



23
JUN 2016
LONDON

CX STRATEGY AND INNOVATION LEADERS FORUM

Customer behaviour and expectations are changing at a dramatic and accelerating pace. Organisations must keep up with their customers' journey or they will lose them. To do this they must develop innovative strategies that keep abreast and indeed ahead of customer demands

AGENDA SUMMARY:

08:30 REGISTRATION & COFFEE

09:30 CHAIR'S INTRODUCTION

Steve Hurst, Editorial Director, Engage Business Media

09:40 OPENING KEYNOTE: THE INTUITIVE CUSTOMER: SEVEN IMPERATIVES FOR MOVING YOUR CUSTOMER TO THE NEXT LEVEL

Colin Shaw, Founder & CEO, Beyond Philosophy

10:10 NISSAN CASE STUDY: RECONSIDERING THE CUSTOMER JOURNEY

Gerhard Fourie, General Manager, Global Brand Strategy, Nissan Motor Company

10:40 CX – TRANSLATING GREAT EXPERIENCE INTO GREAT VALUE

Michael Lightfoot, Partner & Alliances Manager, GMC

11:10 COFFEE & NETWORKING BREAK

11:30 VIRGIN CARE CASE STUDY: TRANSFORMING CUSTOMER EXPERIENCE IN HEALTHCARE THE VIRGIN WAY

Simon Lucas, Head of Communications and Marketing, Virgin Care & Michelle Hawkins, Head of Futures, Virgin Care

12:00 MAKING CHANGE HAPPEN

Simon Foot, Group Development Director, Ember Services

12:30 BRITISH GAS HIVE CASE STUDY: FROM ZERO TO HERO: THE RAPID GROWTH OF THE DIGITAL BRAND, PRODUCT AND SERVICE

Kim Ratcliffe, Head of Customer Operations, Connected Homes, Centrica

13:00 LUNCH

14:00 PANEL DEBATE

15:00 SUREFLAP CASE STUDY: PREPARING CUSTOMER SERVICE FOR A CONNECTED WORLD

Sarah Metcalfe, Head of Customer Service, SureFlap

15:25 TOM CRIDLAND – A CASE STUDY IN MARKETING WITH LITERALLY NO BUDGET

Tom Cridland, CEO & Founder, Tom Cridland

15:50 COFFEE & NETWORKING BREAK

16:10 FIDELITY INTERNATIONAL CASE STUDY: INNOVATIVE DESIGN THINKING AND DESIGN ACTION

Rod Butcher, Client Experience Development, Fidelity International

16:35 FIRST UTILITY CASE STUDY: METER READINGS BY DRONE? HOW LEARNING FROM THE LIKES OF AMAZON.COM CAN TRANSFORM THE ENERGY CUSTOMER RELATIONSHIP

Phil Gripton, Chief Operating Officer, First Utility

17:00 CHAIR'S CLOSING REMARKS

Steve Hurst, Editorial Director, Engage Business Media

17:05 DRINKS & NETWORKING

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08.30 REGISTRATION & COFFEE

09.30

CHAIR'S INTRODUCTION

Steve Hurst, Editorial Director, Engage Business Media



STEVE HURST

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 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.

09.40

OPENING KEYNOTE: THE INTUITIVE CUSTOMER: SEVEN IMPERATIVES FOR MOVING YOUR CUSTOMER TO THE NEXT LEVEL

Colin Shaw, Founder & CEO, Beyond Philosophy

Many organisations are witnessing their Customer measures plateauing and are unclear on what to do to move their Customer Experience to the next level. In this keynote, Colin will reveal that understanding human behaviour and behavioural economics is the key. He will outline his 'Seven Imperatives for moving your Customer Experience to the next level'. Colin will provide examples of organisations who have embraced this approach and improved their Net Promoter scores by 40 points in 30 months, which has grown their revenues by 10%.



COLIN SHAW

Colin has been recognised by LinkedIn as one of the world's top 150 business influencers where he now has over 225,000 followers of his work. He has also been voted one of the 'Top Marketing Thought Leaders over 50' by Brand Quarterly.

Colin has written five bestselling books on Customer Experience. He is Founder & CEO of Beyond Philosophy, a consultancy, training and research company that helps organisations move their Customer Experience to the next level. Under Colin's leadership Beyond Philosophy have helped many of the world's most prestigious organisations improve their Customer Experience including American Express, FedEx, and Caterpillar. One client, Maersk Line, the world's largest container shipping company, improved their net promoter score by 40 points in 30 months, which gave a 10% rise in shipping volumes using Beyond Philosophy's methodology.

10.10

NISSAN CASE STUDY: RECONSIDERING THE CUSTOMER JOURNEY

Gerhard Fourie, General Manager, Global Brand Strategy, Nissan Motor Company

We all know that technology and access to information have fundamentally changed the roles of the main touch points in the customer journey. This is definitely true in the auto industry where there has been a general decline in the number of showroom visits per purchase, while the overall purchase process has also shortened dramatically in the last decade. In this case study, Nissan shows how finding or creating new touch points can contribute to building purchase consideration and brand loyalty.

GERHARD
FOURIE

Gerhard has been the General Manager for Global Brand Strategy and Management for Nissan Motor Company since 2011. In his current role, Gerhard is responsible for Nissan's global brand strategy, working with teams in markets around the world to bring Nissan's brand position to life and help share its vision on a global platform. His team is constantly looking ahead to ensure the company's identity and strategy connects with its customers. In the last 18 months he has helped to create global partnerships, including teaming up with the UEFA Champions League.

Gerhard was born in South Africa and studied industrial and applied psychology at the University of Johannesburg. He has always been interested in consumer behaviour and marketing.

Throughout his career with Nissan he has been involved in functions from product planning to brand management.

He joined Nissan South Africa in 1994 working in dealer development and product marketing. In 2001, Gerhard was seconded by Nissan to the global advertising agency, TWBA, to manage the Nissan account, overseeing the creation of advertising, events, and sponsorship in South Africa. On his return to Nissan in 2003, Gerhard was promoted to General Manager for Marketing and Planning, a role that he held until 2007. It was then that he moved to Japan to work from Nissan Motor Corporation's headquarters, taking on responsibility for brand management, advertising, and sponsorships in emerging markets.

In 2011 he was promoted to his current role as General Manager of Global Brand Strategy and Management and continued to work from Japan until his relocation to London in August 2013.

10.40

CX – TRANSLATING GREAT EXPERIENCE INTO GREAT VALUE

Michael Lightfoot, Partner & Alliances Manager, GMC

Customer experience is often at the forefront of focus for enterprises and organisations in general, but how can this experience be translated into true sustainable value? As a global leader in customer communication management, Neopost will share its insight and experience in best practise, on a UK and global basis from the delivery and implementation of its GMC Inspire CCM platform.

Learn about the likely challenges to be faced when creating a true customer experience and how these can be overcome, by sharing of best practise and the ability to deliver the right message at the right time through the right channel. Further insight will be shared with reference to overcoming legacy systems and structures, removal of silo based processes and the creation of collaborative, platform supported, working practises – ubiquity is key!

Everything starts with effective communication. Enterprise communication assets (be they digital or paper based) can be fully enhanced and utilised to support a robust customer experience and engagement strategy. Ultimately, Neopost will share how true value can be delivered and sustained.

MICHAEL
LIGHTFOOT

Michael started his technology career in a start-up environment, within the Geospatial industry. Following the company's acquisition by Microsoft, Michael moved into a role looking after Alliances within EMEA. This role saw Michael aid Microsoft in building a strong foundational capability in blending leading edge technology with best in class service delivery. This expertise was carried through to a role with Multimaps, subsequently acquired by Microsoft themselves.

The next stage in his career saw Michael, take his skills to CTI Group, working with Tier 1 Telcos, building stronger links between billing providers and service delivery organisations. Prior to joining GMC, a Neopost Company, Michael held a number of consulting roles, majoring in innovation, alliances and supplier optimisation.

11.10

COFFEE & NETWORKING BREAK

11.30

VIRGIN CARE CASE STUDY: TRANSFORMING CUSTOMER EXPERIENCE IN HEALTHCARE THE VIRGIN WAY

Simon Lucas, Head of Communications and Marketing, Virgin Care & Michelle Hawkins, Head of Futures, Virgin Care

Virgin Care has been providing free at the point of need NHS healthcare services in England for ten years. One of the biggest challenges Virgin Care has faced is turning passive patients, who have care done 'to them', into active customers who are partners in their healthcare. Drawing upon Virgin's ethos of disruptive innovation, this case study will chart how

Virgin Care has overcome some of the challenges in recasting the role of the customer in healthcare and the opportunities on the horizon as technology provides new enablers for transforming the customers' experience.



SIMON LUCAS

After working in Parliament and policy, Simon worked in public affairs at a leading Westminster consultancy for clients across a range of service delivery sectors including Virgin Care. This experience, alongside a broader interest in customer service, led to Simon joining Virgin Care full time where he has taken on increasing responsibility; first for how the organisation communicates with stakeholders and, more recently, for customer service and experience.



MICHELLE HAWKINS

I've spent my career trying to understand people and what makes them happy. I'm constantly scouting the globe for examples and ideas of how to design better healthcare services and better lives. This journey has taken me to Virgin Care - a truly innovative organisation which delivers health and social care services that make a difference to peoples' lives every day. As Head of Futures, I look for ways to solve the challenges of today and to meet the opportunities of tomorrow, focusing all the time on innovation that delivers high value and transforms services. I feel very lucky to be part of an organisation that is changing the face of healthcare in the UK and which recognises that great experiences are all about how you make people feel.

12.00

MAKING CHANGE HAPPEN

Simon Foot, Group Development Director, Ember Services

Simon will share insights into the key issues that are impacting CX today, providing case study examples from Ember's own clients' experiences, and the lessons to be learned. We will look at how innovators are transforming your competitive landscape and driving customer expectations, and how you can plan your CX strategies to form better connected journeys from disconnected services.



SIMON FOOT

Simon has spent 20 years working in Customer centric roles. He joined Ember in 2012 and has been involved in numerous projects designing and implementing operating models at a strategic, operational and technological level. A particular area of expertise is in channel optimisation and the implementation of digital initiatives.

Simon has held senior consulting roles with IBM, CM Insight and Verint Consulting. He was appointed Director of Training, Consulting and Speech Analytics for Verint in 2011. Simon's client successes cover transformation programmes for many of the UK's top brands across multiple sectors including BT, Tesco, British Airways and Camelot.

Earlier in his career, he spent several years working in the water industry and later joined BBC TV Licensing, where he was responsible for customer experience delivery in the outsourced contact centre operation that managed the collection and enforcement of the TV licence fee.

Whilst with IBM, Simon was lead Solution Architect for a number of multi-million pound outsourcing contracts working with a global toolkit of multi-channel technology and outsourcing model's.

Passionate about understanding and enhancing the customer experience whilst driving commercial benefit for the organisation, Simon combines a solid technology understanding with a real world pragmatism which has the customer at its heart.

12.30

BRITISH GAS HIVE CASE STUDY: FROM ZERO TO HERO: THE RAPID GROWTH OF THE DIGITAL BRAND, PRODUCT AND SERVICE

Kim Ratcliffe, Head of Customer Operations, Connected Homes, Centrica

In Autumn 2013, after many months of development and testing, Hive Active Heating was born. From no customers at all, within a year, it was the UK's number one connected thermostat - beating off strong competition from the likes of

Nest and Tado. Rapid growth from zero to over 250,000 customers is incredible and also challenging operationally. It raises many questions;

- With a rapidly increasing BAU customer base, how do we continue to get great insight from our customers to inform what more we do with our product?
- How do we continue to create a magical experience for our customers whilst growing?
- How do we maintain a start up mentality whilst ensuring that we stabilise for our existing customers?
- How do we continue to have a truly customer centric product and business?

During 2015, we took the decision to become the true masters of our destiny and acquired AlertMe, providing us with our own platform and some really great, talented people who would help us to reach our full potential. Later that year, we launched Hive 2, our beautiful sequel, to resounding public accolades and have just released our first set of complimentary connected products with many more to follow. Hive has become a brand known for giving the customer control.

As we expand further globally, we still have to address the above questions though - customer centricity is difficult when you then add other countries and need to add governance especially when your BAU customer now needs more from you. Demand for self service and online support - especially with a technical product - is high, and no-one does this particularly well. How do we become known for a second to none non-verbal support structure and continue to create magic for our customers?



KIM RATCLIFFE

Kim leads the customer operation for Connected Homes, Hive. Connected Homes are a start up technology business focused on bringing innovative products to the UK to enable people to be truly connected with their home. Most notably, the business is responsible for the design, development and deployment of Hive Active Heating. Kim oversees the customer experience, customer service, business readiness, change and engagement functions.

Connected Homes really spoke to Kim's passion for delivering unique, innovative customer solutions whilst being able to adapt to customer needs dynamically and without lengthy change procedures.

All of Kim's previous roles - within telecoms and financial services - have focused on her passion of delivering world class customer experience through unrivalled employee engagement and utilising unique approaches to achieve industry leading results.

13.00

LUNCH

14.00

PANEL DEBATE

15.00

SUREFLAP CASE STUDY: PREPARING CUSTOMER SERVICE FOR A CONNECTED WORLD

Sarah Metcalfe, Head of Customer Service, SureFlap

As the leading provider of intelligent pet products, customer service has been a major focus for SureFlap since day one. The start-up they have experienced over 40x growth since being founded in 2008 and now sell in over 20 countries worldwide.

The company pride themselves on having a great product backed up by amazing customer service. Sarah will share how SureFlap have managed their customer service utilising the newest technologies, and achieved their NPS score of 96% and above, as well as how the business will be evolving in the future and share her strategy for supporting their new connected suite of products.

Sarah is passionate about happiness in the workplace, and knows the positive impact this has on the customer experience.



SARAH METCALFE

Sarah joined SureFlap six years ago, taking responsibility for the company's customer service and guiding it through an extraordinary period of expansion and growth. She now leads a talented multi-lingual team who deliver outstanding customer service and happiness to all SureFlap customers around the world. Sarah is passionate about happiness in the workplace, and she knows the positive impact this has on the customer experience. Through continuing to innovate and improve the customer journey, SureFlap now has an amazing Net Promoter Score of 95+% with an increase in customer contact of over 50% over the last 12 months.

Originally from British Columbia, Canada, Sarah brings a wealth of customer service experience from a background that includes charities, logistics and manufacturing. Inspired by the teachings of great customer service companies like Zappos and Happy Ltd, she wants to share her experience and the success of SureFlap with others including her strategy for supporting SureFlap's new connected suite of pet products within the Future of Intelligent Pet Care.

15.25

TOM CRIDLAND – A CASE STUDY IN MARKETING WITH LITERALLY NO BUDGET

Tom Cridland, CEO & Founder, Tom Cridland

This session will cover how I got my fashion start-up, Tom Cridland, major international press coverage in 6 months with zero marketing budget and turned it into a well established brand with customers on six continents. The Tom Cridland is best known as the designer of The 30 Year Sweatshirt and has been featured in everything from the BBC to The Times to CBS to The Atlantic.



TOM CRIDLAND

Tom Cridland is a 25 year old designer with an eponymous international sustainable fashion brand, with customers on five continents.

The 30 Year Sweatshirt, Tom Cridland's signature product, is also a sustainable fashion project in the form of a luxury sweatshirt that is so well made he backs it with a 30 Year Guarantee. The campaign encourages people to think about how they consume fashion and is leading a fashion industry trend to protecting our natural resources by making durable clothing.

The 30 Year Sweatshirt has been featured across the international press, including NBC, CBS, BBC, ITV, CNBC, The Times, The Telegraph, Daily Mail and Mail on Sunday, The Independent, The Guardian, Sydney Morning Herald, Daily Star, Daily Mirror, Forbes, Fast Company, Esquire, Evening Standard, CityAM, The New York Time, El Pais, ABC, The Atlantic and The Huffington Post. Tom Cridland have also gone on to make clothing for the likes of Leonardo DiCaprio, Ben Stiller, Rod Stewart, Hugh Grant and Daniel Craig.

15.50

COFFEE & NETWORKING BREAK

16.10

FIDELITY INTERNATIONAL CASE STUDY: INNOVATIVE DESIGN THINKING AND DESIGN ACTION

Rod Butcher, Client Experience Development, Fidelity International

You've got your customer journey map, now what do you do? Rod's session is about moving from mapping to design thinking (and action). Rod will bring the Design Thinking Methodology and principles to life by illustrating how it is working in practice, drawing on previous experience as a Customer Experience Consultant and more recently as the Client Experience Development Lead at Fidelity International, which Rod joined 6 months ago.

This session will cover the challenges and issues, how to make it work, and the benefits it drives...



ROD BUTCHER

Rod joined Fidelity International in December last year as the Global Client Experience Development Lead, supporting the business in experience design. Prior to joining Fidelity, Rod worked as a CX consultant, at Mulberry consulting, where he contributed to and lead a variety of engagements spanning CX strategy, journey mapping, CE metrics and experience re-design.

Before Mulberry, Rod worked at the global insurer Aviva for 25 years, where he established and embedded NPS and sponsored and delivered customer journey mapping across the business. Rod is a founding member of the Customer Experience Professionals Association (CXPA) and a Certified Customer Experience Professional (CCXP).

16.35

FIRST UTILITY CASE STUDY: METER READINGS BY DRONE? HOW LEARNING FROM THE LIKES OF AMAZON.COM CAN TRANSFORM THE ENERGY CUSTOMER RELATIONSHIP

Phil Gripton, Chief Operating Officer, First Utility

Phil will be looking at:

- The importance for the energy sector to look for external inspiration
- How to take the customer experience beyond expectations – changing from an energy provider to an energy partner



PHIL GRIPTON

Phil's number one priority is delivering first class customer service at First Utility. He joins from Cupid Plc, where he was CEO. This was after spending three years in digital marketing as Chief Operating Officer and holding the title of MD at DigitasLBi. He has a wealth of experience increasing performance and developing strong company cultures. Phil can often be found triathlon training or supporting Newcastle United with his teenage son.

17.00

CHAIR'S CLOSING REMARKS

Steve Hurst, Editorial Director, Engage Business Media

17.05

DRINKS & NETWORKING

2016
ENGAGE AWARDS



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