



directors forum

Employee Engagement & Customer Engagement

8th December 2011, London

How to forge the link between employee and customer engagement, performance and profitability in turbulent times

The Customer Engagement Club Directors Forum on Employee and Customer Engagement will lift the lid on the employee engagement strategies that are helping make some organisations winners and where the links between employee and customer engagement are being leveraged to provide benefits to all stakeholders and to gain competitive advantage.



Time: 9:30am – 5:00pm

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

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

Speakers include:

David MacLeod, Author of the Macleod Report, 'Engaging for Success'

Prof Katie Truss, Employee Engagement Expert, Professor of Management at University of Kent

Peter Sinden, Director, LV= (case study)

Gary Tomlinson HR Director, Kia Motors (case study)

Angela Baron - Head of HR Practice Development, CIPD

Peter Flade, Senior Managing Partner, Gallup Consulting

Francis Goss, Head of Commercial Operations, Reward

Nigel Ferrier, Executive Chairman, Ferrier Pearce

Delegates will learn:

- How world class organisations are using employee and customer engagement strategies for competitive advantage
- The latest thinking on the links between employee and customer engagement and the strategies that guarantee success
- How to get the best from our people to guarantee consistent delivery of customer service excellence across channels
- How economic conditions are determining employee engagement strategies and how to keep your best people
- The performance and profitability advantages that result from aligning your employee and customer engagement strategies

Register

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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 – Engaging for success – the four key enablers of sustainable employee engagement**

David MacLeod, *Chair of Government sponsored Task Force on Employee Engagement*

David will make the case that employee engagement is the critical first step to engaging our customers, before going on to outline the four key enablers of sustainable Employee Engagement. He will cover insights and examples from Nita Clarke's and his report to Government entitled 'Engaging for Success'. He will touch on the work of the employee engagement Task Force which was launched by the Prime Minister earlier this year.



David MacLeod

David has a portfolio of responsibilities. This includes being a Non Executive Director of the Ministry of Justice and on the advisory board of Capital 8. He is a visiting Professor of the Cass Business School, a Fellow of the Ashridge Business School and Sunningdale Institute. He is also an associate of the Institute for Government. He is a fellow of the Institute of Marketing. He has co-authored a book called *The Extra Mile* on the theme of how to engage your people to win and is co-author of the MacLeod Report to Government called *Engaging for Success*. David is Chair of the Government sponsored, employer led Task Force on Employee Engagement launched by the Prime Minister at Number 10 in March 2011.

10.15 **Strategies for employee and customer engagement that deliver competitive advantage**

Peter Flade, *Senior Managing Partner, Gallup Consulting*

In service sectors value is created or destroyed when customers and employees interact. Being deliberate about managing the employee-customer encounter can deliver sustainable competitive advantage. Based on Gallup's latest research Peter will explore how truly customer-centric organisations keep you coming back through consistently delivering on your brand promise.



Peter Flade

Peter Flade is a Senior Managing Partner with Gallup and a member of the Executive Committee. Peter is based in London and oversees the European region. Gallup is a global research-based consultancy in applied behavioural economics that helps leaders at every level of business, government and society improve organisational performance by understanding the voice of their constituencies.

Peter works with executive teams to help deliver change. He has published articles in this arena and is a regular presenter at client

partner meetings as well as conferences. Prior to joining Gallup, Peter worked in retail management for the Dixons Group (DSGi) and holds degrees from the University of Kent and LSE; he is currently studying at TRIUM. He is fluent in English, Dutch, and Greek and speaks conversational French.-

10.50 **Case study: LV= reveals the amazing results of listening to front-line staff**

Peter Sinden, *Director of Sales and Service, LV=*

Find out how LV= has achieved some amazing results by putting its people at the heart of the business

- Hear how to drive continuous improvement by listening to the people who are talking to your customers
- Learn how engaging with staff can pay huge dividends
- Discover how to embed company values
- Get tips on how to achieve all this while reducing cost expenses



Peter Sinden

Before joining LV= Peter worked for Lloyds TSB for 25 years, his last role running their Insure Direct business for 5 successful years. He then followed his enthusiasm for customer contact and took a role running sales for LV= in 2005. This role expanded in 2007 and Peter is now the Director of Sales & Service, leading 1000 staff across 4 sites.

Peter has lead his team to many successes in the last 6 years, as LV= has grown to become the UK's fourth largest car insurer. Among the high points have been winning the much prized National Customer Service award for 'Customer Service Contact Centre of the Year' two years running – the first time any company has won it twice. In addition, his trophy cabinet also hold 5 other high profile industry awards from 2010, and 5 (so far!) this year.

On a personal note Peter remarried in 2009, has 2 teenage children and lives in Bournemouth. He's a keen music and football fan, enjoying Soul, Jazz, Funk and Man Utd in equal measure!

11.25 Coffee

11.45 **What do people engage with?**

Angela Baron, *Adviser, Engagement and Organisation Development, Chartered Institute of Personnel and Development (CIPD)*

Much has been written and debated about engagement, its role in driving up performance and ultimately closing the UK productivity gap. As yet far little attention has been paid to what it is that people actually engage with. We assume the organisation, but our evidence at CIPD suggests that people engage most strongly with the work they are doing. Further we have also found that a failure to understand where and how people locate the focus of their engagement can result in over engagement and underperformance.

Angela has been a CIPD Adviser, since 1990 and current covers the areas of Engagement and Organisation Development. She has been responsible for a number of major projects investigating total quality, organisational culture, job evaluation, performance management, lean organisations, HR strategy the relationship between HR and business performance and most recently human capital management, workforce planning and sustainable business performance.



Angela Baron

As well as her contribution to CIPD publications, Angela also contributes to a number of teaching programmes and has written articles for both the national and personnel presses. She holds a Masters degree in occupational and organisational psychology and is a chartered member of the CIPD.

12.20 The key role line managers play in employee engagement

Francis Goss, Head of Commercial Operations, Reward

“Engaging Managers” is one of the four key enablers of engagement identified in the Engaging for Success report. It is widely recognised that the line manager has a crucial role in achieving an engaged workforce. Francis will explore some practical tools and solutions that will enable line managers to achieve a truly engaged team, drawing on Grass Root’s experience across a variety of organisations.



Francis Goss

Francis Goss is Head of Commercial Operations (Reward) at Grass Roots. His focus is on the delivery and ongoing development of employee engagement solutions for prominent client organisations from a wide range of industries, and he is an active member of the Guru Group that feeds into the Employee Engagement Task Force led by David MacLeod.

13:00 Lunch

14:00 Panel Debate - How organisations can use employee engagement strategies to boost employee engagement, performance and profitability

15.00 'Employee Engagement in Turbulent Times'
Professor Katie Truss, University of Kent

The current economic climate means that employee engagement is more critical than ever. What are the key actions that firms can take to raise and maintain engagement levels even through tough times? In this presentation, we will focus on some of the key strategies and interventions that have enabled companies to manage engagement effectively even when faced with turbulent conditions.



Prof, Katie Truss

Professor Katie Truss is Head of Kent Business School at Medway and Director of Studies for the University of Kent’s Postgraduate Certificate in Employee Engagement. She has co-authored three reports on employee engagement published by the CIPD and written a number of papers and articles on engagement published in outlets such as the Harvard Business Review. She was Founder and Director of the Employee Engagement Consortium research project and has led several major studies into employee engagement involving organisations in the private, public and not-for-profit sectors. She currently holds an ESRC grant and is running a seminar series on engagement with events around the UK bringing together academics and practitioners to debate and discuss engagement. She has twice been a member of the MacLeod Review Expert Group on employee engagement, and is hosting the S.E. Region Practitioners Meeting at the University of Kent for the MacLeod Review Taskforce in December.

15.35 Coffee

15.50 Treating employees as internal customers
Nigel Ferrier, Executive Chairman, Ferrier Pearce

Personalised and segmented communications to improve employee engagement. Getting the right message and channel for the right generation. Ensuring employee benefits are used as a retention tool



Nigel Ferrier

Since the formation of Ferrier Pearce in 1991, Nigel who was formally trained in graphic design has been at the core of communications, branding and marketing strategy across a range of industries.

He has innovated many multi-faceted campaigns for a range of blue chip clients. His company is currently responsible for the pensions and benefit communications at HSBC, BP, Amey, Centrica, P&O, Babcock, EMI, Arup, Taylor Wimpey, Kellogg’s, Experian and Barclays to name a few.

As an accomplished online and offline marketer, Nigel has personally won awards for the Best Website and Best Marketing Campaign for the Park Central regeneration project in Birmingham, a Green Design Award for South Oxfordshire’s Recycling Campaign, two Design Effectiveness Awards and in the pensions arena the PIPA 2010 Communications Specialist of the Year Award, both the 2010 and 2011 European Pensions Communications Award and most recently a Digital Impact Award for an ARUP Pensions change project.

16.25 Case study: Driving Employee Engagement - The Kia Approach

Gary Tomlinson, Head of Human Resources at Kia Motors UK

- Understanding the different levels of employee engagement and how to trigger them.
- Developing leaders who engage through effective coaching.
- Retaining your talented managers through developing their capabilities.
- How internal communications can win the battle for hearts and minds.
- Lessons on the road to building an engaged culture.



Gary Tomlinson

During his time at Kia Motors he has been responsible for the delivery of a number of key initiatives including: Development of Global HR standards, UK HR strategy, design and roll-out of a number of Pan-European initiatives including the performance management system, leadership development, and succession planning.

Gary is in frequent demand as a conference speaker both in the UK and abroad, on a wide range of topics including talent management and employee engagement. His work on employee engagement, leadership development and training has been recognised through short-listing for numerous HR/Training awards, and published in HR journals including Strategic HR Review.

He is a Fellow of the CIPD.

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

