- How can evidence based research and technology better inform decision making?

After an MA (Hons) in Politics and International Relations at Aberdeen University, Matthew joined the army, where he worked as an infantry officer and finally as an instructor at the Commando Training Centre Royal Marines.



Matthew Hopkinson

In 2008 Matthew joined Local Data Company (LDC) as its first 'non-founding' Director. At LDC Matthew has led the growth of the company's revenues to 52% (CAGR – 5 years) along with developing the data insight and collection side of the business, which has resulted in winning high profile clients such as the John Lewis Partnership, HSBC, Facebook, Tesco, PwC, O2 and Experian. Most recently he has pioneered the delivery of Data Visualisation into the retail and leisure sectors. His reports and commentary regularly appear in the national, local and industry press and he is a regular contributor to the BBC, ITV and Bloomberg news outlets.

16:15 'A customer centric approach to developing your online retail strategy.'

Amanda Squires, Managing Director, Baobaz Limited

Amanda has worked with; brands, retailers, financial / professional services, Tel co's and International NGOs through the early stages of digital. With roles in Project Management, Client Services, Sales, Marketing and even a stint managing a development team, – she has been able to see every stage of the project delivery cycle. With a keen interest in CRM Amanda is always keen to see how solid commercial thinking can be delivered with beautiful design and amazing creative ideas.



Amanda Squires

Baobaz SA was set up in 2000 by Bertrand Fredenucci, former Consultant at Bain & Company and Dimitri Dewavrin, former manager at General Electric. Baobaz has specialized in E-Commerce for fashion retailers and luxury brands and has grown at an average of 50% a year principally organically, but also by acquiring specific capabilities when needed.

In terms of product, Baobaz is now considered to be a leader in E-Commerce innovation. In the field of search marketing it has developed its own award-winning Ad'Opt technology, as well as a soon to be released Facebook Studio technology platform. Baobaz has also recently built a unique partnership with CEGID delivering the first true omnichannel platform, from E-Commerce to POS

16:45 Chairman's Forum Summary, followed by drinks and networking

Customer Engagement Network 2013 Events

Directors Forums



- **April 24th** B2B Customer Engagement
- **May 23rd** Mobile Customer Engagement
- **June 13th** Customer Engagement in Financial Services
- **July 17th** Customer Engagement in the Public Sector
- **September 19th** Employee & Customer Engagement
- **October 7th** Social Media Customer Engagement
- **October 24th** Omni Channel Customer Engagement



The Customer Engagement Network series of Directors Forums are rapidly establishing themselves as 'must attend' events for senior executives working in the customer space who are looking for winning customer and employee engagement strategies.

Customer Engagement Summit 2013

The only joined-up customer experience event to drive customer and employee engagement solutions, performance and profitability. "Best Customer Service Event in 2012"

November 25th Park Plaza, Victoria, London



CUSTOMER ENGAGEMENT AWARDS



June 27th Awards Final, Bank of America Merrill Lynch HQ, London

The Customer Engagement Awards in association with the 2013 Peer Awards will acknowledge initiatives in marketing, sales, customer service, external events and using technology for engagement. All finalists will feature in a special supplement to be published in The Independent newspaper in late May, and are invited to present their entries at the Peer Awards conference in June. **Enter at <http://thepeerawards.com/cen>**

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