

Customer Engagement in the Retail Sector

The Forum will show how leading retailers are deploying winning customer engagement strategies that are designed to engender consumer loyalty and greater wallet share in a hugely competitive marketplace



Date: **Thursday 26th March 09:30 - 17:00**

Venue: **Blue Fin Conference Venue, Blue Fin Building
110 Southwark Street, London, SE1 0SU**

Agenda Summary:

- 09:30 **Welcome and opening remarks**
Steve Hurst, Forum Chairman, Editorial Director, Engage Customer

- 09:40 **Keynote: The changing face of our retail places**
Matthew Hopkinson, Director, Local Data Company

- 10:10 **Emerging best practice in customer engagement**
Craig Ryder, Director Customer Experience Excellence, Nunwood

- 10:40 **DFS Case Study: the link between employee engagement, customer engagement, performance and profitability**
Andrew Stephenson, HR Director, DFS

- 11:10 **Coffee**

- 11:40 **Why our customers are the best source of innovation in retail**
Naomi Kasolowsky, Global Capability Director, dunnhumby

- 12:00 **Are Your Customers Being Served? - Supermarket Report**
Ben Stockman, Founder, SXSELondon
David Angell, SEO & Wordsmith Digital Director,

- 12:30 **Auto Trader Case Study: Building great customer experiences**
Marc McNeill, Customer Experience Director, AutoTrader

- 13:00 **Lunch**

- 14:00 **Panel Debate**

- 14:30 **Engaged: Ao.com and their customer are making love on social media**
Yossi Erdman, Head of Brand & Social Media, ao.com

- 15:00 **How to Empower CSRs and Use Customer Feedback to Facilitate Change and Drive Growth**
Mathis Wagner, Head of Customer Services, Charles Tyrwhitt

- 15:30 **Coffee**

- 15:50 **Deploying digital in the physical world to create valuable customer experiences**
Peter Ballard, Founder, Foolproof
Nick Thompson, Creative Technology Director, Knit, Foolproof

- 16:20 **Trends and hotspots in the global retail market**
Jon Copestake, Chief Retail & Consumer Goods analyst, Economist Intelligence Unit

- 16:50 **Chairman's summary followed by drinks party**

Speaking - Steve Hurst:
steve.hurst@ebm.media and **+44 (0) 1932 506 304**

Sponsorship - Nick Rust:
nick.rust@ebm.media and **+44 (0) 1932 506 301**

www.engagecustomer.com  [@engagecustomer](https://twitter.com/engagecustomer) [#EngageForums](https://twitter.com/EngageForums)

SPONSORS



PARTNERS



Customer Engagement in the Retail Sector

9:30

Welcome and opening remarks

Steve Hurst, Forum Chairman, Editorial Director, Engage Customer



STEVE HURST

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 launched Engage Customer 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.

9:40

Keynote: The changing face of our retail places

Matthew Hopkinson, Director, Local Data Company

Matthew Hopkinson will look at what trends have taken place since 2009 in terms of vacancy and occupancy profiles in over 3,000 town centres, shopping centres and retail parks across Great Britain. What are the key performance measurements for the health of our retail places? What future lies ahead for physical stores versus the online retailing? What do the current trends tell us about what lies ahead? The presentation will be a factual extravaganza based on the million annual updates in the field that LDC carries out and insights derived from its industry leading dashboards.

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.

10:10

Emerging best practice in customer engagement

Craig Ryder, Director Customer Experience Excellence, Nunwood

For many successful businesses, customer experience is no longer just about delivering 'brilliant basics'. Increasingly, it is being carefully designed and orchestrated, channelling brand values into each and every customer interaction to deliver a strategic differentiator. Designing tomorrow's experiences with the power to build customer loyalty is a complex task - affordability, operability and customer impact must all be balanced. But before this is even considered, new experience strategies must be created. Global best practice is a great place to begin - organisations can look to learn from the very best across geographies and across industries to inspire market-leading transformation. Nunwood's Customer Experience Excellence Centre is a highly respected source of insight into how brands around the world are doing a great job for the customer. A huge database has been established over the past 5 years collecting information on over 750 leading customer facing businesses in the UK, US and Australia. In this session we reveal the latest results from the US market and how they compare and contrast with

the UK. By using the Six Pillar System as a framework to understand how the best customer experiences are delivered, we will reveal some interesting, innovative and inspirational case studies covering established and start up brands to give you ideas to take away and apply to your organisations.



CRAIG RYDER

Craig heads Nunwood's retail practice, leading store-level, pure play and multichannel customer experience programmes in the UK, Australia and USA. Before this, Craig spent 20 years with Asda in a range of HQ roles, including marketing management, category, format, innovation and heading the .com business.

Craig is a director of Nunwood's Customer Experience Excellence Centre, a think-tank dedicated to researching global customer best practice. He brings years of front line retail experience to turning customer experience into tangible results. His principle focus is translating projects like journey mapping and voice of the customer programmes into effective store-level change.

10:10

DFS Case Study: the link between employee engagement, customer engagement, performance and profitability

Andrew Stephenson, HR Director, DFS

DFS is on a journey from being a great British company to a world class company and has been investing heavily in its people while enabling them to deliver outstanding service. This investment is already generating significant results: NPS has more than trebled across the company; hundreds of nationally recognised qualifications are being issued; an award winning CSR programme has delivered millions of pounds to three charity partners and millions of pounds have been returned to employees through the company's Employee Partnership Scheme. This has all contributed to rising sales and profits and DFS see employee engagement and customer engagement as being key components of this.



ANDREW STEPHENSON

Andrew is a results focussed HR professional with significant experience in organisational development, change programmes, reward, talent and performance management. He joined DFS in 2009 having previous retail operations and HR experience within Dixons Retail, B&Q, Virgin and Vodafone. Andrew's role includes the people agenda for 3500 employees across manufacturing, retail, supply chain and central operations in the UK and Europe. He is a Fellow of the Chartered Institute of Personnel and Development, a doctoral research candidate at Staffordshire University, a FA Licensed coach and a footballer who has not yet lost the belief that an England call up is possible.

11:10

Coffee

11:40

Why our customers are the best source of innovation in retail

Naomi Kasolowsky, Global Capability Director, dunnhumby

Customers are the best source of innovation companies can find. But are you listening to them well enough? Naomi will share how retailers can lean in and listen to customers now, better than ever before. Drawing on examples from the retail sector, including Tesco, Naomi will demonstrate how progressive companies in all sectors are driving new and different engagement strategies based on what customers need and what they might wish for.

Naomi joined dunnhumby in 2013. She brings 18 years of consulting and marketing transformation delivery experience at Satmetrix, Accenture and EY. She specializes in helping the C-Suite and senior leaders better understand the experiences that customers value

Customer Engagement in the Retail Sector



NAOMI
KASOLOWSKY

12:00

and changing their business to put the customer first. Naomi's client experience includes Retail, Telecommunications, Banking and Government. Naomi is a published author and conference speaker. Her most recent series of articles entitled "Loyalty Killers" is published as an eBook on dunnhumby.com.

Are Your Customers Being Served? - Supermarket Report

Ben Stockman, Founder, **SXSELondon**
David Angell, SEO & Wordsmith Digital Director

Ben and David discuss with Steve Hurst our Are your customers being served? report. In the first of a series of industry sector reports Engage Customer puts the spotlight on seven leading UK supermarkets and evaluates their service performance in-store, online and via social media.



BEN
STOCKMAN

Ben is the founder of London's grassroots social media festival SXSELondon, a charity event covering all things digital that tries to answer the question "How is technology changing us?" Ben also created the biggest political Facebook campaign in UK history, with membership of nearly 200,000 people, surpassing the number of Facebook fans of all the political parties combined at the time and gaining national media coverage.

Formerly from a B2B marketing background, in the last few years he has project-managed for the multiple award-winning Rabbit agency, where he ran several campaigns and events for national and global clients, winning PRCA's "Best Campaign" award for AVG's Digital Diaries series. He also trained their team in community management - they went on to win Agency of the Year in 2012. More recently he was in charge of growing global online communities of nearly 2 million for AVG Antivirus, winning Useful Social Media's "most social business" award in the process.



DAVID ANGELL

David has worked within digital marketing and communications since 2004, holding positions across the disciplines of online advertising, SEO, social media and marketing strategy. Notably he worked for three years at Google's EMEA Headquarters as an award winning optimiser in their early AdWords team. He also launched and managed the Google Earth Outreach and YouTube Non-profit programmes, gaining experience in the world of CSR as well as of the organisations his work benefited.

He subsequently ran Digital Communications for UK Deputy Prime Minister Nick Clegg from 2009 until his election to the position following the 2010 election, he also co-authored the Liberal Democrat's Online General Election strategy and advised on technology and digital policy. He has since worked in business development for a key London Creative agency, a mobile photography stock agency and helped found two social media startups. He is Associate Director of Brand Response, co-founder of Social Placement and Director of Wordsmith Digital. He also consults in SEO, analytics and digital communications for the British Medical Association.

12:30

Auto Trader Case Study: Building great customer experiences

Marc McNeill, Customer Experience Director, **AutoTrader**

The experience you deliver to customers is only as good as the experience you build. This means breaking down the barriers between operational and customer facing departments, and the technology teams that create much of what they take to market. This talk will share experiences from Auto Trader, how we are taking our customers (and people) on a digital journey, building a culture and approach that enables us to build great products and experiences at speed; test, learn and continuously improve.



MARC
MCNEILL

13:00

With a PhD. In Human Factors, Marc's whole career has involved championing the customer experience. From creating in-store retailing and branch banking experiences, through digital user experiences he places an emphasis on rapid feedback and engaging the end user in the development of products and services that people love. He is the author of the book *Agile Experience Design*. On the Auto Trader Leadership Team, Marc is Director of Customer Experience at Auto Trader, helping transform the customer engagement at every touchpoint.

Lunch

14:00

Panel Debate

14:30

Engaged: Ao.com and their customer are making love on social media

Yossi Erdman, Head of Brand & Social Media, **ao.com**

AO.COM is the largest online white goods and electrical retailer in the UK. Yossi joined AO 4 years ago, to build a small Facebook page. Since then, the company gained more than 1.5 million fans on Facebook and became a global social media case study. ao.com selling washing machines, the most boring product you can think of when creating social media content. However, ao.com has more than 1.5 million users of Facebook, with many of them engaging with us on weekly basis. Yossi Erdman, Head of Brand and Social Media will share the content that worked the best, and generated high engagement but also contributed to the company brand and sales. Get a better idea of how to use social media in a fun way, and how to measure it.



YOSSI
ERDMAN

Yossi started as a radio DJ and voiceover talent in sunny Tel Aviv, but then, unexpectedly, he moved to the UK and fell in love with social media. He joined ao.com 4 years ago to maintain a small Facebook page with 2,000 fans. Although White Goods might not be sexy, he and the team at ao.com decided to make kitchen appliances fun and engaging. Using competitions, videos, funny posts, and effective Facebook advertising, they managed to bring the community to above 1.6 million fans. Today he manages the ao.com brand, including the TV and press advertising.

However, it all started with social media, using good content and different personality. The ROI wasn't late to arrive.

15:00

How to Empower CSRs and Use Customer Feedback to Facilitate Change and Drive Growth

Mathis Wagner, Head of Customer Services, **Charles Tyrwhitt**

You build or lose a business the same way – one customer at a time. Selling classic menswear since 1986, Charles Tyrwhitt was founded by Nick Wheeler and his mission then remains the same today – to provide quality and value to the customer together with a passion for service that surpasses all competition. Now we are a full-scale multi-channel retailer and a leading British menswear brand. We continue to grow rapidly both in the UK and our multi-award winning Customer Service Team plays a vital part by listening to our customers and facilitating change. This talk will outline our modus operandi and how Customer Services can be the engine room, the idea generator and the voice of the customer.



MATHIS
WAGNER

Mathis heads up the multi-award winning customer service team at the leading British menswear brand Charles Tyrwhitt. With 12 years' contact centre experience in the UK and abroad, he is an expert in developing innovative 24/7 customer services solutions that put the customer at the heart of the organisation. Prior to joining Charles Tyrwhitt he has worked for a BPO provider and developed and implemented customer

service strategies on behalf of numerous blue chip clients. Mathis is a graduate from ESB Reutlingen, Germany's top ranked business school.

15:30

Coffee

15:50

Deploying digital in the physical world to create valuable customer experiences

Peter Ballard, Founder, Foolproof

Nick Thompson, Creative Technology Director, Knit, Foolproof

If the last ten years has been about adding e-tail to retail, the next ten years is going to be about linking those digital and physical worlds to create a genuinely joined up and value creating customer experience. Most retailers recognise that to compete in today's market they have to deliver a compelling experience for customers across all channels. To do this they need to harness the power of technology to deliver a frictionless buying experience where the physical world of stores, branches and logistics meets the digital world of data-driven, personalised, always-on connectivity. And the impact and value of opportunities to brands who succeed in bringing these worlds together are set to be every bit as exciting and dramatic as those created back at the birth of ecommerce. But the lessons of the last ten years also show us that designing any customer experience without reference to consumer needs and motivations is a sure way to fail. In this session Peter will share some real world experience and consumer insight on which of the most-hyped technologies are likely to find mass market real world applications in our everyday lives as connected shoppers.



PETER BALLARD

Co-founder and Partner at Foolproof, The UK's leading User Experience specialist. Foolproof specialise in UX Strategy, Insight and Experience Design. We aim to find the Win/Win: The sweet-spot between what clients want, and what their customers want, from the digital experiences we create.

Nick heads up Foolproof's creative technology studio, Knit. He's been in the digital marketing industry for over 20 years having originally worked for TRO as Head of Digital before going on to form multi-award winning digital agency Soup.



NICK THOMPSON

16:20



JON COPESTAKE

16:50

On leaving Soup in 2010 Nick founded Knit. Now part of the Foolproof Group, Knit continues to provide strategic digital thinking and innovative uses of creative technology to drive consumer engagement for brands such as Nissan, HP, BMW, John Lewis, Lucozade, Black & Decker, Asda, Absolut vodka and Volvo.

Trends and hotspots in the global retail market

Jon Copestake, Chief Retail & Consumer Goods analyst, Economist Intelligence Unit

Jon will take a look at the medium term global trends to demonstrate which markets will offer growth potential and which might struggle. He will also highlight a handful of broad retail trends that are likely to influence consumption in the short and longer term, from demographic changes to technological disruptors as we enter into a consumer drive age for retail.

Jon Copestake is the Economist Intelligence Unit's Chief Retail & Consumer Goods analyst and is also the Editor of the Worldwide Cost of Living and Liveability surveys.

As Chief Retail & Consumer Goods analyst Jon guides the global the retail and consumer goods products by writing a regular global outlook, checking individual country output and writing or contributing to special reports that affect the sectors. Jon also acts as a spokesperson for The Economist Intelligence Unit at trade speaking events and produces regular byline articles for the trade press as well as analysis for the media on breaking news in the retail and consumer goods industry.

Jon has worked on the Worldwide Cost of Living Survey since 1999 and manages the biannual city-to-city tool as well as an annual ranking on which cities in the world are the most expensive, or the cheapest. Jon also manages the biannual liveability ranking which benchmarks 140 cities globally to assess which are the best, and worst, places to live. He also oversees a number of custom projects related to his industrial sectors as well as liveability and pricing.

Chairman's summary followed by drinks party

Our Sponsors



Ember is a new kind of customer management consultancy focused on helping its clients to realise commercial value from their customer management activities. It does so by identifying and then exploiting opportunities for cost reduction, revenue enhancement and improved customer worth. In that respect Ember has an unashamedly financial focus and is committed to achieving tangible business benefits. Its recommendations are backed by robust and detailed analysis as well as a clear outline of the financial benefits the client can expect to gain through implementation. In this way Ember provides a clear business case for change, innovation and restructure.

T: +44 (0)20 7871 9797
E: info@emberservices.com



We help businesses create consistently brilliant customer experiences. Nunwood is the world's first 'full-service' customer experience management consultancy. This means we join customer experience strategy to experience measurement, customer journey mapping, voice of the customer programmes, feedback technology and frontline training. By connecting the dots, our clients delight their customers and achieve their commercial goals more easily. To create brilliant results, we work hard to understand what 'brilliant' means. The Nunwood Customer Experience Excellence Centre is the world's largest customer experience research centre. Its work ensures every Nunwood client is connected to the cutting edge of international experience design and best practice.

Contact: Chrisnutt@nunwood.com
or michaelcrow@nunwood.com
T: +44 (0) 845 372 0101
www.nunwood.com

Our Partner



The Retail Bulletin (TRB) is an online information source aimed at meeting retailers' need for quick, accurate and up-to-date news, about the industry. The free on-line service delivers the latest company news, breaking stories, and summaries of media coverage of the retail sector 6 days a week. TRB has built a strong reputation for providing thought-provoking, quality content and stimulating lively debate among peer groups with its schedule of one day conferences, roundtables and customer briefings.

Your Retail Job.com, the premier retail jobsite, attracts the highest calibre candidates, (70,000 jobseekers currently posting their CV in the last 6 months) and the best retailer employers and the widest choice of retail opportunities. So, whether you just want to post your CV and see what opportunities are out there or launch a national recruitment campaign - it's all achievable at the click of a button!

www.theretailbulletin.com