

Time: **9:00am – 5:00pm**
Venue: **Blue Fin Venue, Blue Fin Building, 110 Southwark Street,
London, SE1 0SU**

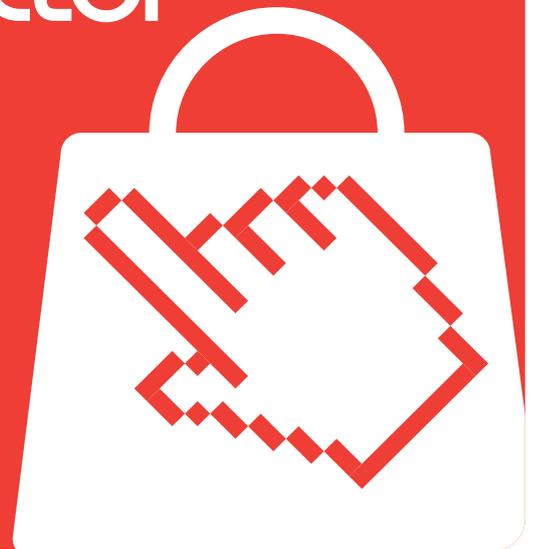


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customer engagement in the retail sector

april 24, 2014

The retail sector is in a state of major flux and there will continue to be winners and losers as consumer behaviour controls the sector. While the squeeze on consumer spending is having an often detrimental impact on the High Street, online retail sales are continuing to enjoy exponential growth as customers use their smartphones and tablets for shopping and savvy retailers market to these geographically sensitive devices.



agenda summary

- 09:00 Welcome**
Steve Hurst, Forum Chairman, Editorial Director, Engage Customer
- 09:05 Opening Keynote:**
'Engaging Customers in a Changing Retail World'
David Wild, Chief Executive, Dominos Pizza Group
- 09:40 The DNA of brilliant retail experiences**
Craig Ryder, Director Customer Experience Excellence, Nunwood
- 10:10 Ladbrokes Case Study**
Drew McMillian, Former IC & Culture Director, Ladbrokes'
- 10:40 Contact Centre technology that delivers your competitive retail edge!**
Mike Murphy, Head of Retail/Travel and Leisure, Interactive Intelligence
- 11:10 Coffee**
- 11:30 'The Power of Conversation'**
Jo Thomson, MD, Procter
- 12:00 Out of the shadows - Retail & Consumer Goods in 2014 (EIU Report)**
Jon Copestake, Chief Retail & Consumer Goods analyst, Economist Intelligence Unit
- 12:30 2014 Customer Engagement Peer Awards**
Stephen Citron, Director, The Peer Awards
- 13:00 Lunch**
- 14:00 Panel Debate**
- 15:00 Customer engagement in a multi channel, multi device world**
Martin Newman, CEO, Practicology
- 15:30 Coffee**
- 15:50 How Mobile is changing the face of retail**
Katie Lips, Global Mobile Strategy Director, Aimia Inc
- 16:20 Local Data Company latest report**
Matthew Hopkinson, Director, Local Data Company
- 16:50 Chairman's summary followed by drinks and networking**

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09:00 Welcome

Steve Hurst, Forum Chairman, Editorial Director, Engage Customer



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 launched Engage Customer (formerly the Customer Engagement Network) 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.

09:05 Opening Keynote: 'Engaging Customers in a Changing Retail World'
David Wild, Chief Executive, Dominos Pizza Group

David will give an overview of the challenges posed to Retailers by the continuing changes in technology and discuss the importance of changing to capitalise on the opportunities that these changes present.



David is currently Interim Chief Executive of Dominos Pizza Group, he is also an NED of the multi-channel consultancy Practico and Senior Independent Director of Premier Foods plc. Previously, he was CEO of Halfords and held senior roles within Tesco and Wal-Mart.

09:40 The DNA of brilliant retail experiences
Craig Ryder, Director Customer Experience Excellence, Nunwood

Over the last 4 years, Nunwood's Customer Experience Excellence Centre has studied over 800 of the world's leading brands. It has revealed the common DNA of all great experiences – The Six Pillars. In this session, we'll review how retailers around the world uniquely implement and harness these universal principles, plus the rewards of doing so. Drawing on over 700,000 consumer evaluations from the UK, USA and Australia, we'll examine: - The Six Pillars of retail excellence: what these are, who achieves results and – most importantly - how - Empowering staff in the digital age: how the world's CX leaders manage their talent - Innovations in technology and multichannel: where they work, where they don't.



Craig heads Nunwood's retail practice, leading store-level, pure play and multichannel customer experience programmes in the UK, Australia and USA. Before this, Craig spent 20 years with Asda in a range of HQ roles, including marketing management, category, format, innovation and heading the .com business.

Craig is a director of Nunwood's Customer Experience Excellence Centre, a think-tank dedicated to researching global customer best practice. He brings years of front line retail experience to turning customer experience into tangible results. His principle focus is translating projects like journey mapping and voice of the customer programmes into effective store-level change.

10:10 Ladbrokes Case Study
Drew McMillan, Former IC & Culture Director, Ladbrokes'

Ladbrokes – Vision & Values Programme Ladbrokes' ambition is to lead in the international betting and gaming market. A key driver to make this happen is transforming their culture by activating a core set of values: Buzz, Bold, Team and Winners, which were identified by employees as representing Ladbrokes at its best. Ladbrokes partnered with employee engagement specialist INVOLVE to help activate and embed the values, to make Ladbrokes a better place to work and to create a better experience for customers. A five-year programme was designed to harness the very best of Ladbrokes on exciting, high-performing business days like The Grand National and weave this into daily working life.



Drew has worked for the last 17 years on Communications and Engagement assignments spanning sectors as diverse as foodservice, energy, defence, civil engineering, central government and retail. His roles have often focussed on driving higher customer engagement through transformational employee engagement and service programmes. Until March this year, Drew was the director responsible for Internal Communication & Culture at Ladbrokes plc, the international betting and gaming business which includes one of Europe's largest retail operations comprising 2,800 shops. In this role he led a company-wide Vision & Values programme to differentiate Ladbrokes in the retail space through the engagement of 16,000 employees.

10:40 Contact Centre technology that delivers your competitive retail edge!
Mike Murphy, Head of Retail/Travel and Leisure, Interactive Intelligence

Hear how retailers transformed their contact centre's to help them leverage the Cloud, Mobile, Analytics and Social Customer Service trends that have presented themselves, in a way that's been easy to consume, maps tightly to their cost base and gives them the sharpest insight and control of their customer service strategies ever.



Mike Murphy heads up new business in the Retail / Travel / Leisure vertical at Interactive Intelligence having joined them in 2009. He has 25 years' experience helping businesses turn their customer service strategies into their competitive advantage by implementing smart software.

Prior to Interactive Intelligence Mike was Sales Director at Aspect Software, a then Contact Centre leader and spent his early career years with Mitel Communications.

11:10 Coffee

11:30 'The Power of Conversation'
Jo Thomson, MD, Procter

Procter brings its 30 + years of experience into this session – specifically focused around the art of a meaningful conversation. Knowing that customers are choosing to buy and be served through very different means and channels – what does this mean for an everyday interaction? How do we make it easy and quick? How do we work those invisible customers who prefer to do it themselves but are high value? How do we connect with customers through modern day channels? And finally how do we really make the most of making it special when we do have the opportunity to interact? • Self-analysis – how good is your company at having meaningful and relevant conversations with customers • Evolution of the conversation – 1950's through to modern day and beyond? • Adapted conversations – examples and how to's.



As Managing Director of Procter since 2004, Jo's strategic and business focus combined with her passion for the customer experience has been fundamental to the company's success. Jo's role includes managing and inspiring an ever expanding team across sales, design, delivery, project management and research

Her involvement on client site is normally in the up front definition, scoping and design of tailored solutions. Her role then centres around overseeing delivery of the goals based on the desired customer experience and the quality focus of the deliverables.

As a judge since 2000 and a regular keynote speaker at industry events in both the public and private sector she brings a wealth of knowledge of good practice – particularly in customer experience, coaching and culture change.



12:00 Out of the shadows - Retail & Consumer Goods in 2014 (EIU Report)

Jon Copestake, Chief Retail & Consumer Goods analyst, Economist Intelligence Unit

This year will be one of transition, as retail and consumer goods firms address changing consumers and markets. Retail trends that have emerged in recent years will continue to bed in during 2014, becoming mainstream in the process. In the meantime, consumption patterns from before the 2007 crisis will resume as European incomes recover.



Jon Copestake is the Economist Intelligence Unit's Chief Retail & Consumer Goods analyst and is also the Editor of the Worldwide Cost of Living and Liveability surveys. As Chief Retail & Consumer Goods analyst Jon guides the global the retail and consumer goods products by writing a regular global outlook, checking individual country output and writing or contributing to special reports that affect the sectors. Jon also acts as a spokesperson for The Economist Intelligence Unit at trade speaking events and produces regular byline articles for the trade press as well as analysis for the media on breaking news in the retail and consumer goods industry.

Jon has worked on the Worldwide Cost of Living Survey since 1999 and manages the biannual city-to-city tool as well as an annual ranking on which cities in the world are the most expensive, or the cheapest. Jon also manages the biannual liveability ranking which benchmarks 140 cities globally to assess which are the best, and worst, places to live. He also oversees a number of custom projects related to his industrial sectors as well as liveability and pricing.

The high visibility of the liveability and cost of living rankings mean that Jon is frequently interviewed by the media when the latest rankings are released. He is also regularly quoted on events affecting the retail and consumer goods sectors.

12:30 2014 Customer Engagement Peer Awards
Stephen Citron, Director, The Peer Awards

Engage Customer is delighted to again be part of the prestigious Peer Awards. The awards provide exposure and recognition for innovative customer engagement initiatives. All shortlisted finalists feature in The Independent newspaper, and speak at the Peer Awards conference in Central London June 24-26, where they are judged by their peers. Stephen will tell you more about the Peer Awards and how to enter.



Stephen has been a full-time entrepreneur since 1985, after working in a number of large organisations (ICL, NCR, Longmans and Unilever amongst others) in a range of IT and sales roles. In 2010 he devised the Peer Awards, a hybrid of a business award and a professional conference. In 2012 the Peer Awards entered into an association with The Independent newspaper, which now carries a supplement in the body of the paper each year, providing further exposure for finalists' innovative ideas on a national platform. The Peer Awards have doubled in the past year, and now embrace Corporate Responsibility and Customer Engagement as well as People & Performance.

13:00 Lunch

14:00 Panel Debate

15:00 Customer engagement in a multi channel, multi device world
Martin Newman, CEO, Practicology

In today's multi channel world, customers expect to move seamlessly across channels, touch points and devices. Get insight into best practice and top tips on how to make sure you deliver the experience expected by customers.

Listed on Retail Week's top 50 etail Power List and a judge of the PayPal etail awards for the last 4 years, Martin is one of the most influential players in multi channel retailing. Having had P&L ownership of eCommerce, direct mail and multi channel for Harrods, Intersport, Burberry and Ted Baker, he



has leveraged this experience to develop Practicology into a leading global strategic multi channel consulting practice with nearly 30 employees, a global footprint and a list of household name clients including House of Fraser, Waitrose, Ted Baker, adidas and Nike.

Martin is also on the advisory board of Wiggle and Breast Cancer Care and is a non Executive Director with Conviviality Retail PLC.

15:30 Coffee

15:50 How Mobile is changing the face of retail
Katie Lips, Global Mobile Strategy Director, Aimia Inc

At Aimia we make business personal; be that through our analytics and customer insights businesses or via our household name loyalty programmes such as Nectar in the UK. As Loyalty experts we are seeing the natural shift of loyalty programmes from plastic cards to mobile apps to mobile wallets to fully integrated 'Mobile In Retail' experiences. A loyalty programme can play a key part in a customer engagement strategy and mobile is now a vital component of a loyalty strategy. In her talk, Katie will discuss the evolving requirements for mobile customer experiences and how customers' experiences of other types of mobile apps are driving a new minimum standard. Katie works at the forefront of developing Mobile Strategy for brands and retailers and is currently involved in defining how Aimia as a global player, will deliver the promise of fully integrated "Mobile in Retail" experiences across Mobile Apps, Mobile Proximity Marketing, Location Based Services, Mobile Wallets and Payments. Katie will explore examples of best practice and winning ideas in this dynamic space.



Katie Lips is Global Mobile Strategy Director at leading loyalty provider Aimia and is a respected speaker on the future of Mobile Loyalty. Her recent speaking engagements include NFC Global Summit and Mobile World Congress, as well as previous speaking engagements at TEDx and British Computer Society.

She loves mobile and shopping and is specifically interested in the convergence of Mobile Loyalty, Identity, Commerce and Wallet & Payment solutions and is a champion for fresh thinking in creating a new breed of consumer centric mobile services.

In her role at Aimia, Katie develops mobile strategies and partnerships for Aimia globally that support the business' diverse loyalty programmes (including Nectar in the UK and Aeroplan in Canada). Katie has worked in mobile for well over a decade and has previously led award winning consumer-facing startups in the mobile space. She also blogs on the topic at www.katielips.com

16:20 Local Data Company latest report
Matthew Hopkinson, Director, Local Data Company

- Retail and leisure market - Alternative review of the high street - Vacancy rates - Occupational changes - Changing property profiles - Town Centre v Shopping Centre v Retail Parks



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.

16:50 Chairman's summary followed by drinks and networking

2014 Events

Forums

Customer Engagement in Financial Services

- 22nd May

Social Customer Engagement

- 3rd July

Employee and Customer Engagement

- 18th September

Mobile Customer Engagement

- 9th October

Customer Engagement in Telcos/Utilities

- 23rd October

Webinars

1. Thursday May 1st
2. Thursday 8th May
3. Thursday 15th May
4. Thursday 5th June
5. Thursday 19th June
6. Thursday 10th July
7. Thursday 17th July
8. Thursday 24th July
9. Thursday 4th September
10. Thursday 25th September
11. Thursday 6th November
12. Thursday 4th December

Register for forums now
at www.engagecustomer.com

Customer Engagement Peer Awards

May – **Finalists published in the Independent newspaper**

June 24, 25 & 26 – **Finalists conference**

October – **Awards Ceremony**

Customer Engagement Summit

28th November,
Victoria Park Plaza,
London

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Engage now at:



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