# Future of the Contact Centre

**13 February 2019 Conference**

Victoria Park Plaza | London

Contact Centres at the Crossroads

## Platinum Sponsors

- 8x8
- [24]7.ai
- Conversocial
- Diabolocom
- eGain
- IFS
- IMImobile
- Salesforce

## Gold Sponsors

- Calabrio
- Freshworks
- PCIpal
- Talkdesk

## Silver Sponsor

- Talkdesk

## Bronze Sponsors
Because not all contact centres are created equal.

A cutting-edge contact centre doesn’t just field your customers’ calls. It invites them to engage with you in any way they choose, while empowering your people with insight and knowledge to make each interaction truly personal.

For happier, more loyal customers and a motivated workforce, talk to us today, call 0333 043 8888 or visit 8x8.com/uk
Welcome

A warm welcome to our flagship 2019 Future of the Contact Centre Conference, now in its fifth year, and firmly established as the UK’s premier customer contact event.

Our CPD accredited conference has gained a worthy reputation for delivering leading-edge world class case-study led content in a business-like yet informal atmosphere which is conducive to delegate, speaker and sponsor networking. It’s a place both to learn and to do business.

There is no doubt that contact centres are at a crossroads. Continuing rapid advances in customer and employee facing technologies around Automation Artificial Intelligence and Robotics have created a digital world in which contact centres have to adapt and change if they are to stay relevant and successfully deliver a consistent and joined-up experience for our constantly connected ever more demanding customers.

Contact centres remain well placed to become the beating heart of an organisation’s customer engagement strategy. It is the contact centre that can deliver the customer insight that is needed in a business environment where our customers are in control of how they choose to interact with organisations and where the so called ‘customer journey’ is every more complex.

Delivering great employee and customer experiences is recognised at board level globally as one of the key business differentiators driving competitive advantage, and the changing face of the contact centre is as the sharp end when it comes to linking the voice of our colleagues to the voice of our customers.

Change and transformation are key themes this conference and delegates will hear from a roster of world class organisations who are achieving just that. Yes the contact centre is indeed at a crossroads with some questioning their future - and now is the time for organisations to capitalise on their unique position.

The chief aim of this conference is for our delegates to go back to their organisations armed with all the tools strategies and techniques they need to help deliver successful long term contact centre strategies in this brave new technology driven customer centric world. Have a great day.

Steve Hurst, Editorial Director, Engage Customer
LET SALESFORCE SHOW YOU NEW PATHS TO CUSTOMER SUCCESS.

Learn how the world’s #1 CRM helps you connect with customers in a whole new way.

www.salesforce.com/uk
Contents

Visitor Information 4
Speakers 6-8
Sponsors 9
What’s On 11
Agenda Summary 12-13
Floorplans 15 & 17

Plenary
Chair’s Opening Remarks 18
Chat, Tap, Talk: How Customer Trends are Shaping The Future Contact Centre 18
Co-op Case Study: How To Position The Contact Centre as a Strategic Asset 18
The Past, Present and Future of The UK Contact Centre Industry 19

Hall 1
Omnichannel Customer Engagement Part One 20
Artificial Intelligence & Robotics in The Contact Centre 21
Big Data, Customer Insight and Analytics 23
CX Innovation and Transformation 25
Omnichannel Customer Engagement Part Two 26

Hall 2
The Contact Centre and Customer Journey 28
Multichannel Contact Centre of The Future 29
Chatbots, Webchat and Virtual Assistants 31
Evolution of VOC and VOE in The Contact Centre 32
Service Design in the Contact Centre 37

Focus Groups
How to Create an Omnichannel Contact Centre in 3 Months 39
How to Use Call Centre Benchmarks to Drive Success 39

Platinum Sponsor Profiles 44-45
Gold Sponsor Profiles 46
Silver Sponsor Profiles 46
Bronze Sponsor Profiles 47
Notes 48

Disclaimer. While every effort has been made to ensure accuracy in the compilation of this publication, the Publishers cannot be held liable for errors and omissions.

©COPYRIGHT Engage Business Media Ltd. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by means, electronic, mechanical, photocopying, recording or otherwise, without prior consent in writing to the publisher.
Visitor Information

Conference Hours:

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</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>Plenary Keynotes</td>
</tr>
<tr>
<td>10:25 – 10:55</td>
<td>Networking &amp; Coffee Break</td>
</tr>
<tr>
<td>10:55 – 13:00</td>
<td>Presentations</td>
</tr>
<tr>
<td>13:00 – 14:00</td>
<td>Lunch</td>
</tr>
<tr>
<td>14:00 – 16:00</td>
<td>Presentations &amp; Focus Groups</td>
</tr>
<tr>
<td>16:00 – 16:30</td>
<td>Networking &amp; Coffee Break</td>
</tr>
<tr>
<td>16:30 – 17:15</td>
<td>Presentations</td>
</tr>
<tr>
<td>17:15 – 18:15</td>
<td>Drinks &amp; Networking Party</td>
</tr>
<tr>
<td>18:15</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 1 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 1.

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 1 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.
Improve your Customer Experience with Conversational AI

[24]7.ai helps businesses attract and retain customers by using artificial intelligence and machine learning to understand intent and create personalised, predictive, and effortless customer experiences.

STAND 3 IN EXHIBITION HALL
Speakers

Chairs

Martin Hill-Wilson
Founder
Brainfood Consulting

Gerry Brown
Chief Customer Rescue Officer
Customer Lifeguard

Speakers

Steve Morrell
Managing Director
ContactBabel

Sean McMahon
Customer Contact Innovation Manager
Belron International

Jo Kirkham
Head of Fan Experience
Liverpool Football Club

David Rowley
Artificial Intelligence Programme Manager
Direct Line Group

Peter Finding
Partner Taylor Vinters

Barry Shields
Partner Manager
Three UK

James Sandberg
Founder Customer Devoted

Chris Angus
SMB Sales Director 8x8

Simon Johnson
General Manager Freshworks UK
Speakers

Richard Atkins
Head of Pension Services
Fidelity International

Trish Roberts
UK Voice of The Client Manager
Fidelity International

Andrew McGuigan
Worldwide Customer Service Strategy Leader
Microsoft

Nick King
Insight Director
Autotrader

Ido Bornstein
CCO
Conversocial

Zane Rudovska
Head of Customer Care & Sales
Sun Finance Group

Dr Nicola Millard
Head of Customer Insight & Futures
BT

Claire Carroll
Head of Member and Customer Services
The Co-op

Scarlett Bayes
Industry Analyst
The Service Desk Institute (SDI)

Charlie Snedden
Head of Solutions Consulting
Calabrio

Tony Smith
Sales Director
Pei-Pal

Mercedes Barbuti
Sales Director
Diabolocom
Speakers

[24]7.ai
Philip Rogers
Account Director
[24]7.ai

Motability
Laura Hughes
Communications & Development
Team Manager
Motability Operations Ltd

Shop Direct
Mark Billingham
Group Customer Operations Director
Shop Direct

IFS
Paul White
Head of Pension Services
IFS

N Brown
Ian Webber-Rostron
Head of Outsourcing and International
N Brown Group

Metro Bank
David Craggs
Director of Banking Operations
Metro Bank

IDC
Gerry Brown
CX Research Director
IDC European Software Group

eGain
Linda Yeardley
Director, Digital Transformation
Egain

IMImobile
Matt Hooper
SVP Global Marketing
IMImobile

IMImobile
Alex Klose
VP Marketing
IMImobile

IMImobile
Noel Lavery
Business Development Director
IMImobile

Talkdesk
Teon Rosandic
Vice President
EMEA
Talkdesk
Thank you to Our Sponsors

<table>
<thead>
<tr>
<th>Tier</th>
<th>Sponsor 1</th>
<th>Sponsor 2</th>
<th>Sponsor 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
<td>8x8</td>
<td>[24]7.ai</td>
<td>Conversocial</td>
</tr>
<tr>
<td>Gold</td>
<td>diabolocom</td>
<td>eGain</td>
<td>IFS</td>
</tr>
<tr>
<td></td>
<td>CALABRIO</td>
<td>freshworks</td>
<td>IMI mobile</td>
</tr>
<tr>
<td>Silver</td>
<td>talkdesk</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bronze</td>
<td></td>
<td>Serenova</td>
<td>VeriCall</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>X2O media</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>App Sponsor</td>
<td></td>
<td>salesforce</td>
<td></td>
</tr>
</tbody>
</table>
Secure Payments for Contact Centres

AGENT ASSIST
IVR PAYMENTS
LEGACY DATA
SMS & WEBCHAT

Contact us for a demo
+44 207 030 3770  info@pcipal.com  pcipal.com
Download & Network Today

Download the official 'Future of the Contact Centre Conference' event app and begin networking today!

- Access all event information in real time
- View the agenda and speakers
- 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

IN-APP 1-2-1 MESSAGING

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.
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:00</td>
<td>Chair’s Opening Remarks</td>
<td>Martin Hill-Wilson, Founder, Brainfood Consulting</td>
</tr>
<tr>
<td>09:10</td>
<td>Chat, Tap, Talk: How Customer Trends are Shaping The Future Contact Centre</td>
<td>Dr Nicola Millard, Head of Customer Insight &amp; Futures, BT</td>
</tr>
<tr>
<td>09:35</td>
<td>Co-op Case Study: How to Position the Contact Centre as a Strategic Asset</td>
<td>Claire Carroll, Head of Member and Customer Services, Co-op</td>
</tr>
<tr>
<td>10:00</td>
<td>The Past, Present and Future of the UK Contact Centre Industry</td>
<td>Steve Morrell, Managing Director, ContactBabel</td>
</tr>
<tr>
<td>10:25</td>
<td>Coffee and Networking</td>
<td></td>
</tr>
<tr>
<td>10:55</td>
<td>Chair’s Opening Remarks</td>
<td>Martin Hill-Wilson, Founder, Brainfood Consulting</td>
</tr>
<tr>
<td>11:00</td>
<td>Belron Case Study: Lao Tzu’s Customer Journey- A Step by Step Guide to the First 1000 Miles of Omnichannel</td>
<td>Sean McMahon, Customer Contact Innovation Manager, Belron International</td>
</tr>
<tr>
<td>11:20</td>
<td>How to Solve the Omnichannel Customer Engagement Conundrum</td>
<td>Matt Hooper, SVP Global Marketing, IMImobile</td>
</tr>
<tr>
<td>11:40</td>
<td>Direct Line Group Case Study: Their Journey to a Successful AI Implementation</td>
<td>David Rowley, Artificial Intelligence Programme Manager, Direct Line Group</td>
</tr>
<tr>
<td>12:00</td>
<td>Taylor Vinters Case Study: Zebras in the Contact Centre</td>
<td>Peter Finding, Partner, Taylor Vinters</td>
</tr>
<tr>
<td>12:20</td>
<td>Beyond The Hype: Contact Centre AI That Works</td>
<td>Linda Yeardley, Digital Transformation Director, eGain</td>
</tr>
<tr>
<td>12:40</td>
<td>A Practical Guide to AI-Powered Support</td>
<td>Simon Johnson, General Manager, Freshworks UK</td>
</tr>
<tr>
<td>13:00</td>
<td>Lunch and Networking</td>
<td></td>
</tr>
<tr>
<td>13:00</td>
<td>Big Data, Customer Insight and Analytics</td>
<td></td>
</tr>
<tr>
<td>14:00</td>
<td>Three UK Case Study: Using Insight to Improve The Customer Journey</td>
<td>Barry Shields, Partner Manager, Three UK</td>
</tr>
<tr>
<td>14:20</td>
<td>UK Consumers Won’t Spend With Brands They Don’t Trust</td>
<td>Tony Smith, Sales Director, PCI-PAL</td>
</tr>
<tr>
<td>14:40</td>
<td>Kent College Pembury Case Study: Using Creativity to Improve The Customer Experience</td>
<td>Sascha Evans, Director of External Relations, Kent College Pembury</td>
</tr>
<tr>
<td>15:00</td>
<td>Microsoft Case Study: Mindset, People, Tech and Transformation</td>
<td>Andrew McGuigan, Worldwide Customer Service Strategy Leader, Microsoft</td>
</tr>
<tr>
<td>15:20</td>
<td>Four Predictions for Future Proofing Your Contact Centre</td>
<td>Charlie Snedden, Head of Solutions Consulting, Calabrio</td>
</tr>
<tr>
<td>15:40</td>
<td>Auto Trader Case Study: Digital Excellence – An Easier More Enjoyable Purchase Journey</td>
<td>Nick King, Insight Director, Auto Trader</td>
</tr>
<tr>
<td>16:00</td>
<td>Coffee and Networking</td>
<td></td>
</tr>
<tr>
<td>16:30</td>
<td>Liverpool Football Club Case Study: Should We Be Fanatical About Service?</td>
<td>Jo Kirkham, Head of Fan Experience, Liverpool Football Club</td>
</tr>
<tr>
<td>16:50</td>
<td>Sun Finance Group Case Study: Automation or Human Effort. What to Choose?</td>
<td>Zane Rudovska, Head of Customer Care &amp; Sales, Sun Finance Group</td>
</tr>
<tr>
<td>17:10</td>
<td>Chair’s Closing Remarks</td>
<td></td>
</tr>
<tr>
<td>17:15</td>
<td>Drinks and Networking</td>
<td></td>
</tr>
<tr>
<td>17:15</td>
<td>Drinks and Networking Party</td>
<td></td>
</tr>
</tbody>
</table>
10:55  Chair’s Opening Remarks
Gerry Brown, Chief Customer Rescue Officer, Customer Lifeguard

The Contact Centre and Customer Journey
11:00  Augmented Customer Interaction: Data at the Heart of Your Contact Centre
Mercedes Barbuti, Sales Director, Diabolocom
11:20  The Future of the Contact Centre: Messaging, Automation & WhatsApp
Ido Bornstein-HaCohen, CCO, Conversocial
11:40  The Service Desk Institute Case Study: Happiness as a Service
Scarlett Bayes, Industry Analyst, The Service Desk Institute (SDI)

Multichannel Contact Centre of The Future
12:00  How to Become a CX-Centric Enterprise
Gerry Brown, CX Research Director, IDC European Software Group
12:20  Driving Memorable Moments Through Blended AI+HI Experiences
Philip Rogers, Account Director, [24]7.ai
12:40  Metro Bank Case Study: Supporting Users of Digital Banking Services
David Craggs, Director of Banking Operations, Metro Bank
13:00  Lunch and Networking

Chatbots, Webchat and Virtual Assistants
14:00  Motability Operations Case Study: A Virtual Workforce - Developing Customer Interaction Through Technology
Laura Hughes, Communications & Development Team Manager, Motability Operations
14:20  Making AI and Chatbots Work for You: Real Examples of How AI can be Combined with Human Agents
Paul White, Director of Customer Engagement, IFS World
14:40  Shop Direct Case Study: Transforming Customer Service From a Dusty Catalogue Business to a Modern Online Retail Giant
Mark Billingham, Group Customer Operations Director, Shop Direct Group

Evolution of VOC and VOE in The Contact Centre
15:00  VOC & VOE: Separated at Birth — Reunited by a Common Purpose
Gerry Brown, Chief Customer Rescue Officer, Customer Lifeguard
15:20  The Evolution of VOC and VOE in The Contact Centre
Chris Angus, SMB Sales Director, 8x8
15:40  Evolving VOE and VOC in the Contact Centre at Fidelity
Richard Atkins, Head of Pension Services & Trish Roberts, UK Voice of the Client Manager, Fidelity International
16:00  Coffee and Networking

Service Design in the Contact Centre
16:30  Empowering Contact Centres with Automation and Data Driven Dashboards
James Sandberg, Founder, Customer Devoted
16:50  N Brown Case Study: The Changing Role of Contact Centres Within Our Organisations
Ian Webber-Rostron, Head of Outsourcing and International, N Brown Group
17:10  Chair’s Closing Remarks
17:15  Drinks and Networking Party
Enable the digital contact centre

Our software helps contact centres utilise digital channels and automation to enhance the customer service experience while improving operational efficiency.

Using our software, contact centres can:

- Deflect calls to cheaper two-way digital channels
- Automate customer enquires through chatbots
- Create proactive comms that reduce inbound call load
- Deliver omnichannel support through real-time agent chat

Find out how much we can save your contact centre by texting into our SMS ROI Calculator.

**TEXT ROI + AGENT NUMBER TO 62277**

For example, text ROI 500 to learn how much a 500 agent contact centre could save.

By texting into the ROI Calculator Campaign Shortcode, you are consenting to future marketing communications from IMImobile. Text STOP to 62277 to unsubscribe. Message rates may apply.

For more information visit [imimobile.com/contact-centres](http://imimobile.com/contact-centres) or email contactus@imimobile.com
Lower Level 1

Hall 1
Omnichannel Customer Engagement Part One
Artificial Intelligence & Robotics in The Contact Centre
Big Data, Customer Insight and Analytics
CX Innovation and Transformation
Omnichannel Customer Engagement Part Two

Hall 2
The Contact Centre and Customer Journey
Multichannel Contact Centre of The Future
Chatbots, Webchat and Virtual Assistants
Evolution of VOC and VOE in The Contact Centre
Service Design in the Contact Centre
IFS CUSTOMER ENGAGEMENT

EMPOWERING BUSINESSES TO DELIVER FASTER, SMARTER CUSTOMER SERVICE

Omni-Channel Contact Centre

Smart Unified Desktop

AI-Enabled Self-Service & Virtual Agents

THE FUTURE IS CONVERSATIONAL AI, ARE YOU READY?

IFSworld.com/CustomerEngagement
info@ifsworld.com
Expo Hall & Refreshments

1. diabolocom
   Contact: Mercedes Barbuti
   0203 9661561
   www.diabolocom.com

2. eGAIN
   Contact: emeainfo@egain.com
   www.egain.com

   Contact: www.247.ai

4. IFS
   Contact: Ros Lee
   ros.lee@ifsworld.com
   www.ifsworld.com/Customer Engagement

5. IMI mobile
   Contact: Andrew White
   contactus@imiworld.com
   www.imiworld.com

6. X2O media
   Contact: Rob Brinklow
   +44 7751 063225
   rbrinklow@x2o.com

7. 8x8
   Contact: Emilie Daly
   emilie.daly@8x8.com
   www.8x8.com/uk

8. Conversocial
   Contact: socialfirst@conversocial.com
   www.conversocial.com

9. Talkdesk
   Contact: Chris Palmer
   www.talkdesk.com

10. Serenova
    Contact: @SerenovaShine
         www.serenova.com

11. cx company
    Contact: +44 7770 888688
         www.cxcompany.com

12. freshworks
    Contact: www.freshworks.com

13. pcipal
    Contact: Tony Smith
         info@pcipal.com
         www.pcipal.com
**Chat, Tap, Talk: How Customer Trends Are Shaping The Future Contact Centre**

**Dr Nicola Millard, Head of Customer Insight & Futures, BT**

Based on 7 years of global research from 10 countries around the world, this session will investigate the key trends driving consumer behaviour and how innovation can help customers “chat, tap and talk”. It looks at why customers want an easy life, what happens when the smartphone is their window on the world, why we use the channels we use (and which channels are rising and falling in preference), what the role of chatbots are and why data needs to be leveraged as the new currency in a “me”-conomy.

Dr Nicola Millard heads up Customer Insight & Futures in BT’s Innovation Team. Despite working for a technology company, Nicola isn’t a technologist and combines psychology with futurology to try & anticipate what might be lying around the corner for both customers and organisations (sadly, her crystal ball is broken). Nicola has been with BT for over 25 years. She has done a number of jobs around the BT business, including research, user interface design, customer service and business consulting. She was involved with a number of BT “firsts”, including the first application of AI into BT’s call centres, BT’s initial experiments with home working and developing new ways to measure customer experience.

Nicola got her PhD from Lancaster University in 2005 on motivational technologies in contact centres, and published her first book in 2009. Nicola is an award-winning presenter, with 2 TED talks and hundreds of conference panel, chair and keynote sessions under her belt. When she’s not doing all that, Nicola does research, writes blogs and white papers, as well as facilitating innovation workshops with an assortment of BT’s large multinational corporate clients, including banks, airlines and retailers, to name but a few.

**Co-op Case Study: How To Position The Contact Centre as a Strategic Asset**

**Claire Carroll, Head of Member and Customer Services, Co-op**

Claire’s presentation will appeal to people who want their contact centre to play a more significant role in the wider strategy of the business. She shares her own “Journey to Relevance” with Co-op, where she turned a sub-scale and overlooked operation into an expanded and award-winning team who are delivering critical outcomes for Co-op, and identifies the five key steps to achieving Relevance.

Claire joined Co-op as Head of Customer and Membership Services in 2015, within 2 years she had transformed a broken operation into an award-winning contact centre at the heart of a revitalised retail giant. She is currently delivering the next stage of the journey, which is to bring together customer facing contact centres across all of the Co-op business units as a centre of excellence. She has worked in Contact Centres for over 20 years and is passionate about supporting and raising the profile of the Contact Centre Industry. She has been a Board Member of the Contact Centre Management Association (CCMA) for over 7 years. Claire has worked in the Finance, Insurance, Communications and retail sectors working for organisations such as GE Capital Bank, VirginMedia, HomeServe and BT.
The Past, Present and Future of the UK Contact Centre Industry

Steve Morrell, Managing Director, ContactBabel

“You have to know the past to understand the present.” Carl Sagan

This presentation by the analyst firm ContactBabel draws on primary research with thousands of UK business over the past 20 years to show how the UK contact centre industry has changed to be as it is today, and what this is likely to mean for the future.

Steve Morrell is the Managing Director of ContactBabel, which was founded in 2001 to provide high-quality research and analysis to the UK contact centre industry. He has written hundreds of research reports and his opinion on contact centres has been featured on the BBC, ITV, Sky, the Guardian, Forbes and the Financial Times. He has recently become Managing Director of AboutMatch.co.uk, which helps UK contact centres find the right suppliers for them.

Coffee and Networking

Focus Groups

How to Create an Omnichannel Contact Centre in 3 Months

Today’s Contact Centres are going through a period of transformation, rapidly evolving into ‘Interactive Response Centres’ that need to support a range of new two-way communications channels to enable real-time customer interactions.

Book your place:

If you haven’t already booked your place, please contact an EBM member of staff or arrive in plenty of time before the session starts. All places are on a first come first served basis and we advise you to book early as places are very limited.

How to Use Call Centre Benchmarks to Drive Success

“You can’t manage what you can’t measure” is a popular management adage. In this Roundtable Teon Rosandic will look at how you can use the right measures in your business and look at how you can benchmark yourself against internal and external measures.
Omnichannel Customer Engagement Part One

Belron Case Study: Lao Tzu’s Customer Journey - A Step by Step Guide to the First 1000 Miles of Omnichannel

Sean McMahon, Customer Contact Innovation Manager, Belron International

A great omnichannel journey is just a series of great steps. Through each channel journey, conversation is everywhere, but to make sense you have to have it one place. Achieving omnichannel engagement can seem like an insurmountable problem. The most recognisable success in the process is having a central place for the customer conversation, but there are more layers to this than it may first appear. Our group, including Autoglass, Carglass and Safelite, made it more of a challenge because of each business. Our approach, that included supporting the conversation but collecting in stages; events, actions, responses, intents and outcomes, allowed us to build a simple omnichannel framework with the ability to add complexity, right through to conversation content, from speech to text systems, let us grow on the basis of selective engagement as each business elects to evolve their omnichannel journey. We have gained experience and insights around the identification, collection, enhancement and presentation to every business audience, now and in the future, providing information to all of our customers.

Sean is a CRM specialist and thought-leader in the field of customer contact. His client portfolio includes RBS, ABN Amro, Barclays Capital and Coutts. He gained momentum at the height of the personal computing revolution and implemented solutions to create personalised services within traditional business models. As CRM systems became more commonplace, Sean headed projects in CRM Case Management and Property Maintenance systems for Victim Support, Witness Service and the RCFA. He is now back on the international trail with Belron, the brand owner for Autoglass, Safelite & Carglass. Sean’s work is driven by a passion for service perfection. With a new tool kit afforded by SaaS and of course, the smartphone explosion, he enjoys being at the cutting edge of service transformation. Customer engagement, enablement and ease of use are his primary focus. And if the old doctrines look like they may get in the way of customer service perfection, they are ripe for a shakeup. At present, Sean is driving a global connected-customer approach. He is forming strategies to keep customer conversations ‘front and centre’ and working with international business teams to raise their thought trajectory around voice, data and contact technologies.

How to Solve the Omnichannel Customer Engagement Conundrum

Matt Hooper, SVP Global Marketing, IMImobile

Today’s Contact Centres are going through a period of transformation, rapidly evolving into ‘Interactive Response Centres’ supporting a range of communications channels – they are the customer engagement frontline of enterprise organisations. However, to deliver a differentiated customer service experience to today’s digital savvy consumers, Contact Centres must untangle a set of complex and siloed technologies. In this presentation Matt Hooper, SVP Global Marketing, will outline how Contact Centres can solve the omnichannel conundrum and enable the path to a centralised and intelligent approach to enterprise customer communications, with minimal risk.

Matt is an experienced senior enterprise software marketer and general manager, with over 20 years in international marketing and customer experience spent in the UK, US and Australia. He joined IMImobile having spent the last 16 years helping to grow enterprise technology businesses that drive digital customer experience improvement. Matt has held senior roles at Qualcomm, HP, BT Global, Orange and Parametric Technology. He is a chartered marketer and a certified RFU rugby coach.
Direct Line Group Case Study: Their Journey to a Successful AI Implementation

David Rowley, Artificial Intelligence Programme Manager, Direct Line Group

Chatbots and Virtual Assistants are marketed as some of the biggest enablers for improving customer experience, but are they? What’s the right choice? How do you make them work for you?

Learn from Direct Line Group’s artificial intelligence journey piloting both chatbots and virtual assistants, how they decided what worked for their customers and how they’ve achieved success.

David has been with Direct Line Group for 3 years and is the Artificial Intelligence Programme Manager with responsibility for owning the AI strategy, implementation and optimisation.

David has 10 years experience of Programme managing change within the Insurance and Utilities industries, specialising in business process re-engineering and the implementation of new technology, combining to improve customer experience and deliver tangible benefits.

Artificial Intelligence & Robotics in the Contact Centre

Taylor Vinters Case Study: Zebras in the Contact Centre

Peter Finding, Partner, Taylor Vinters

Contact centres are about contact – connecting people with each other. So what role does AI have to play in a people centric business unit? How can you create a blended workforce – humans working with AI to augment customer experience, whilst being true to your business’ culture and values? Since its launch in January 2018, the Taylor Vinters Zebra Project has brought together a select group of business leaders, creative thinkers, academics and innovators to explore the future world of work.

We are already seeing the reinvention of business and employment models enabled by significant technological advancement. For many, purpose and value are outplaying profit as business drivers. Crowds and platforms are emerging as new ways of resourcing fluctuating demands for products and services and the rate of AI adoption is impacting on the skills and quality of jobs for the workforce of the future. Our Zebra events have sparked ideas and stimulated debate about how organisations can succeed in this new environment. These issues are especially apposite in the contact centre environment. Peter Finding will be reflecting on what we’ve learned so far, where the future of work discussion is now heading and the opportunities it presents.

Peter is an international employment lawyer – supporting businesses in the UK and across the world with tricky (or potentially tricky) situations involving their people. Clients say they appreciate his feel for managing sensitive reputational and commercial issues, not just the legal detail. Peter joined Taylor Vinters as a partner in 2018, having practiced employment law and industrial relations at leading firms in London and Melbourne, Australia since qualifying in England in 2009. He provides strategic advice to multinational and domestic clients in a range of sectors including technology, the creative world, sport and financial services, with a particular focus on:

• protecting businesses from harm by enforcing post-termination restrictions, and designing holistic retention strategies
• managing difficult exits
• managing domestic, cross-border and multi-jurisdictional restructuring projects and site closures/moves
• dealing with sensitive grievance, disciplinary and performance management issues
• employment litigation in the High Court and Employment Tribunal
• designing innovative employment models suitable for a workplace landscape in flux.
Do your advisors know your CUSTOMERS

Check out our contact centre solutions which integrate easily into your CRM

www.diabolo.com
Beyond the Hype: Contact Centre AI that Works

Linda Yeardley, Digital Transformation Director, eGain

If AI is a red-hot topic, AI for contact centres and customer service organisations is white hot, as CxOs focus on customer experience as a key strategy to get ahead of competitors. At the same time, implementation failures are beginning to fuel disillusionment and there is much confusion about AI; what it is, which AI technologies to use for which business function, what actually works in the real world and how to realise quick value whilst mitigating risk. Fret no more! All you have to do is attend this session and you’ll be on your way to AI success.

A passionate advocate of excellence in customer service, with a special interest in Knowledge and AI, Linda has more than two decades’ experience of implementing and exploiting eGain solutions to transform customer service for a wide range of clients. In her current role as a Digital Transformation Director at eGain, Linda combines this experience of deploying omni-channel solutions, her knowledge management expertise and a focus on delivering tangible business benefits to guide eGain customers through operationalising digital transformation strategy.

A Practical Guide to AI-Powered Support

Simon Johnson, General Manager, Freshworks UK

The Age of the Customer is all about change – changing customers, changing expectations and changing business models. It’s only right then that the support you offer your customers, changes too!

Simon Johnson is the General Manager at Freshworks UK. He joined the company in September 2014. Prior to Freshworks, Simon was the Global Head of Sales for Redgate Software and was responsible for growing teams across the UK, the US and Singapore. Simon began his career as a hardware and software Pre-Sales Engineer in the post-production and animation industry.

Lunch and Networking

Big Data, Customer Insight and Analytics

Three UK Case Study: Using Insight to Improve The Customer Journey

Barry Shields, Partner Manager, Three UK

People love their phones but hate phone companies and we are trusted less than banks. We want to change that perception and remove the key points of frustrations for our customers. Insight told us the main drivers in CC involved our upgrade and leave journey being complex and frustrating, with customers not being able to transact in their channel of choice and multiple transfers between departments. Through 2019 we simplified all our commercial journeys in CC so customers only had to deal with one advisor to complete multiple transactions at the first point of contact in their channel of choice. In doing this we have transformed our NPS performance, improved our commercial and efficiency outputs and increased our employee engagement by enhancing their empowerment.

Barry has worked in the Contact Centre Industry since 2001, beginning his career as an Inbound Customer Service advisor for 121. His huge passion for everything mobile has resulted in him spending 15 of the last 18 years in various mobile networks. Having worked his way through the various Contact Centre management roles, Barry joined Three in 2012 to set up their Business Retention operation in Glasgow. During this time Barry has witnessed many changes in customer behaviour and technology which have changed how Contact Centres operate, however the current transformation programme within the commercial teams in Three UK which puts customer effort at its core, is exciting and is expected to bring significant change. Outside of work life, Barry’s 2 main passions are travel and football which he tries to combine as much as possible, much to his wife’s annoyance.
UK Consumers Won’t Spend with Brands they Don’t Trust

Tony Smith, Sales Director, PCI-PAL

PCI-PAL, the payment security specialists, conducted a survey in both the UK and US into consumer trust and spending habits. Data security is something that is on everyone’s radar, especially in complex contact centre environments. Join us to hear how consumers are putting their money where their trust is and why, in 2019, contact centres need to be taking steps to provide clearer assurances to consumers as to how their data is captured, processed and stored.

Attendees will learn:
• Highlights of the consumer research conducted in both the UK and US into consumer trust and spending habits
• Why organisations should be listening to the voice of the customer and moving data security up their agendas
• Why contact centres should be looking to descope their environments from the requirements of PCI DSS

Tony’s experience in customer management and IT spans over 25 years – years that have been shaped by rapid change, the rise of digital channels, the emergence of cloud computing and a re-writing of the rules for customer engagement in an increasing regulated environment.

Tony joined PCI-PAL in November 2016, as Sales Director for EMEA. PCI-PAL is a suite of solutions designed to help run your customer contact operations in adherence with the Payment Card Industry Data Security Standard (PCI DSS). All solutions have been developed for the contact centre market by a team of contact centre specialists.

Kent College Pembury Case Study: Using Creativity to Improve the Customer Experience

Sascha Evans, Director of External Relations, Kent College Pembury

Today’s customers are looking for bespoke experiences. They want meaningful connections with brands and organisations. It’s no longer good enough for companies to spend huge amounts of budget on marketing and then offer a fragmented customer experience. But is it possible to create customer focussed, bespoke journeys that are commercially viable? The key is to learn from sectors which are already doing this. In this presentation, Sascha will explain how she took her experience as a theatre producer and creator of immersive experiences and applied it to a completely new sector – schools. You will learn how with limited knowledge of education, Sascha set about to revolutionise the sector. Her award-winning process led to a 20% increase in pupil enrolment at Kent College within 12 months, with a more engaged staff team and a deeper connection with new families. Sascha will share how families were taken on a highly personalised, bespoke journey and how they were inspired to make one of the most important decisions of their lives. If you’re looking for a completely new approach to how your organisation engages with its customers and employees, then this is the session for you!

Sascha is a theatre producer and curator of immersive experiences. Sascha has worked with some of the UK’s leading theatre companies including Bristol Old Vic, Battersea Arts Centre, as well as leading West End producers. She has also worked as with immersive theatre companies and in pervasive gaming. Sascha has raised over £1 million for charities and advises charities on donor journeys and communications. Sascha is currently working in education, bringing creativity and a highly personalised approach to the customer experience.
CX Innovation and Transformation

Microsoft Case Study: Mindset, People, Tech and Transformation

Andrew McGuigan, Worldwide Customer Service Strategy Leader, Microsoft

Join this session to discover:
- CX in the context of the Business – Growth Mindset.
- Microsoft’s Transformation
- CX Growth Mindset
- Customer Experience Framework as a North Star – keeping on the right track
  - Keeping aligned, keeping focussed, Simple Story that engages
- Identifying Opportunity and taking action
  - Change Opportunity model
- Change through People, Data and Machines
  - Recent changes and their impacts
- Fan Creation
  - Keeping the most important people in the org on message
- Support Trends & Impacts
  - The impacts of our approach

A senior, strategic leader specialising in contact centre operations with an outstanding record of delivering demanding targets and significant change in challenging, complex and fast paced environments. Andrew has been working at Microsoft for the past 2 years.

Four Predictions for Future Proofing your Contact Centre

Charlie Snedden, Head of Solutions Consulting, Calabrio

Technology innovations like artificial intelligence (AI) are changing the entire business landscape and the contact centre is no exception. But as companies implement new technologies such as chatbots and voice search, they neglect to think about the impact on the customer experience. In this session, Charlie Snedden, Head of Solutions Consulting for Calabrio EMEA, will share four predictions from recent research conducted by Calabrio and how you can manage change to future proof your contact centre.

Join this session to learn:
- The role modern AI truly plays when optimising your customer experience—hint: it’s more than just chatbots!
- What percentage of consumers still prefer phone interactions when engaging with your brand
- How to utilise your omnichannel strategies to reflect the journey customers want to take

Charlie Snedden leads Solution Consulting in EMEA for Calabrio. Charlie joined Calabrio in 2015, bringing over 20 years of contact centre experience and extensive knowledge of workforce management, quality management and analytics. He oversees pre-sales engagements to help customer contact organisations define their planning and quality strategies to deliver great service and customer experience.
Auto Trader Case Study: Digital Excellence – An Easier More Enjoyable Purchase Journey

Nick King, Insight Director, Auto Trader

How to win today – what do the best digital sites do today to win on customer service and contacting their customers? What are the five core needs in retail for the consumer today and how can we exploit these? All will be explained.

A consumer psychologist and expert in digital media and marketing, possessing the experience to analyse and interpret trends in consumer adoption of technology and develop strategies for customer acquisition and retention through digital and traditional offline channels. Nick joined Auto Trader in January 2007 running Business Intelligence and in 2010 built the retailer insight team running master classes and webinars. He also makes short films to evangelise about data, insight and marketing and speaks regularly at conferences round the world. After graduating from Loughborough, Nick spent 3 years in advertising and planning at Dorlands and Lintas, 3 years as a rock star with Great Northern Electrics, ran a music production company, was a publisher on High-end HiFi magazines at Petersen/EMAP for 7 years and a Marketing Manager at Superscape for 3 years. He then spent 4 years, as the Director of Research at Diffiniti / Carat Interactive, responsible for a team of researchers advising a range of Blue-chip clients (AOL, Auto Trader, Coca-Cola, Diageo, Disney, Kodak, Renault, Halifax, Aviva, and Orange) on the development of their marketing and communications strategies in the Digital arena. And from here, joined Auto Trader.

Coffee and Networking

Omnichannel Customer Engagement Part Two

Liverpool Football Club Case Study: Should We Be Fanatical About Service?"

Jo Kirkham, Head of Fan Experience, Liverpool Football Club

For years the service and contact centre industries have aspired to turn customers into ‘fans’; in fact, Jo spent years in retail trying to achieve this. In this session she will try to bring to life what having fans truly means to an organisation, how this shapes the delivery of service and engagement and how this can be developed when an organisation doesn’t have a ‘contact centre’ background. It will also seek to pit the merits and challenges of fans vs advocates, digital vs traditional channels and contact management vs engagement to establish how you can meet the expectations of a multi-faceted, passionate community.

Jo brings 20 years of retail and hospitality experience to her current role as Head of Fan Experience for Liverpool Football Club. With an eye on customer, digital and marketplace trends Jo is passionate about working across Liverpool Football Club to deliver an aspirational fan experience which exceeds expectations now and sets the standard for the future.

Jo has always had a passion for customer experience and previous roles (amongst many) as a Store Manager, Contact Centre Manager and Customer Experience Manager for M&S, as well a fun stint as Regional Pub Manager, has made her believe that the only place for a customer is at the heart of the business.
Sun Finance Group Case Study: Automation or Human Effort. What to Choose?

Zane Rudovska, Head of Customer Care & Sales, Sun Finance Group

Every company wants to increase customer experience and be cost effective at the same time (especially in Customer Care, which usually are one of biggest cost elements). Usual CEOs question is how to make operations more effective, and can we replace our call centre agents with bots?

This presentation is going to be about probably one of fastest growing online lending companies in Europe, which has found a way to balance the automation/optimisation with human effort and to establish the operations which not only makes great CX, but was well generates money!

Areas of expertise – Customer care, direct sales, telemarketing and operations in Fintech companies. Has been in Customer care over 10 years. Cooperated with several markets to assure Customer care business goal achievement, improving processes for customers and agents, created standards and main KPIs. Launched operations in several markets across Europe, Asia and Latin America. Developed direct sales as a great channel to generate more money by using Customer care teams who can deliver millions across Group markets. Has always found a potential in existing customer portfolio and showed to markets how to utilize it in a smart way!

Believing that Customer care is the key for sustainable business. In love with new strategies, CX improvements and innovative technologies how to drive customer care and make it more effective. Passionate about challenges ahead & being sure that openness and communication within the team is the best tool to make things happen!

Chair’s Closing Remarks

Drinks and Networking Party
Augmented Customer Interaction: Data at the Heart of Your Contact Centre
Mercedes Barbuti, Sales Director, Diabolocom

One of the keys in lowering the Customer Effort Score, hence improving your customer retention, is to enhance your customer interactions by leveraging all data available in your company. Break the silos in your organisation by integrating your contact centre with all your systems, enabling smart routing and proactive customer interactions. Improve your agent’s productivity and efficiency by providing them with a unique, integrated view of your customers.

The Future of The Contact Centre: Messaging, Automation & Whatsapp
Ido Bornstein-HaCohen, CCO, Conversocial

As we move further into 2019, and as customer expectations continue to climb, the success of a brand will ultimately entail navigating the complex customer-centric marketplace.

It’s time for brands to develop meaningful relationships with their customers, at scale. With the shift to digital, brands have lost touch with consumers, who have just become a series of clicks and data points. There is now a disruptive opportunity to build real 1:1 relationships with consumers by tapping into the unique nature of messaging with human agents and self-service through adaptive automation.

In this session, you will learn how to deliver a Conversational Customer Experience for friction-free interactions with consumers.

The Service Desk Institute Case Study: Happiness as a Service
Scarlett Bayes, Industry Analyst, The Service Desk Institute (SDI)

SDI’s research shows that over half of service desk professionals rank Customer Experience as the most important measure for their service desk. Analysing the survey data, Scarlett will look at whether analysts’ and commentators’ focus on CX is reflected by the industry, how service desks monitor their CX, and how to report this to the business to demonstrate a service desk’s value.

Scarlett is dedicated to providing insightful and practical research to the service desk industry through investigating trends, analysing data, and engaging with the IT service community. You can find more of Scarlett’s work on the SDI blog and can follow her on Twitter @SDIScarlett.
Multichannel Contact Centre of The Future

How to Become a CX-Centric Enterprise

Gerry Brown, CX Research Director, IDC European Software Group

Despite the hype, CX remains elusive for many vendors. CX investments are failing to keep pace with customer expectations, leading to declines in overall customer satisfaction and loyalty across many industries. CX initiatives are often superficial and short term, and not embedded as core strategic investments and shared business values. In the presentation "How to become a CX-centric enterprise" IDC’s CX Research Director for Europe, Gerry Brown, discusses what we can learn from the CX winners and losers and the key strategic CX imperatives revealed by new IDC research. In addition, we outline a future CX roadmap for digital investments that delivers both competitive differentiation and customer value through CX. A presentation for CX practitioners that is not to be missed!

Gerry is a highly experienced digital and CX technology industry analyst and strategy consultant. He works with global software and services vendors, tech start-ups, and enterprise CX leaders. Competencies include CX platforms and design services, digital transformation, CRM, digital and content marketing, omni-channel, customer-facing AI, analytics and personalisation, and online advertising. Previously Gerry was a senior analyst with Ovum and at Bloor Research. Gerry has also been a lecturer for the UK’s Chartered Institute of Marketing (CIM) on its Masters-level course in strategic marketing management. Earlier in his career Gerry was Marketing Director at Hyperion and MicroStrategy and founded three research and consulting agencies advising hi-tech companies. Gerry is a CIM Fellow, has a CIM post-graduate Diploma in Marketing and a degree in Business Studies.

Driving Memorable Moments Through Blended AI+HI Experiences

Philip Rogers, Account Director, [24]7.ai

As digital adoption keeps growing and becoming our first point of contact, customers are increasingly seeking quick and efficient ways of getting the information they need and resolving any issues they may have. Keeping in mind the evolving interaction needs, the traditional contact centre will also have to evolve as they need to adhere to the new metrics of efficient and convenient customer service that digital first customers demand. Customer service is a blend of AI and Humans and at [24]7.ai we believe that it will continue to do so. Applying AI and automation to the process of identifying different consumer intents and jumpstarting the creation of a chatbot using intelligent frameworks already exists and adding to that will be technology that enables easy handoffs between bots and agents, that can go back and forth and be effortless for the consumer across channels. In this presentation, Phil Rogers of [24]7.ai will discuss the role of AI and chatbots in improving customer experience, while working hand-in-hand with humans to create memorable moments for the consumer.

Phil Rogers is an Account Director at [24]7.ai, responsible for driving strategic applications of products and solutions that allow organisations to elevate their customer engagement efforts and effectively achieve their business goals. He collaborates regularly with Fortune 500 companies undergoing digital transformations to deliver the most innovative omnichannel, cloud-based technology solutions on the market. Prior to joining [24]7.ai, Phil worked at SalesCycle, where he helped define and build sales and lead generation strategies to drive growth across retail, finance, telco, and travel industries. He’s also worked at Nice Systems and Microsoft, where he managed enterprise client relationships.
THE X2O DIGITAL WORKPLACE

Organizing real-time data into dashboards for actionable insights

X2O Media empowers staff and increases productivity by delivering easy to understand mission critical dashboards. By putting the right real-time aggregated data in front of the right person, employees across the enterprise are able to measure team effectiveness and make better informed decisions.

With X2O Platform and dashboards, users can create and push dynamic content to anyone, anywhere, in real-time, and target that information based on location or department — all with no programming skills required.

Connected Desktop
View and interact with targeted notifications, real-time alerts, and business intelligence dashboards directly on their desktop PC or laptop with X2O Desktop.

Connected Workplace
Communicate real-time information such as dynamic data and engage with users through connected screens and devices throughout a facility.

Connected Workspace
Collaborate in a shared virtual workspace, in person or remotely.

Connected Workforce
Share real-time content with remote workers using X2O Mobile apps, building a global community of connected users.

www.x2omedia.com
Metro Bank Case Study: Supporting Users of Digital Banking Services

David Craggs, Director of Banking Operations, Metro Bank

Metro Bank launched its first store in 2010, the first all new High Street Bank for over 100 years. They now have over 1.5m customers and are growing fast. They have a network of 68 stores, separate on-line banking systems for retail, business and complex commercial businesses and a mobile app that receives more than 10m log ins per month. Supporting these digital users is a major role for the Metro Bank Contact Centre, and analysis of usage patterns and root cause problems is a key driver of ongoing service improvements.

Dave is the Director of Banking Operations at Metro Bank with responsibility for Contact Centres and a number of back office operations. He has over 20 years of Financial Services contact centre management experience starting with the launch of Barclays very first centres. He has directed centres servicing products including current account accounts, SME banking, mortgages, savings and specialist lending.

Chatbots, Webchat and Virtual Assistants

Motability Operations Case Study: A Virtual Workforce - Developing Customer Interaction Through Technology

Llaura Hughes, Communications & Development Team Manager, Motability Operations

Frequently the implementation of new technology within a business is treated like a project – something with a start, middle and ultimate finish line. However, Motability Operations’ case study demonstrates how rigorous implementation and maintenance of any virtual agent is actually a never ending marathon – which commences with taking a hard look at the workforce and the knowledge around them.

We'll discuss the journey taken to remove the day-to-day monotony within customer interactions by utilising emotional intelligence with the use of an up-to-date knowledge management base and an award winning employee facing virtual agent. We’ll also explore how by considering customer’s preferences to engage with an organisation, lessons can be learnt on how to adapt communication offerings despite already having high customer satisfaction and employee engagement scores.

Llaura joined Motability Operations in October 2016 bringing with her over 11 years of experience within the financial services sector and eight years as a Learning & Development professional. She manages a team of trainers and communication specialists who are responsible for the knowledge management and communications within the organisation via an internal facing virtual agent (Ask Mo). Over the past 12 months her team have launched an external facing customer virtual assistant combining it with pre-existing live chat functionality and are utilising the findings from speech analytics to ensure that any interaction with a customer focuses on emotional intelligence rather than concentrating solely on business process. Llaura is currently undertaking an MSc in Occupational Psychology with an avid interest in building psychological capital and the prevalence of neurodiversity within the workplace. This has enabled her to consider how her teams can continue to support the organisation to maintain high levels of both customer service and high employee engagement.
Making AI and Chatbots Work for You: Real Examples of How AI can be Combined with Human Agents

Paul White, Director of Customer Engagement, IFS World

As the number of bot and virtual agent deployments grow, so does the frustration and the number of failed deployments. Paul White from IFS outlines the four cornerstones of a successful implementation and uses real-work examples to illustrate how human agents can seamlessly combine with AI to ensure chatbots can really deliver CX.

Shop Direct Case Study: Transforming Customer Service From a Dusty Catalogue Business to a Modern Online Retail Giant

Mark Billingham, Group Customer Operations Director, Shop Direct Group

We will showcase the journey which took us to Gold at the European contact centre awards by turning an out of date customer service function into a modern digital Customer focused organisation, reducing contact by 50% over 3 years, accelerating digital technology through AI and webchat and creating industry leading customer outcomes.

Evolution of VOC and VOE in The Contact Centre

VOC & VOE: Separated At Birth – Reunited by a Common Purpose

Gerry Brown, Chief Customer Rescue Officer, Customer Lifeguard

For many organisations, Voice of the Customer (VOC) and Voice of the Employee (VOE) data gathering and analysis have been treated like long lost cousins that are separated by geography, experiences and often, language. Conducted at different times, in different ways and by different teams. VOE has been typically led by the HR team and VOC initiated by customer service or marketing. And the data didn’t have passports, so rarely travelled far to inform other departments or address customer experience (CX) issues. Forward thinking businesses recognise employee engagement and experience insights are, or should be, tightly aligned with customer experience metrics. These businesses are combining the data and to provide the organization with a single, holistic view of both the VOE and VOC that can drive a company-wide culture change that has a profound and sustainable impact on customer outcomes.
Gerry Brown will share ideas on how to:

- Collect experience data from every meaningful touch point, including colleagues
- Use CX data to help colleagues make the connection with your customers and understand and enhance their own role
- Discover how employee engagement is measured and how engaged employees take an active role in driving their team forward for positive customer outcomes
- Understand the relationships between employee engagement, key customer metrics, and other relevant business outcomes
- Collate colleague and CX data to transform feedback into actionable insights that drive real CX change

Well seasoned, but not over cooked author, speaker, workshop facilitator and consultant with broad experience in customer service, customer experience, contact centre, & CRM, for a range of market segments in the UK, Canada, EMEA & the USA. Over that time I’ve learned what works and what doesn’t. I take a unique approach that eschews the newest shiny toys as a starting point and focuses on four fundamental principles that must underpin and drive a successful customer experience strategy. Culture, Commitment, Communication and Community. As a vocal and demanding customer myself, I truly understand the frustration, anger and disappointment that characterize many customers’ experiences with businesses. I’ve been involved in the customer service business in one form or another for over thirty years in strategic, operational and logistical roles. I’ve worked with some of the best customer experience “gurus” and some of the best and worst companies, all of whom have been vibrant, creative and life changing influences. I help customer service directors, customer experiences leaders and MDs to develop actionable insights, drive value and improve profitable customer retention by focusing on Customer Inspired Thinking.

The Evolution of VOC and VOE in The Contact Centre

Chris Angus, SMB Sales Director, 8x8

It has become increasingly obvious that business are falling short when it comes to engaging both their customer and employee in the same environment.

We will be taking a look at what is the separation between VoE and VoC and combining the two for the VoCE trend that is taking over. The realisation that the employee is the true link to customer satisfaction and what business processes we can implement to enhance both the customer and the employees experience within your organisation.

With over 10 years operational experience running Contact Centres and Sales teams of all shapes and sizes I have gained extensive knowledge in operational efficiencies and call centre optimisation through technology and people management. I am committed to providing the right solution, not just a solution, through consultation and assessment my clients and I discover how we can make their life easier and improve how they use their communication tools. Outside of business, you will see me on the side of a football field watching my sons play, on a slide with my daughter or enjoying good food and red wine with my wife.
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 Automation AI and Robotics 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 event will hear from global experts, leading edge technology companies and also from organisations implementing robotics and AI strategies in the field of customer engagement.
We will be speaking about the three critical success factors within our VOC programme and how that makes us a leader in Client Experience. Firstly the health of the programme – having a robust view of the customer journey across different customer segments and countries, ensuring that our customers are able to provide a detailed view of their experience. We’ll also talk about the successes of launching the programme and its adoption within the business.

Secondly we’ll focus on the communication and engagement that is being fostered to celebrate best practice, getting those customer stories and winning the hearts and minds of our customers and colleagues. An important aspect we’ll touch on is the ‘Stop, Challenge!’ initiative which brought forward many customer and employee ideas for improvement that didn’t require expensive tech spend. We’ve seen an increase in our NPS over the last year of c.20 points and we have communicated that with our wider clients. We’ll touch base on the importance of a common understanding of our goals and how each associate recognises the impact they have on the customer’s experience with us. We’ll also talk about how we celebrate the ‘wins’ and how we reward and recognise those who have contributed to that success.

Finally, we discuss the ‘Close the Loop’ programme that was relaunched this year with specific targets and how we achieved against those targets. Topics include the difficulty of setting up an embedded close the loop programme and changing the minds of our stakeholders through storytelling, the training module we set up to encourage best practice and create a common understanding and goal, and the benefits we have seen not only to our continuous improvement programme but also for our customers.

Richard joined Fidelity International in January 2018, as Head of Pension Services. Richard oversees the inbound contact generated by all of Fidelity’s pension customers, across both its workplace and retail pension products and from all different mediums. A strong believer in continuous improvement and customer feedback, Richard is driven as much by Net Promoter Scores (NPS) as he is with traditional time bound SLA’s. Following the formation of a virtual ‘Close the Loop’ team, across the customer front line areas, a number of initiatives have been implemented – to the benefit of the customer as well as Fidelity. Prior to joining Fidelity Richard managed Legal & General’s Mastertrust Pension Scheme and Independent Governance Committee (IGC) boards. This required Richard to act as an intermediary between the Non-Executive Directors, the employers, pension scheme members and the Service Provider to ensure a scalable, well governed and value for money pension scheme. Richard reported to the independent Chairman of the Trustees and IGC. Richard has worked in the pensions industry since 2000 where he has held a variety of senior leadership roles in both the defined benefit and defined contribution environments.

Trish joined Fidelity International in November 2014, and is now the Voice of the Client Manager for the UK. Trish supports our End Investor and Workplace Investing Voice of the Client programme, and plays a lead operational role globally for the programme. In 2017, when Fidelity moved to a global Voice of the Client programme, Trish was a key contributor in the creation and roll out of VoC across the UK business. A strong believer in partnering with the business to achieve client centric initiatives, Trish has helped to increase the NPS of her respective areas over the last four years and continuously works to embed a world class voice of the client programme. She has created and supported a range of new programmes of work to provide a well-rounded view of the customer journey. Prior to joining Fidelity Trish worked on continuous improvement programmes and call centre initiatives at Westpac New Zealand, bringing change that supported the client being at the heart for Westpac.
A Platform Where Like-Minded Professionals Come Together

Our exclusive Engage Focus groups allow senior individuals working in customer and employee engagement to come together and voice their thoughts and share experiences across a wide range of topics in a structured professional environment.

The Engage Focus Groups are designed to offer a platform for like-minded professionals to engage in detailed discussion and find solutions to some of the most pressing issues and challenges facing the industry.

2018 Sponsors

EngageFocusGroups.com
Service Design in the Contact Centre

Empowering Contact Centres with Automation and Data Driven Dashboards

James Sandberg, Founder, Customer Devoted

James will be outlining how contact centres can optimise NPS with the use of automation and how data driven dashboards can deliver actionable insights about what needs to be improved within the customer service experience.

- Customer process mapping – identifying opportunities to automate.
- Tooling strategies – freeing up agents to focus more on customers.
- Conversation design – creating moments of delight with chatbots.
- Action orientated dashboards – building data dashboards that drive results.

James is the founder of Customer Devoted which is a customer success consultancy that delivers customer experience, marketing automation, CRM and loyalty strategies, enabling organisations to accelerate their growth and maximise customer profitability. James’s previous experience as Managing Director of customer engagement agency Ogilvy One in Mumbai and Strategy Director for customer loyalty agency ICLP has given him an international perspective on data driven customer engagement which he has developed for brands such as Vodafone, HSBC, Royal Canin, Carlson Hotels, Vespa, Dove, Smirnoff and tech startups such as CoInvestor and The Villa Collective. James believes that marketing needs a new paradigm. One where businesses partner with their customers and prospects in a long-term value exchange. To survive the next wave of disruption, organisations need to move beyond marketing operations to become indispensable in the lives of customers whilst leveraging data and technology to drive operational efficiency.

Customers expect more and have more choices today than ever before. Delivering remarkable experiences, tailored services and being useful in the lives of customers means that brands need to create partnerships with their customers and look beyond the short-term transaction. James is a regular speaker and mentor for The School Of Communication Arts, Capital Enterprise and Enterprise Nation.

N Brown Case Study: The Changing Role of Contact Centres Within our Organisations

Ian Webber-Rostron, Head of Outsourcing and International, N Brown Group

What role does our contact centre really play in the turbulent and changing world of online retail? How far should we really go to delight our customers with their contact centre experiences?

These are some of the questions that we’d like to debate as we tell the story of our customer strategy which resulted in our Engage award for ‘Best use of Innovation in Customer Engagement’.

A tenacious leader with a strong track record in managing the end to end lifecycle of contact centre operations: in house and outsourced, onshore and offshore. Ian has been the Head of Outsourcing and International for N Brown Group for over 3 years.

Chair’s Closing Remarks

Drinks and Networking Party
Understand How You Can Help to Shape and Evolve Your Business in the Growing Digital World

With the digital revolution in full swing, it’s imperative that organisations start to consider their customers’ needs in order to meet changing expectations. Customer demands are increasing rapidly, and the technology available to improve customer experience is advancing in front of our eyes.

It can seem impossible to keep up with customer trends and implement a winning strategy, but those who attend the Customer Engagement Transformation Conference left feeling equipped, with exclusive insights from organisations that have already transformed and are reaping the rewards of customer loyalty as a result.

In previous years, we have welcomed world-class brands to the UK’s biggest event of its kind – they learned from HSBC, Metro Bank, South East Water, Accent, KoruKids, Philips, Shell, Cambridge City Council, Rayburn Tours, LV=, American Express, AutoTrader, Samsung, LEGO, John Lewis, Bruntwood, News UK and more.

2018 Sponsors

CustomerEngagementTransformation.com
Focus Groups

Session Time: 14:00 - 15:00

How to Create an Omnichannel Contact Centre in 3 Months

Today’s Contact Centres are going through a period of transformation, rapidly evolving into ‘Interactive Response Centres’ that need to support a range of new two-way communications channels to enable real-time customer interactions.

Matt Hooper, SVP Global Marketing, IMImobile
Matt is an experienced senior enterprise software marketer and general manager, with over 20 years in international marketing and customer experience spent in the UK, US and Australia. He joined IMImobile having spent the last 16 years helping to grow enterprise technology businesses that drive digital customer experience improvement. Matt has held senior roles at Qualcomm, HP, BT Global, Orange and Parametric Technology. He is a chartered marketer and a certified RFU rugby coach.

Alex Klose, VP Marketing, IMImobile
Alex is an experienced and accomplished senior marketing executive with over 15 years’ experience in delivering international award-winning marketing and communication strategies, product launches and new business growth initiatives.
He is a confident team leader with a unique blend of strategic thinking and planning as well as hands-on pragmatism, having a proven track record of driving tangible business impact.

Noel Lavery, Business Development Director, IMImobile
Noel has been the Business Development Director at IMImobile for the last 2 years.

How to Use Call Centre Benchmarks to Drive Success

“You can’t manage what you can’t measure” is a popular management adage. In this Roundtable Teon Rosandic will look at how you can use the right measures in your business and look at how you can benchmark yourself against internal and external measures.

Teon Rosandic, Vice President EMEA, Talkdesk
Experienced Vice President with a demonstrated history of working in the computer software industry. Strong professional skilled in Enterprise Software, Sales, Entrepreneurship, Business Development, and Sales Management.

Book your place:
If you haven’t already booked your place, please contact an EBM member of staff or arrive in plenty of time before the session starts. All places are on a first come first served basis and we advise you to book early as places are very limited.
2018 Customer Engagement Summit Held Over Two Days for the First Time: And Hailed as the Biggest and Best Yet

With GDPR regulations changing the way that every organisation operates, as well as AI becoming more frequently used than ever before, it’s understandable to be at a crossroads in terms of where to go next with your customer engagement strategies.
“The day never lost momentum and I was truly inspired – I’ll definitely be back next year”
CX Director, Marks & Spencer
Following on from the success of Engage Business Media’s 2018 Engage Awards programme, which broke records across the board, we are delighted to announce the renaming of our programme for 2019 to the International Engage Awards.

The new moniker is an acknowledgement of the increasingly global spread of organisations wanting to enter what is now firmly recognised as the only customer and employee engagement Awards programme.

The 2019 International Engage Awards will include a record number of 20 categories, nine of them brand new to the programme, and will cover every conceivable aspect of customer and employee engagement, and including for the first time a coveted Lifetime Achievement Award.

So, if you’ve achieved great things with your engagement initiatives, the Engage Awards are perfect for you. We’re open for entries until the 15th July, so don’t miss out on recognising your efforts.

We wish you the best of luck with your entries.
Now Open For Entries

<table>
<thead>
<tr>
<th>Categories</th>
</tr>
</thead>
<tbody>
<tr>
<td>BEST USE OF TRAINING</td>
</tr>
<tr>
<td>BEST BUSINESS TRANSFORMATION STRATEGY</td>
</tr>
<tr>
<td>BEST EMPLOYEE CENTRIC STRATEGY</td>
</tr>
<tr>
<td>BEST ENGAGEMENT IN UTILITIES AND TELCOS</td>
</tr>
<tr>
<td>BEST USE OF INNOVATION IN CUSTOMER ENGAGEMENT</td>
</tr>
<tr>
<td>BEST USE OF INNOVATION IN EMPLOYEE ENGAGEMENT</td>
</tr>
<tr>
<td>BEST INTERNAL COMMUNICATIONS STRATEGY</td>
</tr>
<tr>
<td>BEST USE OF VOICE OF THE CUSTOMER</td>
</tr>
<tr>
<td>BEST USE OF VOICE OF THE EMPLOYEE</td>
</tr>
<tr>
<td>BEST USE OF TECHNOLOGY IN EMPLOYEE ENGAGEMENT</td>
</tr>
<tr>
<td>BEST USE OF TECHNOLOGY IN CUSTOMER ENGAGEMENT</td>
</tr>
<tr>
<td>BEST OUTSOURCING PARTNERSHIP</td>
</tr>
<tr>
<td>BEST DIGITAL ENGAGEMENT STRATEGY</td>
</tr>
<tr>
<td>BEST ENGAGEMENT TEAM</td>
</tr>
<tr>
<td>BEST USE OF AUTOMATION</td>
</tr>
<tr>
<td>BEST CUSTOMER AND EMPLOYEE ENGAGEMENT PROGRAMME</td>
</tr>
<tr>
<td>BEST ENGAGEMENT IN CONSUMER RETAIL</td>
</tr>
<tr>
<td>BEST OMNICHANNEL CUSTOMER EXPERIENCE</td>
</tr>
<tr>
<td>LIFETIME CONTRIBUTION AWARD</td>
</tr>
<tr>
<td>BEST USE OF CUSTOMER INSIGHT</td>
</tr>
</tbody>
</table>

EngageAwards.co.uk
8x8 provides Truly Unified Communications that radically empower over a million business users worldwide to drive exceptional customer experiences and business outcomes. 8x8 uniquely offers companies a single, seamless, easy-to-manage cloud communications, collaboration, and contact center solution with access to the organization’s most valuable data. 8x8 provides a single solution across voice, video, messaging, meetings and contact center together with actionable data that enables employees, partners and customers to work together more efficiently, innovate more regularly and solve problems more elegantly.

Contact: Emilie Daly, Marketing & Events Coordinator
T: +44 (0) 20 3824 6322
E: emilie.daly@8x8.com
W: www.8x8.com/uk

[24]7.ai is redefining the way companies interact with consumers. Using artificial intelligence and machine learning to understand consumer intent, the company’s technology helps companies create a personalized, predictive and effortless customer experience across all channels. The world’s largest and most recognizable brands are using intent-driven engagement from [24]7.ai to assist several hundred million visitors annually, through more than 1.5 billion conversations, most of which are automated. The result is an order of magnitude improvement in digital adoption, customer satisfaction, and revenue growth.

Contact: W: www.247.ai

Conversocial

We help turn customer service into customer loyalty – by making it easy for customers to get help through social, mobile channels. Today’s consumers no longer require just resolution, but also meaningful conversations, on the most demanding digital channels. Conversocial applies the disciplines of contact center efficiency with the unique dynamics of social customer engagement. We continuously innovate to help our clients turn unstructured, chaotic signals into organized, meaningful channels.

Contact:
T: +44 (0) 20 7045 0970
E: socialfirst@conversocial.com
W: www.conversocial.com

Diabolocom is a cloud software vendor and telecommunications operator that offers an omnichannel solution for sales, customer service, and contact centres. Thanks to its speed of implementation, its intuitive interface that is fully integrated in the main CRM on the market, and local business support, Diabolocom allows companies to offer benchmark customer experiences and improve their operational performance. Diabolocom supports the digital transformation of more than 250 companies in 20 countries, including: Engie, Air Liquide, Saint Gobain, Essilor, Dekra, Mister Auto, Meetic Group, Coyote, PhotoBox, Moonpig, Smartbox, Wonderbox, Decathlon, Galeries Lafayette, Carrefour, Bonduelle, Webhelp, Tessi, Comdata.

Contact: Mercedes Barbuti
T: 0203 9661561
W: www.diabolocom.com
eGain customer engagement solutions make digital transformation easy for leading brands. Based on a unified omnichannel platform for AI knowledge-powered customer engagement, our top-rated cloud applications for web, mobile, social and contact centers help deliver connected customer journeys across touchpoints, while enabling the business to optimize those journeys and contact center performance.

Contact:
E: emeainfo@egain.com
W: www.egain.com

IFS Customer Engagement provides a complete solution to transform the contact centre combining omni-channel contact technology with Customer Service CRM software in a single, uniquely configurable, AI-powered agent desktop. By bringing together disparate sources of data from multiple systems, our software solves complex customer service and support issues. Benefiting from a 360-degree view of the customer on one screen alongside all contact channels, your advisors can deliver customer engagement seamlessly, whilst simultaneously banking productivity gains.

Make every customer your best customer, with intelligent, personalised service delivery and management.

Contact: Ros Lee, Marketing Manager, IFS Customer Engagement
T: 01926 623 500
E: ros.lee@ifsworld.com
W: www.ifsworld.com/CustomerEngagement

IMImobile is the leading cloud communications software and solutions provider that helps companies use mobile and digital messaging technologies to improve customer experience and real-time interactions with their customers. From the use of AI-powered chatbots, to enabling omnichannel live chat between Contact Centre agents and customers, and providing new digital messaging capabilities such as Apple Business Chat and RCS Business Messaging, IMImobile’s cloud communication platform helps businesses to digitally transform their CSX strategy.

Organisations that trust IMImobile to deliver smarter digital customer engagement include The AA, BBC, BT, Centrica, EE, Foxtons, Hermes, O2, Pizza Hut, SITA, Vodafone, government agencies and four of the five UK retail banks. IMImobile is headquartered in London with offices in Hyderabad, Toronto, Dubai and Johannesburg and has over 1,100 employees worldwide.

Contact: Andrew White, SVP Solution Sales, IMImobile
E: contactus@imimobile.com
W: www.imimobile.com

Networking App

Salesforce is the global leader in customer relationship management (CRM), bringing companies closer to their customers in the digital age. Founded in 1999, Salesforce enables companies of every size and industry to take advantage of powerful technologies—cloud, mobile, social, internet of things, and artificial intelligence—to connect with their customers in a whole new way. The Salesforce Customer Success Platform includes industry-leading services spanning sales, service, marketing, commerce, communities, collaboration and industries, all on a single trusted cloud platform. The company is ranked #1 on Fortune’s World’s Best Workplaces list, and Forbes has ranked the company one of the world’s most innovative companies for seven years in a row.

Contact:
W: www.salesforce.com/uk
Freshworks provides customer engagement software to businesses of all sizes, making it easy for customer support, sales and marketing professionals to communicate more effectively with customers and deliver moments of wow. Freshworks offers a full suite of SaaS (Software as a Service) products that create compelling customer experiences and lets businesses share a 360 degree view of relevant customer information internally.

Contact:
W: www.freshworks.com

Gold

Calabrio is a customer engagement software company that provides analytic insights to catalyse growth through customer service contact centers. Calabrio ONE® is a unified suite—including call recording, quality management, workforce management and voice-of-the-customer analytics—that records, captures and analyzes customer engagement centre interactions to improve the customer experience and drive top-line business growth. The suite can be deployed in the cloud, on-premises or via hybrid.

Contact:
W: www.calabrio.com

Gold

Talkdesk Enterprise Cloud Contact Centre empowers companies to make customer experience their competitive advantage. With enterprise-class performance and consumer-like ease of use, Talkdesk easily adapts to the evolving needs of sales and support teams and their end-customers, resulting in increased customer satisfaction, productivity and cost savings. Over 1,400 innovative enterprises around the world, including Discovery Education and Peloton, rely on Talkdesk to power their customer interactions.

Contact: Chris Palmer, Senior Marketing Manager,
W: www.talkdesk.com

Silver

PCI Pal provides secure payment solutions for contact centres and businesses taking Cardholder Not Present (CNP) payments. We are the only true cloud provider able to deliver solutions globally. Our globally accessible cloud platform empowers organisations to take payments securely without bringing their environments into scope of PCI DSS and other relevant data security rules and regulations. With the entire product portfolio served from PCI Pal’s cloud environment, integrations with existing telephony, payment and desktop environments is simple and light-touch, ensuring no degradation of service while achieving security and compliance.

Contact: Tony Smith, Sales Director, EMEA
E: info@pcipal.com
W: www.pcipal.com
CX Company automates the customer experience for the enterprise. Its solutions help clients reduce service costs, boost customer satisfaction and uplift conversion rate by leveraging chatbots, virtual assistants and in-app engagement. DigitalCX, CX Company’s customer experience platform, enables companies to manage Q&A, automate conversations, and proactively engage customers across all your digital channels and touchpoints. The platform can easily be integrated with your CRM and other third party applications like Facebook Messenger. This enables you to make every customer interaction personal and relevant. CX Company combines AI with easy to design business rules that help create value for both your business and your customers. With DigitalCX, CX Company has over 10 years of experience in helping major corporations all over Europe with their digital customer experience transformation.

Contact:
T: +44 7770 888688
T: +44 7776 395578
W: www.cxcompany.com

Serenova simplifies every aspect of the customer experience to make life easier for contact center executives, their customers and employees. Serenova, a leading cloud contact center-as-a-service (CCaaS) and workforce optimization (WFO) provider. A core building block of Serenova is to provide a cloud-based solution that is the most reliable in the industry. The world’s most passionate, customer-focused brands achieve better interactions, deeper insights, and more meaningful outcomes with Serenova’s contact center solutions. Headquartered in Austin, Texas, Serenova has operations in California, Canada, the United Kingdom and Australia. Learn more at www.serenova.com. For live updates, follow @SerenovaShine.

Contact: 
W: www.serenova.com

Empowering digital visual communications - Communicating successfully has many rewards: driving engagement, clearly conveying corporate objectives, sharing vital business information with team members. Effective communications is the essence of any business. It allows stakeholders to be decisive. It speeds up processes. It helps create a more aware and attuned workplace. X2O Media empowers organizations to be successful communicators with tools that allow anyone to create media rich, highly visual content channels that leverage real-time data. With a long and proficient history in visual storytelling, X2O understands that great communications inspires, motivates and drives business opportunities. From digital signage, mobile and desktop apps for internal communications, to dashboards, gamification, wayfinding and collaboration environments, X2O Media provide our clients with full end to end solutions that drive employee engagement and productivity.

Contact: Rob Brinklow, X2O Media Europe
T: +44 7781 063225
E: rbrinklow@x2omedia.com
Digital Customer Engagement is easy with eGain.

Digital
AI
Knowledge
Analytics

www.egain.com
EBM Group events

ENGAGE FOCUS GROUPS
FRIDAY 22 MARCH 2019
HILTON LONDON HEATHROW
A Platform Where Like-Minded Professionals Come Together

AUTOMATION AI AND ROBOTICS FORUM
THURSDAY 4 APRIL 2019
WATERLOO PARK PLAZA, LONDON
How Organisations are Implementing Technology to Drive ROI and Growth

EMPLOYEE ENGAGEMENT SUMMIT 2019
FRIDAY 10 MAY 2019
RIVERBANK PARK PLAZA, LONDON
Europe’s Biggest Employee Engagement Event has now moved to a larger venue

CX MARKETING SUMMIT 2019
THURSDAY 13 JUNE 2019
VICTORIA PARK PLAZA, LONDON
After a Hugely Successful 2018 Event, we are Delighted to Announce the 2nd Annual CX Marketing Summit

CUSTOMER ENGAGEMENT TRANSFORMATION CONFERENCE
THURSDAY 11 JULY 2019
RIVERBANK PARK PLAZA, LONDON
Understand How You Can Help to Shape and Evolve Your Business in the Growing Digital World

INTERNAL COMMUNICATIONS CONFERENCE
TUESDAY 17 SEPTEMBER 2019
VICTORIA PARK PLAZA, LONDON
The Critical Employee Engagement Role too Often Neglected by HR

ENGAGE FOCUS GROUPS
FRIDAY 20 SEPTEMBER 2019
HILTON LONDON HEATHROW
A Platform Where Like-Minded Professionals Come Together

CUSTOMER ENGAGEMENT SUMMIT 2019
11 & 12 NOVEMBER 2019
WESTMINSTER PARK PLAZA, LONDON
Held Over Two Days Customer Engagement Summit will be the Biggest and Best Yet

ENGAGE AWARDS 2019
MONDAY 11 NOVEMBER 2019
WESTMINSTER PARK PLAZA, LONDON
International Engage Awards 2019

01932 506 300 (press 1)
tickets@ebm.media
EngageCustomer.com