

**directors forum**  
**MULTI CHANNEL**  
**CUSTOMER ENGAGEMENT**  
**29TH JUNE 2011 LONDON**  
[www.customerengagementclub.com](http://www.customerengagementclub.com)

**Date:** Wednesday 29th June, 2011  
**Time:** 9:30am – 5:00pm  
**Venue:** Gallup Consulting, The Adelphi,  
 1-11 John Adam Street,  
 London WC2N 6HS

**'How to deliver consistent customer experience across all channels, online, offline, social and mobile for competitive advantage'**

**Speakers include:**

**Case study: BSKyB: Wendy Schratz,**  
 Director of e-experience, BSKyB

**Paul Blunden,** CEO, Foviance, publishers of the  
 Multichannel Customer Engagement Report

**Pauline Cochrane,** Head of Partnerships, CCA

**Ed O'Boyle,** Global Practice Leader, Gallup Consulting

**Dr Nicola J. Millard,** Customer Experience,  
 Futurologist, BT

**Anthony Monger,** Digital Marketing & Loyalty  
 Consultant, Grass Roots

**Paul Turner,** International Director, Satmetrix

**Mike Murphy,** Head of Business Development,  
 Interactive Intelligence

**Delegates will learn:**

- How world class organisations are implementing successful multichannel customer engagement strategies
- How to gain a single view of customers across all channels and gain greater long term customer loyalty
- Where social and mobile channels can best be integrated into an overall customer engagement offering
- How to quantify the business benefits that accrue from an effective multichannel customer engagement strategy
- How to differentiate your organisation from the others through an engagement culture that links employees directly to customers

**Register**

REGISTER NOW <http://www.jotform.com/form/10764323485>

Or contact Chris Wood: [chris@ictcomms.com](mailto:chris@ictcomms.com) and +44 (0) 1932 341828

FREE TO ATTEND FOR SENIOR CUSTOMER ENGAGEMENT AND EMPLOYEE ENGAGEMENT PROFESSIONALS

**8:30** Registration and Coffee

**9:30** Welcome: James Rapinac, *Gallup Consulting*,  
Steve Hurst, *Customer Engagement Club*

**9:35** **Keynote - Multichannel customer experience - from consumers to clients**  
Paul Blunden, CEO, *Foviance*

Multichannel customer experience means different things to different people. This keynote presentation will consider how different stakeholders define the issue, with examples of how they approach solutions to the various challenges they encounter. The presentation will include real consumer examples from Foviance research practice as well as examples of what Foviance clients are doing.



Paul Blunden

*Paul became CEO of Foviance in 2003 having joined two years' previously when the company was founded. During the past 8 years he has led Foviance on a journey toward becoming the UK's premier multichannel customer experience consultancy.*

*Paul is a regular commentator on multichannel customer experience at conferences and in the media. He was also responsible for the publication of Foviance's first industry report about how businesses are developing and implementing strategies for multichannel customer experience.*

*Paul holds an MBA from Cranfield School of Management, a Diploma in Marketing from CIM and is a Chartered Member of the CIPD.*

**10:10** **Emotionally engaging customers in a multi-channel world**  
Ed O'Boyle, *Global Practice Leader, Gallup Consulting*

Engaging customers across multiple-channels requires focus on changing market conditions, behaviours and processes in order for companies to anticipate and respond to customer needs. Ed will look at how companies who optimise each customer touchpoint to align and improve the experience, are significantly outpacing their competitors in terms of growth.



Ed O'Boyle

*Ed O'Boyle is Global Practice Leader for the Brand and Customer Engagement practices at Gallup. He oversees strategic vision and drives innovation for these consulting practices worldwide. Since joining Gallup in 2006, O'Boyle's consulting insights have helped businesses around the world maximize their performance to drive growth and profitability.*

*O'Boyle brings a background of more than 18 years of brand and marketing experience to Gallup, having previously served in roles in brand management, strategic planning, and innovation. He has an extensive background in brand management and innovation leading marketing efforts while at Diageo, Capital One, and Frito-Lay. Since joining Gallup, O'Boyle has worked with key clients in the banking, hospitality, and*

*consumer packaged goods industries, and he has extensive expertise in supporting Gallup's business to business clients.*

**10:45** **Designing your customer experience programme in a complex multichannel environment**

Paul Turner, *Director International, Satmetrix*

Successfully embedding the voice of the customer in your organisations decisions making processes can be a catalyst for driving growth and enterprise wide-change. However many organisations fail to reap the benefits from their customer satisfaction or loyalty programmes. Paul will talk through common reasons that business struggle to build momentum and introduce some key components for achieving success. This will include a look at the complexities provided by multiple communication channels and how this can drive many companies to focus disproportionately on their internal operations rather than improving what really matters to customers.



Paul Turner

*Paul works with major clients helping them to establish and design outstanding customer experience management programmes. He has particular focus on the role that operational customer feedback systems play in enabling programme success. Over a 12 year career his track record includes working with many of*

*Europe's leading companies and in addition to Net Promoter and customer loyalty expertise he has extensive experience in customer relationship management and customer analytics. Paul has BA (Hons) from the University of Manchester.*

**11:20** Coffee

**11:45** **Multichannel communication strategy**  
Anthony Monger, *Solutions Development Manager, Digital Marketing & Loyalty, Grass Roots UK*

Having the technology is one thing, knowing how, when and why to use it is another. In this session, Anthony Monger from Grass Roots looks at how multichannel communications can drive customer engagement, and demonstrates the thinking behind choosing the right media for the right person at the right time - and with the right message. He looks at how multichannel communication works when blended with dynamic customer segmentation models and how "moment of truth" touchpoints can alter the customer journey to help drive acquisition, retention, growth, loyalty and advocacy.



Anthony Monger

*Anthony graduated with a degree in Management Sciences from Loughborough University in 2003, and has over 9 years' experience in digital marketing and communications including roles with Industry bodies, client companies and specialist digital agency experience.*

*He was a member of the Internet Advertising Bureau's 'E-Communications Council' and sat on the inaugural 'Social Media Council'. Both these Industry councils are tasked with disseminating best practice throughout the industry.*

Anthony has worked on and managed successful campaigns that span email, web, viral, and social media as well as integrated campaigns across off-line and online.

In his current role Anthony's job is to develop solutions for clients that encompass multiple communications touch points with a VWeb Marketing, Loyalty and eCRM focus.

**12:20 The Changing Face of Customer Contact**  
Pauline Cochrane, Head of Partnerships,  
Customer Contact Association (CCA)

Customer contact operations today are a complex blend of multi-channel operations, often distributed globally. This is a far cry from the simple first generation call centre which emerged in the late 1980's. Meeting the needs of a more challenging customer base during an increasingly uncertain economic climate creates a need for continual review of strategy and operations. Pauline will explore the key drivers of change in today's contact centre market, key trends being seen and how these will impact on how service is delivered in the future.



Pauline has worked with CCA, the leading independent authority on contact centre strategies and operations, for over 12 years across all different parts of the business. Her main focus now is delivering CCA's leading events programme across the UK and working with key partners to build a robust and futures-focused research programme.

Previously she has worked in various marketing and business development roles in government led telephone helpines, outsourcing and also had a successful freelance marketing business before joining CCA as a member of the senior management team.

**12:55 Lunch**

**13:55 Panel Debate**  
What organisations need to deliver consistent experience across all channels, online, offline, social and mobile for competitive advantage.  
Paul Blunden, Ed O'Boyle, Paul Tuner,  
Anthony Monger, Pauline Cochrane, Steve Hurst

**15:00 How customers are choosing the service channel**  
Mike Murphy, Head of Business Development,  
Interactive Intelligence

Mike will incorporate case study examples to illustrate how customers are expecting more channel choice and how building separate contact silos is expensive and also fails to deliver great customer service. Mike says organisations need to rethink and re-design their complete contact strategy to cater for emerging channels and at the same time invest in their people



Mike Murphy heads up Business Development at Interactive Intelligence having joined them in Nov 2009 with a view to growing the UK business. He has 25 years of experience helping businesses to improve their customer experiences by implementing software.

Prior to Interactive Intelligence Mike was Sales Director at Aspect Software, a then leader in Unified Communications for the Contact Centre. Also Mike spent his early career years with Mitel Communications.

**15:35 Coffee**

**15:50 Case study: Moving from voice to digital - the importance of understanding your customers across channels**  
Wendy Schratz, Director of e-experience, BSKyB

Wendy will share the context of Sky's e initiative and headline the strategy to achieve a significant channel shift away from telephones and towards digital, bringing out the experience and learnings to date from starting to get into action. Wendy will talk about the customers perspective and how Sky see the channels performing complementary roles and the importance of having a cross channel view.



Wendy is responsible for designing and managing digital channels for customers to buy and manage their Sky services through, incorporating sky.com, engagement through social media, interactive tv and automated voice applications. Wendy's objective is to make Sky the leader in digital customer experience and to bring about a significant shift towards digital in the interaction channels that customers choose to use.

**16: 25 Clouds, Crowds and Autonomous Customers: Doing 'Business as Unusual'**  
Dr Nicola J. Millard,  
Customer Experience Futurologist, BT

Exploring the behaviour of a connected, smart and autonomous customer who is placing some unique demands on organisations that are serving them. How does customer service need to change in the face of these often challenging and informed customers?

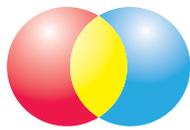


Dr Nicola Millard is a customer experience futurologist with BT. Despite working for a technology company, Nicola isn't actually a technologist and combines psychology with futurology to try and anticipate what might be lying around the corner for both customers and organisations (sadly, her crystal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

Scarily, Nicola has now worked for BT for 20 years. She has done a number of jobs around the BT business, including user interface design, customer service and business consulting.

Nicola likes nothing better than to challenge conventional business thinking; from how call centres are managed to the ways in which people work. She 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.

**17:00 Forum Close - Networking & Drinks**



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 Hotels: Discounted hotel accommodation - Swissôtel The Howard,  
 London (£160 per night) Tel: 020 7836 3555  
 and the Guoman Hotel Charing Cross ( £168)  
 Tel: 0871 376 9012 Please mention 'Gallup' when booking.

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For more information contact Chris Wood:  
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The Directors Forums are organised by  
 the Customer Engagement Club  
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