



## directors forum

# Customer Engagement Strategy & Measurement

3rd November 2011, London

### How to gain a robust insight into your customer operations and strategy for maximum return

The Customer Engagement Strategy and Measurement Directors Forum will look at the issues and challenges facing organisations operating in a multichannel environment - where obtaining a single view of the customer is an increasingly complex yet vital component of customer engagement strategy and measurement.



Time: **9:00am – 5:00pm**

Venue: **Gallup Consulting,  
The Adelphi,  
1-11 John Adam Street,  
London, WC2N 6HS**

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website: [www.customerengagementclub.com](http://www.customerengagementclub.com)

### Delegates will learn:

- How gaining a single customer view can enhance your engagement and measurement strategies
- How world class organisations are using engagement measurement and feedback to improve service and gain competitive advantage
- How to gain the customer insight and understanding needed in a multichannel environment
- How to differentiate your organisation from others through effective customer engagement and measurement strategies
- How to measure and quantify the business benefits that come from effective engagement and measurement strategies

### Speakers include:

- **Simon Russell**, Head of Multichannel, John Lewis (case study)
- **Julian Brewer**, UKRBB Digital, Head of Commercial, Barclays Bank (case study)
- **Michael Blastland**, BBC, Guardian, journalist and internationally renowned economist
- **John D'Arcy**, Practice Director, Analytics & Insight, Foviance
- **Marco Nink**, Strategic Consultant, Gallup Consulting
- **Dr Guy Fielding**, Director, horizon2
- **Helen Van Tonder**, Speech Applications Specialist, Verint Systems EMEA
- **Claire Sporton**, Director, Customer Experience Management, Confrimit

THE SERIES OF CUSTOMER ENGAGEMENT DIRECTORS FORUMS IS ORGANISED BY THE CUSTOMER ENGAGEMENT CLUB



8:30 Registration and Coffee

9:00 Welcome: James Rapinac, **Gallup Consulting**, Steve Hurst, **Customer Engagement Club**

9:05 **Keynote: Who needs a measurement strategy anyway?**  
John D'Arcy - Practice Director, **Analytics & Insight, Foviance**

John D'Arcy, Foviance's Practice Director for Analytics and Insight, will open proceedings by looking at some of the key challenges facing organisations as they get to grips with BIG data. John will explore some of the different types of data available, what it is useful for and show examples of how the use of measurement frameworks can advance customer engagement and experience strategy.



John has helped clients measure and optimise their marketing communications for over 15 years and is an authority on web analytics, data visualisation and statistical modelling. He has used techniques such as segmentation, targeting and econometric modelling to drive increases in Marketing ROI. John's client base covers the Media, Technology, Automotive, Financial, and FMCG industries.

John's analysis has been used for projects as diverse as developing the measurement strategy for Intel's online retail stores to the optimisation of Dell EMEA's CRM programme. His team are members of industry bodies such as the Market Research Society and the Web Analytics Association and are certified professionals in industry major web analytics technologies such as Webtrends, Google Analytics and Omniture.

9:50 **'How to emotionally engage your customers to get more of their business'**  
Marco Nink, **Strategic Consultant for Gallup Consulting**

'For customers feelings are fact and any metric that doesn't take account of human nature is fundamentally flawed. Emotionally connected customers deliver significantly enhanced business results - greater share of wallet, retention and referral rates - compared with their rationally satisfied counterparts. We will explore what steps organisations need to take to engage their customers and importantly, how you will know whether these efforts are paying off.'

10:30 Coffee

11:00 **Barclays case study: A framework to measure and engage the digital customer**  
Julian Brewer, **UKRBB Digital, Head of Commercial, Barclays Bank**

The presentation uses case studies to explore a framework to measure, optimise and engage customers on their path through Social to site engagement.

Julian Brewer born in Sevenoaks/UK in 1963. His early career was within Advertising Agencies where he worked on a various clients including Intel and Hewlett Packard across Europe moving into Digital in the mid 90's. He joined Barclays in 1998 and now Heads up Digital



Commercial for the UK bank. He lectures for the IDM on the Diploma in Digital Marketing and is a founding member of the IDM/IAB Digital Council in the UK. In 2005 he completed an MBA (distinction) from Greenwich University with a dissertation on 'process linkage to CRM data/IT Systems.'

11:40 **"John Lewis - Customer Engagement" case study**  
Simon Russell, **Head of Multichannel, John Lewis**

"How John Lewis engage their customers across channels to give the best service".



Simon joined John Lewis as a graduate from St Andrews University. His career at the company has focused on the business' operational management, including time as Managing Director of its Sheffield and Bluewater branches, and in January 2010 he took up his current position as head of John Lewis's multi-channel operation. In this role, Simon is responsible for the growth of John Lewis's rapidly-expanding online offer, ensuring that johnlewis.com is integrated into the company's existing retail business, and that customers experience a consistently high level of service, regardless of the channel they use to shop. Simon lives in Kent with his wife and seven year old daughter.

12: 20 **Do you know what your customers really think of you?**  
Helen Van Tonder, **Speech Applications Specialist, Verint Systems EMEA**

Are you listening to what your customers are saying - really listening? Maybe you review a small percentage of calls; maybe you've set up a Twitter search to pinpoint when somebody mentions your company name. But is that enough? If you're not monitoring the customer conversation across multiple media channels - voice, texts, emails, the web, social media, customer surveys and more - you're missing out on vital intelligence; intelligence that could help you streamline your processes, uncover causes of customer dissatisfaction, detect trends, prevent PR disasters and retain customers.

**We'll reveal**

- How to gather unstructured data from all these channels, join up all the points of customer interaction and analyse this data.
- How to uncover invaluable insight and use this analysis to identify and drive change initiatives.
- How you can take evidence you can act on to enhance decision making, shape your customer strategy and performance management to improve the Customer Experience and get ahead of your competitors.
- Why our customers wonder how they ever managed without it



Helen van Tonder works as a Speech Applications Specialist for Verint® Systems EMEA, and has a deep understanding of the business drivers, processes and technology approaches needed to drive successful Speech Analytics engagements. Helen joined Verint in 2004, and has built up an in-depth knowledge of speech analytics approaches, from its early deployments as an extension of quality monitoring through to today's more comprehensive Customer

# AGENDA

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Interaction Analytics solutions that provide customers with a unified perspective across all the channels customers use. Helen van Tonder brings extensive expertise in the financial services and utilities engagements to her role at Verint, having previously worked as an independent contact centre consultant supporting major outsourced contact programmes for leading organisations such as American Express, HP and AOL. Helen has worked in a broad variety of contact centre roles, starting her career as a customer service agent and team leader.

13:00 Lunch

14:00 **Panel Debate:**  
Steve Hurst, John D'Arcy, Helen Van Tonder,  
Simon Russell, Claire Sporton, Julian Brewer, James Rapinac

15:00 **Exploring the Elephant  
- stories from the front line**  
Claire Sporton - Director, Customer Experience  
Management, Confirmat

As we interact with our customers via more channels, their experience is built via numerous touchpoints and their opinions are influenced by more and more people. How can we build these individual experiences into a single accurate view and truly understand what our customers think? Looking at both multi channels, and across the customer journey, we will take a brief look at how some organisations are ensuring they are able to benefit from seeing a complete view of the customer rather than at just a sum of the parts.



Claire Sporton

Claire has recently joined Confirmat to head up the support they provide to organizations in ensuring their Voice of the Customer/CEM programs deliver true business change and return on investment.

Specialised in customer feedback for over 15 years, Claire has run her own programs in the Financial Services sector and more latterly with technology / consulting providers supporting a wide range of Fortune

500 companies improve customer experience through the effective use of feedback. Claire is passionate about getting feedback into the hands of people who can make a difference to both the end customer and of course the bottom line.

15:35 Coffee

15:50 **What does it take to Engage Customers?  
- Critical Factors in Customer Contact**  
Dr Guy Fielding, Director horizon2

At regular intervals contact centre pundits announce that there is a single "magic" ingredient that will engage customers and ensure success. Recent examples include First Contact Resolution, the Net Promoter Score, and Customer Effort.

In this presentation Guy Fielding, Director of Research and Development for horizon2, will argue that good customer experiences depend upon a combination of a number of different factors, with each one contributing something, and something different, to the mix. Supported by data from recent case studies, he will present an evidence-based strategy for maximising customer satisfaction and engagement.



Dr Guy Fielding

Dr. Guy Fielding is a founder and the R&D Director of horizon2, a leading UK Customer Contact consultancy. As a psychologist specialising in interpersonal and organisational communication he applies this expertise to helping organisations improve their communication with their customers, for instance in understanding, designing and implementing improved customer contact strategies and interactions.

He has delivered significant projects working with leading UK and multi-national companies, in industries such as utilities, telecoms, retail, media, IT, travel and transport, healthcare, financial services and insurance, as well as for government organisations such as Police forces (emergency and non-emergency calls) and Not-for-Profit organisations. He has published widely in academic, industry and professional journals, and is a frequent speaker at industry conferences and events.

16:25 **What's in a number? - the dangers of overinterpreting data**  
Michael Blastland, BBC, Guardian, journalist  
and internationally renowned economist

The language of business is numbers. Business leaders don't want to be swamped by them, but do need quick tools and instincts to interpret them, especially to know when they mislead. Michael will argue that one of the best and most neglected of these instincts is to know when you don't know, to see what the data doesn't tell you. Uncertainty, he says, is underrated. Over-interpreting data, believing it hard when it's soft, is dangerous but often encouraged - and responsible for some very big business mistakes. He'll describe the traps, the consequences, and tricks to do better



Michael Blastland

Michael Blastland devised the award-winning Radio 4 programme More or Less, about Numbers in public argument. He left the BBC after 17 years to co-write with Andrew Dilnot, former director of the Institute for Fiscal Studies, the best-selling guide to numbers in the news 'The Tiger that Isn't.' He writes a column about stats for the BBC website, is one of the presenters of Analysis on Radio 4, talks, teaches and advises in the public and private sector, and is currently writing a new

book about risk with David Spiegelhalter, Professor of the Public understanding of Risk at Cambridge University.

17:00 **Forum Summary**, Steve Hurst, Chairman  
followed by Networking & Drinks

## Employee Engagement and Customer Engagement, Directors Forum, 8th December, London

### 'How to forge the link between employee and customer engagement, performance and profitability'

Keynote - David Macleod, Other speakers include, Professor Katie Truss, Angela Baron (CIPD), LV= (case study), Gallup Consulting, Kia Motors (case study), Grass Roots, Aviva (case study) Free to attend for customer engagement/service and HR professionals

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Agenda subject to change and alteration for circumstances beyond the control of the organiser

