



23
SEP 2016
LONDON

CUSTOMER ENGAGEMENT TRANSFORMATION DIRECTORS FORUM

Our customers, their expectations, their journey, and the ways in which they interact with organisations have changed almost beyond recognition over the past few years. Organisations must also transform if they are to thrive in this Brave New Customer World.

AGENDA SUMMARY:

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| <p>08:15 REGISTRATION & COFFEE</p> <p>09:00 GUEST CHAIR'S INTRODUCTION
Martin Hill-Wilson, Founder, Brainfood Consulting</p> <p>09:10 OPENING KEYNOTE: FIVE STEPS TO CUSTOMER EXPERIENCE TRANSFORMATION
Ed Thompson, VP & Analyst, Gartner Research</p> <p>09:40 LLOYDS BANKING GROUP CASE STUDY: BUILDING THE BEST TEAM TO REVOLUTIONISE THE CUSTOMER EXPERIENCE
David Littlechild, Head of Culture & Engagement, Lloyds Banking Group</p> <p>10:05 TRANSFORMATIONAL CHANGE... SERIOUSLY?
Phil Durand, Director, Customer Experience Management, Confrimit</p> <p>10:30 TRANSPORT FOR LONDON CUSTOMER EXPERIENCE CASE STUDY: OYSTER AND CONTACTLESS PAYMENT
Mike Tuckett, Head of Transformation Delivery, Transport For London</p> <p>10:55 COFFEE & NETWORKING BREAK</p> <p>11:15 THE FUNDAMENTAL STEPS TO TRANSFORMATION
Chris McIlduff, Managing Director, Ember Services</p> <p>11:40 SONY CASE STUDY: CUSTOMER CENTRICITY AT SONY COMPUTER ENTERTAINMENT EUROPE
Sabine Vanin, Senior Manager CRM and Digital Analytics, Sony Computer Entertainment Group</p> <p>12:05 IMPROVING CUSTOMER EXPERIENCE – THE 4 PILLARS OF CUSTOMER CENTRICITY
Nick Hague, Chairman, B2B International</p> <p>12:30 WHAT DOES CUSTOMER ENGAGEMENT ACTUALLY MEAN?
Adrian Swinscoe, Consultant, Rare Business</p> | <p>12:55 LUNCH & ROUNDTABLE SESSIONS WELCOME TO ATTEND
SESSION 1: How do you Effectively Measure Customer Experience?
SESSION 2: Customer Focused Business Transformation</p> <p>14:00 PANEL DEBATE</p> <p>14:35 GOOGLE CASE STUDY: CUSTOMER ENGAGEMENT THROUGH DIGITAL TRANSFORMATION: THE SUCCESS STORIES
Eric Haddad, Managing Director, Google For Work, EMEA, Google</p> <p>15:00 ATOM BANK CASE STUDY: THE FUTURE OF BANKING
Michael Sherwood, Head of Customer Experience, Atom Bank</p> <p>15:25 RS COMPONENTS CASE STUDY: CONNECTING VOICE OF THE CUSTOMER WITH CULTURAL CHANGE & BUSINESS TRANSFORMATION
Paula McKillen, Head of Customer Experience & Kathy McCallum, Customer Experience Lead, RS Components</p> <p>15:50 COFFEE & NETWORKING BREAK</p> <p>16:10 TOM CRIDLAND: A CASE STUDY IN MARKETING WITH LITERALLY NO BUDGET
Tom Cridland, CEO, Tom Cridland</p> <p>16:35 GREAT WESTERN RAILWAY CASE STUDY: FROM RAIL SPEAK TO REAL SPEAK
Janneke Dobben, Customer Experience Manager, Great Western Railway & Neil Martin, Co-Founder and Creative Director, The First Word</p> <p>17:00 GUEST CHAIR'S CLOSING REMARKS
Martin Hill-Wilson, Founder, Brainfood Consulting</p> <p>17:05 DRINKS & NETWORKING</p> |
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08.15 REGISTRATION & COFFEE

09.00

GUEST CHAIR'S INTRODUCTION

Martin Hill-Wilson, Founder, Brainfood Consulting



Martin Hill-Wilson

Martin is a leading customer engagement and digital business strategist. Also an author and international keynote speaker. Working under my own brand, Brainfood Consulting, I design masterclasses and transformational change helping clients evolve their social and digital capabilities. Current topics include omni-channel design, proactive, low effort customer experience, social customer service and customer hubs. All themed around service innovation.

09.10

OPENING KEYNOTE: FIVE STEPS TO CUSTOMER EXPERIENCE TRANSFORMATION

Ed Thompson, VP & Analyst, Gartner Research



Ed Thompson

The customer experience is at the top of the CEO, CMO, CIO and sales and customer service agendas yet only a minority of organisations have a Chief Customer Officer to coordinate the initiative. The range of projects that can be used to improve customer satisfaction, loyalty and advocacy is wide and getting wider. This session looks at the most common steps Gartner sees organisations taking to improve the customer experience.

Ed Thompson is a VP and Distinguished Analyst in Gartner Research. He is the research leader for the Customer Experience Management and CRM Strategy and Execution topics. He researches customer experience, CRM strategy, CRM implementation and CRM service providers. He has been at Gartner for 21 years and been researching customer related topics for 17 years. Prior to Gartner he worked at a strategy consultancy and before that at Data Sciences, a systems integrator. He has a degree in Economics from Portsmouth Polytechnic and a Diploma in Marketing.

09.40

LLOYDS BANKING GROUP CASE STUDY: BUILDING THE BEST TEAM TO REVOLUTIONISE THE CUSTOMER EXPERIENCE

David Littlechild, Head of Culture & Engagement, Lloyds Banking Group



David Littlechild

The vision for Lloyds Banking Group is to be the best bank for customers. The bank recognises that this will only be achieved by building the best team; where colleagues are inspired, engaged and enabled to deliver for their customers. The bank has made a step change in the way leaders respond to engagement survey data and connect with colleagues to support action planning and improvement to support Lloyds Banking Group's vision.

In this session you will hear Lloyds Banking Group's initiatives to offer every colleague the opportunity to share their views and help shape the future of their business, including:

- Evolving our approach to employee engagement from transactional to transformational.
- Using information from their annual surveys to support team conversations and inform action planning and follow-up.
- Using the High Performance Engagement Model to improve colleague engagement, enablement to build the best team and achieve their vision to be the best bank for customers.

Lloyds Banking Group is the largest financial services group in the UK and employs over 90,000 colleagues. The Group plays an important role in supporting the UK economy and their brands include some of the biggest names on the UK's high streets such as the Halifax, Lloyds Bank and Bank of Scotland. David is currently the Head of the Culture & Engagement Centre of Expertise, where he works closely with the Group's Senior Executive team to identify and develop strategic interventions which support the Group's vision and strategy and drive organisational performance.

10.05

TRANSFORMATIONAL CHANGE... SERIOUSLY?

Phil Durand, Director, Customer Experience Management, Confrimit



Phil Durand

Transformational Change, a worthy goal indeed! But what does it mean and how do you deliver on it based on feedback from customers, employees and partners?

In this session, Phil Durand, Director, Customer Experience Management at Confrimit, explains the 5 pillars of transformational change, and some top tips of making it a reality. He also illustrates these points through some tried and tested examples to help you increase your chances of making a positive difference, and bring about long-lasting change in your organisation.

Phil has worked in customer experience measurement for twenty years. In his role at Confrimit, he works closely with customers to help define and design global Voice of the Customer programmes that deliver business change. He firmly believes that insight is only important when a business focuses on what it means, why it matters – and crucially – what they're going to do about it. His real enthusiasm has always been for the creation of engaging programmes that motivate a business to improve. This is about creating a competitive advantage while staying true to the customer voices heard. He has taken roles on both the agency and client-side, developing and managing large, multi-national programmes across a range of industries including travel & tourism, automotive, utilities, finance and telecoms.

10.30

TRANSPORT FOR LONDON CUSTOMER EXPERIENCE CASE STUDY: OYSTER AND CONTACTLESS PAYMENT

Mike Tuckett, Head of Transformation Delivery, Transport For London



Mike Tuckett

Virtually every resident, worker or visitor to London is a customer of TfL. Our role in London is broad and varied, which means we touch the lives of millions of people every day in different ways. Unlike many companies who aim their products and services at a particular type of person, TfL is a public service with a duty to meet the needs of everyone making a journey in the diverse city of London. This includes all demographic groups, some of whom, like disabled people, face additional challenges when travelling in London. Mike will be talking about the contactless and Oyster card payment system and how the initiative has made life a whole lot easier for Londoners, with customer satisfaction rates reflecting this.

Mike has worked for Transport for London since 1990, and on ticketing / payments since 1998. He worked from 1998-2006 on the introduction of Oyster, then from 2006-2010 led the extension of Oyster to the London Train Operating Companies, making Oyster the fully interoperable service it is today. Most recently, he was the senior Project Sponsor for the launch and initial operation of contactless / mobile payments on TfL services, a world-leading service transformation based on the principles of making life easier for Londoners.

10.55

COFFEE & NETWORKING BREAK

11.15

THE FUNDAMENTAL STEPS TO TRANSFORMATION

Chris Mcilduff, Managing Director, Ember Services

As customer management specialists we help leading brands develop strategies and find answers to difficult questions with fresh insights; and then help define, prioritise and

deliver the steps to answer these through transformation. Using real life examples, we will share with you the fundamental steps to transformation, and bring this to life with our experiences in delivering success for our clients.



Chris Mcilduff

Chris is MD of Ember Services the leading Customer Engagement and Analytics Consultancy. In his role at Ember Chris is responsible for delivering the right outcomes for Ember's clients whether they be considering how and why to transform, or in the delivery of the transformation. With a background in technology, customer operations and commercial roles, Chris has led teams in delivering transformation for more than 15 years.

11.40

SONY CASE STUDY: CUSTOMER CENTRICITY AT SONY COMPUTER ENTERTAINMENT EUROPE

Sabine Vanin, Senior Manager CRM and Digital Analytics, Sony Computer Entertainment Group

PlayStation's vision for PS4 is to put the players at the heart of everything. Customer Centricity has been the driving force for CRM at SONY Computer Entertainment Europe.

In this session you will hear how SONY Computer Entertainment Europe rose to the challenge to adapt to the expectations of our players and to meet the demands of the business that has transformed from being a manufacturer and distributor to one of Europe's leading digital gaming Stores.



Sabine Vanin

I am a strategic CRM and digital marketing specialist with 15 years' experience in managing complex data flows to deliver high volume email programmes and improving marketing campaign performance.

Experience in driving digital transformation across email, marketing automation and web. Confident leader and passionate about building, managing and growing teams towards digital transformation. Experienced with the latest digital technology and big data infrastructures.

12.05

IMPROVING CUSTOMER EXPERIENCE – THE 4 PILLARS OF CUSTOMER CENTRICITY

Nick Hague, Chairman, B2B International

It is self-evident that companies should try to satisfy their customers; they are the lifeblood of any organisation. Therefore companies either thrive, survive or go to the wall depending on how good they are at attracting new customers and more importantly, hanging on to them. The growing trend to switch focus from customer service to customer experience management and customer loyalty is a smart one and has certainly gripped the b2b sector over the last couple of years. Nick Hague will talk about how B2B International have helped their clients to measure, track and improve their customers experiences over time to deliver bottom line growth, with the added insight of worked examples along the way.



Nick Hague

Nick started life as a geologist. Working out what is going on under the ground from a small number of clues on the surface proved to be excellent training for life as a market researcher.

Nick Hague is a founder and director of B2B International, a specialist global business-to-business market research consultancy. With a particular passion for customer satisfaction and loyalty, Nick has more than a decade's experience of helping clients across every industry sector and geography imaginable to measure and improve the satisfaction, loyalty and overall experiences of their customers.

Nick, a SOCAP-recognised Customer Experience Master Practitioner, is co-author of best-selling industry textbook Market Research in Practice which is now in its 3rd edition. As a regular writer on marketing issues, Nick has had numerous articles and white papers on customer satisfaction appear in publications such as Marketing Week and The Growing Business Handbook.

12.30

WHAT DOES CUSTOMER ENGAGEMENT ACTUALLY MEAN?

Adrian Swinscoe, Consultant, Rare Business

Ask ten different people what customer engagement means and you'll probably get ten different answers. Therefore, via a series of case studies featuring firms like Ryanair, Carhartt, Siemens, HP and Swisscom, Adrian will explore what customer engagement means for them and provide clues as to what how firms can get more out of their own engagement efforts.



Adrian Swinscoe

Adrian Swinscoe is a consultant and adviser to a number of firms helping them improve their customer and client experience. His clients range from large publicly quoted organisations to fast-growing, entrepreneurial firms.

He's a huge fan of organisations that do great things for their customers and enjoys using research, stories and human insights to help create change and better results for his clients. He will be publishing a book: How To Wow with Pearson in Apr/May 2016 that will be full of practical tips, inspiring insights and interviews with a wide range of leaders and entrepreneurs on how to deliver a world-class customer and employee experience.

12.55

LUNCH & ROUNDTABLE SESSIONS

ROUNDTABLE SESSION 1: HOW DO YOU EFFECTIVELY MEASURE CUSTOMER EXPERIENCE?

Ram Kamp, Customer Success Director & **Neil Whitaker**, Solution Sales Manager, NICE

Customer Experience is the new competitive battlefield according to Gartner (2015), so how battle ready are you?

Understanding the customer journey is critical to optimising customer experience and when understood in its entirety brings to the surface opportunities to optimise not only the customer experience but also operational efficiency. Global research conducted by NICE & Boston Consulting Group highlighted the disparity between how companies think their customers engage and the reality. On average companies thought their customers used an average of 4 channels on a regular basis, customers were actually using closer to 6 channels, with 1/3rd using 7 or more.

How do you connect all of these interactions to present the bigger picture and identify which journeys to focus on to improve the experience? Alongside this growth in engagement channels is the rising demands of customers who want their experiences to be personalised, efficient and consistent regardless of when and how they choose to engage. In this roundtable we will discuss how successful companies connect transactions and interactions to transform Customer Experience measurement from a post transactional process into a proactive engagement model using journey visualisation, root cause analysis and real time predictive analytics.

WELCOME TO ATTEND

ROUNDTABLE SESSION 2: CUSTOMER FOCUSED BUSINESS TRANSFORMATION

Jason Pye, Regional Sales Director & **Sean Harris**, Head of Marketing, Digital & CRM, SugarCRM

Today's customer is more educated and connected than ever before. With seemingly endless choices, and unfettered access to information from peers and other sources – standing out in the market is harder than ever. And lowering prices is not always a winning strategy.

So, how can you attract and retain more customers in this new world of business? How can you get started building a customer-centric organisation that consistently creates extraordinary customer relationships?

Join this discussion to discover the steps you need to put in place to make this a reality.

WELCOME TO ATTEND

14.00

PANEL DEBATE

14.35

GOOGLE CASE STUDY: CUSTOMER ENGAGEMENT THROUGH DIGITAL TRANSFORMATION: THE SUCCESS STORIES

Eric Haddad, Managing Director, Google For Work, EMEA, Google

A better customer engagement through digital transformation it's not just about technology. It starts with a true customer-centric approach, not only in your thinking but in everything you are doing: from your front office to your back office, in your market place as much as in your workplace.

Breaking silos, analysing data, redefining your business model, identifying new channels and ultimately increasing the customer engagement and lifetime value are crucial facets of digital transformation. Through various and concrete example, discover how some companies get it done right.



Eric Haddad

Eric Haddad joined Google on April 2011. Previously, he was Solutions Cloud Computing and Unified Communications Director at Microsoft. He also was successively Strategic Alliances Director and Sales Director for Telecom and Media segment in France and Europe. He started his career at IBM, and became Channel Sales Director at Sun Microsystems (Oracle) and Sales Director for Telecom, Media and High Tech sector at BEA Systems (Oracle). Eric Haddad is an engineer, graduated from Polytech Orleans and N7 Toulouse. He entered EM Lyon, where he obtained an MBA. In 2006, Eric followed the Kellogg School of Management Advanced Executive Program in Chicago.

15.00

ATOM BANK CASE STUDY: THE FUTURE OF BANKING

Michael Sherwood, Head of Customer Experience, Atom Bank

Atom is the UK's first truly digital bank.

It's innovative, low cost and customer obsessed.

Michael will talk through the bank's journey to date, its overall philosophy and the core ingredients required to deliver industry disrupting CX.



Michael Sherwood

Award winning business leader and change agent with 16 years experience in the start up, expansion and stabilisation of large contact centre based organisations. Extensive experience sponsoring and delivering tactical and strategic change programmes to improve customer service, operational performance and business profitability.

15.25

RS COMPONENTS CASE STUDY: CONNECTING VOICE OF THE CUSTOMER WITH CULTURAL CHANGE & BUSINESS TRANSFORMATION

Paula Mckillen, Head of Customer Experience & Kathy McCallum, Customer Experience Lead, RS Components

Is your current Voice of the Customer programme about research and pushing insight into your business? Do you put equal emphasis on encouraging a mind-set change so that everyone in your business acts on your Voice of the Customer programme?

Is the most important goal within your business the NPS score as it is a Strategic KPI? We will take you on our Journey from implementing VOC to Taking action as a Customer First business, including business principles and tools deployed along the way.



Paula Mckillen

Paula is the Head of Customer Experience Development at RS Components. Responsible for leading the implementation of improvement initiatives to the customer journey, embedding the brand experience at every customer touchpoint and influencing a customer culture mind-set and attitude. Prior to this Paula has spent many years in customer facing leadership roles in several organisations, both B2B & B2C. Her passion is Customer, People, Culture.



Kathy McCallum

Kathy is a CX Lead at RS Components. A change agent inside the company, using intelligence to drive a focus on meeting the wants and needs of customers. Kathy's expertise is in delivering transformational change, influencing and creating a persistent cultural focus on the customer and instilling a common language and mind-set. Kathy's career experience is Project Management, Sales & Customer Service Leadership and Customer experience.

15.50

COFFEE & NETWORKING BREAK

16.10

TOM CRIDLAND: A CASE STUDY IN MARKETING WITH LITERALLY NO BUDGET

Tom Cridland, CEO, Tom Cridland

How I got my fashion start-up, Tom Cridland, major international press coverage in 6 months with zero marketing budget and turned it into a well established brand with customers on six continents. The Tom Cridland is best known as the designer of The 30 Year Sweatshirt and has been featured in everything from the BBC to The Times to CBS to The Atlantic.



Tom Cridland

Tom Cridland is a 25 year old designer with an eponymous international sustainable fashion brand, with customers on five continents.

The 30 Year Sweatshirt, Tom Cridland's signature product, is also a sustainable fashion project in the form of a luxury sweatshirt that is so well made he backs it with a 30 Year Guarantee. The campaign encourages people to think about how they consume fashion and is leading a fashion industry trend to protecting our natural resources by making durable clothing.

16.35

GREAT WESTERN RAILWAY CASE STUDY: FROM RAIL SPEAK TO REAL SPEAK

Janneke Dobben, Customer Experience Manager, Great Western Railway & Neil Martin, Co-Founder and Creative Director, The First Word

Janneke Dobben from Great Western Railway and Neil Martin from First Word will be sharing with you their journey to transform the way GWR speaks to their customers – from the old First Great Western days of jargon-riddled rail speak to a new, more human, approach fit for GWR.

Starting with a complete rewrite of the materials at their contact centre, the task soon ballooned across the whole customer journey – eventually providing a catalyst to change the internal voice and way the company spoke to its employees.



Janneke Dobben

Janneke Dobben gained a First in History from the University of Nottingham in 2010 before joining FirstGroup as an HR graduate trainee. She eventually moved into customer experience at FirstGroup and then joined Great Western Railway as a Customer Experience Manager in 2015, where she's currently enjoying the challenge of building a customer-centric culture.



Neil Martin

Over the last ten years Neil's helped brands like British Airways, Sainsbury's and EDF Energy to create a distinctive tone of voice. He's also trained everyone from CEOs to customer service teams to banish blah, bull and bunkum from their writing and replace it with real personality.

17.00

GUEST CHAIR'S CLOSING REMARKS

Martin Hill-Wilson, Founder, Brainfood Consulting

17.05

DRINKS & NETWORKING