

Time: 9:00am – 5:00pm
Venue: Gallup 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.customerengagementnetwork.com



Multichannel Customer Engagement

26th September 2012, London

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.



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



Agenda Summary:

- 9:00 Registration and Coffee
9:30 **Welcome:**
James Rapinac, Director, Gallup and **Steve Hurst**, Chairman
9:35 **Keynote: Clouds, Crowds and Autonomous Customers: Doing Business as Unusual**
Dr. Nicola Millard, Futurologist, BT
10:10 **Brand-Employee Alignment: Do employees "get" your brand?**
Sathya Srinivasan, Managing Consultant, Gallup
10:45 **Twitter Brings You Closer**
Bruce Daisley, Director, Twitter UK
11:20 Coffee
11:45 **Creating Your Multichannel Future: Findings of a major UK research initiative**
Paul Scott, Director of Strategic Partnerships for Merchants
12:20 **Case study, Virgin Media: Putting our customers at the heart of everything we do**
Sean Risebrow, Director of Customer Experience, Virgin Media
13:00 Lunch
14:00 **Panel Debate: The future of Multichannel Engagement Bridging the gap... Through bringing it together**
Mark Hirst, Engagement Director, Watermelon Research
15:35 Coffee
15:50 **Case Study: The move to Multichannel in a traditional world - Skipton Building Society,**
Conrad Simpson, Director, Interactive Intelligence
16:25 **A Case Study (UK Telco) in Multichannel Service Design**
Richard Sedley, Strategy Director, Foviance Group & **Terry Heath**, Founding Partner, Seren
17:00 **Forum Summary followed by Networking & Drinks**

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Directors Forum Multichannel Customer Engagement

26th September 2012, London

9:00 Registration and Coffee

9:30 **Welcome:**
James Rapinac, Director, Gallup and **Steve Hurst**, Chairman

9:35 **Keynote: Clouds, Crowds and Autonomous Customers: Doing Business as Unusual.**
Dr. Nicola Millard, Futurologist, BT

A perfect storm is forcing organisations to do business as unusual. Customers are often moving faster than the organisations that both serve and employ them. Technology infrastructure is evolving to enable organisations to go into 'the cloud' and virtualise. The contextually aware internet (enabled by smart devices) is creating autonomous, omni-channel customers. Customers are sometimes shutting organisations out of the conversation as service becomes crowd sourced through social networks. Based on research from the UK, US, China, Hong Kong, Singapore, India and Australia, the session looks at how traditional models of customer experience design and delivery from the contact centre and website through to the retail store and bank branch are being challenged by these emerging customer behaviours.

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).



Dr. Nicola Millard

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

10:10 **Brand-Employee Alignment: Do employees "get" your brand?**
Sathya Srinivasan, Managing Consultant, Gallup

An essential component of multichannel customer engagement is ensuring employees have a strong, consistent understanding of your brand identity and what makes it different from competitors. How do companies achieve and sustain this alignment across all sales and service channels, ultimately transforming employees into enthusiastic ambassadors for their brand?

Sathya has recently relocated to Gallup's London office, in order to channel her efforts in focusing and creating value with clients across Europe and Asia. Sathya was formerly head of Gallup's partner team in Singapore across key South East Asian markets. Sathya is passionate about organisational effectiveness, backed by Gallup's research-based insights from employee engagement, customer engagement and strengths-based selection and development. Prior to joining Gallup, Sathya spent five years in a well-known bank with strong presence in Asia and Africa, in wealth management. As a regional head, she handled various city centres with teams that included relationship managers, business development managers and service managers.



Sathya Srinivasan

10:45 **Twitter Brings You Closer**
Bruce Daisley, Director, Twitter UK

How can you get closer to your customers with Twitter. What brands are stealing a lead by a great use of the platform. What are the pitfalls to avoid?

Bruce Daisley joined Twitter in 2012 as UK Director. He previously ran Google's UK display business, growing it from 30th to 2nd largest in the market. This included work with YouTube and the Google Display Network. Prior to Google, Bruce was a Digital Director at Bauer Advertising, formerly Emap, where he ran their digital business. He also served as Chairman of Association of Online Publishers Commercial Group from 2006 - 2008.



Bruce Daisley

In 2010 New Media Age recognised Bruce as having made the Greatest Individual Contribution to new media in the UK.

11:20 Coffee

11:45 **Creating Your Multichannel Future: Findings of a major UK research initiative**
Paul Scott, Director of Strategic Partnerships for Merchants

Customers are adopting digital channels and expect you to do likewise. Your ability to keep pace with their demands and the speed of channel evolution will depend on the customer management infrastructures you create – the locations you choose, the technologies you deploy and the facilities you build. And how they pay for them. We'll present the findings of a major research initiative that will tell us how companies in the UK are planning, prioritising and funding their multi-channel customer management futures. The results will tell you whether you're leading the field or trailing the pack in the race to keep pace with customer's multi-channel expectations. It'll help you to:

- Understand how your competitors and peers plan to fund their future multi-channel customer management infrastructures.
- Evaluate whether your infrastructures are keeping pace with changing customer demands.
- Investigate the potential for hosted technologies to reduce cost and improve service.
- Understand the priorities for customer focused change.

During a 25 year career with Merchants, Dimension Data and in management consultancy, Paul has delivered transformational programmes for blue chip organisations in several industry sectors, specialising in the development of customer centric business strategies. Paul sits on the UK Contact Centre Association's industry research council and is a regular speaker on contact centre issues.



Paul Scott

12:20 **Case study, Virgin Media: Putting our customers at the heart of everything we do**
Sean Risebrow, Director of Customer Experience, Virgin Media

Great companies find ways to tune in to customers' voices every day, and then systematically take action on what they have learnt. Sean will look at how the largest company in the Virgin group aspires to be the number one for customer experience from the viewpoint of the people who matter most – its customers.

Sean Risebrow is Director of Customer Experience for Virgin Media. Virgin Media is a leading entertainment and communications business, offering UK consumers a "quad-play" of broadband internet, television, mobile telephony and fixed line telephony services.



Sean Risebrow

Sean has worked in the communications industry since 1983 and has held a number of senior sales, marketing,

operations and business change roles. Sean leads Virgin Media's Net Promoter programme which now tunes into the voice of the customer over two thousand times per day across every operational, relationship and product touchpoint. He is responsible for driving this customer feedback into all parts of the business to transform Virgin Media into a company that is continually led and informed by the voice of its customers.

13:00 Lunch

14:00 **Panel Debate: The future of Multichannel Engagement**

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

Panelists: **Steve Hurst, Nicola Millard, Sean Risebrow, Paul Scott, Bruce Daisley, Sathya Srinivasan**

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 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.



Steve Hurst

15:00 **Bridging the gap Through bringing it together**

Mark Hirst, Engagement Director, Watermelon Research

In our newly founded digital world we now have the technology and infrastructure to achieve new levels of engagement with customers. We can talk to a broader demographic of customers through a variety of self complete methodologies. Enabling us to not only interact with them (The customer) instantly but to create platforms for clients to understand their customers and take action if and where required and most importantly all this can happen real-time. We understand the full customer journey. The objective is for us to demonstrate how we deploy these platforms, the technology used and the benefits/ROI the clients get.

Prior to joining Chime Insight and engagement in May last year, Mark worked at the Post Office® for over 20 years. For the last 10 years, Mark worked within customer insight and new business development environments, being responsible for putting customer insight at the centre of business decisions and activity. Mark was particularly skilled at being able to draw on his operational and field management experience that he had obtained earlier in his career to provide suitable context and positioning for the insights and new service ideas. This, coupled with good senior stakeholder management both inside and outside of the business, made Mark a valuable project asset.



Mark Hirst

Since joining CIE, Mark has moderated at numerous deliberative events and has also led a deliberative event on Energy Efficiency which ran as part of the Doha Carbon & Energy Forum in 2010. Mark is a member of the Chartered Institute of Marketing.

15:35 Coffee

15:50 **Case Study: The move to Multichannel in a traditional world - Sipton Building Society**

Conrad Simpson, Director, Interactive Intelligence

Conrad will examine how Sipton rose to the challenges presented by an increasingly multichannel business environment. He will look at how Sipton overcame some of the issues around internal silos and at some of the business benefits that have arisen from the organisation's forward thinking multichannel customer engagement strategy.

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

16:25 **A Case Study (UK Telco) in Multichannel Service Design**

Richard Sedley, Strategy Director, Foviance Group
Terry Heath, Founding Partner, Seren

Drawing on a recent project delivered for a major UK telecoms company Richard and Terry will explain how to develop and sustain a multichannel approach to customer innovation and the six steps they use to help companies consistently deliver extraordinary customer service.

Richard is Strategy 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 is also the Course Director for Social Media at the Chartered Institute of Marketing



Richard Sedley

Terry has spent the last twenty years designing award-winning brand experiences for a range of organisations. In the early nineties he designed ground-breaking interactive CD-ROMs titles for Dorling Kindersley Multimedia. Terry then joined Europe's largest digital agency (now called LBi) as a Project Director, where he designed the first e-commerce solutions for clients like Marks & Spencer and The Dixons Group. He later went on to set up their Interactive TV and Mobile divisions. Before founding Seren, Terry was the Global Head of User Experience Design for Vodafone where he was responsible for the design and launch of a number of strategic products and services across all digital platforms.



Terry Heath

17:00 **Forum Summary followed by Networking & Drinks**



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- **Roger Martin-Fagg**, Economist
- **Professor Katie Truss**, Employee Engagement, University of Kent
- **Jonathan Browne**, Head of Customer Experience, Forrester
- **Mark Bradley**, Expert Commentator, Retail/Fan Engagement
- **Dr Nicola Millard**, Customer Experience Futurologist, BT
- **Qaalfa Dibeahi**, Founder Beyond Philosophy
- **Angela Baron**, Engagement and Development - Chartered Institute of Personnel and Development (CIPD)
- **Colin Adamson** - SOCAP
- **Richard Robinson**, Head of B2B Marketing, Google
- **John Casey**, Director Business Development, Professional Planning Forum
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For more information contact Chris Wood: chris@ictcomms.com • T: 01932 341828

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