

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

For more information contact Chris Wood: chris@ictcomms.com
and +44 (0) 1932 340367 or visit our website:
www.customerengagementnetwork.com

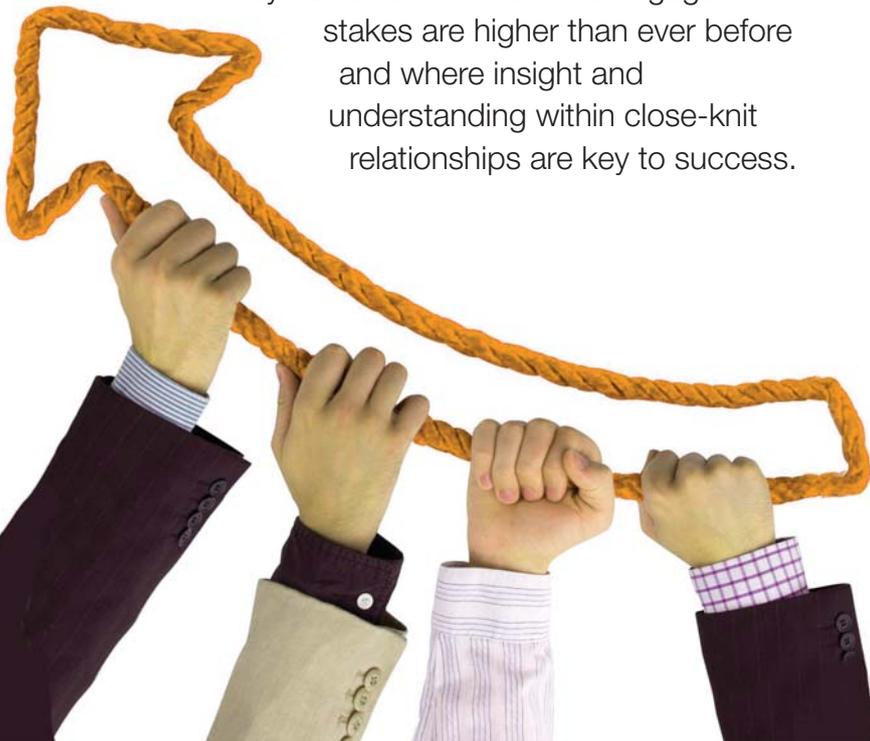


B2B Customer Engagement

24th April 2013, London

A major global research report shows that four out of five B2B organisations give overall responsibility for customer engagement initiatives to a vice president or director-level executive - and half of these organisations have increased investment in customer engagement and experience over the past five years.

This Directors Forum will examine the growing recognition of the business critical nature of B2B Customer Engagement and the key trends and challenges impacting this dynamic sector where the engagement stakes are higher than ever before and where insight and understanding within close-knit relationships are key to success.



Agenda Summary:

- 08:45** Registration, tea and coffee
- 09:30** **Welcome**
- 09:35** **Keynote: One Agenda: The Key To Making Customer Engagement Work.**
Martin Hill-Wilson, Customer Service & Social Business Strategist, Brainfood Consulting
Jonathan Gale, CEO, NewVoiceMedia
- 10:10** **Creating Competitive Advantage in B2B Markets**
Izabella Khazagerova, Associate Principal, Gallup
- 10:40** **Case study BAA Heathrow**
Tim Wheen, Commercial Research and Insight Manager, Heathrow Airport
Colin Bates, Director, Customer Champions
- 11:10** **Coffee**
- 11:30** **People Buy From People**
Claire Sporton, VP, Customer Experience Management, Confrontit
- 12:00** **B2B and B2C Customer Engagement strategies – should there be a difference?**
Alex Mead, Experienced Group Customer Service Director
- 12:30** **Case Study: Diageo SmartBrand – The Journey**
Stephen McKillop, Global SmartBrand Lead, Diageo
- 13:00** **Lunch**
- 14:00** **Panel debate with Steve Hurst**
Steve Hurst, Forum Chairman, Editorial Director, Customer Engagement Network
- 15:00** **Transforming customer relationships through engagement**
Steve Heapey, Director of Service Delivery, Chartered Management Institute
- 15:30** **Coffee**
- 15:50** **STRATEGY - MEASUREMENT - PEOPLE - how a simple framework can enable an organisation to become truly customer focussed**
Ian Golding, Member of the Board, Customer Experience Professionals Association (CXPA)
- 16:20** **Customer Engagement Awards in association with the Peer Awards**
Stephen Citron, Director, The Peer Awards
- 16:45** **Chairman's Forum Summary, followed by drinks and networking**



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B2B Customer Engagement

24th April 2013, London

09:30 Welcome

09:35 **Keynote: One Agenda: The Key To Making Customer Engagement Work**

Martin Hill-Wilson, Customer Service & Social Business Strategist, Brainfood Consulting
Jonathan Gale, CEO, NewVoiceMedia

Have you noticed how much the relationship between buyers and sellers has changed? Customers now have so many alternative sources of expertise and opinion to influence their choices. B2B organisations often struggle to add value during the purchasing cycle. However the very same digital world also offers unprecedented detail about our professional and social profiles back to the organisation. And so the balance between buyer and seller continues to yo-yo as each side discovers new ways of getting what they want. This keynote explores that question and offers you an answer to boost your own organisation's progress in adapting to the new behaviours of a digital economy. Martin Hill-Wilson and Jonathan Gale will draw upon their combined experience and encourage you to embrace the culture of 'One Agenda'. Within that main theme, they will also include:

Why Marketing, Sales and Service silos are the wrong way to organise customer engagement

- Remodelling organisations to mirror how customers actually behave
- Implications for how we equip organisations to regain relevance

Effective customer engagement comes from a transformed view of how customer facing teams deliver value.

Martin is a customer service & social business strategist. A keynote speaker & blogger. Currently works with a range of clients under his Brainfood brand focussing on customer strategies in a social, digital and cloud based context.



Martin Hill-Wilson

Jonathan is CEO of NewVoiceMedia, a cloud based customer engagement brand. Prior to joining NewVoiceMedia, Jonathan was SVP of Product at Mirmecast and before that during his 8 years at MessageLabs (now part of Symantec) he was VP of EMEA, Global VP of Sales and VP of Product Management. Before that he spent 10 years in the CRM and contact centre industry.



Jonathan Gale

10:10 **Creating Competitive Advantage in B2B Markets** **Izabella Khazagerova**, Associate Principal, Gallup

Engaging B2B customers is all about establishing strong, sustainable emotional connections with key account stakeholders – and making a positive impact on their business. Using case studies Izabella will show how companies in various industries have implemented effective B2B strategies to create real competitive advantage.

Izabella Khazagerova is based in Gallup's London office and leads project teams to provide solutions to clients' most critical business challenges. Her expertise is in change management, organisational development, employee and customer engagement.



Izabella Khazagerova

Izabella has extensive experience in executing large-scale projects that involve significant cultural change and that considerably boost performance outcomes. Prior to joining Gallup she led business transformation projects for matrix-structured organisations in banking, B2B and B2C sectors.

10:40 **Case study BAA Heathrow**

Tim Wheen, Commercial Research and Insight Manager, Heathrow Airport
Colin Bates, Director, Customer Champions

Heathrow helps more people to get more places than any other airport in Europe so providing an excellent passenger experience is crucial. The delivery of that experience is the responsibility of many organisations and is dependent upon high levels of collaboration between them. This case

study provided by Heathrow and Customer Champions examines how improved collaboration between Heathrow and the airlines was delivered through research and action.

Tim heads up commercial research and insight function at Heathrow Airport, focusing on maximising the airports commercial revenues by putting the passengers needs at the heart of everything the airport does. With over 10 years airport research experience, Tim has extensive knowledge of the UK and European airport markets and has worked in partnership with a number of airlines (e.g. British Airways and Aer Lingus) and retailers (e.g. World Duty Free and WH Smith) to deliver significantly better passenger experience and increased commercial revenues for Heathrow Airport.



Tim Wheen

With a Masters in Social and Market Research and as a full member of the Market Research Society, Tim is passionate about ensuring that insights generated from research are effectively communicated and acted on.

Colin is a Director of Customer Champions, a team of experts in B2B customer experience management focused on converting customer feedback into profitable action that delivers an improved level of customer engagement.



Colin Bates

With over 30 years of B2B marketing experience Colin has worked both on the client side as Marketing Director for AT&T in Europe and the agency side with Customer Champions since its inception in 1999. Clients to date have included BT, Nokia, QinetiQ, Met Office, Environment Agency, Smiths and GE.

As a companion member of the Institute of Customer Service, Colin is passionate about supporting companies to move from having a strategic intent of being customer centric, to one that delivers an excellent customer experience.

11:10 Coffee

11:30 **People Buy From People**

Claire Sporton, VP, Customer Experience Management, Confirmit

In the B2B world, the concept of "people buy from people" has clear ramifications for the business, not only with regards to revenue from new business but also to the retention of existing business. We must ensure that our sales and account management teams listen to customer needs and deliver solutions that are tailored to those needs. How? By listening to customers and walking in their shoes. What does that entail? Claire Sporton will outline 10 steps required to launch a successful VOC initiative and lay the groundwork for injecting the customer viewpoint into how you run the business. She'll talk about how to: - establish the business case and "sell" it to your executives - capture feedback from the right customers - achieve a single view of the customer - get insights into the hands of your frontline to ensure they act on it - hold employees accountable for the loyalty of their customers In 10 concise steps, you'll learn how to launch a successful VOC initiative to help you understand why people will want to buy from your people.

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.



Claire Sporton

12:00 B2B and B2C Customer Engagement strategies – should there be a difference?

Alex Mead, Experienced Group Customer Service Director

Alex Mead uses case study examples from his own experience to examine the different approaches to B2B and B2C customer service and asks if there really should be any difference. He will also examine how creating effective engagement programmes in the B2B space can help deliver significantly improved service to B2C customer at the end of the chain.

A Global Customer Service Leader for Contact Centre, Digital Media & E-Commerce, Direct Sales & Customer service operations, both locally and internationally across a range of industries, cultures and company types. Recipient of Frost & Sullivan's Most Valuable Global Thought Leader award for Customer Service Operations principles. Passionate about delivering exceptional Customer Service, with experience of working in several different Industries on National and Global scales, from large multi-national to small localised companies. Experience of delivering swift and significant improvements within sales, service & customer experience across a range of Contact Centre, Digital Media, Retail, Field & Business Service environments.



Alex Mead

12:30 Case Study: Diageo SmartBrand – The Journey

Stephen McKillop, Global SmartBrand Lead, Diageo

- Diageo • Our Brands • Workflow Requirements • SmartBrand Workflow Solution • Evolution of SmartBrand • SmartApprove • Asset Library • Challenges & Pitfalls • Summary

Stephen has been with Diageo since 1999 and has performed a number of roles for Diageo GB, including on-trade and off-trade field sales planning roles, customer marketing roles, commercial planning roles for the GB managed on-trade sector and latterly project management within Global Procurement. He joined the SmartBrand project three years ago and has had global responsibility for it for the last 16 months.



Stephen McKillop

13:00 Lunch

14:00 Panel debate with Steve Hurst

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



Steve Hurst

15:00 Transforming customer relationships through engagement

Steve Heapey, Director of Service Delivery, Chartered Management Institute

Using case study examples Steve will highlight how the CMI is seeking to transform customer relationships through a new engagement model which includes “think digital” opening new channels and becoming more relevant to customer segments and seeCMI the CMI's new voice of the customer programme with net promoter at its heart, to measure and track satisfaction at the micro and macro level and drawing together qualitative input from many places to drive its continuous process improvement programme LeanCMI

Steve joined the Chartered Management Institute in January 2013 as Director of Service Delivery, a new post to bring customer operations together into one place to improve customer experience and internal efficiency. CMI is the only chartered professional body in the UK dedicated to promoting the highest standards in management and leadership excellence. CMI is a charitable organisation and has more than 90,000 members. Its mission is to increase the number and standard of professionally qualified managers and leaders and It offers qualifications including its prestigious Chartered Manager, content and thought leadership. For 10 years, Steve was in charge of back office and customer operations in Luton Borough Council for ten years previously as



Steve Heapey

Director of Corporate and Customer Services after a spell as Managing Director at a cable TV and telephone franchise and Customer Services Director at Orange. Steve is passionate about understanding customers by building ever closer and continuing relationship, driving customer-centred continuous improvement and unleashing team power and high performance culture.

15:30 Coffee

15:50 STRATEGY - MEASUREMENT - PEOPLE – how a simple framework can enable an organisation to become truly customer focussed

Ian Golding, Member of the Board, Customer Experience Professionals Association (CXPA)

'Understanding, managing and improving the customer experience is a skill set that has led to the formation of a new profession. The proliferation of customer experience professionals has led to the creation and adoption of a variety of methods, techniques and approaches to putting the customer at the heart of the organisation. Many 'customer experience frameworks' have been formed to help and guide businesses to understand what and how to achieve customer focus. This session, using case studies, explores how simple a framework for customer experience management can be, and how it can and has been applied in different organisations.'

Ian Golding is a passionate believer in putting the customer experience at the heart of everything any business around the world does. As an independent customer experience consultant, Ian is advising a wide range of companies on Customer Experience strategy, measurement, improvement and employee advocacy techniques and solutions.



Ian Golding

Ian is currently a member of the board of the Customer Experience Professionals Association (CXPA). Founded in 2011, The CXPA is a global non-profit organization positioned to guide and enhance the growing field of customer experience management. CXPA brings together like-minded professionals focused on advancing the practice of customer experience management and creating career growth by establishing customer experience management as a recognized and admired professional discipline.

16:20 Customer Engagement Awards in association with the Peer Awards

Stephen Citron, Director, The Peer Awards

The Customer Engagement Network is delighted to announce that it is working in association with the Peer Awards, to 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 on 27 June, where they are judged by everyone attending the conference, including the finalists. The winners are announced and celebrated at a champagne ceremony in a prestigious Central London hotel.

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. In addition this year sees the formation of a number of key alliances, not least with the Customer Engagement Network's new Customer Engagement Awards.



Stephen Citron

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

Customer Engagement Network 2013 Events

Directors Forums



- **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 24th** Social Media & 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>**

For Sponsorship opportunities contact: Chris Wood E: chris@ictcomms.com Tel: **01932 340367** M: **07775 604011**
For Speaking opportunities contact: Steve Hurst E: steve@ictcomms.com M: **07545 088407**

Customer Engagement Directors Forums and Summit are organised by
www.customerengagementnetwork.com