

engage CUSTOMER ROBOTICS AND AI

29 NOVEMBER 2017 **DIRECTORS FORUM**
BLUE FIN VENUE | LONDON



ROBOTICS & ARTIFICIAL INTELLIGENCE WILL TRANSFORM CUSTOMER ENGAGEMENT

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.

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|-------|---|-------|---|
| 08:45 | Registration & Coffee | 12:35 | Philips Case Study: What Chatbots can Teach you about Yourself
Laetitia Grammatico, Director of Strategy & Innovation, Philips |
| 09:30 | Chair's Introduction
Martin Hill-Wilson, Founder, Brainfood Consulting | 13:00 | Lunch and Networking |
| 09:35 | Opening Keynote: What to do and not do with AI in Customer Engagement
Brian Manusama, Research Director Customer Strategies, Gartner | 14:00 | Panel Debate: The Future For AI and Robotics In Customer Engagement |
| 10:05 | Talking Points Keynote: Chatbots!
Wim Rampen, Chief Marketing Officer, CX Company | 15:00 | Artificial Intelligence, Machine Learning and Robotics – what's in it for you? The Advantages of Moving Forwards with Hi-Tech, Low-Tech & No-Tech
Peter Massey, Managing Director, Budd |
| 10:30 | NHS Case Study: Ground Breaking Robotics and AI Innovation in the NHS
Mike Gibney, Director of Workforce & Dr Ganesh Bavikatte, Consultant and Clinical Lead for Neurorehabilitation Medicine, The Walton Centre NHS Foundation Trust | 15:25 | Coffee Break and Networking |
| 10:55 | Rise of the Bot, Will it Kill the Phone? How can AI and Robotics Deliver Happy Customers?
Paul White, Director of Customer Engagement, IFS-implsystems | 15:50 | The Current and Future Uses of AI to Transform Customer Experience
Gerry Brown, Research Director & Helena Schwenk, Research Manager, Big Data AI and Analytics, IDC |
| 11:20 | Coffee Break and Networking | 16:15 | RAC Case Study: Optimising Contact Centre Interactions Using AI
Jonathan George, Director of Sales and Service, RAC |
| 11:45 | Google Adecco Case Study: Are Friends Electric? Metabots, Chatbots, Intelligent Assistants and Personality
Wally Brill, Senior Persona Designer, Google Adecco | 16:40 | Chair's Closing Remarks
Martin Hill-Wilson, Founder, Brainfood Consulting |
| 12:10 | Adding AI to the UK: A £630bn Opportunity
Martin Hill Wilson, Founder, Brainfood Consulting | 16:50 | Drinks and Networking |

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08:45-09:30

Registration & Coffee

09:30-09:35

Chair's Introduction

Martin Hill-Wilson, Founder, Brainfood Consulting

09:35-10:05

Opening Keynote: What to do and not do with AI in Customer Engagement

Brian Manusama, Research Director Customer Strategies, Gartner

Talk of Artificial Intelligence, Machine Learning and Chatbots swirls in the marketplace, hype mushrooms, followed by disappointment and eventually, rationalised expectation. This keynote will separate fact from hype and science fiction, demonstrate viable product categories, applications and use cases that can drive business results and will give you an insight of what will be coming in the near AI future.



Brian Manusama is a Research Director in Gartner Research. His research focuses on customer strategies and technologies, with an emphasis on CRM, customer service disciplines, customer self-service and customer experience. He also researches customer engagement centres, smart-machine technologies and business intelligence strategies. Mr. Manusama has more than 25 years of international experience, with 20 years in CRM applications, contact centres/customer engagement hubs and field service in the European market.

10:05-10:30

Talking Points Keynote: Chatbots!

Wim Rampen, Chief Marketing Officer, CX Company

In his talk Wim will offer a fresh, down to earth perspective on the chatbot hype. He will make sense of the state of Artificial Intelligence and Machine learning and what it currently can and cannot do for companies that seek to automate (parts of) their customer journeys and optimise the online customer experience. Wim will dive into how to develop an effective customer experience strategy that answers where, when and how to leverage chatbots, pro-active notifications and in-app engagement to drive reduction of cost-to-serve, self-service adoption and overall customer engagement. And of course, Wim will show use cases that prove this is not fiction, but reality.



Wim Rampen is a seasoned marketing executive with 20 years' experience in the field of Customer Service, Customer Experience and Marketing for enterprises in Banking & Insurance, Energy, Telco and E-commerce. In the past six years, before joining CX Company last January, Wim has been responsible for digital customer experience transformation initiatives and programmes at Dutch Insurance companies OHRA and Delta Lloyd. Before that, Wim lead large-scale Customer Experience improvement projects in Health insurance, Telco and Banking as self-employed Consultant. At CX Company, Wim is responsible for marketing strategy, positioning and product roadmap development.

10:30-10:55

NHS Case Study: Ground Breaking Robotics and AI Innovation in the NHS

Mike Gibney, Director of Workforce & **Dr Ganesh Bavikatte**, Consultant And Clinical Lead for Neurorehabilitation Medicine, The Walton Centre NHS Foundation Trust

The news is full of the negative challenges facing the NHS yet it is at the forefront of dramatic, life changing and ground breaking technologies with a growing and thriving culture of innovation. This often goes under the radar and the fifth largest organisation in the world rarely celebrates its achievements. This presentation will cover some of the incredible applications occurring within the NHS in relation to virtual reality, 3D printing and robotics. It will also outline the ambition and possibilities for the applications of artificial intelligence and brain computer interface. Moving from the national to the local picture, one of the country's leading consultants in Complex Rehabilitation will overview the remarkable number of new technologies that are converging in the field of major trauma. In particular, the deployment of exoskeletal robotics, virtual reality and AI to combine – transforming the quality of life for patients!



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, Communications, Fundraising and Transformation. During this period, the organisation has achieved the Investors in People Gold Standard Award (revised standard in June 2017), IIP Health and Wellbeing Award and was rated as outstanding by the CQC in October 2016.

Michael has recently become the organisation's Innovation Lead and is a Board member at the North West's Innovation Agency that seeks to drive innovation across the NHS and promote joint working with the private sector.

Michael joined the NHS in 2009 following a successful career in local government and the third sector. Throughout his career, he has created the conditions for strong staff engagement in order to deliver continuous improvement. He has a collaborative approach to leadership based upon clear values, that have enabled him to achieve transformational change.



Dr Ganesh Bavikatte is a Consultant and Clinical Lead for Neurorehabilitation Medicine at the Walton Centre NHS Foundation Trust. He is also the Clinical Lead of the Cheshire and Merseyside Rehabilitation Network and the Chair of The Specialist Interest Group for Electronic Assistive Technology at the British Society of Rehabilitation Medicine.

Dr Bavikatte specialises in acquired brain injuries, polytrauma rehabilitation and assistive technology, and he is currently leading several major research projects in this field.

As Clinical Lecturer at The University of Liverpool, Dr Bavikatte lectures in numerous local, regional, national and international arenas on the specialist rehabilitation and use of technology in rehabilitation. He is the author of several peer-reviewed publications and regularly produces newspaper and magazine articles on robotics and virtual rehabilitation.

10:55-11:20

Rise of the Bot, Will it Kill the Phone? How Can AI and Robotics Deliver Happy Customers?

Paul White, Director of Customer Engagement, IFS-mpsystems

As the number of chatbot and virtual agents grow, so do the number of failed projects and frustrated customers. In this session, Paul will look at use of AI in customer service, discuss real-world deployments and analyse the factors that are needed to deliver a successful project. Many simple customer service tasks lend themselves well to automation but as customers ask increasingly complex questions how do we ensure that we deliver the empathy and expertise required to maintain high levels of customer satisfaction? Too many AI projects fail as they are deployed in isolation of the contact centre, what is required to deliver a seamless integration of automated and assisted customer service?



Paul White, Director of Customer Engagement at IFS-mpsystems, joined mpsystems as CEO in May 2005. Paul has spent the last 25 years working in the customer service industry and is one of the pioneers of the creation of affordable CRM and contact centre solutions. Prior to joining mpsystems Paul was the founding CEO of BT Contact Central, which, over 4 years, grew into a global business across UK, Europe and Asia Pacific. Whilst at BT, Paul was responsible for designing some of the largest CRM and Customer Service solutions in Europe and had major roles in systems architecture, product management and sales.

11:20-11:45

Coffee Break and Networking

11:45-12:10

Google Adecco Case Study: Are Friends Electric? Metabots, Chatbots, Intelligent Assistants and Personality

Wally Brill, Senior Persona Designer, Google Adecco

How much personality is too much personality for systems and devices that speak and text with us? Given that we ascribe a variety of attributes to any voice we hear or text we read, we need to accept that the personas we interact with will simply become more and more natural and when driven by AI, surprisingly engaging. That raises a number of questions. How will we select the persona to be appropriate for a wide ranging demographic and a broad remit? Will the enterprise brand be diluted though Alexa or Google Home? How anthropomorphic is just too much? Is there really an "Uncanny Valley"? As AI matures to the level of the Turing test and beyond, and my Intelligent Assistant knows all there is to know about me, what social implications will there be? Will I feel my sense of personal space, life and who I am change? Let's explore...



Previously a music producer in the US and UK, Wally's fascination with voice interaction began in 1999 at Nuance Communications where, as Director of Persona Design and Production he created the process for designing, testing and developing branded, humanlike personas for enterprises and governments worldwide. He co-founded the first VUI consultancy, VoicePartners in 2002 to deliver speech recognition systems designed around user needs and brand values. As Director of Global Self Service for eBay, he led a team on three continents assisting millions of eBay members daily. And now as Senior Persona Designer for Adecco at Google, he helps bring the future of persona for AI "home".

12:10-12:35

Adding AI to the UK: A £630bn Opportunity

Martin Hill Wilson, Founder, Brainfood Consulting

AI in all its many forms is 21st century alchemy. It promises a complete reinvention of how we live and work. That sets off the race to be reborn as an AI driven society across the globe. As always the UK has the brains. The question this time is does it still have the will to emerge on top as in previous industrial revolutions?

Here the latest review of the strategy to make the UK an AI infused nation.

- The Ambition: UK to be a world leader of the fourth industrial revolution
The Challenge: Rapid transformation at national, organisational and individual level
The Possibilities: Breakthrough levels of productivity and innovation



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.

12:35-13:00

Philips Case Study: What Chatbots can Teach you About Yourself

Laetitia Grammatico, Director of Strategy & Innovation, Philips

Besides the known benefits of a (successful) bot handling consumer questions, the process of scoping, creating content and decision trees deliver a lot of useful insights for a company. I will explain how working on chatbots exposed a lot of internal improvement points and what these projects have led to in terms of processes, content and organisation.



Laetitia has spent 20 years listening to consumers and helping technology companies deliver insights-driven consumer experiences. She believes in harnessing technology to enable long-lasting relationships between consumers, employees and brands. She is currently Director of Strategy & Innovation within Philips Consumer Care.

13:00-14:00

Lunch and Networking

14:00-15:00

Panel Debate: The Future For AI and Robotics in Customer Engagement

15:00-
15:25

Artificial Intelligence, Machine Learning and Robotics – what's in it for you? The Advantages of Moving Forwards with Hi-Tech, Low-Tech & No-Tech

Peter Massey, Managing Director, Budd

With so much mainstream coverage of robots, driverless cars and a predicted 4th industrial revolution you'd be forgiven for thinking the world as we know it is coming to an end. Is the game as simple as not being caught unawares and transfixed in the headlights? Well it's a start. Recent coverage of TfL removing Uber's licence brought politician's complaints of Uber threatening 40,000 jobs in London. The politicians were not seeing the wood for the trees and didn't mention Uber's work to develop driverless taxis, to not just threaten but totally remove the 40,000 jobs. So, what about you – are you staring at your feet rather than looking up to the horizon and taking first steps towards that horizon? This talk will help you personally to decide on your horizons and steps in amongst the complexity.



Gerry has 10 years' experience as a senior analyst and consultant in customer-oriented enterprise applications and services. His research coverage for IDC includes enterprise collaboration, digital transformation, customer experience, customer communications and cross-channel engagement.

Previously Gerry was a senior analyst for Ovum, where he specialised in digital marketing technologies, and at Bloor Research where he focused on analytics, performance management and CRM. For seven years Gerry was 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 Diploma in Marketing post-graduate qualification, and a BA Hons Business Studies degree from Sheffield Hallam University. Follow him on Twitter: @gerrybrown



Helena is a highly experienced and commercially driven research manager focused on software market intelligence, with a proven track record of delivering strategic insight, authoritative advice and customised research to technology suppliers and business users about how to drive business value from data and analytics investments.

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.

16:15-
16:40

RAC Case Study: Optimising Contact Centre Interactions Using AI

Jonathan George, Director of Sales and Service, RAC

Learn how AI analyses customer behaviour to predict the optimal contact centre channel and agent to drive increased online sales, improved customer satisfaction and lower costs. Hear industry case studies where organisations have embraced AI to gain competitive advantage and improve contact centre capability.



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.

15:25-
15:50

Coffee Break and Networking

15:50-
16:15

The Current and Future Uses of AI to Transform Customer Experience

Gerry Brown, Research Director & Helena Schwenk, Research Manager, Big Data AI and Analytics, IDC

AI technologies will dramatically impact the Customer Experience (CX) market. New IDC research reveals that Customer Service and Marketing are the most important areas where European enterprises plan AI investments. But AI spend has already begun. Virtual Assistants, chatbots and many other AI-driven technologies are now commercially available. To stay competitive in CX, enterprise executives need to understand the early use cases and applications that deliver tangible business outcomes. To guide these executives, this presentation by leading global technology analyst firm IDC provides data-driven insights on the current state of the AI market within a CX setting, and predicts some surprising future market developments.

16:40-
16:50

Chair's Closing Remarks

Martin Hill-Wilson, Founder, Brainfood Consulting

16:50

Drinks and Networking