

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

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[www.customerengagementnetwork.com](http://www.customerengagementnetwork.com)



# Voice of the Customer

14th February 2013, London

Customers are playing an increasingly important strategic role in the development of organisations' services and products across channels and the Voice Of the Customer is critical to the development of customer engagement strategies. Strategies around customer feedback and feeding back on feedback, closing the feedback loop, are business critical issues.

This Directors Forum will examine the key challenges and issues facing customer experience leaders that are impacting feedback, and Voice of The Customer strategies as customers increasingly become a central part of the development of engagement strategies.



## Agenda Summary:

- 9:30 **Welcome**
- 9:35 **Keynote: 'Understanding and measuring the value of customer emotion in VOC'**  
**Qaalfa Dibehehi**, COO, Beyond Philosophy
- 10:10 **Wells Fargo Bank, Case Study: The link between Customer Engagement and revenue Growth**  
**Jay Freeman**, Senior Advisor, Gallup, former Exec VP Wells Fargo Bank
- 10:40 **Lebara Case Study: European Call Centre of the Year, 2012**  
**Matt Kemp**, Director of Customer Services, Lebara  
**Anija Obmann**, Head of Training and Quality, Lebara
- 11:10 Coffee
- 11:30 **Voice of the football fan Case Study: Why no one wants their ashes spread around a Tesco Car Park. How football finally 'got' customer service**  
**Mark Bradley**, Founder, The Fan Experience Company
- 12:00 **London Olympics Case Study: Customer collaboration in the design and delivery of service experiences**  
**Alex Nisbett**, Customer experience and service design consultant
- 12:30 **British Gas, Case Study: "Noise or Knowledge?"**  
**Charles Breslin**, Head of Customer Service, British Gas
- 13:00 Lunch
- 14:00 **Panel debate: 'What winning VOC strategies are needed in a fast changing customer world'**  
**Steve Hurst**, Forum Chairman, Editorial Director, Customer Engagement Network  
Panel: **Steve Hurst, Anija Obmann, Charles Breslin, Alex Nisbett, Qaalfa Dibehehi, Jay Freeman, Matt Kemp**
- 15:00 **Move People with Twitter - case studies**  
**Dara Nasr**, Director, Twitter, former Head of YouTube, Twitter
- 15:30 Coffee
- 15:45 **The voice of the 'internal customer'**  
**Andrew Cocks**, Former Senior Employee Engagement Specialist, HSBC, Questback consultant
- 16:20 **Customer Engagement Awards in association with the Peer Awards**  
**Stephen Citron**, Director, The Peer Awards
- 16:40 **Forum Summary, followed by drinks and networking**



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# Employee and Customer Engagement

5th December 2012, London

**9:30** **Welcome James Rapinac**, Director, Gallup and **Steve Hurst**, Chairman

**9:35** **Keynote: 'Understanding and measuring the value of customer emotion in VOC'**

**Qaalfa Dibeahi**, COO, Beyond Philosophy

'Using a series of case study examples Qaalfa Dibeahi investigates emotion in VOC including':

- VOC should include investigation of emotional engagement. While many of us understand the logic for doing so, is there a business case for it? This session outlines an answer.
- Objectives:
- To appreciate an approach to understanding customer emotion and how it links with business value
- To understand to what degree emotional engagement adds to business value

*Qaalfa Dibeahi is chief operating and consulting officer of Beyond Philosophy™, a pioneering global customer experience consultancy with offices in London and Atlanta.*

*Qaalfa is a customer-centric business transformation specialist with more than 20 years of expertise in the customer experience space, which have earned him numerous industry accolades. He is a sought-after confidant of board level executives in a variety of industries ranging from pharmaceuticals, telecommunication to financial services, non-profits to healthcare. He is particularly adept at the peculiarities of customer strategy in developing markets and geographies. In addition, he helped develop an assessment tool that won the 2003 CRM Innovation of the Year award.*

*Focusing on helping organizations balance their commercial and service obligations, Qaalfa has held senior consumer and strategic consulting roles with a variety of organizations, including Fulcrum Analytics, Schering-Plough Pharmaceuticals and Citibank. Earlier, he worked for the city of New York, where he oversaw medical, physical and psychological occupational health standards. Qaalfa started his career as a research neuroscientist.*



Qaalfa Dibeahi

**10:10** **Wells Fargo Bank, Case Study: The link between Customer Engagement and revenue Growth**

**Jay Freeman**, Senior Advisor, Gallup, former Exec VP Wells Fargo Bank

The financial promise of cultivating your customers' engagement is greater revenue, but this doesn't just happen. There are specific steps designed to translate improved customer engagement and loyalty into increased purchase behaviour and enhanced customer longevity. Jay will draw upon examples in financial services and other industries to show how companies have used customer feedback to drive revenue growth.

*Jay Freeman is a Senior Advisor to Gallup. He brings his expertise in financial services and retail banking and experience as a Gallup client to Gallup and its clients, advising them on strategies to deepen customer relationships and increase market share and profitability.*

*For the past 12 years, Jay led Sales & Service Development (SSD) within Wells Fargo's Community Bank. Under his leadership, SSD reported and analyzed sales and service data and developed best practices, including the customer experience improvement program "11 Ways to WOW!" SSD also provided regional marketing support, coordinated learning and development, and developed strategic communications for Wells Fargo Community Bank. Wells Fargo is the leading retail bank in the United States. Guided by its vision and mission to satisfy all its customers' financial needs and help them succeed financially, the bank has seen its retail bank household cross-sell increase by 62% over the last decade.*

*He is currently serving a third term as Chairman of the Board of the Bank Administration Institute.*



Jay Freeman

**10:40** **Lebara Case Study: European Call Centre of the Year, 2012**

**Matt Kemp**, Director of Customer Services, Lebara  
**Anija Obmann**, Head of Training and Quality, Lebara

Lebara's customer services director discusses Lebara's award winning story on defining a brand by moving from service to experience

*Matt is the Director of Customer Services for Lebara, responsible for delivering exceptional experiences to over 3.5m customers in eight countries. By focusing on improving the loyalty and advocacy of both employees and customers he has led Lebara to win 13 prestigious customer service awards culminating in "Best Large Contact Centre" at the European Call Centre awards in 2012. He has over fifteen years experience in contact centre management across multiple industries, ranging in scale from 50 to 1000+ seats. During his four years at Lebara he has implemented a full transformation programme of both the culture and operation within Customer Services, successfully managing the integration of state-of-the-art Contact Centre technology and reporting suites.*



Matt Kemp

*Anija is the Head of Training and Quality for Lebara, and has eight years experience in Training and Development across global corporations. During her three years at Lebara she has been instrumental in designing and aligning the training and quality function to Lebara's customer experience, cultivating a cult-like culture that is focused purely on the experience. Through recruitment, cultural induction, training & development, social media and quality she has created initiatives that boost employee motivation. This has delivered innovative experiences to retain customers and staff resulting in three Customer Service Training Awards as well as 10 further Awards including "Best Large Contact Centre" at the European Call Centre awards in 2012.*



Anija Obmann

**11:10** Coffee

**11:30** **Voice of the football fan Case Study: Why no one wants their ashes spread around a Tesco Car Park. How football finally 'got' customer service**  
**Mark Bradley**, Founder, The Fan Experience Company

What connects a fan to his or her team is stronger than any 'brand', but sports clubs often only rely on winning and / or discounting as their preferred growth strategy. So what happens when a Club wakes up to this and starts to deliver an experience designed around their supporters' deepest motivations? Mark Bradley tells the story of Fan Engagement in the UK.

*Mark Bradley is the founder of The Fan Experience Company. He helps the sports industry develop a customer perspective and by promoting engagement with fans and other stakeholders.*

*A former lead assessor for the UK's Unisys / Management Today Service Excellence Awards, The Fan Experience Company's philosophy is based on the simple premise of using the external perspective as a force for change. By using the real motivations, expectations and experiences of potential, existing and lapsed sports fans as a catalyst for understanding, change and improvement, clubs, leagues and associations are achieving sustainable growth.*

*The Football League's Family Excellence Awards, developed by the Fan Experience Company and aimed at helping clubs attract and retain more family groups, saw a 12% increase in attendances in its first three years of operation (c2 million people). One club has taken its family season ticket holder base from 500 to 7000 as a direct result of participation in the scheme, while Mark's work with other fan segments has led to one club achieving a 15% year on year increase in attendance by visiting supporters (without being promoted).*



Mark Bradley

**12:00 London Olympics Case Study: Customer collaboration in the design and delivery of service experiences**

**Alex Nisbett**, Customer experience and service design consultant

In this talk Alex will explain the different methods leading organisations are utilising to engage with customers in the design, delivery and ongoing improvement of their services. Using examples from many industries including travel, communications, health, media and the London 2012 Olympic and Paralympic Games, Alex will demonstrate the benefits of a user-centred approach and the value it brings for customers and businesses alike.

*Alex is a customer experience and service designer working at the intersection of business and design to generate value and improve peoples' lives through design thinking and its application.*

*His expertise lies in designing highly participatory services and award-winning experiences; where brands and their audiences create and build meaningful relationships and generate sustainable, mutual value.*

*Alex trained originally as a graphic designer and has over 20 years experience in traditional communications, branding, live events, digital relationship marketing and service design; developing customer-centred strategies, innovations and capabilities for the BBC, Mercedes-Benz, ANA (the Portuguese Airport Authority), LOCOG (The London 2012 Olympic and Paralympic Games) IKEA, P&G, T-Mobile, V&A, Virgin Atlantic, SK Telecom and Vodafone.*



Alex Nisbett

**12:30 British Gas, Case Study: "Noise or Knowledge?"**

**Charles Breslin**, Head of Customer Service, British Gas

A look at what customers are telling us, what we do with it and what we should do with it. How silence can be measured and what it means. Why do people contact us frequently and how much does our behaviour and language engender multiple contacts

*Charles worked in banking for over 20 years as well as being a key contributor in the early days of the contact centre industry. Charles won a number of Industry awards whilst at Churchill Insurance and in his time at Capita helped set up the BBC Information call centres. He won employer of the year whilst M.D. in Scotland and recently has picked up the Lifelong Learning award from Leeds University as well as being recognised for his innovative Charity work by Clarence House. In British Gas Charles introduced video agents as well as being the leading contributor to the ground breaking Prospero project.*



Charles Breslin

**13:00 Lunch**

**14:00 Panel debate: 'What winning VOC strategies are needed in a fast changing customer world'**

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

Panel: **Steve Hurst, Anija Obmann, Charles Breslin, Alex Nisbett, Qaalfa Dibehehi, Jay Freeman, Matt Kemp**

*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 is credited with developing the market leading Customer Strategy into the most authoritative and sought after vehicle in the sector.*

*Steve launched the Customer Engagement Network (formerly Customer Engagement Club) 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.*



Steve Hurst

**15:00 Move People with Twitter - case studies**

**Dara Nasr**, Director, Twitter, former Head of YouTube, Twitter

Twitter can help build brands' campaign further and faster. Dara will discuss the benefits of transmedia and real time planning to engage with customers demonstrating the effect of the platform with case studies.

*Dara joined Twitter in November 2012 as Head of Agency Sales. He previously worked at Google for 5 years where he has most recently overseen key agency relationships for YouTube and Display which led to significant revenue growth. Prior to Google, Dara worked in the TV media market, leading teams initially at Flextech Television and later Eurosport. He is married with two girls, lives in Beaconsfield, plays golf badly, cycles slowly and is addicted to TV boxsets.*



Dara Nasr

**15:30 Coffee**

**15:45 The voice of the 'internal customer'**

**Andrew Cocks**, Former Senior Employee Engagement Specialist, HSBC, Questback consultant

With organisations increasingly listening to the 'voice of the internal customer' and deriving greater value from their employee engagement research, now is the time to question current models and methods. Andrew will discuss how recent developments in customer research point to a future of flexible, integrated and cost-effective strategic research all driven by cutting edge technology

*Andrew Cocks is an MSc qualified assessment psychologist and has worked exclusively in the area of employee engagement and organisational development for over 12 years. During this time he has managed a large number of global employee engagement programmes, often involving hundreds of thousands of employees. Having managed all aspects of both qualitative and quantitative employee research from methodological and survey design to data analysis and action planning, he is comfortable working at all levels having facilitated numerous board-level presentations and workshops. Andrew was most recently responsible for HSBC's global employee engagement programme and prior to this his roles included European Head of Employee Engagement for Watson Wyatt and Head of Employee Engagement at the Department for Transport.*



Andrew Cocks

**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

**16:40 Forum Summary, followed by drinks and networking**



# Directors Forums - Programme for 2013:

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.

- **February 14th** Voice of the Customer
- **March 20th** Customer Engagement in the Retail Sector
- **April 24th** B2B Customer Engagement
- **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 7th** Social Media Customer Engagement
- **October 24th** Omni Channel Customer Engagement
- Customer Engagement Summit: **November 25th**



The only joined-up customer experience event to drive customer and employee engagement solutions, performance and profitability.

From the organisers of the hugely successful Directors Forums series and the Customer Engagement Network a Summit providing customer engagement and employee engagement insights and profitable solutions across all channels



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