

Time: 09:30 – 17:00 (Registration and coffee from 08:45)
Venue: Gallup, The Adelphi, 1-11 John Adam Street,
London, WC2N 6HS

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and +44 (0) 1932 340367 or visit our website:
www.customerengagementnetwork.com



Employee and Customer Engagement

Thursday 19th September, London

The relationship between employee and customer engagement performance and profitability becoming one of the hottest of all strategic business issues. The need for organisations to engage and properly direct their people in tough economic conditions is one of the biggest boardroom issues of our times and is being taken seriously at the very highest levels of business and government.

This Directors Forum will lift the lid on the employee and customer engagement strategies that are making some organisations winners and where the links between employee and customer engagement are being leveraged to provide benefits to all stakeholders to gain competitive advantage.



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Agenda Summary:

- 09:30 Welcome**
- 09:35 Opening Keynote**
Bruce Rayton, Author of 'Nailing the Evidence',
MBA Director, University of Bath
- 10:10 "The State of the Global Workplace"**
Andrew Rzepa, Senior Consultant, Gallup
- 10:40 Nationwide case study**
Amanda Reynolds, Head of Employee and
Customer Engagement, Nationwide BS
- 11:10 Coffee**
- 11:30 Connecting customers to the heart of
the business**
Derek Eccleston, Commercial Director, e
DigitalResearch
- 12:00 Arriva case study**
Jo Humphries, People and Change
Director, Arriva
- 12:30 Jaguar Land Rover case study:
Customer First**
Chris Newitt, Sales Director, Jaguar Land
Rover UK
Donna Swift, Senior Client Manager,
Power Train (UK) Ltd
- 13:00 Lunch**
- 14:00 Panel debate with Steve Hurst**
Steve Hurst, Forum Chairman, Editorial Director,
Customer Engagement Network
- 15:00 London Borough of Hackney case study**
Caroline Anderson, Head of HR, LB of Hackney
- 15:30 Coffee**
- 15:50 Richmond Housing case study**
Sarah Thomas, Executive Director of Customer
Services, RHP
- 16:20 Future of Work/BYOD research**
Marcus Hickman, Director, Hickman Davies
Associates
- 16:50 Chairman's Forum Summary, followed by
drinks and networking**



Employee and Customer Engagement

19th September 2013, London

09:30 Welcome

09:35 Opening Keynote

Bruce Rayton, Author of 'Nailing the Evidence', MBA Director, University of Bath

Bruce will discuss some of the evidence contained in his report for Engage for Success (The Evidence) as well as present some of the longitudinal evidence on the links between employee engagement and performance emerging from his research with colleagues at the University of Bath School of Management, where he is an Associate Professor and Director of the Bath MBA.

My research sits at the interface between strategic human resource management, corporate social responsibility and economics. My most recent work focuses on links between internal & external CSR, employee attitudes, HR practices and organizational performance. I am particularly interested in the key linking role engagement plays in the delivery of the performance benefits of organizational practices.



Bruce Rayton

Specialties: Strategy. Strategic human resource management. Employee engagement. Organizational commitment. Labor economics. People management. Economics. Statistical analysis.

10:10 "The State of the Global Workplace"

Andrew Rzepa, Senior Consultant, Gallup

Based on data collected from the Gallup World Poll, Andrew will provide an insight into the global state of engagement and the working lives of employees across 98% of the world's population. Andrew will discuss the impact of the new findings, how employee disengagement is hindering economic recovery in Europe, and how some of the best organizations in the world mitigate disengagement in order to generate growth.

Andrew Rzepa, M.B.A., is a Senior Consultant for Gallup's Strategic Consulting division in the United Kingdom. Rzepa develops research-based, human capital solutions and leads several of Gallup's Europe-based global partnerships, which include private, public and non-governmental organizations. Prior to joining Gallup, Andrew worked as a consultant across a variety of sectors including sustainability, healthcare, and education. During this time he was based out of offices in London, Brussels and Hong Kong. Andrew earned his master's degree in business administration with a concentration in international consulting from Manchester Business School. Rzepa is a non-practicing solicitor having qualified to the roll of solicitors of England and Wales in 2006. He holds a bachelor of laws degree and a master of laws degree in International and European law from Durham University.



Andrew Rzepa

10:40 Nationwide case study: "The View from Both Lenses"

Amanda Reynolds, Head of Employee and Customer Engagement, Nationwide

Amanda talks through the seeing the customer feedback and the employee feedback as a mechanism for drivers for change. Hear how she has led a customer focused culture and linked the customer and employee experiences to improve overall satisfaction

Amanda has over 20 years experience of Customer & Employee Experience. She is a regular key-note speaker and has judged several leading Industry award programmes. Amanda has successfully led and implemented transformational change on a global scale. Amanda is bi-lingual and lived in Paris, New York and Cork in addition to experience of working and managing teams across Europe.



Amanda Reynolds

Amanda's style is very collaborative and she is passionate about employee engagement ensuring work is fun and enjoyable and customer satisfaction with the objective of just making lives easier. At Nationwide, Amanda is responsible for cross-channel customer service, service resolution, employee engagement, quality and service improvement

11:10 Coffee

11:30 Connecting customers to the heart of the business

Derek Eccleston, Commercial Director, eDigitalResearch

Real time feedback to monitor customer service, operations and reputation • Improving customer service across a complex and diverse business • Connecting employees with customers

Derek Eccleston is a board member and Commercial Director at eDigitalResearch, joining five years ago from a large global agency where he worked as Research Director. Prior to that, Derek was client side with Sony Europe. An MBA and fluent in French, Derek is a regular on the speaker circuit, presenting at both research and multichannel events on a broad range of customer experience based topics.



Derek Eccleston

12:00 Arriva case study: Evaluating Employee Engagement and Proving Business Impact

Jo Humphries, People and Change Director, Arriva

Getting the buy-in of key stakeholders by proving that a focus on employee engagement makes business success

With 23 years of organisational design and change management experience, Jo draws on her commercial experience to explore how the changing economic and demographic trends are likely to influence the organisation in terms of its service offering and in meeting the demands and needs of its customers and employees. Jo has a Masters degree in the Psychology of Work and ensures any change programme has a fully supporting people and leadership strategy at it's heart because, as she says, "companies cannot change, only their people can, and only if we, as their leaders, can inspire them to want to change".



Jo Humphries

She is the People and Change Director for DB Arriva's Mainland European Division charged with supporting their ambitious European growth agenda by aligning strategies and systems, people and processes in order to deliver innovative approaches in Passenger Transport.

12:30 Jaguar Land Rover case study: Customer First

Chris Newitt, Sales Director, Jaguar Land Rover UK
Donna Swift, Client Director, Power Train (UK) Ltd

At the heart of Jaguar Land Rover's 2018 strategy is their 'Customer First' philosophy. Chris and Donna will reveal how Land Rover approached the communication of their strategic vision across the organisation and the ground-breaking programme designed to reinvigorate the brand's commitment to delivering outstanding customer service. They'll bring to life how Land Rover engaged the dealer network with the 'Customer First' philosophy at a time when the customer landscape was changing due to the introduction of new models, enabling those responsible for delivering the prestige brand's customer experience to live by this philosophy and put the customer first at all times, whatever the circumstances.

Chris Newitt has been the UK Sales Director for Jaguar And Land Rover since January 2011. Beyond the obvious responsibility for ensuring that the two brands sell the right number of new cars within the market he is



Chris Newitt

also responsible for used car sales, franchising, internal communications, volume planning and supply and most importantly customer satisfaction.

Prior to that, Chris worked for the Volkswagen Group for fifteen years carrying out a number of different roles including Marketing Director for Skoda and heading up a direct sales project that was an industry first.

In all his roles Chris has worked tirelessly to try and ensure that the organisation focuses on the one person who puts their hand in their pocket and spends their hard earned money, the customer. By doing this and combining it with operational excellence he has been part of some very successful teams.

Donna Swift is Client Director for Power Train. Donna is responsible for the strategic overview of Power Train's key client accounts, ensuring the successful implementation of their projects from start-up right through to evaluation and getting those all-important sustainable results. She has extensive experience managing clients and programme stakeholders in senior roles across EMEA and the Americas.



Donna Swift

Prior to joining Power Train in 2008, Donna was a Programme Manager at Microsoft and also spent 10 years as a Learning & Development consultant at Nationwide Building Society. Donna is a licentiate member of the CIPD with an NVQ level 4 in Learning & Development.

Donna has worked with blue-chip companies operating across a range of industry sectors to achieve real business results through our behavioural change programmes, including Virgin Media, Audi, British Gas, Aviva Health and Mercedes-Benz. Donna has been client manager for Jaguar Land Rover throughout the duration of their customer engagement programmes with Power Train.

13:00 Lunch

14:00 Panel debate with Steve Hurst

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

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 London Borough of Hackney case study

Caroline Anderson, Head of HR, LB of Hackney

A decade ago Hackney was a broken London borough, effectively bankrupt, with poor customer service and low employee engagement. Over the past ten years there has been a total transformation in Hackney both within the Borough and the organisation, it is now recognised as one of the most efficient, effective and innovative Councils in the Country and it is a shining example being used as a template by many other local authorities. Caroline will talk delegates through the story of how Hackney went from bust to boom

Caroline Anderson was appointed as the HRD at Hackney Council in 2007, with responsibility for HR and Organisational Development. The last six years have seen Hackney firmly shrug off its status as a failing

council to become one of the most efficient and innovative councils in the country. Caroline supported transformation and organisational change including the opening of a £48m service centre in 2010 and preparation of the workforce for the Olympics and Paralympics 2012.



Caroline Anderson

15:30 Coffee

15:50 RHP case study: Do happy employees really create happy customers?

Sarah Thomas, Executive Director of Customer Services, RHP
Robert Dobbs, Director of Housing Services, RHP

At RHP we started with the belief that if our employees were very satisfied then our customers would be very satisfied. Sarah Thomas, Executive Director of Customer Services, and Robert Dobbs, Director of Housing Services at RHP, will be sharing the actions that they took on the basis of this belief and the results both in terms of engaged employees and, of course, happy customers.

An accomplished senior manager with experience in devising and implementing service strategy, operational delivery and change management in a complex international environment. Led and delivered an award-winning change programme to embed a strong customer focus and culture. Adept at translating customer experience methodology into tangible business improvements. Has led operational functions at multiple locations to deliver service and operational excellence cost effectively. Specialties: Customer service strategy, customer experience/relationships, change management, employee & customer engagement, leading operational delivery.



Sarah Thomas

Robert Dobbs is Director of Housing Services at RHP with over 16 years experience as a senior housing professional. Robert has led RHP's customer service team through a change programme that has resulted in sector leading customer and employee satisfaction. Robert is also part of RHP's executive team that recently steered the company to a top 5 placing in the Sunday Times' Best Companies survey and three national customer service awards. Robert also had a successful three year stint as Managing Director of the RHP group's subsidiary, Co-op Homes.



Robert Dobbs

16:20 Future of Work - What are the implications of collaboration for customer service leaders?

Marcus Hickman, Director, Hickman Davies Associates

Changing expectations of the workplace – virtual presenteeism bites – Collaboration via today's workplace social technology – matching the hype? – Understanding BYOD and the individualisation of devices (and knowledge networks) – Beyond 'Up in the Air' executives to the frontline: what strategies will drive customer experience?

Marcus works with large enterprises to improve both customer and employee experience, through research and consultancy. Prior to setting up Davies Hickman Partners in 2007 Marcus was Managing Director of The Henley Centre (now The Futures Company), one of the UK's leading strategic consultancies, and part of WPP, where he worked for 12 years. He was Executive Research Director of the Customer Contact Association. He has worked on many of the key topics in omnichannel communications including smartphone integration, social media, channel preference, self-service strategies and customer and CRM management.



Marcus Hickman

16:50 Chairman's Forum Summary, followed by drinks and networking



Engage at the 'best customer and employee engagement event' of 2013



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

Following the fantastic success of the inaugural Customer Engagement Summit last November the 2013 event will be held once again at the prestigious Victoria Plaza Hotel in Central London on Thursday November 28 - and it promises to be even better!

The programme of over 30 leading speakers will help delegates gain first hand insight into finding the best

solutions to challenges and opportunities around customer and employee relationships in a rapidly changing, volatile business environment.

The Summit will focus on the need for organisations to take a holistic view of their customers in order to drive business performance and profitability.

"Some excellent, inspiring speakers from whom we can all learn a lot" Virgin Atlantic

Register now and benefit from:

- Valuable insights
- Latest best practice
- Leading case studies
- Expert speakers
- Network with 500+ customer and employee engagement peers.

Date: Thursday 28th November 2013

Time: 09:00 - 17:00, registration and coffee from 08:15, Networking Party from 17:00

Venue: Park Plaza Hotel, Victoria, 239 Vauxhall Bridge Road, London SW1V 1EQ

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