

Time: 9:30am – 5:00pm  
Venue: The Hatton, 51-53 Hatton Garden, EC1N 8HN London

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# Mobile Customer Engagement

23rd May 2013, London

The rise and rise of mobile customer engagement has been instrumental in changing the whole face of customer relationships. Today's customer has more power, a greater say in how an organisation designs its products and services and is more likely to take the opportunity to have their say.

This Directors Forum will examine the issues, challenges and opportunities around mobile customer engagement and how savvy organisations are working with this burgeoning channel to market to gain competitive advantage.



## Agenda Summary:

- 8:45 Registration, tea and coffee
- 9:30 Welcome
- 9:35 **Opening Keynote: Mapping the mobile customer engagement opportunity**  
Ross Sleight, Chief Strategy Officer, Somo
- 10:10 **giff gaff Case Study: giffgaff run by you**  
Claire Kavanagh, Head of Loyalty, giffgaff
- 10:40 **Mobile Customer care: is it more than just an App?**  
Conrad Simpson, Director, Interactive Intelligence
- 11:10 Coffee
- 11:30 **Perfecting Mobile Customer Engagement through App Prototyping**  
Kieran Bourke, Managing Director, Mobext
- 12:00 **Business value of mobile for customer engagement programmes**  
Miguel Ramos, Subject Matter Expert, Mobile Solutions, Confront
- 12:30 **Customer Engagement Awards in association with the Peer Awards**  
Stephen Citron, Director, The Peer Awards
- 13:00 Lunch
- 14:00 **Panel debate with Steve Hurst**  
Steve Hurst, Forum Chairman, Editorial Director, Customer Engagement Network
- 15:00 **Imagine, Mobile Marketing Simplified**  
Pratick Thakrar, Founder, Imagine Mobile
- 15:30 Coffee
- 15:50 **Mobile - the glue which helps deliver connected customer experiences**  
Alex Meisl, Chairman, Sponge
- 16:20 **Around the world in 80 apps - The next big things in mobile & tablets**  
Morris Pentel, CEO, Customer Experience Foundation
- 16:50 **Chairman's Forum Summary, followed by drinks and networking**



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# Mobile Customer Engagement

23rd May 2013, London

## 9:30 Welcome

### 9:35 Opening Keynote: Mapping the mobile customer engagement opportunity Ross Sleight, Chief Strategy Officer, Somo

Mobile has quickly grown to become one of the key platforms for customer engagement. Naturally, this growth has presented a wealth of opportunities for businesses to interact and grow profitable relationships with customers. But the key question is which of these opportunities should be progressed and prioritised within an organisation?

*Respected throughout the digital industry for the breadth of his experience, his foresight and vision, and the quality of his strategic thinking, Ross is without doubt the Professor of Mobile! He has over 20 years' experience in digital media with 5 years focused on mobile. As Somo's CSO, Ross advises global brands such as Red Bull, Audi and Universal Music on how to harness the potential of mobile technologies.*



Ross Sleight

*He was one of the founders of Virgin Games and has been called upon to advise 10 Downing Street and the Department for Culture, Media and Sport on interactive media development. He has created award-winning digital strategies for clients including Reuters, Sony, British Airways and The Independent. Ross has been a founding member of six digital businesses throughout the last 15 years. Ross is an expert in consumer behaviour, mobile usage and changes in the market. He has been a judge in all the major creative and effectiveness awards in digital marketing and a frequent a keynote speaker at global industry conferences and events.*

### 10:10 giff gaff Case Study: giffgaff run by you Claire Kavanagh, Head of Loyalty, giffgaff

Claire will deliver an overview of giffgaff's unique business model and how it involves its members in all areas of the business. She will touch on the three key challenges around mobile and social customer service, the importance of trust, changing expectations and measuring quality.

*Claire has worked in the telecommunications industry for over 10 years working in Marketing Campaign and Loyalty roles at T-Mobile UK, Ad funded MVNO Blyk, and currently Head of Loyalty at giffgaff, responsible for communications, member get member acquisition, customer service, community, rewards and retention.*



Claire Kavanagh

*giffgaff is UK's only completely online mobile company which is "run by" its members. giffgaff's unique business model works on being able to offer members great value as customer service costs are low and most of the marketing is done via word of mouth. Members help other members, co-create (building apps, marketing material etc), bring other members on board - and are rewarded for their efforts.*

### 10:40 Mobile Customer care: is it more than just an App? Conrad Simpson, Director, Interactive Intelligence

As many organisations reach out to mobile platforms to extend their customer care strategy Conrad will take us through real world examples of customer care delivery on a mobile platform. For many of these organisations mobile has become yet another channel demanded by an ever more savvy customer community.

As we consider how to engage, organisations are trying to ensure that mobile isn't an isolated communications channel but an embedded element of a true multi-channel customer approach. Using these real world examples Conrad will illustrate successful strategies and help illuminate where the challenges are in successful mobile strategies.

*As a veteran of the customer care industry Conrad has seen customer care evolve from its earliest beginnings to the complex environment of*

*today. Primarily focussed in the highly regulated Financial Services and Mobile sectors he has helped many businesses (large and small) design and deliver their customer care strategies. Described as a practitioner rather than a theorist his current role at Interactive Intelligence is primarily helping his customers manage unnecessary complexity and cost as they face the new challenges in customer care such as social networks, multimedia and cloud computing based approaches.*



Conrad Simpson

## 11:10 Coffee

### 11:30 Perfecting Mobile Customer Engagement through App Prototyping Kieran Bourke, Managing Director, Mobext

Today mobile Apps are seen as an excellent means to engage customers. After all, the Google Play store contains 700,000 Apps and the Apple App store over 775,000 Apps, with 40 billion downloads of iOS Apps to date (20 billion in 2012!). However, there are real challenges to successful customer engagement with Apps. The average smartphone user downloads just 2.5 apps per month. Only 5% of Apps are in use a month after downloading and only 20% of users return to an App after it is downloaded. Kieran Bourke, Managing Director at Mobext, the mobile division of Havas, will explain how 'prototyping' can help to ensure brands remain meaningful within a colossal App ecosystem. He will be show examples of App 'prototypes' developed for major brand clients and explain the prototyping process he uses to ensure App usage and customer engagement is optimised.

*Kieran founded the first mobile marketing agency in Europe in 2000 and has developed mobile marketing strategies for some of the largest brand owners in the world from Procter & Gamble to Diageo to Sara Lee. He was also responsible for the introduction of television voting via mobile, helping to launch the first ever mobile voting mechanic for Granada TV's 'Popstars', followed by the BBC's 'Joy of Text' and then 'American Idol'. Kieran is currently MD at Mobext, the world's largest mobile advertising agency network and part of the Havas Digital network.*



Kieran Bourke

### 12:00 Business value of mobile for customer engagement programmes Miguel Ramos, Subject Matter Expert, Mobile Solutions, Confirmit

Participants will gain a new appreciation for the mobile industry and its current and future role in fostering customer engagement. We will run through the case study of a Multinational Consumer Corporation, and describe how mobile technologies can be used to capture data and report on findings, in order to help improve customer experience and sales. We will also share the wonderfully deep insights that can be delivered through a mobile implementation as part of your VoC multi-channel strategy. We will share best practices, dispel myths and show how recently introduced features, such as GPS tracking, photo/video capture and playback, increase the depth of data in a meaningful and measurable way. We will help you identify the opportunities in mobile and overcome challenges in managing the mountains of unstructured data that you can now collect. A purposeful mobile strategy as part of a VoC programme is the conscious design for a mobile environment where technological features are maximised for your and your clients' benefit, thereby delivering on the true promise of mobile.

*Miguel recently joined Confirmit as Subject Matter Expert for mobile-related solutions for Voice of the Customer and Market Research. He benefits from extensive international experience in mobile technologies, quality assurance, infrastructure and cloud technology strategy design and implementation.*



Miguel Ramos

**12:30 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.*



**Stephen Citron**

*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.*

**13:00 Lunch**

**14:00 Panel debate with Steve Hurst**

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

*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 Hurst**

*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.*

**15:00 Imagine, Mobile Marketing Simplified**

**Pratck Thakrar**, Founder, Imagine Mobile

During the presentation Pratck will demonstrate examples of how they have worked with clients to engage campaign target audiences via the mobile channel. Examples will include Rich media executions to Augmented reality. In addition, Pratck will discuss how clients are able to simplify mobile marketing and take the risk out of test and learn environments.

*Pratck founded Imagine Mobile in 2010 – a leading sales and marketing company for premium publishers and emerging technology. Since launch Imagine has run premium global campaigns for Samsung, Disney, Burberry, Dell to name a few. Pratck was previously the global digital lead at Mediaedge:cia for Sony Ericsson, where he launched the Xperia brand to the world. He also ran Ericsson and Fortis, along with other key clients. He was also global digital director at Starcom MediaVest charged with building UBS a new 3 year global digital communications Strategy.*



**Pratck Thakrar**

*He has also worked at News Corporation in advertising sales strategy and reinvigorated the publisher's interest in all things digital and began his career at ITV in the early 90's. In a Digital career spanning nearly 20 years, across 4 mediums and numerous markets, he offers invaluable experience and insight to clients who dare to differentiate their brand via digital channels.*

**15:30 Coffee**

**15:50 Mobile - the glue which helps deliver connected customer experiences**

**Alex Meisl**, Chairman, Sponge

Alex will focus on how a well-implemented mobile first approach is delivering loyal and long-term engaged customers for brands and retailers and will use examples from some of the largest retailers and fmcgs.

*A seasoned entrepreneur, Alex has been in the digital industry for 20 years, initially as CEO of Legion - Europe's largest IVR company. Alex co-founded Sponge in 2002. Sponge is the UK's most successful and longest established mobile agency working across Europe and the Middle East and Africa. Clients include Adidas, Autotrader, Barclays, Coca Cola, Dyson, McDonalds, Orange and Unilever. Sponge currently supplies mobile solutions to over half of the top 20 digital and creative agencies in the UK.*



**Alex Meisl**

*Alex has amassed a wealth of experience in direct response, communications and mobile services for agencies/brands, media groups and mobile operators. Alex is also UK Chairman of the Mobile Marketing Association*

**16:20 Around the world in 80 apps - The next big things in mobile & tablets**

**Morris Pentel**, CEO, Customer Experience Foundation

Is the future bright? A look at some of the latest trends in the mobile and tablet communication and use. This presentation brings together the impact of some of the very latest apps and websites that are having a big impact on the way consumers are using technology. From research over the past year we look at what is 36 months away from being normal behaviour for most of us.

*Morris Pentel BA(Hons) MBA DBA is a leading designer of customer experience and an expert in customer experience strategy. He runs one of the most respected consulting businesses in the uk with a track record based on successful work for some of the largest institutions in the world. He has been involved in the delivery of some of the most significant innovations in technology over the last 25 years winning a number of prizes. he has managed projects valued in hundreds of millions and been involved in a number of high profile service deliveries on a national scale.*



**Morris Pentel**

*He has hosted and spoken at numerous events and had many articles published across the world. he is regarded as a leading thinker in business science pioneering both the cost modelling of customer experience and the use of social media. He is the founder and current chairman of the customer experience foundation and is also the head of the institute of contact sciences and the contact foundation. He held the chair of business science at the institute of contact science and was professor of business science at UOC. He now runs the customer experience foundations education programme and is also a guest lecturer at several universities & other institutions like AIU in London.*

**16:50 Chairman's Forum Summary, followed by drinks and networking**

# Customer Engagement Network 2013 Events



## Directors Forums

- **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

November 25th Park Plaza, Victoria, London

<http://cesummit2013.eventbrite.co.uk>

The only joined-up customer experience event to drive customer and employee engagement solutions, performance and profitability. "Best Customer Service Event in 2012"

Register  
Now



## 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>**

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Customer Engagement Directors Forums and Summit are organised by  
[www.customerengagementnetwork.com](http://www.customerengagementnetwork.com)