

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

For more information contact Chris Wood: [chris@ictcomms.com](mailto:chris@ictcomms.com)  
and +44 (0) 1932 341828 or visit our website:  
[www.customerengagementclub.com](http://www.customerengagementclub.com)



# Directors Forum on Customer Engagement in the Retail Sector

## 20th June 2012, London

The retail sector is in a state of flux. While the squeeze on consumer spending is having a largely detrimental impact on the High Street, online retail sales are continuing to enjoy strong growth. And while a number of well known retail brands have disappeared over the past couple of years, others are not only surviving but thriving as they adopt winning customer engagement strategies.

This Directors Forum will take a look at the key issues, challenges and trends in this fast moving and volatile industry sector. It will spotlight the developing dynamic in relationships between retailers and their customers in an increasingly multichannel environment, and how fundamental changes in consumer behaviour are impacting on retailers as they strive for sustainable success.



If you have any feedback about this event share it with us by sending a text message, starting with the word 'Engage' to 66099.'



### Delegates will learn:

- How world class retailers are deploying winning customer engagement strategies that are designed to engender consumer loyalty and greater wallet share
- The latest trends in consumer behaviour and how retailers are having to adapt their offerings in a multichannel retail environment
- How the rise and rise of online retailing is impacting the High Street and the strategies retailers are deploying to make the best of both worlds
- How social and mobile customer engagement technologies and initiatives are impacting on the retail sector in an age where customers trust their peers more than brands
- The commercial benefits that come from adopting a joined-up approach to retailing through giving consumers the choice they demand in how they purchase and the channels they choose to make those purchases

### Agenda Summary:

- 8:15 Registration and Coffee  
9:00 **Welcome**  
9:05 **Keynote - Professor Moira Clark**, Head of Marketing, Henley Business School  
9:40 **John Fleming** - Gallup Chief Scientist for Customer Engagement  
10:15 **Case Study: Andy Dingwall** - Customer Insight Manager, Screwfix **James Westlake** - VP, Business Development, Confrimit  
10:50 Coffee  
11:05 **Richard Anson** - Founder, Reevo  
11:40 **Lisa Byfield-Green** - Retail Analyst, Planet Retail  
12.25 **Conrad Simpson** - Director, Interactive Intelligence  
13.00 Lunch  
14.00 **Panel Debate**  
15.00 **Richard Sedley** - Commercial Director, Foviance & **Amanda Squires**  
15.35 Coffee  
15.50 **Case Study: Jo Moran** - Head of Customer Service Marks & Spencer  
16:25 **Matthew Hopkinson** - Director Local Data Company  
17:00 **Forum Summary: Steve Hurst** - Chairman, followed by Networking and Drinks

HOST PARTNER

GALLUP



SPONSORS



# Directors Forum Customer Engagement in the Retail Sector

20th June 2012, London

8:15 Registration and Coffee

9:00 **Welcome, James Rapinac**, Director of Client Development, Gallup and **Steve Hurst**, Forum Chairman

9:05 **Keynote - Effortless Engagement - Are you Working Your Retail Customers Too Hard**

**Professor Moira Clark**, Head of Marketing, Henley Business School

Effortless engagement or 'making it easy to be a customer' is where the real fight for competitive advantage can be found. This session will focus on:

- What do we mean by customer effort?
- Understanding the different types of customer effort
- How to map out the customer effort journey
- How to build customer loyalty by adopting low-customer effort approaches

*Moira Clark is Professor of Strategic Marketing at Henley Business School, Head of Marketing and Reputation as well as Director of The Henley Centre for Customer Management. She is a leading expert in the area of Strategic Customer Management. She has researched and published widely on the subject of Customer Management, Customer Experience, CRM, Service Excellence, Social Networking, Customer Retention and Internal Marketing. She has worked extensively in the area of culture and climate, its impact on retention and loyalty and the critical linkages between employee behaviour and customer retention. Moira serves as a consultant and advisor to major UK and international blue chip companies. She is a frequent keynote speaker at many public and in-company seminars and conferences around the world.*



Moira Clark

9:40 **Human Nature at Work: Applying Behavioural Economics to Drive Growth and Profitability in the Retail Sector.**

**John Fleming** - Gallup Chief Scientist for Customer Engagement

We believe that the next big institution of leadership – the next management discipline - will involve developing new sets of leadership initiatives around principles of behavioural economics because the gains to be found are more colossal than in any other area. Gallup's HumanSigma approach to measuring and managing the employee-customer encounter is one such initiative that retailers can use to drive high performance.

*John Fleming, Ph.D., joined Gallup in 1993. He is co-author of the book HumanSigma: Managing the Employee-Customer Encounter (Gallup Press, October, 2007) and co-authored an article on HumanSigma in the Harvard Business Review (July/August, 2005).*



John Fleming

*John was instrumental in the development of Gallup's CE11 customer engagement programme. He is Chief Scientist for Gallup's Customer Engagement and HumanSigma practices, which set worldwide standards for Gallup's brand measurement and customer engagement management applications.*

10:15 **Case Study: The Screwfix Experience: Customer and Employee Journeys**

**Andy Dingwall** - Customer Insight Manager, Screwfix  
**James Westlake** - VP, Business Development, Confinity

Screwfix will present details of their customer experience journey and will share their story from the goals that drove the programme, to the learnings they've derived and technology that has underpinned the programme's success. They will also explain how their employee engagement programme has enabled the company to use employee feedback to add another dimension and to drive change.

***James Westlake** - James has spent 10 years working with organisations to develop multi-channel customer experience, feedback and Voice of the Customer programmes. Working with clients across sectors, James has a wealth of experience in working with corporate executives to improve business performance through effective feedback programmes that retain and grow customers, drive tangible benefits to employees, and streamline process efficiencies.*



James Westlake

***Andy Dingwall** - Andy has considerable experience in the analysis and interpretation of customer feedback data. In his role at Screwfix, he is responsible for ensuring the delivery of timely, relevant and actionable customer insight to the business in order to drive decision making. He analyses the Screwfix Trackers and customer panels, ensuring that regular trend analysis, as well as an ad-hoc survey function is available for all key stakeholders across the company, and works closely with those stakeholders to ensure the information delivered meets their needs.*

10:50 Coffee

11:05 **How Social Engagement Strategies Drive Retail Sales**

**Richard Anson** - Founder, Reevo

Consumers now expect a seamless and transparent relationship with Brands and Retailers across all touch points, whilst the importance of peer to peer referrals and recommendations continues to grow. Using case studies and insights gained from across 150 brands and retailers, Richard will show how businesses are using social content (for example customer reviews) and consumer community solutions to increase customer engagement, driving sales and building customer loyalty.

*Richard is passionate about the power of social commerce. Prior to founding Reevo, Richard was a senior strategy consultant at KPMG covering the technology, media and telecoms space; interim Head of Group Planning at Orange, covering 22 countries; and part of the small deals team managing investments of up to £5 million at 3i. He has a PhD and MBA from the Cranfield School of Management*



Richard Anson

11:40 **Global Multi-Channel Trends and the rise of Amazon**

**Lisa Byfield-Green** - Retail Analyst, Planet Retail

Lisa will look at the changing face of the consumer, the rise of new technology and the knock-on effect this is having in store. For the second part of the presentation Lisa will focus on the phenomenal growth of pureplay e-commerce retailer Amazon, its strategy and why Planet Retail believes it will be among the top 3 global retailers by 2016.

Lisa Byfield-Green is a Retail Analyst, based in London and specialising in the Leisure & Entertainment sector. Lisa is a regular contributor to television, radio and print media and a sought-after speaker at conferences. She has published several recent reports for Planet Retail on Leisure & Entertainment retail trends, e-commerce, and social media and has specialist knowledge of e-commerce giant Amazon. Prior to joining Planet Retail, Lisa worked as a global researcher for a leading retail publication. She has also worked in the IT sector. Lisa holds a BA Honours in Modern Languages and European Studies from the University of Bath.



Lisa Byfield-Green

12.25 **Technology solutions for retail customer engagement strategies**

**Conrad Simpson** - Director, Interactive Intelligence

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 focused 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

13.00 Lunch

14.00 **Panel Debate: 'What is the future for customer engagement in the Retail Sector?'**

15.00 **Customer Centric Retail: Nine Lessons from the Digital Frontline**

**Richard Sedley** - Commercial Director, Foviance  
**Amanda Squires**

Using examples from contemporary retailers Richard and Amanda will share some of the secret they have learnt from over 15 years of Etail experience.

Richard is Commercial Director for Foviance one of the world's leading cross-channel customer experience consultancies, where he helps lead the company's strategy, marketing and customer relationship team. Before joining Foviance he spent 11 years at the digital agency cScape as Customer Engagement Director where he ran the Customer Engagement Unit and established the Annual Online Customer Engagement Survey Report, now in its fifth year.



Richard Sedley

15.35 Coffee

15.50 **Case Study: Customer Engagement Across Channels: One Brand..., One Experience?**

**Jo Moran** - Head of Customer Service Marks & Spencer

At M&S we serve 21 million customers a week in our retail stores and 2 million in our Food Franchise stores; we deal with 4 million contacts per

year through our contact centres via letter, phone, email and social media; and deliver with our partners into 1 million customers homes each year. So is each experience the same? The simple answer is no as each customer, channel and interaction are different: what matters is appropriateness but defining that and delivering it is a challenge which requires companies to be In Touch with their customers whatever their point of contact with the brand.

During her 22 years experience with Marks & Spencer, Jo has progressed through a varied range of roles including store management, franchise arrangements and overseas operations, change management programmes and, most latterly, customer service across all channels for the M&S UK operation.



Jo Moran

In her position as Head of Customer Service, she played a fundamental role in driving the recovery of the brand's service proposition under the leadership of Stuart Rose. Her remit currently ranges from defining the standards of service the company wants to give its customers across all its shopping channels and points of contact for customers, to engaging colleagues on the importance of service through to measuring the results and acting upon them.

Jo's current focus is on planning and executing the customer experience across the entire organisation with the objective of defining and implementing a plan that delivers an appropriate brand customer experience whatever the contact with the company.

16:25 **'The physical and virtual contact points in customer engagement.'**

**Matthew Hopkinson** - Director Local Data Company

Matthew will take a detailed look at how the physical shopping channels are changing and how as a result the sense of 'place' is changing. Vacancy rates and occupancy profiles of towns are changing faster than ever before as the omni-channel environment takes hold. For many retailers a turning point has been reached where growth and profitability of online sales is growing considerably faster than in store but the two have greater success in parallel than in isolation. It is consumers and technology that is driving this change, which is a first for the retail industry.

After an MA (Hons) in Politics and International Relations at Aberdeen University, Matthew joined the army, where he worked as an infantry officer and finally as an instructor at the Commando Training Centre Royal Marines.

In 2008 Matthew joined Local Data Company (LDC) as its first 'non-founding' Director. At LDC Matthew has led the growth of the company's revenues to 52% (CAGR – 5 years) along with developing the data insight and collection side of the business, which has resulted in winning high profile clients such as the John Lewis Partnership, HSBC, Facebook, Tesco, PwC, O2 and Experian. Most recently he has pioneered the delivery of Data Visualisation into the retail and leisure sectors. His reports and commentary regularly appear in the national, local and industry press and he is a regular contributor to the BBC, ITV and Bloomberg news outlets.



Matthew Hopkinson

17:00 **Forum Summary: Steve Hurst** - Chairman, followed by drinks and networking



## Upcoming Directors Forums

### Multichannel Customer Engagement Directors Forum

#### September 26, 2012



FREE TO ATTEND FOR  
CUSTOMER ENGAGEMENT  
PROFESSIONALS

**Register**

Our customers are operating across an ever proliferating range of channels be they online, offline, social or mobile, and organisations need to make their products and services available across these channels. They need to be where their customers are and provide them with a seamless customer experience whatever the channel of delivery. This Directors Forum will examine the challenges and opportunities around multichannel customer engagement. It will identify winning strategies for organisations who are taking an holistic view of their customers in what is being increasingly viewed as an 'omnichannel' customer engagement environment.

#### Delegates will learn

- How world class organisations are implementing successful multichannel customer engagement strategies
- How to gain a single view of customers in an 'omnichannel' environment and win greater customer retention and long term customer loyalty as customer behaviour and expectations change
- Where social and mobile channels can be most effectively integrated onto an overall holistic customer engagement offering
- How to measure and quantify the business benefits that accrue from an effective multichannel customer engagement offering
- How to differentiate your organisation from competitors through an engagement culture that links employees directly to customers across channels.

- **Customer Engagement in Financial Services, 11th October, London**
- **Employee and Customer Engagement, 5th December, London**

For speaking opportunities please contact Steve Hurst: [steve@ictcomms.com](mailto:steve@ictcomms.com)

For sponsorship and other enquiries please contact

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



**Customer Engagement Summit**  
26-27 November 2012  
Park Plaza Victoria,  
London

From the organisers of the hugely successful Directors Forums series and the Customer Engagement Network a two-day Summit providing customer engagement and employee engagement insights and solutions across all channels Content will include:

## Customer Engagement Summit

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

- Customer feedback, measurement and insight
- Voice Of the Customer strategies
- Employee and customer engagement
- Social, digital and mobile customer engagement
- Multi-channel engagement in contact centres
- Customer engagement across industry sectors
- Customer Engagement best practice from around the world
- The customer of the future

**Register interest**



LEAD SPONSORS/THOUGHT LEADERS



SUMMIT PARTNERS

