

Time: **9:00am – 5:00pm**
Venue: **Blue Fin Venue, Blue Fin Building,
110 Southwark Street, London SE1 0SU**

For more information contact Nick Rust:
nick@engagecustomer.com and **+44 (0) 1932 506 301**
or visit our website: **www.engagecustomer.com**


engage
directors forum
www.engagecustomer.com
@engagecustomer
#EngageForums

Employee and Customer Engagement Forum

18 SEPTEMBER 2014

The correlation between highly engaged employees and customers who are similarly engaged is irrefutable. Study after study has proven there is a clear path from engaged employees to engaged customers to improved performance and profitability – and yet two in three employees remain disengaged.

This Directors Forum will lift the lid on the employee and customer engagement strategies that are making some organisations winners and where the links between employee and customer engagement are being leveraged to provide benefits to all stakeholders to gain competitive advantage.



Agenda summary

- | | |
|--|--|
| 09:00 Welcome and opening remarks | 12:00 Transforming Customer Engagement: Don't just deliver experiences. Engage
Steven Thurlow, Head of Worldwide Product Strategy, Kana
Peter Wilson, Consultant, Verint |
| 09:05 Opening Keynote
How the best engage employees and customers
Peter Flade, Managing Partner, Gallup | 12:30 Case Study: LV=
Colleagues At The Heart Of Our Organisation
Nicola Dunning, Senior Multi-Site Manager, LV= |
| 09:40 Case Study: Mint Digital
Why taking a Silicon Valley - style approach will become increasingly prevalent across the workplace
Andy Bell, Founder, Mint Digital | 13:00 Lunch |
| 10:10 Case Study: BSKyB
Colleague and Customer Planning
Grant Holden, WFM Manager, BSKyB | 14:00 Panel Debate
Steve Hurst, Forum Chairman, Editorial Director, Engage Customer |
| 10:40 Case Study: Reed Smith LLP
Creating learning and leadership opportunities outside the classroom to maximise engagement amongst Generation Y
Nigel Spencer, Global Director of Learning & Development, Reed Smith LLP (Peer Awards Winner) | 15:00 Case Study: Calyx
Engaged staff are the key to contented customers
Steve Clark, CEO, Calyx |
| 11:10 Coffee | 15:30 Coffee |
| 11:30 Case Study: Nationwide
Embracing the changing needs of customers
Heather Mustafa, People Insight & Advocacy Manager, Nationwide | 15:50 Linking Employee Engagement and Customer Experience Feedback
Paul Barnes, UK Managing Director, Questback |
| | 16:20 Progress Report from Engage for Success
Francis Goss, Director Trustee, Engage for Success Foundation |
| | 16:50 Chairman's summary followed by networking drinks |

Sponsors

KANA.
A VERINT. Company

NICE

nunWOOD
experience excellence

questback

VERINT.

09:00 Welcome and opening remarks

09:05 Opening Keynote

How the best engage employees and customers

Peter Flade, Managing Partner, Gallup

Peter will share war stories from his 15 years in the trenches working with companies to engage employees and customers. Many leaders recognise that employee engagement is an important driver of customer loyalty, yet only 17% of UK workers are engaged and more than a quarter feel miserable about their jobs. Happily there are exceptions: What do these great employers do that others don't? And how have they put their house in order by removing internal barriers that impede both employee and customer engagement?



Peter is a member of Gallup's executive committee and oversees the European region. Peter works closely with client leadership teams to improve levels of employee and customer engagement. He has published articles in this arena and is regularly asked to facilitate sessions at leadership conferences. Peter is a visiting associate professor at HEC Paris.

Prior to joining Gallup in 1999, Peter worked in retail management for the Dixons Group. He holds relevant degrees from Kent, LSE and TRIUM.

09:40 Case Study: Mint Digital

Why taking a Silicon Valley - style approach will become increasingly prevalent across the workplace

Andy Bell, Founder, Mint Digital

Mint has some unusual policies around employee engagement. There are no fixed hours: staff can work where they want, when they want. Everyone is encouraged to start their own business (and no one can stop them). Interns are hired because they have skills that don't exist within the company (and always get paid). Andy explores how these policies fit together, why they are key to fostering innovation and why this Silicon Valley-style approach will become increasingly prevalent across the workplace.



Andy is the founder and, until recently, chief creative officer at digital product development studio Mint Digital. Mint's clients include Tesco, vInspired and Channel 4. Mint also launches its own web businesses, including StickyGram (acquired by PhotoBox), Picklive (acquired by Soccer Millions), DeskBeers and Boomf. Andy has a first class degree in Economics and has a Masters in Computer Science.

10:10 Case Study: BSKyB

Colleague and Customer Planning

Grant Holden, WFM Manager, BSKyB

Sky has been leveraging NICE Workforce Management for several years as an enabler for change throughout the organization. Find out how putting people at the heart of everything they do is supporting SKY's long term strategic goal of offering the best service in the country.



As a resource planning specialist for over 14 years, Grant has held roles spanning all areas of the discipline. Sectors include travel, technology, retail, finance, telecommunications, utilities and media. Grant's experience includes implementing planning technologies and having an active role on product design boards and communities for most of the main workforce management tools on the market.

Passionate about making things simple and straightforward, Grant uses insight and technology to improve work-life balance, employee experience and the customer interaction.

10:40 Case Study: Reed Smith LLP

Creating learning and leadership opportunities outside the classroom to maximise engagement amongst Generation Y

Nigel Spencer, Global Director of Learning & Development, Reed Smith LLP (Peer Awards Winner)

This session will present a case study of how learning and development activities can be used to enhance employee engagement, in particular focusing on practical learning opportunities outside the classroom which help to on-board and engage new employees with the business they are joining and its customer base.



Dr Nigel Spencer is the Global Head of Learning & Development at Reed Smith and is responsible for designing and implementing the firm's learning and development strategy. An accredited executive coach, Nigel creates learning programmes to enhance the engagement and development of the lawyers and staff across the firm.

Nigel also works to design and deliver client learning programmes as part of the Reed Smith University.

Over the last 5 years Nigel has created a number of innovative learning programmes at two different law firms to enhance the engagement of early career stage lawyers, and has incorporated practical learning experiences into these courses such as placements at clients. He has developed a number of programmes to focus on leadership development and won awards for various coaching and mentoring initiatives as part of these learning and engagement programmes.

Previously, Nigel was at PwC for 8 years and formerly was a Senior Research Fellow at Oxford where he carried out postdoctoral research into themes including hierarchy, cultural change and group dynamics.

11:10 Coffee

11:30 Case Study: Nationwide

Embracing the changing needs of customers

Heather Mustafa, People Insight & Advocacy Manager, Nationwide

An insight in to the impact of new innovation such as Nationwide Now and community activity and how this then drives improvements in customer satisfaction and employee engagement.



Nationwide is a great place to work with values and ethos aligned very much to my own. This has meant that from joining in 1993 in to what was then our new call centre Nationwide Direct, I have had some amazing opportunities and built up experience, working predominantly with our operational channels in a number of business disciplines,

including strategy, savings, project management, communications and for the past few years employee engagement. Moving in to employee engagement has ignited a passion and belief that creating the right environment where people can thrive, leads seamlessly to putting customers at the heart of what we do whether they are internal or external.

12:00 Transforming Customer Engagement: Don't just deliver experiences. Engage

Steven Thurlow, Head of Worldwide Product Strategy, Kana
Peter Wilson, Consultant, Verint

Each of your customers is unique... their needs, how they communicate, what they expect. Find out how to uncover those differences and deliver truly personalised engagement that grows customer loyalty and increases your revenue.



Steven is responsible for KANA's product strategy and works across many functions to find innovative solutions that challenge the CRM landscape. Steven joined the company in 1994 and prior to his present post was the CTO for Ciboodle (now part of KANA Enterprise).

In his early days he ran the Research and Development team for five years. Steven holds a MEng in Microelectronics and Software engineering from Newcastle Upon Tyne University.



Peter is an experienced consultant; focused on establishing solutions that ensure the voice of the customer forms an important part of strategy development within organizations. Peter is a strategic thinker who enjoys problem solving and can articulate solutions to all levels of corporate personnel; he passionate about understanding the true Voice of the Customer and delivering cross functional solutions that facilitate this.

Peter is a charismatic and entertaining speaker, focusing on audience participation and has delivered many keynote speeches and presentations at seminars and conferences across various industries. Prior to joining Verint, Peter has worked in the Analytics space for over 15 years, covering most verticals, with a particular penchant for Telcos and Financial services. Peter enjoys building long term relationships with the customers he engages.

12:30 Case Study: LV=
Colleagues At The Heart Of Our Organisation
 Nicola Dunning, Senior Multi-Site Manager, LV=

No matter how big your contact centre, how many channels are included in it, or what your operating capacity could be, these facts mean nothing without the drive and support of your contact centre employees. Given that your frontline colleagues are the building block of your contact centre delivery, we'll be kicking off the conference with a dissection of how LV= are making great things happen, through the power of people.

- Assessing your employee engagement
- Understanding what creates employee engagement in order to plan your strategy for an engaged workforce
- Examining the correlative relationship between an engaged workforce and engaged customers to achieve the ultimate customer experience and drive optimum profits
- Maintaining this engagement to ensure customer experience remains consistent for continued development and company Success



Nicola has worked for LV= for over 24 years, and has both led and witnessed huge transformation within the General Insurance business. Our LV Car Insurance has risen from 12th to 2nd largest and overall is the UK's most Trusted insurer by YouGov. Nicola is part of the Operations Executive, with specific responsibility for LV's Customer Service and First Notification of Loss Departments. She is rightly proud that the latest UKCSI benchmark placed LV top in its Industry and 14th overall from over 200 hundred companies.

Nicola has an enthusiasm and a passion for customers, people and especially their engagement. Over the last 7 years Nicola has been the lead on Engagement for the whole Business, and has driven considerable results during this time, securing LV's place as a high performing organisation. Nicola's expertise has helped significantly change the culture and strategic direction of LV through leadership of her people, which generated ideas to reduce failure and leakage and has led to significantly increased customer satisfaction at lower cost and with improved morale.

13:00 Lunch

14:00 Panel Debate
 Steve Hurst, Forum Chairman, Editorial Director, Engage Customer



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.

15:00 Case Study: Calyx
Engaged staff are the key to contented customers
 Steve Clark, CEO, Calyx

Using his own company, Calyx, as a case study, CEO Steve Clark looks at the importance of having an engaged workforce as a key part of any customer engagement strategy – and why businesses who don't take staff engagement seriously are setting themselves up to fail.



As Calyx CEO, Steve has more than 16 years of operational delivery and commercial management experience within the IT and Telecommunications industries. He has a passion for service excellence and believes that exceptional customer service is a prerequisite for business success. At Calyx Managed Services the ambition is simple: for stakeholders (customers, employees, partners and investors) to be proud of their involvement with the company.

15:30 Coffee

15:50 Linking Employee Engagement and Customer Experience Feedback
 Paul Barnes, UK Managing Director, Questback

The fact that employee engagement has a direct impact on customer experience is common sense. The way in which this relationship works has also been well documented in many studies, perhaps most famously in the Harvard Service: Profit chain. So why do so few companies still operate with these two sources of feedback in complete silos? QuestBack has been at the forefront of Enterprise Feedback Management for 14 years and during that time has helped many leading companies, such as HSBC, RSA, Lufthansa & Rovio both with siloed approaches and with integrated ones. Paul Barnes will illustrate the benefits that can be realised through a joined up approach by looking at some case studies and will share the results of a recent survey showing how organisations view this topic and the barriers they face in achieving integrated insight.



Fast growth technology entrepreneur / director, currently building the UK business of Questback. We help our customers gain competitive advantage by centralising feedback from customers, employees and market research into a single hub. Feedback becomes insight and insight becomes actions that drive competitive advantage.

16:20 Progress Report from Engage for Success
 Francis Goss, Director Trustee, Engage for Success Foundation

Francis will provide an update on Engage for Success and detail how you can get involved.



Francis is a Director Trustee of the Engage for Success Foundation and a member of the UK's Employee Engagement Taskforce. Engage for Success (EfS) is a movement committed to raising the profile of employee engagement across the UK and shining a light on best practice.

EfS provides evidence and case studies, supporting people in the workplace with practical tools and ideas to take action. We aim to inspire people to get involved in our movement by facilitating access to likeminded communities, experts and leaders. Francis is also Commercial Director at Grass Roots, working with organisations in the design and delivery of employee engagement solutions including employee recognition, communication, benefits and learning. Francis holds an Honours Degree in Law, Diploma in Employee Motivation and has addressed audiences on the topic of engagement including The House of Commons and the Hellenic Institute of Customer Service.

16:50 Chairman's summary followed by networking drinks

Forum Sponsor Profiles

NICE®

NICE Systems (NASDAQ: NICE), is the worldwide leader of intent-based solutions that capture and analyse interactions and transactions, realize intent, and extract and leverage insights to deliver impact in real time. Driven by cross-channel and multi-sensor analytics, NICE solutions enable organizations to improve business performance, increase operational efficiency, prevent financial crime, ensure compliance, and enhance safety and security.

For more information:

W: www.nice.com

T: 0845 200 1000

E: nice.emea@nice.com

nunwood

experience excellence

Nunwood helps businesses create consistently brilliant customer experiences. Our approach is uniquely 'full-service'. This means we join up customer strategy, experience measurement, feedback technology and frontline training. By connecting the dots, our clients delight their customers more frequently and achieve their commercial goals more easily. To create brilliant results, we work hard to understand what 'brilliant' means. Our 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.

For more information:

Tim Knight

W: www.nunwood.com

T: 0845 3720101

E: timknight@nunwood.com

VERINT®

KANA.

A VERINT Company

Verint® Systems Inc. (NASDAQ: VRNT) is a global leader in Actionable Intelligence® solutions for customer engagement optimisation, security intelligence, and fraud, risk and compliance. Over 10,000 organizations in over 180 countries use Verint solutions to improve enterprise performance.

For more information:

W: www.verint.com

T: +44(0)1932839500

E: info.emea@verint.com

questback

QuestBack online surveys and managed feedback solutions empower companies to make smarter decisions, transform customer and employee experience and get ahead of the market.

For more information:

W: www.questback.com/uk

T: 0207 403 3900

E: post.uk@questback.com

CUSTOMER ENGAGEMENT SUMMIT 2014

28 NOVEMBER, VICTORIA PLAZA, LONDON
THE JOINED UP CUSTOMER EXPERIENCE EVENT

Register



ENGAGE WITH OVER 40 SPEAKERS,
PLENARY KEYNOTES, 2 STREAMS,
NEW ROUNDTABLE PROGRAMME,
DRINKS PARTY AND 500 DELEGATES

For more information please contact: Nick Rust

nick@engagecustomer.com

T: 01932 506301

M: 07968 416007

Engage now at:



www.engagecustomer.com

@engagecustomer