

Time: **9:00am – 5:00pm**
Venue: **BT Tower, London W1T 4JZ**

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Social Customer Engagement Directors Forum

3 JULY, 2014

This high level Directors Forum will demonstrate how understanding that building relationships with customers through social/mobile networks rather than trying to take control is the key to your future successful Social Business strategies, delivering long term business benefits and sustained competitive advantage



agenda summary

09:00 Welcome and opening remarks

09:05 **Opening Keynote: Forging Innovative Customer Relationships**

Justin Hunt, Founder, The Social Media Leadership Forum

09:40 **BT Case Study: 'Serving the Social Customer'**

Dr. Nicola Millard, Futurologist, BT

10:10 **Intelligent engagement boosts social customer experience and sales**

Sadiq Mohammed, Director, Serco

10:40 **Social Customer care - is it time to forget the phone ?**

Conrad Simpson, VP Telco EMEA, Dimelo

11:10 Coffee

11:30 **'Pivoting the Social Customer'**

Leon Stafford, Regional Territory Manager, Interactive Intelligence

12:00 **Telefonica/O2 Case Study: O2's truly embedded Social in Service approach**

Paul Hughes, Head of Social Engagement, Telefonica

12:30 **"Mobile devices & apps – the power behind social customer service change"**

Alex Noble, Collaboration Social Media Expert, Cisco

13:00 Lunch at top of BT Tower

14:15 **Panel Debate includes: Jon Morter, Ben Stockman and Justin Hunt**

15:00 **Naked Wines Case Study: A Social Business, not a Social Strategy**

Jo Gunn, Director, Naked Wines

15:30 Coffee

15:50 **Barclaycard Case Study: The story of a big business embracing content**

Lucy Wren, Head of Social Media, Barclaycard Europe

16:20 **It's good to talk (normally)**

Ben Stockman, Social Media & Business Development Specialist

Jon Morter, Award-winning social media community specialist and speaker

16:50 **Chairman's summary followed by drinks party at the top of BT Tower**

Sponsors



09:00 Welcome and opening remarks

09:05 Opening Keynote: Forging Innovative Customer Relationships
Justin Hunt, Founder, The Social Media Leadership Forum

New technologies present fresh opportunities to connect in real time with your customers. Many organisations are focusing solely on traditional customer relationship management objectives and are largely motivated by reputational management issues. In this talk, Justin Hunt, founder of The Social Media Leadership Forum will share cutting edge examples of how companies can and are reinventing online customer service and collaborating with customers in innovative ways to produce new goods and services.



Justin Hunt is a thought leader on the power of collaboration through social technologies to transform the way we live, work and consume. He is the founder of The Social Media Leadership Forum (www.socialmedialeadershipforum.org), a leading source of expertise for leading businesses and organisations that want to embrace the collaborative economy.

His writings on disruptive technologies have appeared in The Financial Times, The Guardian and other publications. Justin has also presented at high profile events with leading technology thinkers and FTSE100 companies.

09:40 BT Case Study: 'Serving the Social Customer'
Dr. Nicola Millard, Futurologist, BT

Customers like to talk to each other on social media but how does social media fit alongside other channels when it comes to talking to organisations? How does the social, "Omni-channel" customer use different channels? How do traditional service organisations need to evolve to cope?



Dr Nicola Millard is a customer experience futurologist with BT. Despite working for a technology company, Nicola isn't actually a technologist and combines psychology with trends research to try and anticipate what might be lying around the corner for both customers and organisations (sadly, her crystal ball is currently broken). Nicola has now worked for BT for 23 years.

She has done a number of jobs around the BT business, including user interface design, customer service and business consulting. She was involved with a number of BT "firsts" including the first application of intelligent systems into BT's call centres and BT's initial experimentation with home working.

Nicola got her PhD from Lancaster University in 2005, published her first book in 2009 and now spends most of her time doing research, writing blogs, articles and white papers. Last year she was named by ICMI as one of the top 10 most influential customer service Tweeters in the world and this year she was given the "industry contribution" award from the SECCF. Nicola has also appeared on both the BBC (Radio and TV) and Channel 4 in the UK, as well as Sky News in Australia.

10:10 Intelligent engagement boosts social customer experience and sales
Sadiq Mohammed, Director, Serco

When it comes to developing online sales and reducing purchase abandonment, few initiatives can match the effectiveness of web chat. But, that's not all. The latest generation of web chat takes customer engagement and social business onto a new level. As well as providing an agile, highly responsive and dynamic platform that meets customer expectations for convenience and speed, it's also delivering significant benefits in terms of online customer experience and interaction. This presentation will highlight how the use of predictive intelligent targeting in web chat solutions helps to maximise service personalisation through appropriate, friendly and conversational customer engagement.



Sadiq is Business Development Director with expertise in managing and delivering large-scale bids, seeing them through from initial engagement to completion. He is responsible for overseeing Serco's key strategic bids and since joining the organisation in 2010, has been responsible for the growth of Serco's retail sector business.

With almost 20 years' experience in business process outsourcing, Sadiq has developed Serco's retail business unit from an annual revenue of £1.5m with just one client, to a business that is now delivering £100m per annum at double digit margins, within 2 years. Whilst at Serco Sadiq has formed strong partnerships with a portfolio of clients such as Shop Direct Group, Freeman Grattan Holdings, Ideal Shopping, Fortnum & Masons, Hutchison 3G and Homeserve. Prior to joining Serco, Sadiq was at Vertex for 9 years in the Private Sector business unit. His initial task was to create a white label utility proposition for Lloyds TSB, valued at £40m, through a consortium of key partners including TXU and Cable & Wireless. Sadiq worked with Lloyds TSB to launch a utility based proposition into their retail network, which resulted in the acquisition of over 250,000 customers and successfully secured Vertex's appointment as strategic partner for five years for the delivery of all front and back office services.

10:40 Social Customer care - is it time to forget the phone ?
Conrad Simpson, VP Telco EMEA, Dimelo

As new digital channels become an increasingly critical element of great customer care, many organisations are debating business cases, art of the possible and how to take the first steps. Using case studies from Dimelo's wide customer base Conrad will cover these issues using practical experience based data. He'll focus on when is right time to make the move? How to make sure you get it right? And of course, is it possible to forget the phone?



Helping customers deliver on their Digital Customer Engagement strategies. Primary industries - fixed/wireless telecommunications and financial services. A strong technical background combined with 20 years of consultative customer dialogue in many customer care scenarios.

A practitioner rather than a theorist - with a focus on delivery. Examples of companies I've worked with - BT, AT&T, Orange, Vodafone, HSBC, Barclays, American Express, VISA, RBS Group.

@dimelo

11:10 Coffee

11:30 'Pivoting the Social Customer'
Leon Stafford, Regional Territory Manager, Interactive Intelligence

Social Contact is established as a legitimate service contact point. Using supplementary channels effectively can turn the challenge of managing a new channel into an opportunity to delight. Leon will present the Interactive Intelligence view of this relationship with examples of InIn Customers of putting this into practice



Leon Stafford has worked for the last 12 years as a Business Consultant focussing on UC and Contact Centres at Touchbase, Capita LiveOps and Interactive Intelligence. He is currently focussing on Financial Services organisations: specifically their need to meet customer demands for OmniChannel contact whilst operating within regulatory and budgetary restrictions.

12:00 Telefonica/O2 Case Study: O2's truly embedded Social in Service approach
Paul Hughes, Head of Social Engagement, Telefonica

Many brands are not sure where to begin with their Social Engagement journey. Should they jump in at the deep end and build a contact centre-based approach immediately or should they get the basics right first? I discuss Telefonica UK's views, their engagement journey and some of the important things to consider while building your Social Engagement strategy.

Paul heads up the award winning social media engagement team for Telefonica in the UK. His role is to define and deliver the social media engagement strategy for the O2 UK brand. That responsibility stretches



from general brand engagement to reputation management and customer service in social. Yes, all this while keeping O2's core, fun brand ethos throughout. He's driven award wins such as the inaugural Twitter Flock award for outstanding use of the Twitter platform, PRCA Crisis and Issues Management best in-house team 2013 and many more.

@PaulHughes

12:30 "Mobile devices & apps – the power behind social customer service change"

Alex Noble, Collaboration Social Media Expert, Cisco

Social Media existed before mobile devices and apps, but was seen as niche and had minimal impact on customer engagement. In this session we look at how mobility transformed Social Media's impact on social customer service and where social customers may go next.



Alex is one of Cisco's experts on Social Media, specialising in customer experience and customer collaboration. He has worked with a wide range of Cisco customers on customer management strategy and implementation. His current areas of interest and research are the societal changes associated with Social Media, the nature of customer experience in a mobile and social world and turning social media into semantic data. Prior to Cisco he specialised in banking and finance IT and worked on customer experience and early big data projects. He is a Fellow of the British Computer Society, elected for his work on payment systems as part of national infrastructure.

13:00 Lunch at top of BT Tower

14:15 Panel Debate includes: Jon Morter, Ben Stockman and Justin Hunt

Jon Morter, Award-winning social media community specialist and speaker,



Described as a "Social Media Hellraiser" by The New York Times, Jon Morter is best known for his gatecrashing of the music industry in 2009 with his phenomenal 'Rage Against The X Factor' campaign, sweeping Rap/Metal band Rage Against The Machine into the sought after UK Christmas No.1 spot. His carefully executed plan not only outsold the previously unbeatable X Factor single, but broke a Guinness chart record in the process as well as raising over £150,000 for charity. This success opened the door for Jon to work on campaigns for some big artists in the industry including Nirvana, Sex Pistols, Rod Stewart, a No.1 album for The Rolling Stones, plus the 2012 Christmas No.1 campaign for The Justice Collective.

Jon has won awards for his social media and charity work including the Metal Hammer Golden God award (the one he's most proud of), and nominated for many others including the National Marketer of the Year award (losing to the Compare The Meerkat campaign). Aside from music-related projects, Jon has also worked with many large brands such as IKEA, Confused.com, and Hyundai. Not only is Jon also infamous for creating the 'Condescending Corporate Brand', a cheeky swipe at large companies trying to 'do' social media, but did you know he 'designed' the 25th anniversary sandwich for Pret a Manger? ...their 'Bacon' sandwich!

15:00 Naked Wines Case Study: A Social Business, not a Social Strategy

Jo Gunn, Director, Naked Wines

Naked Wines launched mid recession 5.5 years ago in a stagnating industry. To succeed, they had to do things differently and do things better. This presentation explores the power of creating a truly social business, a business who puts the customer at the very centre of it's business model and decision making.

Jo is currently the Partnerships and PR Director at Naked Wines – a crowd-funded on-line wine business that sources exclusive wines from some of the world's most talented independent wine makers. She was drawn into the world of wine through her previous role of Sales Director at world acclaimed English Sparkling Wine producer, Nyetimber.



Jo previously spent 8 years enjoying the cut and thrust of FMCG sales, working for Unilever, Danone Dairies and innocent smoothies where she managed their largest Grocery account before moving into a strategic MS&P role. Jo achieved a 1st Class degree studying Food Marketing and Economics at the University of Reading, and is the proud holder of WSET Level 3 Advanced Certificate in Wines and Spirits.

15:30 Coffee

15:50 Barclaycard Case Study: The story of a big business embracing content

Lucy Wren, Head of Social Media, Barclaycard Europe

The story of a big business embracing content. This presentation will look at the implications of moving from a comms to a content focus for Barclaycard. We will look at why are we doing it, what the impact has been on our operating model and how we are measuring success. The journey is nowhere near over for Barclaycard but the presentation will cover the good, the bad and the ugly to date.



Lucy leads consumer social media for Barclaycard in the UK and rest of Europe. She previously managed brand and comms in the company's US business unit, and has marketing and analytics experience in the retail and petrochemical sectors. Her principal focus at Barclaycard is creating social media strategies that build an emotional connection with customers. Successful campaigns under Lucy's leadership include: PayWag, ShopTalk and Contactless London.

@LucyMWren

16:20 It's good to talk (normally)

Ben Stockman, Social Media & Business Development Specialist, **Jon Morter**, Award-winning social media community specialist and speaker,

Social media activists Jon Morter (#RATM4XMAS, Condescending Corporate Brand) and Ben Stockman (Rage Against the Election, SXSELondon) explain how, with companies clamouring for attention amidst the online chatter, too many businesses forget to communicate normally - how does this reflect on their brand, what are they doing wrong and what should they do to fix it? What does social media 'done right' look like?



- Ben Stockman, Social media, marketing & business development manager & speaker with strong agency & technology experience.
- Superlative communicator & proficient copywriter.
- Managed online communities of over 1.6 million both at a national and global level.
- Founder of SXSE London, a charity digital and social media festival reaching an online audience of over 250,000 and now going into its second year.
- Creator of the highly successful "Lib Dem Rage" digital election campaign in May 2010, reaching an audience of over 166,000 participants & receiving national media coverage.
- Experienced at project management, business process improvement, event management.
- Accomplished trainer, highly experienced at business development, account & customer service management & adept at all forms of social media

@BenStockman

16:50 Chairman's summary followed by drinks party at the top of BT Tower

Upcoming Engage events



Employee and Customer Engagement Directors Forum

- 18th September 2014, London

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



Mobile Customer Engagement Directors Forum

- 9th October 2014, London

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



Customer Engagement in Telcos/Utilities Directors Forum

- 23rd October 2014, London

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



- 28th November 2014

Victoria Park Plaza Hotel, London

THE JOINED UP CUSTOMER EXPERIENCE EVENT



Webinars

• July 10th • September 4th • September 25th • October 16th • November 6th • December 4th



Peer Awards Ceremony 22nd September 2014

Waldorf Hilton London

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