CUSTOMER ENGAGEMENT TRANSFORMATION

6 JULY 2017  CONFERENCE
VICTORIA PARK PLAZA, LONDON

TRANSFORMING TO THRIVE IN THE BRAVE NEW CUSTOMER WORLD

PLATINUM SPONSORS

- Confirmit
- GENESYS moments connected
- KCOM
- Lithium
- transversal
- VERINT

BRONZE SPONSORS

- eptica
- MACRO14 A Division of UNICOM Global
- Netcall

NETWORKING SPONSOR

- zendesk

ORGANISED BY:
CustomerEngagementTransformation.com

@EngageCustomer #EngageConferences
Smarter Customer Engagement

Smart Moments
Understand why customers are contacting you and anticipate their needs.

Smart Workforce
Educate employees based on customers’ needs and intelligently schedule and train them to address those requirements.

Engaged Workforce
Provide the right tools to accomplish the tasks that increase customer and employee satisfaction through effortless engagement.

Discover how our solutions can help you increase customer loyalty and engagement, enhance revenue, and better manage your operational costs and risks.

Find out more: www.verint.com/customer-engagement
A very warm welcome to our first Customer Engagement Transformation Conference. Today’s CPD accredited conference follows on from our two hugely successful Customer Engagement Transformation Directors Forums in 2015 and 2016 and is testament to the imperative for organisations to constantly evolve their customer engagement strategies.

Our customers, their expectations, their journey, and the ways in which they interact and work with organisations have changed almost beyond recognition over the past few years. Organisations must also transform if they are to thrive in this Brave New Customer World.

If anything the pace of what is often technology-driven change is accelerating, and organisations that do nothing in terms of customer engagement transformation are effectively moving backwards. We fall behind the expectations, preferences and needs of our customers at our peril. Nobody is too big to fail.

This conference will focus firmly on the key issues, challenges and opportunities around engaging our customers - and our people - and includes world class case studies, expert opinion and analysis, panel debates and high level interactive networking and innovative polling technology.

Real life end user case studies of course take pride of place in dominating the agenda at today’s conference and our delegates will learn about the customer engagement transformation strategies of organisations such as Apple, Disney, Lego, Sky, NHS, Lloyds Banking Group, RAC, O2, Virgin Holidays, Boots and many more.

Our Customer Engagement Transformation Conference comes as a growing number of organisations are realising the business benefits that accrue when they work to transform and evolve their customer engagement strategies to keep pace, and engage more closely, with their customers.

Our aim is for our delegates to leave this Conference armed with all the tools, techniques and insight they need to implement effective and successful long term customer engagement strategies. Enjoy.

Steve Hurst, Editorial Director
Moments connected

Powering the world’s best customer experiences

Deliver better customer experiences with this cloud-based, all-in-one communications and customer experience platform with a flexible architecture and features that are easy to learn and use.

Deliver an exceptional customer experience, simplify administration, increase operational performance and reduce total cost of ownership with an all-in-one platform.

Take advantage of global high availability, unlimited scalability, customisation and integration capabilities in a true omnichannel engagement platform.

www.genesys.com/uk  020 3808 3999
CONFERENCE HOURS:

<table>
<thead>
<tr>
<th>Time (h:mm)</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:15 – 09.00</td>
<td>Registration &amp; Coffee</td>
</tr>
<tr>
<td>09:00 – 10.25</td>
<td>Presentations</td>
</tr>
<tr>
<td>10.25 – 10.55</td>
<td>Coffee &amp; Networking Break</td>
</tr>
<tr>
<td>10:55 – 13.25</td>
<td>Presentations</td>
</tr>
<tr>
<td>13:25 – 14:25</td>
<td>Lunch &amp; Networking</td>
</tr>
<tr>
<td>14:25 – 15:40</td>
<td>Presentations</td>
</tr>
<tr>
<td>15:40 – 16:10</td>
<td>Coffee &amp; Networking Break</td>
</tr>
<tr>
<td>16:10 – 17:30</td>
<td>Presentations</td>
</tr>
<tr>
<td>17:30 – 18.30</td>
<td>Drinks &amp; Networking Party</td>
</tr>
<tr>
<td>18:30</td>
<td>Event Close</td>
</tr>
</tbody>
</table>

Refreshments:
Delegate tea/coffee breaks and buffet lunch are included and will be served in the Conference Expo Hall on Lower Level 2 throughout the day.

At the Drinks Networking Party at the end of the day a complimentary Beer/Glass of Wine is provided.

- Welcome and registration
- Morning Networking coffee break
- Lunch
- Afternoon Networking coffee break
- Drinks Networking Party

Cloakroom:
There are free cloakrooms available for delegates. These are located on Lower Level 2.

Wi-Fi:
There is complimentary visitor Wi-Fi access provided throughout the show. Please join the Network: Park Plaza Hotel Resorts.

Join the Conversation:
@EngageCustomer #EngageConferences

First Aid:
Please visit the registration desk on Lower Level 2 should you require assistance.

Canvassers:
The organisers reserve the right to remove anybody found distributing leaflets of any kind or unauthorised sales material at the show.

Business Amenities:
The Victoria Park Plaza hotel features all the services and amenities expected of top central London hotels. Guests enjoy a fitness centre, 24-hour room service, baggage storage, foreign currency exchange and an array of other first-class services.

Travel:
The venue is situated within walking distance of Victoria train, coach, bus and Underground stations.
Re-imagine your customer experience

The bar for contemporary customer experience is constantly rising. If you’re striving to balance meeting these increasing expectations with the need to increase revenue and reduce cost, talk to us to find out how we could help.

- Strategy and principles
- Customer experience dashboard
- Episodic journey planning
- Continuous experience improvement

Visit us at stand 12 to find out about our consultancy offers.

kcom.com
Pauline Wilson  
Virgin Holidays

Satarupa Banerjee  
Direct Line Group

Jonathan George  
RAC

Jon Nasta  
Xercise4Less

Gerald Bruce-Roberts  
Lloyds Banking Group

Harry Hugo  
Goat Agency

Katy Minson  
Alliance Healthcare

Rachel Haworth  
Coventry Building Society

Gareth Turpin  
O2

Martin Hill-Wilson  
Brainfood Consulting

Rod Butcher  
Fidelity International
SPEAKERS

Terry Kincheloe
UMB Financial Corporation

Lizzie Greenstreet
Alliance Healthcare

Scott Gould
Ampersand

Neil Hunter
AO.com

Phil Durand
Confirmit

Neil Martin
The First Word

Bob Stella
Legal & General

Mike Gibney
The Walton Centre NHS Foundation Trust

Michael Anderson
MJA Customer Management Ltd
THANK YOU TO OUR SPONSORS

PLATINUM SPONSORS

Confirmit
GENESYS

KCOM
Lithium

transversal
VERINT

BRONZE SPONSORS

eptica
MACRO14
Netcall

NETWORKING SPONSOR

zendesk
Use social to accelerate your business

Brands like Barclaycard, Sephora and MoneyGram reap multi-millions per year in benefits from social.

What’s your brand getting out of it?

Customer retention improved by

25%

Community users spend 2.5x more than the average customer

10x more for super users.

Social response time decreased by

93%

Reinvent the way you connect with customers
Find out more lithium.com/why-lithium | Visit our community community.lithium.com
Download the official ‘Customer Engagement Transformation Conference’ event app and begin networking today!

We’re delighted to have launched our official ‘Customer Engagement Transformation Conference event app which enables you to:

- Access all event information in real time
- View the agenda and speakers
- Create a custom schedule to plan your day
  (Please note: Saving a session to your schedule does not guarantee you a place)
- View sponsor profiles
- See who else is attending and start networking now
  - send them a message or save their profile
- Share updates and content via our event news feed
- Access exclusive content from our speakers & sponsors each day in the lead up to the event

To download:
Using your smartphone or tablet search Engage Business Media in either the Google Play or the App Store. Once you have downloaded the app, please enter the email address that you used to register to the event with to gain access.

DON’T MISS
Networking drinks and refreshments - a great way to end the day!
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:00</td>
<td>Chair’s Introduction: <strong>Martin Hill-Wilson</strong>, Founder, <strong>Brainfood Consulting</strong></td>
<td></td>
</tr>
<tr>
<td>09:10</td>
<td><strong>TECHNOLOGY AND CUSTOMER ENGAGEMENT PART 1</strong></td>
<td></td>
</tr>
<tr>
<td>09:10</td>
<td>O2 Case Study: A Digital World of Choice and Possibilities – Transforming to Stay Ahead</td>
<td><strong>Gareth Turpin</strong>, Director of Customer Service and Transformation, O2</td>
</tr>
<tr>
<td>09:35</td>
<td>UMB Case Study: Customer Feedback – The Ability to Make or Break Your Business</td>
<td><strong>Terry Kincheloe</strong>, Senior Vice President – Interactive Marketing, UMB Financial Corporation</td>
</tr>
<tr>
<td>10:00</td>
<td>How Influencers are Changing the Game for Engagement – Case Studies with Apple, British Airways and Unibet</td>
<td><strong>Harry Hugo</strong>, Chief Campaign Office &amp; Co-Founder, The Goat Agency</td>
</tr>
<tr>
<td>10:25</td>
<td><strong>Coffee &amp; Networking Break</strong></td>
<td></td>
</tr>
<tr>
<td>10:55</td>
<td><strong>CUSTOMER ENGAGEMENT TRANSFORMATION IN FINANCIAL SERVICES</strong></td>
<td></td>
</tr>
<tr>
<td>10:55</td>
<td>Lloyds Banking Group Case Study: 1.4 Billion Ways of “Getting Personal” With Customers</td>
<td><strong>Gerald Bruce Roberts</strong>, Senior Manager Customer Experience &amp; <strong>Elaine Kelly</strong>, Customer Experience Manager, Lloyds Banking Group</td>
</tr>
<tr>
<td>11:20</td>
<td>Direct Line Group Case Study: Delivering Better, Smarter Communications to Our Customers</td>
<td><strong>Satarupa Banerjee</strong>, Direct Marketing Manager, Direct Line Group</td>
</tr>
<tr>
<td>11:45</td>
<td><strong>Panel Discussion</strong></td>
<td></td>
</tr>
<tr>
<td>12:10</td>
<td><strong>DIGITAL CUSTOMER ENGAGEMENT TRANSFORMATION</strong></td>
<td></td>
</tr>
<tr>
<td>12:10</td>
<td>Disruptive Customer Care: The Competitive Differentiator</td>
<td><strong>Martin Hill-Wilson</strong>, Founder, Brainfood Consulting</td>
</tr>
<tr>
<td>12:35</td>
<td>giffgaff Case Study: Why Customer Loyalty and Brand Advocacy is Key to Increase Revenue and Scale Your Digital Customer Experience</td>
<td><strong>Timo Tolonen</strong>, Head of Community, giffgaff</td>
</tr>
<tr>
<td>13:00</td>
<td>SmartBill Case Study: Customer Engagement Lessons, Through the Lens of a Start Up</td>
<td><strong>Nikhil Shah</strong>, CEO and Co-Founder, SmartBill</td>
</tr>
<tr>
<td>13:25</td>
<td><strong>Lunch</strong></td>
<td></td>
</tr>
<tr>
<td>13:45</td>
<td><strong>CUSTOMER ENGAGEMENT TRANSFORMATION IN RETAIL</strong></td>
<td></td>
</tr>
<tr>
<td>14:25</td>
<td>LEGO Case Study: How the Power of Habit Created the World’s Most Powerful Brand, and How You Can Harness it Too</td>
<td><strong>Scott Gould</strong>, Founder, Ampersand</td>
</tr>
<tr>
<td>14:50</td>
<td>AO.com Case Study: The Moments That Matter</td>
<td><strong>Neil Hunter</strong>, Telephony Manager, AO.com</td>
</tr>
<tr>
<td>15:15</td>
<td>Alliance Healthcare Case Study: Engaging Employees to Deliver an Outstanding Customer Experience</td>
<td><strong>Katy Minson</strong>, Head of Customer Experience Transformation &amp; <strong>Lizzie Greenstreet</strong>, Employee Engagement Programme Manager, Alliance Healthcare</td>
</tr>
<tr>
<td>15:40</td>
<td><strong>Coffee &amp; Networking Break</strong></td>
<td></td>
</tr>
<tr>
<td>16:10</td>
<td><strong>TECHNOLOGY AND CUSTOMER ENGAGEMENT PART 2</strong></td>
<td></td>
</tr>
<tr>
<td>16:10</td>
<td>RAC Case Study: Optimising Customer Engagement Through Tapping into Employee Insight to Deliver a Sustainable World Class Customer Experience</td>
<td><strong>Jonathan George</strong>, Director of Sales and Service, RAC</td>
</tr>
<tr>
<td>16:45</td>
<td>IKEA/TUI Case Studies: Two Very Different Global Transformation Programmes</td>
<td><strong>Michael Anderson</strong>, Director, MJA Customer Management</td>
</tr>
<tr>
<td>17:15</td>
<td>Chair’s Summary</td>
<td><strong>Martin Hill-Wilson</strong>, Founder, Brainfood Consulting</td>
</tr>
<tr>
<td>17:30</td>
<td><strong>Drinks &amp; Networking</strong></td>
<td></td>
</tr>
</tbody>
</table>
**HALL 2**

**PERSONALISATION OF THE CUSTOMER EXPERIENCE**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
<th>Company(ies)</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:10</td>
<td>Virgin Holidays Case Study: Using the Customer Journey to Build your Brand</td>
<td>Pauline Wilson, Operations Director, Virgin Holidays</td>
<td>Virgin Holidays</td>
</tr>
<tr>
<td>09:35</td>
<td>Wolseley Case Study: How AI, the Heart of our Cognitive Knowledge, is Reducing Customer Effort and Empowering Customer Support Staff</td>
<td>Alison Goodwin, Customer Support Centre Manager, Wolseley UK</td>
<td>Wolseley</td>
</tr>
<tr>
<td>10:00</td>
<td>Xercise4Less Case Study: The Rise of Xercise4Less by Engaging Customer Feedback</td>
<td>Jon Nasta, Director Ecommerce and Marketing, Xercise4Less</td>
<td>Xercise4Less</td>
</tr>
</tbody>
</table>

| Time  | Coffee & Networking Break                                               |                                                                             |                                       |

**TRANSFORMATION: OUR PEOPLE AND OUR CUSTOMERS PART 1**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
<th>Company(ies)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:55</td>
<td>Affinity Water Case Study: Focusing on Culture with the “You Rock” Initiative</td>
<td>Amanda Reynolds, Customer Service Director, Affinity Water</td>
<td>Affinity Water</td>
</tr>
<tr>
<td>11:20</td>
<td>“Nudging” Your CX Programme Towards Transformational Change</td>
<td>Phil Durand, Director, Customer Experience Management, Confirmit</td>
<td>Confirmit</td>
</tr>
<tr>
<td>11:45</td>
<td>Coventry Building Society Case Study: Why your Customer Facing Staff aren’t the Key to Better Customer Engagement</td>
<td>Rachel Haworth, Customer Experience Director, Coventry Building Society</td>
<td>Coventry Building Society</td>
</tr>
</tbody>
</table>

**THE RISE OF CUSTOMER SERVICE DESIGN**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
<th>Company(ies)</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:10</td>
<td>Disney Case Study: The Starring Role of Teamwork In Disney Inspired Experiences</td>
<td>Chris Humphrey, Director, BE Advisory &amp; Andy Wilkins, CEO &amp; Co-Founder, BE Advisory</td>
<td>BE Advisory</td>
</tr>
<tr>
<td>12:35</td>
<td>Customer Episode 1: The Phantom Feedback Menace</td>
<td>Darryl Beckford, Head of Digital Acceleration, KCOM</td>
<td>KCOM</td>
</tr>
<tr>
<td>13:00</td>
<td>Fidelity International Case Study: Culture Hacking Through Design Thinking and Design Doing</td>
<td>Rod Butcher, Client Experience Development Lead, Fidelity International</td>
<td>Fidelity International</td>
</tr>
</tbody>
</table>

| Time  | Lunch                                                                   |                                                                             |                                       |

**ROBOTICS, AI AND CUSTOMER ENGAGEMENT**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
<th>Company(ies)</th>
</tr>
</thead>
<tbody>
<tr>
<td>14:25</td>
<td>What Skills do you Personally Need to Compete with the Takeover by AI and Robotics?</td>
<td>Peter Massey, Founder, Budd</td>
<td>Budd</td>
</tr>
<tr>
<td>14:50</td>
<td>Legal &amp; General Case Study: Working With Robots</td>
<td>Bob Stella, Head of Business Implementation, Legal &amp; General</td>
<td>Legal &amp; General</td>
</tr>
<tr>
<td>15:15</td>
<td>Panel Discussion</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Time  | Coffee & Networking Break                                               |                                                                             |                                       |

**TRANSFORMATION: OUR PEOPLE AND OUR CUSTOMERS PART 2**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
<th>Company(ies)</th>
</tr>
</thead>
<tbody>
<tr>
<td>16:10</td>
<td>What are you Willing to Change to Achieve Transformation?</td>
<td>Adrian Swinscoe, Consultant, Rare Business</td>
<td>Rare Business</td>
</tr>
<tr>
<td>16:35</td>
<td>NHS Case Study: Innovation in the NHS – At The Cutting Edge?!?</td>
<td>Mike Gibney, Director of Workforce, NHS Walton Centre</td>
<td>NHS Walton Centre</td>
</tr>
<tr>
<td>17:00</td>
<td>GWR Case Study: Modernising Communication to Transform Engagement</td>
<td>Abubakar Siddeeq, Customer Experience Manager, GWR &amp; Neil Martin, Director, The First Word</td>
<td>GWR</td>
</tr>
<tr>
<td>17:25</td>
<td>Chair’s Closing Remarks</td>
<td>Adrian Swinscoe, Consultant, Rare Business</td>
<td>Rare Business</td>
</tr>
</tbody>
</table>

| Time  | Drinks & Networking                                                    |                                                                             |                                       |
Software for better customer relationships
Lower Level 2

**HALL 1**
- TECHNOLOGY AND CUSTOMER ENGAGEMENT PART 1
- CUSTOMER ENGAGEMENT TRANSFORMATION IN FINANCIAL SERVICES
- DIGITAL CUSTOMER ENGAGEMENT TRANSFORMATION
- CUSTOMER ENGAGEMENT TRANSFORMATION IN RETAIL
- TECHNOLOGY AND CUSTOMER ENGAGEMENT PART 2

**HALL 2**
- PERSONALISATION OF THE CUSTOMER EXPERIENCE
- TRANSFORMATION: OUR PEOPLE AND OUR CUSTOMERS PART 1
- THE RISE OF CUSTOMER SERVICE DESIGN
- ROBOTICS, AI AND CUSTOMER ENGAGEMENT
- TRANSFORMATION: OUR PEOPLE AND OUR CUSTOMERS PART 2
Connecting people to knowledge

We ensure agents, customers and employees can find the right answer, first time, every time.

Ensure customer success with every self-service experience.

Accelerate agent performance with every answer.

Inspire employee productivity with smarter tools.

Trusted by top brands
TECHNOLOGY AND CUSTOMER ENGAGEMENT PART 1

O2 Case Study: A Digital World of Choice and Possibilities – Transforming to Stay Ahead
Gareth Turpin, Director of Customer Service and Transformation, O2

O2 is a powerful UK brand now recognised for far more than just mobile phones. From Priority, a digital loyalty scheme exclusively for our customers to O2’s sponsorship of the world’s most successful entertainment venue, The O2, and even Think Big, our award winning sustainability programme, it’s no longer just about phones. Our customers rely on us for the technology they love and depend on every day. If you ever leave your phone at home, you realise how important they are. They’re the remote control to your life.

At O2 we aim to use technology to enhance customers’ everyday lives and experiences. It’s not just customer service that needs to change to embrace the digital world and the multichannel way of operating, but businesses as a whole. So far, so good, our journey over the last 5/6 years has seen us shift from the more traditional voice contacts to greater focus on digital and self-service whilst continuing to give our customers choice. But this isn’t enough, we’re operating in a continually changing world, and we need to transform to stay relevant for our customers who have even greater expectations of us.

Hear all about our journey so far, and what’s coming next....

Gareth has been with O2/Telefonica since 2001. He has overall responsibility for Customer Service and companywide Transformation within the UK business, including O2’s key strategic partnership with Capita, Convergys and Intelling contracts.

UMB Case Study: Customer Feedback – The Ability to Make or Break Your Business
Terry Kincheloe, Senior Vice President – Interactive Marketing, UMB Financial Corporation

Honest, timely feedback on the issues that matter most to the engaged customer is key in the hyper-competitive financial services market. You need to encourage your customers to continually provide you with this vital information but how do you ensure you respond to what they tell you quickly and efficiently. In this session, Terry will explain how advanced analytics, data visualisation and the ability to benchmark against competitor organisations has helped UMB to identify key CX trends to support the unparalleled customer experience.

Terry Kincheloe is currently Senior Vice President – Interactive Marketing at UMB Financial Corporation. Based in Kansas City, Missouri in the United States, Terry leads UMB’s public website strategy, digital marketing, marketing research and voice of the customer programme for the online channel. Prior to UMB, Terry was Director of E-commerce and Market Research for YRC Worldwide, a Fortune 500 global transportation company. He has also lead marketing initiatives in several other industries including education, internet publishing and health care information technology.

How Influencers are Changing the Game for Engagement – Case Studies with Apple, British Airways and Unibet
Harry Hugo, Chief Campaign Office & Co-Founder, The Goat Agency

The world’s biggest brands are beginning to realise that influencer marketing is the way forward to engage customers across social media. But what metrics matter? How can you identify the right influencers for you brand? What platforms will work best for your brand/product? See some case studies in action from the likes of Apple, British Airways and Unibet.
Harry set up his first business when he was 16, a football fan site network with 60 websites and over 500 global writers. He was then invited to write for Liverpool's official website as an influential blogger. He then became Head of Social at Sportlobster by 18 and built relationships with every major influencer in the UK. Since Harry founded Goat, the company has grown from 3 to 15 staff in 18 months and has worked with global brands like Coca-Cola, ESPN, Budweiser and British Airways.

Coffee & Networking Break

Lloyds Banking Group Case Study: 1.4 Billion Ways of “Getting Personal” with Customers

Gerald Bruce Roberts, Senior Manager Customer Experience & Elaine Kelly, Customer Experience Manager, Lloyds Banking Group

Gerald and Elaine will share some of their 1.4 billion ways of “getting personal” with customers, using the latest in personalised video technology. They’ve merged big modern data with old-fashioned personal service to create videos that have replaced traditional bank communications, and in so doing, they’ve succeeded in creating better brand engagement at no incremental cost.

Gerald has spent 20 years helping companies in the financial services and retail sector deliver what matters most to customers – through front-line staff and the back-office people who don’t realise the impact they have. Gerald is responsible for Insights and Customer Experience at Lloyds Banking Group and his work in their Consumer Finance division earned Silver Industry awards in 2016.

Resourceful customer-oriented and highly-organised CX professional with proven experience of designing, delivering and implementing Customer Research & Improvement program strategies; with over 10 years’ experience in both Banking and Betting and Gaming; harnesses the ability to coordinate resources effectively to achieve targets within stringent constraints / deadlines. Relishes challenges and demonstrates creative thinking to find innovative solutions to challenges.

Direct Line Group Case Study: Delivering Better, Smarter Communications to our Customers

Satarupa Banerjee, Direct Marketing Manager, Direct Line Group

Satarupa will walkthrough the journey of Direct Line and how our customer communications have evolved over time and improved engagement with our customers and built a long lasting relationship. This includes creation of an engagement programme with our customers and more innovative/engaging channels to talk to them identifying points of need that would deliver most value to them. This has improved our brand engagement, advocacy and contributed significantly to DLG’s sales numbers. We are constantly testing creative copy and design, propositions, new data sources, creative formats etc. in a test and learn environment to optimise communications to our customers.

Satarupa heads up Direct Marketing team for all brands and products in Direct Line Group. Satarupa, a Cranfield MBA brings 15+ years of varied experience across consultancy, product management, change management and customer marketing. With our once once-revolutionary ‘come direct’ proposition suddenly drowning in a sea of price-focused comparison websites, Direct Line needed to reposition itself within the insurance space – and fast. To do this, we planned to reframe our direct relationship with customers and deliver insurance as a value-driven product. Satarupa and her team has transformed the way targeted communications are being sent to our existing customers and prospect base utilising a multi-channel contact strategy. Satarupa has led the teams to change our approach to communications. The communications have been streamlined and focussed more on what customers want. For the first time we not only targeted our new business customers but delivered real value over price to our existing customers, highlighting new features and giving new propositions to customers mid-term, providing protection related content outside point of sales and renewals.

Panel Discussion

Gerald Bruce Roberts, Elaine Kelly and Satarupa Banerjee
Disruptive Customer Care: The Competitive Differentiator
Martin Hill-Wilson, Founder, Brainfood Consulting

It’s a truism that we live in a world of change. In fact we live in a world of imminent disruption. The status quo in many sectors is being challenged by digitally fuelled business models. No organisation is immune. No surprise then that within customer service there is a never ending conveyor belt of new things to digest. This places an impossible demand on an already over stretched leadership team who are orientated to reactive management of a never ending flow of service challenges.

Traditional hierarchical decision making cannot cope with the flow of innovation that is now needed to keep up. Instead a fundamental redesign of how innovation is sourced and managed has to take place. Get ahead of the curve and start to challenge your own service organisation to see its future through new eyes. Unleash the innovative spirit.

Martin is a leading customer engagement and digital business strategist. Also an author and international keynote speaker. Working under my own brand, Brainfood Consulting, I design masterclasses and transformational change helping clients evolve their social and digital capabilities. Current topics include omni-channel design, proactive, low effort customer experience, social customer service and customer hubs. All themed around service innovation.

giffgaff Case Study: Why Customer Loyalty and Brand Advocacy is Key to Increase Revenue and Scale your Digital Customer Experience
Timo Tolonen, Head of Community, giffgaff

Discover how giffgaff has placed their customers at the centre of their overall strategy and how their community of members is driving change within their business.

• What is the journey from being the owner of a sim-only and no-contract customer from engaged advocate and member?
• How do you prove value from engagement and loyalty?

Timo Tolonen, Head of Community at giffgaff, will share examples of how their strategy has driven proven value both on the customer service and revenue side.

I am a people and project manager from the video games industry who saw the light and made the very sensible leap into community some 6 years ago and I haven’t looked back since. I am currently the head of community at giffgaff, a UK mobile network where we believe that together with our members anything is possible.

SmartBill Case Study: Customer Engagement Lessons, Through The Lens of a Start up
Nikhil Shah, CEO and Co-Founder, SmartBill

A discussion of the lessons learned with respect to customer engagement when launching an innovative tech business. This includes an overview of the challenges faced, and perhaps surprisingly, some strategies on using these to your advantage to build a product or service that your customers love.

Nikhil Shah, CEO of SmartBill, a Fin-Tech startup created with the help of Y-Combinator, will talk through his experiences in customer engagement at SmartBill, and its importance in ensuring the survival of the company.
The discussion will draw on lessons learned in a challenging start up environment, where customer engagement is key to driving the business in the right direction. These lessons are likely to be applicable to any business, including more established ones, but particularly those looking to launch into new products or territories.

Nikhil Shah is CEO and co-founder of SmartBill, an innovative expense management tool that enables consumers and businesses to streamline their costs. It helps user to identify, track & manage all their recurring expenses from one place, including unwanted subscriptions, which cost the UK £4bn per annum.

Nikhil and his co-founders decided to launch SmartBill after being stung by unwanted subscriptions and hating the hassle of shopping around for cheaper contracts on price comparison sites. The problem is finally being recognised by the UK government who recently made tackling the ‘subscription trap’ a focus point in the Spring budget.

He was previously an equity Investment Analyst and Portfolio Manager who worked for a number of high profile, trusted firms including Knox D’Arcy, JP Morgan, & Bank of America Securities. He created the UK’s first fund to invest based on Director trading activity, which was a top UK performer within 12 months of launch. He has travelled 40 countries, enjoys Bourbon cocktails and is a certified Scuba Diver.

Lunch

CUSTOMER ENGAGEMENT TRANSFORMATION IN RETAIL

LEGO Case Study: How the Power of Habit Created The World’s Most Powerful Brand, and How You Can Harness it Too
Scott Gould, Founder, Ampersand

Over the last 15-years LEGO has gone from being $800m in debt to becoming the world’s most powerful brand, recently overtaking Ferrari. How? It’s success lies in returning to what really matters for the organisation, and that meant a renewed focus on the tactile act of building with bricks, and the habits and rituals which lie behind it. This case study will focus on the stages of building habit, and how to tell a brand story that reinforces those habits. The result for LEGO is that they have found habit to be THE way that they connect with their customer and grow their business, even more than marketing or advertising. We will also consider what building habits means for your organisation, and how even the most apparently simple of businesses can find ways to engage through habit.

Scott is a consultant, writer and speaker who helps socially-minded organisations get people highly engaged around their mission. He has consulted with organisations such as Microsoft, Finland Tourist Board, GAIN and various Local Councils. A former church minister who grew his congregation by 500% by learning how to gather people around a powerful idea and cause, he has worked in a range of engagement contexts over the last 16 years. He has spent the last eight of those years developing the Ampersand model, a framework that demystifies how engagements works so that anyone can know how to get the person in front of them more engaged. He previously founded the popular Like Minds series of conferences, which was one of the first Twitter hashtag communities and was later rated a top-10 event by The Guardian and Wired. Currently, his work with Ampersand is in training leaders in his engagement model, and bringing those same leaders together in a peer-mentoring community. As someone who loves to meet new people and share ideas, Scott has carried out over 20,000 hours of community building, hosted over 400 events, and delivered over 500 talks and lectures. Scott is an accredited consultant, and Fellow of the Royal Society of Arts.
AO.com Case Study: The Moments that Matter
Neil Hunter, Telephony Manager, AO.com

AO.com started life 17 years ago after the Founder had a £1 bet with a friend that he wouldn’t quit his job and start the business. Move forward to 2017 and AO are on a rapid growth curve with the mission of being the best electrical retailer in Europe. Find out how AO focus on delivering exceptional service to their customers, from how they approach customer experience to how they engage their people. AO is at the forefront of Customer Experience.

Neil Hunter is the Telephony Manager at AO.com. Neil is responsible for delivering AO’s customer strategy through leveraging systems within the contact centre operations. AO.com is the UK’s leading online electrical retailer and with its market leading delivery proposition and revered customer service, is on a mission to become the best in Europe.

Alliance Healthcare Case Study: Engaging Employees to Deliver an Outstanding Customer Experience
Katy Minson, Head of Customer Experience Transformation & Lizzie Greenstreet, Employee Engagement Programme Manager, Alliance Healthcare

Katy Minson and Lizzie Greenstreet will present about how Alliance Healthcare recently won three awards at the UK Employee Experience programme. It’s one of Alliance Healthcare’s strategic priorities to put the customer and colleague first, so We take care, personally was formed. Following the service profit chain, of happy colleagues delivering great customer service to customers, We take care, personally is transforming the culture of Alliance Healthcare, demonstrating significant improvements in employee engagement levels.

Katy Minson works at Alliance Healthcare where she is responsible for improving customer centricity through influencing leadership and culture within the company. Recently Alliance Healthcare won three awards at the UK Employee Experience Awards for their customer focused culture change programme.

Lizzie Greenstreet is the award winning Employee Engagement Programme Manager at Alliance Healthcare. She is responsible for developing the culture of Alliance Healthcare, making sure we put colleagues and customers first.

Coffee & Networking Break

TECHNOLOGY AND CUSTOMER ENGAGEMENT PART 2

RAC Case Study: Optimising Customer Engagement Through Tapping Into Employee Insight to Deliver a Sustainable World Class Customer Experience
Jonathan George, Director of Sales and Service, RAC

Jonathan will be sharing learnings from his experience of over 25 years in the Contact Centre Industry and the time spent working with major brands such as the RAC, Specsavers and Capital One to implement and deliver sustainable transformational change to make a real difference to both employees and customers. The importance of high employee engagement has always been a critical factor to take advantage of the vast customer insight gained via the Contact Centre channels. Having spent time in number of industries Jonathan will walk through the strategies that have delivered high engagement and how this has led to implementing change at a fast pace to give organisations a competitive advantage. He will share the technology that has made this possible and his roadmap to sustain this strategy in the coming years. He will also share his knowledge of the significance of organisational culture and authentic leadership has been the thread to enable change to be fully embraced.
Jonathan is an inclusive and motivational leader who thrives in challenging and diverse environments. He has a track record of creating a culture that delivers high performance across diverse sectors (retail, outsourcing, travel/concierge, financial services, Utilities and insurance) and for large PLC’s, Privately owned and VC owned businesses. His strong leadership and people development skills have led to delivering organisational success including leading 3 organisations to be recognised as being a Top 50 Customer Service Centre in the UK.

IKEA/TUI Case Studies: Two very Different Global Transformation Programmes

Michael Anderson, Director, MJA Customer Management

Michael will be sharing his experiences of leading and delivering two large global transformation programmes. Both had the Customer at the vision for their respective programmes, but individually they came from two very different perspectives. The first talks about a Digital Transformation Programme for a highly successful, Global Travel Group. This travel organisation has products across the globe which are distributed through Retail, On-Line and Travel Agents. Its products include Flights, Hotels, Cruise Ships and all the related holiday ancillaries that you would expect to find when booking a holiday. However, they recognised that the entire journey, from dreaming about a holiday, through sourcing and booking, to the anticipation, the holiday itself and going full circle back to dreaming, was something that could be enhanced through Digital in a way that hadn’t been thought of before. Given the many new digital first competitors new to the market, how to turnaround a traditional business with all the legacy structures and processes, to deliver a Digital experience, was the challenge.

The second of Michael’s experiences is that of another Global Transformation programme, which this time centres on its Contact Centres, of which there were 26 around the globe, of varying sizes, ranging from 70 seats in Austria to 700 seats in Germany, with the US, China and India on the cusp of huge growth. The challenge here was to get consistency in the way customers were served through the contact centres, who in turn, were trying to cope with the exponential sales growth of this retailer, who simultaneously was rolling out its new online platforms. This was causing huge uplifts in customer service demands to the contact centres and this example describes the challenges and the Transformation Programme design, putting the Customer and importantly, co-worker at the centre of the design.

Chair’s Summary

Martin Hill-Wilson, Founder, Brainfood Consulting

Drinks & Networking
Richer Insights
Smarter Decisions
Faster Reactions

With Confirmit’s Voice of the Customer solution you can:

- Listen to the Voice of the Customer through a multi-channel solution
- Integrate that voice with existing data to generate powerful insights
- Take actions that deliver real and measurable business change

Learn more at confirmit.com or call us at +44 020 3053 9333

© 2017 Confirmit. All rights reserved. Other marks referenced herein are the property of their respective owners.
PERSONALISATION OF THE CUSTOMER EXPERIENCE

Virgin Holidays Case Study: Using the Customer Journey to Build your Brand
Pauline Wilson, Operations Director, Virgin Holidays

No matter your business, your customers now have more choice and higher standards than ever. If you’re a Virgin business, those standards only rise. So Pauline Wilson will share with you what Virgin Holidays has done to create and keep happy customers. In this insightful behind-the-scenes look at Virgin Holidays, she’ll communicate her findings from 10 years at the company, plus the latest thinking behind its radical overhaul of the customer journey, touchpoints and technology.

A collaborative leader with extensive leadership experience fostering strong team spirit and a proven track record of success. Over 20 years of operational and customer service experience in the travel industry. Building and developing high performing teams, I have an established reputation as a highly motivated and focused professional who is results orientated, disciplined and committed to providing an excellent customer experience and operational delivery at optimum cost.

Wolseley Case Study: How AI, The Heart of our Cognitive Knowledge, is Reducing Customer Effort and Empowering Customer Support Staff
Alison Goodwin, Customer Support Centre Manager, Wolseley UK

Wolseley is transforming its Customer Support Centre. Alison Goodwin, Customer Support Centre Manager, will describe how the journey so far has resulted in a seriously positive impact on First Call Resolution, CSAT and NPS results – and agent training times, which have been slashed by a third.

As part of Wolseley UK’s Multichannel team, Alison is a manager of two Customer Support Centre sites in Ripon and Marston Gate providing customers with order processing support, customer service and online support. Alison has worked for Wolseley UK for 17 years, predominantly in the customer service arena, but also including time spent in sales & marketing. Prior to joining Wolseley, Alison worked in both the banking and the travel industry and has more than 30 years experience in customer service.

Xercise4Less Case Study: The Rise of Xercise4Less by Engaging Customer Feedback
Jon Nasta, Director Ecommerce and Marketing, Xercise4Less

Jon will show how an organisational shift in using member feedback and voice of the customer analyses allowed Xercise4Less to focus on their strengths, accelerate their growth to become one the EU’s biggest disruptive success stories in the Health Club market today.

Jon enjoys bringing the health club industries leading attrition defence systems (Listen360 & Perkville) to the European Health Club market. Services that now assist thousands of health clubs with engaging millions of members every week.

Jon is also Director of e-commerce and marketing at the EU’s third fastest growing chain of health clubs, Xercise4Less.
Our exclusive new Engage Focus groups allow senior individuals working in customer and employee engagement to come together and voice their thoughts and share experiences in a structured professional environment.

These dynamic and highly engaging think tanks stimulate thought leadership discussions and provide valuable ‘take-home’ implementable knowledge. Hosting a focus group forges meaningful relationships, positions you as a market leader whilst providing powerful insights into the key issues within the enterprise.

The Focus Groups are a series or 90 minute roundtable sessions providing the perfect platform to share knowledge, collaborate and solve industry issues with Chatham house rules. In addition to the sessions there are several networking opportunities with over 120 of your peers.

WHAT TO EXPECT
The Focus Groups are a series or 90 minute roundtable sessions providing the perfect platform to share knowledge, collaborate and solve industry issues with Chatham house rules. In addition to the sessions there are several networking opportunities with over 120 of your peers.

FOCUS GROUP WORKSHOP TOPICS
1. Customer Engagement Transformation
2. Linking Voice of The Employee and Voice of The Customer
3. CX Strategies for The Customer Journey
4. Evolution of Voice of The Customer
5. Customer Engagement in Financial Services
6. Innovative and Disruptive Strategies in CX
7. Customer Data Security & Privacy
8. Artificial Intelligence & Robotics
9. Customer Engagement in Retail
10. Engaging with The Digital Customer
11. Future of The Contact Centre
12. The Evolution of CX Service Design

APPLY FOR A PLACE NOW - tickets@ebm.media
10:25-10:55
Coffee & Networking Break

10:55-11:20
TRANSFORMATION: OUR PEOPLE AND OUR CUSTOMERS PART 1

Affinity Water Case Study: Focusing on Culture with the “You Rock” Initiative
Amanda Reynolds, Customer Service Director, Affinity Water

Amanda will be discussing the “You Rock” initiative, which includes:

- Which Way
- Hefty Challenge
- The Journey To Being The Best
- Credibility, Faith, Freedom & Confidence
- Let the good times roll….
- One dream one team

Outstanding track record of creating award winning customer centric businesses, delivering an enviable and attractive return on investment. Extensive experience within the Customer Services Industry – over 20 years across all sectors and 11 countries primarily for FTSE 100 companies. Focused largely on transformational change and in the last 7 years on digital service. An enthusiastic people focused leader with a strong drive for results and success.

Previous experience

Accenture Strategy, assignments incorporated: change lead of designing a new digital business for an energy company, lead for global digital service or a global bank, Customer Service Director at a FTSE 100 utility, Service transformation lead for a major UK bank separation including design for new digital footprint, Exec advisor for insourcing/outsourcing including a strategic review at a world-class investment company.

11:20-11:45
“Nudging” Your CX Programme Towards Transformational Change
Phil Durand, Director, Customer Experience Management, Confirmit

Do your customers want to give feedback because they know they will be listened to? Does every colleague understand which behaviours work and which ones don’t? Are your team leaders able to prioritise and drive the right change in the right areas? Are your executive team using your CX insights to inform the decisions they make on a daily basis?

No? Don’t worry, you’re not alone. Building a customer experience programme that drives transformational change means you need to maximise your feedback, produce valuable and useable data, and engage the wider business. That’s not easy, but it is possible. Join Phil Durand, Director, Customer Experience Management, at Confirmit as he shares guidance and best practices so your CX team can engage both customers and employees to ensure that your programme drives real change. From real-life examples to how using Behavioural Economics or ‘Nudge theory’ can help to make your CX programme successful, Phil will leave you with plenty of new ideas to deliver true transformational change.

Phil has worked in customer experience measurement for twenty years. In his role at Confirmit, he works closely with customers to help define and design global Voice of the Customer programmes that deliver business change. He firmly believes that insight is only important when a business focuses on what it means, why it matters – and crucially – what they’re going to do about it. His real enthusiasm has always been for the creation of engaging programmes that motivate a business to improve. This is about creating a competitive advantage while staying true to the customer voices heard. He has taken roles on both the agency and client-side, developing and managing large, multi-national programmes across a range of industries including travel & tourism, automotive, utilities, finance and telecoms.
Coventry Building Society Case Study: Why your Customer Facing Staff Aren’t the Key to Better Customer Engagement

Rachel Haworth, Customer Experience Director, Coventry Building Society

Organisations spend millions on front line systems and staff training, often to find little or no improvement in customer loyalty. So what is it that really drives customer engagement?

Coventry Building Society has delivered enviable business performance and customer loyalty by putting customers first. Winner of multiple customer experience, fairness and business awards, this relatively unknown business is leading the way on customer engagement. Find out how in this case study.

Rachel has over 20 years’ experience of Marketing and Customer Experience leadership in Financial Services, having managed First Direct’s brand and innovation initiatives before joining Coventry Building Society. Initially leading the Product & Marketing strategy, Rachel went on to set up a team dedicated to Customer Experience and Conduct Risk. Coventry Building Society is now considered a leader in customer experience in the UK, ranking 11th in the recent KPMG Nunwood ‘top 100 UK companies for customer experience excellence’.

Disney Case Study: The Starring Role of Teamwork in Disney Inspired Experiences

Chris Humphrey, Director & Andy Wilkins, CEO & Co-Founder, BE Advisory

Companies put a lot of effort into improving customer experiences, but too often the changes are inconsistent, stagnant or don’t stick, because leaders fail to achieve organisational congruence. We will show how a company like Disney has a global reputation for customer experience, because above all it ensures that its entire workforce has a common understanding of what customers consider value. We will show how an overarching Customer Value Framework, supported intentionally by human resources, hardwires customers into the heart of the organisation, and is one of the most powerful weapons to deploy in the competition for customer experience.

Builds a customer value-led ecosystem in complex organisations. Skilled at leading change in turbulent trading conditions, exploiting hidden revenue opportunities and implementing Disney’s proven methodology for sustaining customer value. Wide-ranging commercial expertise underpins a tenacious but diplomatic leadership style, a preference for differentiated strategies, and empirical problem solving. Visiting lecturer at Cranfield School of Management and Henley Business School, conference speaker, and author of articles and white papers.

I currently undertake management consulting engagements to both companies as well as public sector organisations on a range of tactical and strategic projects relating to understanding and meeting emerging customer needs. I am also a regular speaker on the international conference circuit where I have presented on a range of topics including re-inventing healthcare in a digital age, the centrality of understanding customer needs to drive strategy and Innovation and the centrality of customer experience in building sustainable brand relationships. A generalist (and proud of it!) I am looking for interesting projects either in leadership positions or as a strategic advisor/consultant to assist organisations in their pursuit of business growth & success! Specialties: Strategy Development, Innovation & Service Development, Customer Experience, Customer Needs Research, Product & Service Design, Branding strategy & Market Development, Partnering & Business Development, Business Start Up & Ecosystem Development
Customer Episode 1: The Phantom Feedback Menace
Darryl Beckford, Head of Digital Acceleration, KCOM

Given the competing pressures of digital transformation, delivering a better experience and reducing operating cost, what’s the best route to redesigning the service you offer your customers? In this session we’ll look at how agile software development techniques explain why a complete “drains up” approach is not always the answer. We’ll also address the fact that feedback is not the same as insight, which may mean the answers were there all along and that you couldn’t see them. Finally, we’ll explore how these techniques allow you to drive out what you want from customer contact technology, and put you in the driving seat to manage your internal IT teams and external suppliers more effectively.

Darryl is customer contact professional who has mastered the art of delivering low effort experiences for customers across multiple channels. Having helped many well-known brands create precise, meaningful and repeatable experiences for customers, he recently took the lead on the development of a customer strategy at Bupa. Now, as Head of Digital Acceleration for KCOM, Darryl is on a personal mission to make life easier and better for every customer.

Fidelity International Case Study: Culture Hacking Through Design Thinking and Design Doing
Rod Butcher, Client Experience Development Lead, Fidelity International

What’s the problem? Business as usual is an oxymoron, customer-driven disruption is everywhere and yet we don’t like being disrupted. This is because the soft stuff- organisational culture and learned behaviours – is the hard stuff. And nudging the culture – and making it stick – is the hardest of all. Rod will talk about the role and activities of the small CX design thinking team at Fidelity International. What is it, why bother and how to do it – the process, the discipline, the mindset and definitions of success and the outcomes. Design thinking never stops – everything is a work in progress, so Rod will illustrate his talk with a variety of relevant examples.

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).

Lunch
What Skills do you Personally Need to Compete with the Takeover by AI and Robotics?

Peter Massey, Founder, Budd

Lots of press coverage shows we’ll all be out of a job soon. Or will we? Peter debunks the jargon, the likely impacts and the implications for skill sets in your business and more importantly for you personally. And what to do now.

Peter is a serial entrepreneur who has built and run a series of 4 businesses in customer relationships, contact management, operations and programme management over the last 20 years, working with clients across all sectors. He describes Budd’s business model as “co-creation” with clients & their customers, with colleagues globally in LimeBridge. He facilitates the 10 year old Chief Customer Officer Forum in the UK. Budd’s focus is implementing “The Best Service Is No Service” processes, now a book written by his former Amazon colleague.

Legal & General Case Study: Working with Robots

Bob Stella, Head of Business Implementation, Legal & General

Over the last 3 years L&G’S Insurance Customer Service has introduced 15 robots into the workforce. They are doing an equivalent of 55 people’s work with 100% accuracy, always within service level; yet, they only work if their human colleagues choose to support them. This presentation will explore how people engagement has been at the heart of L&G’s robotics success.

The Legal & General Group, established in 1836, is one of the UK’s leading financial services companies. As at 30 June 2016, we had over nine million customers in the UK for our life assurance, pensions, investments and general insurance plans.

Panel Discussion

Coffee & Networking Break
TRANSFORMATION: OUR PEOPLE AND OUR CUSTOMERS PART 2

16:10-16:35

What are you Willing to Change to Achieve Transformation?
Adrian Swinscoe, Consultant, Rare Business

In this session, Adrian will share a number of case studies of companies that are taking innovative approaches to their own transformation and the variable/levers that they are using to achieve their own transformation.

Adrian Swinscoe is a consultant and adviser to a number of firms helping them improve their customer and client experience. His clients range from large publicly quoted organisations to fast-growing, entrepreneurial firms.

He’s a huge fan of organisations that do great things for their customers and enjoys using research, stories and human insights to help create change and better results for his clients. He will be publishing a book: How To Wow with Pearson in Apr/May 2016 that will be full of practical tips, inspiring insights and interviews with a wide range of leaders and entrepreneurs on how to deliver a world-class customer and employee experience.

Overall, he’s a lover of simplicity and an advocate of the human touch with some really useful technology thrown in.

Outside of work, he’s a keen but distinctly average rock-climber and loves to develop and share via his blog and his column on the Entrepreneur section of Forbes.com.

16:35-17:00

NHS Case Study: Innovation in the NHS – At the Cutting Edge?!?
Mike Gibney, Director of Workforce, NHS Walton Centre

Despite the much-publicised challenges facing the NHS, innovation is thriving across the NHS system. However because the work moves at such a pace, much that is innovative and transformational remains hidden from external view and is rarely celebrated.

This presentation will cover some of the amazing applications occurring within the NHS in relation to virtual reality, 3D printing and now artificial intelligence. It will also highlight some of the points at which the NHS is reaching out to the private sector and to SMEs in particular to improve services and to meet the innovation challenge.

It will then move from the broad national picture through to a transformational health and wellbeing programme at the Walton Centre NHS Foundation Trust – the only standalone Neuroscience Centre in the country covering a population of 3.5 million. This case study will demonstrate how the challenge of engaging staff was addressed in an organisation where wage increases are set nationally and working conditions are getting more difficult year on year. The Trust now enjoys the highest possible CQC quality rating (outstanding) and is in the top five nationally for staff engagement.

Michael is currently Director of Workforce at the Walton Centre NHS Foundation Trust where he has worked since 2013. He is the Trust lead for HR, OD, Education, Communication and Fundraising. During this period, the organisation has achieved the Investors in People Gold Standard Award, Investors in People Health and Wellbeing Award and is currently within the HSJ Top Ten Best Places to Work.

Michael joined the NHS in 2009 following a successful career in local government and the third sector. This included implementing a service redesign programme within a local authority that delivered efficiency savings of £10 million over a 3 year period and designed workforce interventions at a regional level, across 10 local authorities. Throughout his career, he has placed a strong emphasis upon actively engaging with all levels of the workforce as a fundamental building block to delivering change.
GWR Case Study
Abubakar Siddeeq, Customer Experience Manager, GWR & Neil Martin, Director, The First Word

Abu had always known that flattering quality scores didn’t necessarily mean GWR’s customers were getting a great experience. Then last year a campaign to get rid of rail speak from GWR’s customer communications gave him the inspiration he needed. It changed his whole perspective on customer experience – and became the catalyst to improving every step of GWR’s customer journey.

This talk will take us from a project that began life in the contact centre to a philosophy that’s spread into all kinds of unexpected areas of the business. Abu will give a frank account of the big decisions, difficult conversations and ultimately the benefits of modernising the communication style at a traditional engineering company.

He’ll also share his story on how the work has changed the way he sees his role in customer experience – and why he’s on a mission to put real pride, passion and personality into every message.

Abu joined FirstGroup plc (UK Rail Division) in 2013 as a Customer Contracts Manager, driving improvements across the outsourced contact centre team – changing how the team approached Quality Assurance and helping to evolve the relationship from a transactional one to a customer journey orientated one. Abu has also been involved in shaping the First Rail division customer experience strategy, working on several bids, benchmarking industry best practice and presenting best-in-class customer experiences to embed across the organisation. In 2015 Abu moved across to Great Western Railway (GWR) as a Customer Experience Manager, working with the operations teams to deliver an excellent on-train experience, as well as focussing on the quality of information presented to customers at various key touchpoints. Previously, Abu lead large customer service teams as a General Manager within the NHS and as a Regional Operations Manager with Transport for London.

Over the last ten years Neil’s helped brands like British Airways, Sainsbury’s and EDF Energy to create a distinctive tone of voice. He’s also trained everyone from CEOs to customer service teams to banish blah, bull and bunkum from their writing and replace it with real personality. Neil studied creative writing at UEA. He was lucky enough to be taught by novelists and poets like Andrew Motion and Ali Smith, and he went on to have some of his work published. If there’s anything Neil loves as much as words it’s bikes, whether he’s wheeling around his native Forest Hill or he’s watching the pros in the Tour de France.

Chair’s Closing Remarks
Adrian Swinscoe, Consultant, Rare Business

Drinks & Networking
EngageTrain provides inspirational and highly productive masterclasses, training courses and workshops built for directors, managers, supervisors and front line professionals. Our customer focused sessions are all designed to help you plan, build and implement Customer Engagement strategies and best practice from brief to delivery.

Contact: Daniel Keen, Training Sales
Tel: 01932 302 112 • Email: dan.keen@ebm.media

EngageTrain.com
EngageTrain is part of Engage Customer. Since 2009 Engage Customer has been helping its global community of over 48,000 leaders in the customer and employee space. Our mantra is that organisations need to be where their customers are. They need to cut across their own internal silos, take a more holistic view of their customers, both internal and external and deliver a consistent and appropriate service across all channels, offline, online, social and mobile.
WHY CHOOSE ENGAGE TRAIN?

Wherever you are in your career, skills and knowledge are always invaluable. We truly care about the delegates who enrol with us, and feel this sets us apart from the crowd. All our training programmes and workshops are delivered by highly experienced and recognisable consultants and training professionals each with their own area of expertise. Our aim is to provide exceptional value for money. The right training is one of the best investments anyone can make. We guarantee high quality and effective training at an excellent price that delivers a real payback – that is our promise to you.

LEARNING AND DEVELOPMENT:

- MASTERCLASSES
- LEADERSHIP WORKSHOPS
- BEST PRACTICE TRAINING
- INTRODUCTION TO CONSIDERATION SYMMETRY
- INHOUSE TRAINING COURSES
**MASTERCLASSES OVERVIEW**

Masterclasses are inspirational and highly productive courses to help you plan, build and implement Customer Engagement strategies from brief to delivery. Masterclass slides are provided to help you retell the stories of the day as part of consensus building with colleagues as your first task after the masterclass. We are committed to delivering the very best in training, coaching and people development, working with industry recognised and highly skilled facilitators and consultants.

Like you, we want to know that what we do makes a difference.

**LEADERSHIP WORKSHOPS OVERVIEW**

As a leader it is vital you know your own values and style so that you can remain consistent and authentic in the face of challenges and setbacks. Utilising self-awareness and emotional intelligence you will be able to uphold a professional approach in all situations. When your teams know what to expect from you (and what not to expect from you) the culture of your team will be clear and positive. You will be better able to have open and honest two way conversations, manage the expectations of your team and manage individual performance, for the benefit of everyone and your organisation.

**SOCIAL CUSTOMER SERVICE COMMUNICATION SKILLS**

Providing customer service over social channels is different. It’s a spectator sport. Organisations have to consider the digital footprint left by each interaction. Not just for that customer but for all who subsequently see it. Has trust in the brand increased or been diminished as a result? This matters whether it’s a simple enquiry or escalated complaint.
INTRODUCTION TO CONSIDERATION SYMMETRY
Crossing User experience, Customer experience and Employee experience – A set of learning games for greater performance in your organisation. For companies willing to develop their service performance, making the link between customer engagement and employee engagement is common sense: it boosts loyalty, sales, market share and consistently reduces employee turnover. This link is called Consideration Symmetry©. It consists in paying as much attention to your employees as your customers. This 1 day session delivers a bespoke, practical and participatory approach to evolve and transform your service offering, and to learn the methodologies to assess and improve services and behaviours in your organisation.

IN-HOUSE TRAINING
If you would like a team involved or you would prefer the training courses to be delivered in-house or your chosen location we can work with you to enhance your organisation’s performance through in-house training and consulting.

Tailored to meet your business’s particular objectives, and delivered through exceptional experienced industry recognised trainers and consultants, ensuring immediate results and focusing on your own specific issues.
“THE DAY NEVER LOST MOMENTUM AND I WAS TRULY INSPIRED – I’LL DEFINITELY BE BACK NEXT YEAR”

CX DIRECTOR, MARKS & SPENCER

CustomerEngagementSummit.com
More than 900 delegates – a new record – attended Engage Business Media’s fifth annual Customer Engagement Summit in 2016, now firmly established as Europe’s premier and most highly regarded customer and employee engagement conference. So the scene is set for a fantastic day on November 13 2017 with our sixth Customer Engagement Summit and our Annual Engage Awards under the same roof and on the same day – it’s definitely one for your diary!

tickets@ebm.media
Confirmit enables organisations to develop and implement Voice of the Customer, Employee Engagement and Market Research programmes that deliver insight and drive business change. Confirmit’s clients create multi-channel, multi-lingual feedback and research programmes that engage customers, empower employees, deliver a compelling respondent experience, and provide high Return on Investment. Confirmit’s customer engagement model provides the power to listen to the Voice of the Customer, integrate it with financial, operational and free-form text data to generate powerful insight, and take action that will deliver effective business change and create competitive advantage.

Contact:
T: +44 (0) 20 3053 9333
E: info@confirmit.com
W: www.confirmit.com

Genesys® powers more than 25 billion of the world’s best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 10,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes and create lasting relationships. Combining the best of technology and human ingenuity, we build solutions that mirror natural communication and work the way you think. Our industry-leading solutions foster true omnichannel engagement because they perform equally well across channels, on-premise and in the cloud. Experience communication as it should be: fluid, instinctive and profoundly empowering. Visit genesys.com on Twitter, Facebook, YouTube, LinkedIn and the Genesys blog.

Contact:
T: +44 (0)2038 083 999
W: www.genesys.com/uk

KCOM is an “experience integrator” created for today’s unpredictable world. We help enterprises and public sector organisations to re-imagine and re-architect their IT and communications infrastructure to deliver easier experiences for their customers.

With “best in class” consultancy, architecture, delivery and service management, KCOM works with its customers to deliver on the promise of digital transformation and the public cloud. We help organisations transform their operations and experience to become more customer-centric, agile and efficient.

Contact: Ellie Cornick, Marketing Programme Manager
E: Ellie.cornick@kcom.com
W: www.kcom.com
Lithium delivers brilliant digital customer experiences at scale. The Lithium Engagement Platform enables brands to connect customers, content and conversations at the right digital moment.

With the Lithium Engagement Platform, digital marketers are delivering the right content to the right customer at the right time to increase revenue and brand value. More than 400 global brands leverage Lithium to drive integrated campaigns and personally engage more customers with trusted content.

To find out how Lithium can help you cultivate authentic customer relationships with the power of social and community, visit www.lithium.com or follow us @LithiumTech.

Contact:
Richard Wright,
EMEA Field Marketing Director

T: 07825 689 187
T: +44 203-695-8750
E: Richard.wright@lithium.com

We believe there is a more innovative way for people to find good help. Transversal is the pioneer in cognitive knowledge solutions and we are changing the way businesses connect people with knowledge. Our passion is to transform the way people find, consume and share what they know.

Transversal’s products connect people with the knowledge they need to make a difference with their customers, across every channel and through every interaction. Empowering the customer journey with knowledge ensures you are delivering those exceptional experiences and unforgettable customer service that make you stand out from the crowd.

T: +44 1223 488700
W: www.transversal.com
2017 ENGAGE AWARDS
MONDAY 13TH NOVEMBER 2017
WESTMINSTER PARK PLAZA, LONDON

DATEs FOR YOUR DIARY
ENTRIES SUBMISSION CLOSE – MONDAY 17TH JUly 2017
JUDGES COMMENCE SHORTLISTING – MONDAY 24TH JUly 2017
FINALISTS ANNOUNCED – FRIDAY 15TH SEPTEMBER
AWARDS CEREMONY – 13TH NOVEMBER 2017

www.EngageAwards.co.uk
Verint® is a global leader in Actionable Intelligence® solutions with a focus on customer engagement optimization, security intelligence, and fraud, risk and compliance. Today, more than 10,000 organizations in 180 countries — including over 80 percent of the Fortune 100 — count on intelligence from Verint solutions to make more informed, effective and timely decisions. Verint Customer Analytics, Engagement Management and Workforce Optimisation solutions help organisations know, empower, and connect with customers and employees. Discover how our solutions can help your organisation to increase customer loyalty and engagement, enhance revenue, and better manage operational costs and risks.

Contact: Verint EMEA
T: 01932 839 500
E: info.emea@verint.com
W: www.verint.com

Zendesk builds software for better customer relationships. It empowers organizations to improve customer engagement and better understand their customers. Zendesk products are easy to use and implement. They give organizations the flexibility to move quickly, focus on innovation, and scale with their growth.

Contact: Jonathan Munn
E: jmunn@zendesk.com
W: www.zendesk.com
Why do top tier brands use Netcall’s customer engagement solutions? After all, we’re not the biggest. But that’s why our customers love us.

Our mission is to transform the way our clients interact with their customers. A flexible, can-do attitude and powerful customer experience (CX) solutions provide a winning combination.

So what makes Netcall different? A great portfolio mix. An innovative platform. Tried, tested and tailored solutions, that are easy to implement and simple to use.

Discover how you can deliver first-class CX and stand out from the crowd. Visit us at stand 5 to learn more.

Contact: Louise Wright
T: 0330 333 6100 and say “Louise Wright”
T: 0330 333 6100 and say “Transforming Customer Engagement”
E: louise.wright@netcall.com
W: www.netcall.com/multichannel

Eptica is a leading European tech company specialising in intelligent platforms for digital customer experience, providing conversational and collaborative solutions powered by AI. Founded 16 years ago by Olivier Njamfa, Eptica supports brands to make digital CX the key link in the value chain, ensuring their customer service delivers value to consumers and across their business.

Globally, more than 450 organisations across all industries rely on our solutions on all digital channels, including self service & knowledge base, email, chat and social media. We enable millions of individuals to engage in meaningful conversations with brands, improving daily lives for everyone.

T: +44 (0)118 949 7072
E: marketing@eptica.com
W: www.eptica.com
W: www.eptica.com/blog
Address: 200 Brook Drive, Reading, RG2 6UB, United Kingdom

Macro 4, a division of UNICOM Global, develops software solutions that accelerate business transformation.

We work with companies in all market sectors, delivering software which quickly, easily and cost effectively transforms the way they communicate and engage with their customers.

We can help you to:

Transition smoothly from paper to digital
Create engaging, personalised communications
Deliver seamless, multi-channel customer service

T: 01293 872000
E: market@macro4.com
W: www.macro4.com

Why do top tier brands use Netcall’s customer engagement solutions? After all, we’re not the biggest. But that’s why our customers love us.

Our mission is to transform the way our clients interact with their customers. A flexible, can-do attitude and powerful customer experience (CX) solutions provide a winning combination.

So what makes Netcall different? A great portfolio mix. An innovative platform. Tried, tested and tailored solutions, that are easy to implement and simple to use.

Discover how you can deliver first-class CX and stand out from the crowd. Visit us at stand 5 to learn more.

Contact: Louise Wright
T: 0330 333 6100 and say “Louise Wright”
T: 0330 333 6100 and say “Transforming Customer Engagement”
E: louise.wright@netcall.com
W: www.netcall.com/multichannel

Eptica is a leading European tech company specialising in intelligent platforms for digital customer experience, providing conversational and collaborative solutions powered by AI. Founded 16 years ago by Olivier Njamfa, Eptica supports brands to make digital CX the key link in the value chain, ensuring their customer service delivers value to consumers and across their business.

Globally, more than 450 organisations across all industries rely on our solutions on all digital channels, including self service & knowledge base, email, chat and social media. We enable millions of individuals to engage in meaningful conversations with brands, improving daily lives for everyone.

T: +44 (0)118 949 7072
E: marketing@eptica.com
W: www.eptica.com
W: www.eptica.com/blog
Address: 200 Brook Drive, Reading, RG2 6UB, United Kingdom

Macro 4, a division of UNICOM Global, develops software solutions that accelerate business transformation.

We work with companies in all market sectors, delivering software which quickly, easily and cost effectively transforms the way they communicate and engage with their customers.

We can help you to:

Transition smoothly from paper to digital
Create engaging, personalised communications
Deliver seamless, multi-channel customer service

T: 01293 872000
E: market@macro4.com
W: www.macro4.com
HOW ORGANISATIONS ARE IMPLEMENTING TECHNOLOGY TO DRIVE ROI AND GROWTH

The use of new technologies is having a profound impact on how we interact with our customers and nowhere is this change more marked than developments in the world of Robotics and Artificial Intelligence (AI). Our Robotics and AI in Customer Engagement Directors Forum will drill down into these exciting new areas and examine how organisations are grappling with the challenges and opportunities they are presenting in relationships with their customers. Delegates at the Forum will hear from global experts, leading edge technology companies and also from organisations implementing robotics and AI strategies in the field of customer engagement.

Contact: tickets@ebm.media
Ticket hotline: 01932 506 300 (Press 1)
CustomerRoboticsandAI.com
EBM GROUP EVENTS

INTERNAL COMMUNICATIONS CONFERENCE
FRIDAY 15TH SEPTEMBER 2017

ENGAGE FOCUS GROUPS
TUESDAY 26TH SEPTEMBER 2017

2017 ENGAGE AWARDS
MONDAY 13TH NOVEMBER 2017

FUTURE OF THE CONTACT CENTRE CONFERENCE
THURSDAY 22ND FEBRUARY 2018

EVOLUTION OF WORK CONFERENCE
FRIDAY 15TH SEPTEMBER 2017

CUSTOMER ENGAGEMENT SUMMIT
MONDAY 13TH NOVEMBER 2017

CUSTOMER ROBOTICS AND AI DIRECTORS FORUM
THURSDAY 29TH NOVEMBER 2017

EMPLOYEE ENGAGEMENT SUMMIT
WEDNESDAY 3RD MAY 2018

www.ebm.media
Live events proudly organised by Engage Business Media Ltd