



24
SEP 2015
LONDON

CUSTOMER ENGAGEMENT TRANSFORMATION

REENGINEERING BUSINESS PROCESSES TO DRIVE CUSTOMER EXPERIENCE AND MEET CHANGING CUSTOMER NEEDS

AGENDA SUMMARY:

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| <p>08:15 REGISTRATION AND COFFEE</p> <p>09:00 WELCOME AND OPENING REMARKS</p> <p>09:10 OPENING KEYNOTE: USING CUSTOMER HUBS AS A MILESTONE TOWARDS FULL DIGITAL COMPETENCY
Martin Hill-Wilson, Forum Chairman, Founder, Brainfood Consulting</p> <p>09:40 THE ROLE OF EMOTION IN CX AND HOW GLOBAL COMPANIES CREATE RELEVANT AND ENGAGING EXPERIENCES ACROSS DIFFERENT GEOGRAPHIES?
Joana Van Den Brink-Quintanilha, Senior Analyst Serving Customer Experience Professionals, Forrester</p> <p>10:05 NATIONWIDE CASE STUDY: "THE LIGHT IS ALWAYS ON-NATIONWIDE NOW"
Darren Shaw, Head of Nationwide Now</p> <p>10:30 READY FOR THE DIGITAL FUTURE OF CUSTOMER ENGAGEMENT? TAKE A LOOK IN OUR MIRROR
Tony Smith, Head of Business Development, CCAAS, Dimension Data</p> <p>10:55 COFFEE</p> <p>11:15 ACCELERATING INNOVATION AND TRANSFORMING CUSTOMER CONTACT AT BGL GROUP
Jayne Lansdell, Associate Director, BGL Group
Kenneth Hitchen, Founding Director, Sabio</p> <p>11:40 CUSTOMER SERVICE AT 100MPH: THE ART OF DIFFERENT
Matthew Keegan, Head of Content, Kano</p> | <p>12:05 'TRANSFORMING CUSTOMER ENGAGEMENT DURING THE MOST SENSITIVE OF INTERACTIONS'
Spencer Lynch, Director of Strategy and Business Development, Equiniti</p> <p>12:30 LUNCH</p> <p>12:30-13:30 ROUND TABLE: IS YOUR ORGANISATION AS MOBILE-CENTRIC AS YOUR CUSTOMERS?
Chris Cole, Strategic Accounts, Openmarket</p> <p>13:30 PANEL DEBATE</p> <p>14:30 ATOM BANK CASE STUDY: BEYOND EXPERIENCE – INTUITION
Stewart Bromley, Director, People and Customer Experience, Atom Bank</p> <p>14:55 TRANSFORMATION: FROM KNOWING THE PATH TO WALKING THE PATH
Ian Williams, Customer Experience & Business Transformation Specialist, Confrimit</p> <p>15:20 WHY MANY VOC PROGRAMS FAIL, AND WHAT YOU CAN DO ABOUT IT
Gary Topiol, MD International, InMoment</p> <p>15:45 COFFEE</p> <p>16:00 BP GROUP CASE STUDY: FOUNDATIONS FOR CUSTOMER CENTRICITY'
James Dodkins, Chief Customer Officer, BP Group</p> <p>16:25 BT CASE STUDY: THE AUTONOMOUS CUSTOMER 2015
Dr Nicola J. Millard, Head of Customer Insight & Futures, BT</p> <p>16:50 CHAIRMAN'S CLOSING COMMENTS FOLLOWED BY NETWORKING & DRINKS</p> |
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08:15

REGISTRATION AND COFFEE

Please arrive at least 15 minutes before the start of the forum

09:00

WELCOME AND OPENING REMARKS

Martin Hill-Wilson, Forum Chairman, Founder, Brainfood Consulting

09:10

OPENING KEYNOTE: USING CUSTOMER HUBS AS A MILESTONE TOWARDS FULL DIGITAL COMPETENCY

Martin Hill-Wilson, Forum Chairman, Founder, Brainfood Consulting

Even service organisations that consider themselves advanced in their omni-channel capabilities face the barrier of internal silos and competing agendas. This remains a strategic weakness in terms of real time responsiveness. Digitally empowered customers have reset the bar on acceptable customer experience. Organisations that want to prosper in this new regime have to adopt a new mind-set and leadership capabilities. But how to escape the days of siloed customer engagement and the idea that the service organisation was solely responsible for customer experience.

Today, market leadership means taking a fresh approach to continuous improvement and service innovation: re-energised through new partnerships with customers and employees. Customer hubs provide a low risk evolutionary path. They draw together a number of competencies into a new form of working relationship. This includes the front office (sales, marketing, service), analytics, change management and collaboration. Together they become a hub of innovation, improvement and competitive responsiveness for the rest of the organisation.



MARTIN HILL-WILSON

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.

09:40

THE ROLE OF EMOTION IN CX AND HOW GLOBAL COMPANIES CREATE RELEVANT AND ENGAGING EXPERIENCES ACROSS DIFFERENT GEOGRAPHIES?

Joana Van Den Brink-Quintanilha, Senior Analyst Serving Customer Experience Professionals, Forrester

Forrester's research shows that the emotional aspects of a customer's experience have the biggest influence on loyalty. But when it comes to emotion, most business professionals regard the softer side of customer experience as accidental, not essential. To create emotionally engaging experiences, companies need to prioritize the moments that are inherently most emotional for customers and understand consumers holistically, across different geographies.



JOANA VAN DEN BRINK-QUINTANILHA

Based in London, Joana serves Customer Experience Professionals. Her areas of expertise include digital customer experience, measurement, strategy, customer understanding, and design. Before joining Forrester, Joana was the senior customer experience manager at Elsevier, a leading provider of science and health information. She was responsible for all aspects of customer experience including measurement, strategy, customer understanding, and design. She set up and managed a team of Customer Experience Professionals in charge of delivering customer insights to the business through customer journey and ecosystem mapping as well as implementing projects that drove customer satisfaction and reduced customer effort at Elsevier. Joana has a strong background in digital customer experience through her role as editor-in-chief of Elsevier's digital platform from 2008 to 2011.

10:05

NATIONWIDE CASE STUDY: "THE LIGHT IS ALWAYS ON-NATIONWIDE NOW"

Darren Shaw, Head of Nationwide Now

Nationwide NOW is an innovative and exciting new service that is transforming financial advice on the high street. It gives our customers access to our mortgage and banking experts via a real time, face-to-face, high definition video link. And our customers are loving it. In fact, Nationwide NOW has been so successful, it will be available in around in 400 of our branches by the end of this October.



DARREN SHAW

With an outstanding track record of delivering incredible results through people, Darren is an award-winning, people focused, passionate, inspirational and authentic leader. Darren won Nationwide's most prestigious award – Employee of the Year' in 2008 and was presented to by Graham Beale, Chief Executive of the Nationwide Building Society. On the same occasion his team was awarded 'Chief Executive Team of the Year'.

Nationwide Now is a fresh new approach to banking and shows how traditional branches and innovative technology, work together to transform customer service and shape the future of banking. This allows Nationwide branches to deliver help and advice to more of its customers, including real time HD video links to a consultant based at a central location.

10:30

READY FOR THE DIGITAL FUTURE OF CUSTOMER ENGAGEMENT? TAKE A LOOK IN OUR MIRROR

Tony Smith, Head of Business Development, CCAAS, Dimension Data

By the end of 2016 digital channels – which already account for 35% of all customer interactions – will overtake voice. This customer driven shift will transform the way organisations approach customer engagement operations – the strategies they set, the infrastructures they build, the technologies they depend upon and the people they employ.

The Dimension Data Global Contact Centre Benchmarking Report reflects the progress made in this direction by over 900 organisations worldwide. It reveals concerns about digital capability, technological readiness and organisations' ability to capture and act upon customer insight. It provides a mirror in which the customer management industry can examine its self and ask, are we ready?

Take a look and ask yourself why....

- 75% of organisations see customer experience as a differentiator – but customer satisfaction has fallen for 4 years in a row
- 57% of contact centres are still limited to voice and, if most that do handle digital channels, monitor their performance poorly
- 4 in 10 centres can't handle social – even though it's the preferred service channel for anyone aged 34 or under
- 79% live with technology they know will let them down
- Only two thirds of customers who ask for service on a digital channel get their issue resolved



TONY SMITH

Tony's experience in customer management and IT spans over 25 years – years shaped by rapid change, the rise of digital channels, the emergence of cloud computing and a re-writing of the rules for customer engagement. His career has tracked these developments and brought him to Dimension Data in May 2015, where he is charged with leading the development of the company's cloud-based contact centre technologies across the UK and Europe. Before joining Dimension Data he excelled in a number of business development roles with BT Global Services, where he delivered cloud-based contact centre solutions for leading players in the public and private sector.

10:55

COFFEE



11:15

ACCELERATING INNOVATION AND TRANSFORMING CUSTOMER CONTACT AT BGL GROUP

Jayne Lansdell, Associate Director, BGL Group
Kenneth Hitchen, Founding Director, Sabio

With over 7.5 million financial services customers for its leading insurance brands, such as comparethemarket.com and Budget Insurance, successful multi-channel customer engagement is a critical part of BGL Group's overall success. During this session, Sabio's Founding Director Kenneth Hitchen will interview BGL's Associate Director for Technology & Process, Jayne Lansdell, exploring how BGL has successfully helped to reduce effort for its customers while still unlocking significant operational improvements across its expanding customer contact operations. Jayne will also discuss the role of BGL Group's 'Hot House' approach in accelerating innovation and digital channel take-up across the organisation's multiple businesses



JAYNE LANSDSELL

10 years with the BGL group across a number of roles and 25 years in the financial services arena. Currently responsible for contact centre technology strategy and programme delivery. Focused on the customer experience and low effort integrated solutions.



KENNETH HITCHEN

Ken is one of Sabio's founding directors and has over 18 years' experience of setting up and running contact centres all over the world. This practical experience, gained across many vertical markets, has given him the insight needed to define Sabio's unique approach to the market. Focused on Sabio's customers and their contact centre technology requirements, Ken has become a leading advisor to businesses on how to get the technology element of their customer service operations right.

11:40

CUSTOMER SERVICE AT 100MPH: THE ART OF DIFFERENT

Matthew Keegan, Head Oof Content, Kano

The story of Kano is one of being different. In just 30 days, they raised over \$1.5 million on Kickstarter and went from zero customers to almost 13,500. Just a year later there are now 40,000 Kano Kits in 86 countries around the world spanning multiple timezones. The amazing part? The customer care team is just three people.

In his talk Mathew will look back at how Kano can deliver amazing customer service with limited resources, including:

- How experience keeps bringing people back
- Scaling support for exponential growth
- The importance of empowering customers
- How our company mission feeds into customer service



MATTHEW KEEGAN

As one of the early employees at Kano, Mathew has worked on many areas including community, content and customer service. He was given the task of creating a new type of customer service model that could go from almost zero enquiries to tens of thousands overnight. Mathew's philosophy has always been to provide magical experiences for customers through unconventional means, and is passionate about making customers feels like family.

12:05

'TRANSFORMING CUSTOMER ENGAGEMENT DURING THE MOST SENSITIVE OF INTERACTIONS'

Spencer Lynch, Director of Strategy and Business Development, Equiniti

Spencer will share how Equiniti have pioneered a different approach to customer engagement during the most sensitive of times – the notification of death process, explaining how to transform an often negative experience for customers into an enhanced journey that builds empathy and rapport. Using a customer centric approach in this area enables businesses to transform revenue loss making processes into new opportunities in an transparent and ethical way, whilst strengthening brand value, simply by showing we care.



SPENCER LYNCH

Spencer has spent the majority of his career in the Financial Services sector, starting in print and direct mail – helping companies communicate effectively and efficiently with their client base. This naturally led to understanding the importance of data, specifically identity data, using his knowledge to help companies leverage this tangible asset to shorten account opening process, increase customer acquisition rates and to reduce the risk of fraud. A thought leader in the pensions sector, Spencer created, successfully piloted and launched an effective solution that solved one of the pension industry's biggest challenges – abroad fraud. He is now a Director at Equiniti, responsible for refining and taking to market Equiniti's newest and arguably most important service – 'Bereavement Services'. In his spare time he is a professional close-up magician, resident at Liverpool Football Club. He lives in Chester with his wife and three children.

12:30

LUNCH

12:30 - 13:30

ROUND TABLE: IS YOUR ORGANISATION AS MOBILE-CENTRIC AS YOUR CUSTOMERS?

Chris Cole, Strategic Accounts, Openmarket

A recent Harris Interactive report found that 81% of consumers are frustrated being tied to a phone or computer to wait for customer service help.

Join OpenMarket to learn how mobile has affected your consumers' lives and discuss how some companies have implemented innovative solutions to solve their communication challenges, particularly where the timing is critical in the customer engagement journey.



CHRIS COLE

Chris is a member of the Strategic Accounts team at OpenMarket. His expertise is helping clients get the most out of OpenMarket's award-winning Mobile Engagement Platform, to improve customer and employee experience and ultimately transform their businesses. A regular speaker at events across the mobile, contact centre, charity and payments ecosystems, Chris brings a depth of understanding from multiple sectors to help organisations find creative solutions to their employee engagement needs.

13:30

PANEL DEBATE

14:30

ATOM BANK CASE STUDY: BEYOND EXPERIENCE – INTUITION

Stewart Bromley, Director, People and Customer Experience, Atom Bank

How Atom is creating a values based business in order to step change customer experience to create customer engagement leveraging instinct and intuition above emotion.



STEWART BROMLEY

Stewart, who graduated from Warwick University, has had over 28 years international blue chip corporate experience, including 6 years at first direct and HSBC. He pioneered People Experience across first direct and HSBC Direct, transforming HR and achieving record employee engagement levels underpinning unparalleled levels of customer experience. Stewart went on to create the first Digital Centre of Excellence for HSBC Group globally, which he led for 3 years growing the Digital team to 300 FTE. He was accountable for all aspect of Digital for the HSBC Retail businesses in the UK, and for digital design & delivery for all of the HSBC brands across Europe, achieving record levels of adoption, usage, customer satisfaction and sales. Stewart serviced more active mobile customers in the UK, than the rest of HSBC Group pulled together globally.

Stewart joined Atom in May 2014, as Director of People and Customer Experience. He is accountable for the values system, and how this shapes the customer proposition, customer journey's and digital User Experience; as well as the internal people proposition including culture, recruitment, training and all other aspects of HR.



14.55

**TRANSFORMATION:
FROM KNOWING THE PATH TO WALKING THE PATH**

Ian Williams, Customer Experience & Business Transformation Specialist, Confrimit

For any organisation, the implementation stage of a transformation project can be the most challenging. Not just making the change happen, but also making it stick. As Morpheus says to Neo in the film 'The Matrix' – there is a difference between knowing the path and walking the path!

However understanding whether transformation has been truly successful is dependent on the organisation having a clear picture as to how far 'the dial' has been turned. For this, the business not only needs to understand whether it is hitting the new goals it sets itself, but also the place it is starting from. You have to know the path before you can walk it.

Many organisations have a vision as to what they want their businesses to be like in the future, however some don't really understand what their customers' experiences are currently like. Having clear and relevant goals, combined with accurate and timely measurement – from start to finish across well mapped out customer journeys – are all absolutely central to understanding the success or failure of a change programme.

In this presentation, we take a pragmatic look at the use of data and journey mapping to measure the impact of business transformation activity. So, what can we learn from The Matrix? Are you going to take the blue pill or the red pill?



IAN WILLIAMS

With over 20 years of customer experience, marketing & consultancy experience, he has helped business leaders and board members around the world smash their way through those annoying and energy-draining functional silos to focus on common objectives. Ian has helped some of the world's leading brands to see themselves and the world around them in the only way that makes sense - through the eyes of their customers.

15.20

WHY MANY VOC PROGRAMS FAIL, AND WHAT YOU CAN DO ABOUT IT

Gary Topiol, MD International, InMoment

In an attempt to understand the complex systems that drive customer happiness, many companies reduce their relationships down to a set of numbers – and many times just one. This singular focus on score risks derailing good intentions and can drive behaviours that might achieve better numbers, but actually damage your customers' experiences – and your own bottom line. Join Gary Topiol, Managing Director, International at InMoment, to learn how to transform your VoC programme by identifying the proper role of scores, where the pitfalls are and how to avoid them, and how to create a holistic approach to customer experience that embraces metrics and then takes you further to achieve true customer success.



GARY TOPIOL

Gary Topiol has been developing global customer experience strategies for FTSE 100 & Fortune 500 companies for more than 20 years. He currently serves as managing director, international for InMoment, a customer experience optimisation platform. In this capacity, Topiol's team studies and develops multi-market, multi-cultural Voice of Customer programs to help brands understand their customer experience and drive organizational improvements the world over.

15.45

COFFEE

16.00

**BP GROUP CASE STUDY:
FOUNDATIONS FOR CUSTOMER CENTRICITY'**

James Dodkins, Chief Customer Officer, BP Group

James will share with you a radical new way to organise your company around the delivery of customer success. Minds are guaranteed to be blown as James slays one of the biggest myths in the customer centricity world and shares one of the most closely guarded secrets in business history.



JAMES DODKINS

I was offered the role of Head of Customer Experience at the BP Group then Chief Customer Officer as well as representing the BP Group as a Customer Centric Process Improvement consultant. I've been lucky enough to speak in front of thousands of people all over the world, at conferences, seminars & workshops and I've been fortunate enough to call some of the world's most recognisable brands my clients. People like Nike, CitiBank, Disney, Kellogg's, General Mills, GE, Heineken, EE, IBM, Vodafone, Mercedes-Benz, NATO and Adobe to name but a few.

I wrote my first book in 2014 called 'Foundations for Customer Centricity' and to my delight it got rave reviews, one of my favourite being from the President of Ritz-Carlton Hotels, Herve Humler, he said it was "...an inspiring story".

16.25

BT CASE STUDY: THE AUTONOMOUS CUSTOMER 2015

Dr Nicola J. Millard, Head of Customer Insight & Futures, BT

Presentation and discussion of new research that captures and quantifies consumer attitudes and behaviours based on their interactions by phone, email, internet self-service, web-chat, social media and video, revealing what the public really want from the organisations they deal with.

The presentation will talk about eight areas of importance to consumers from making their contact centre experience easy, to their appetite for social media as a channel over which to receive customer service, and their concerns over security.

The research has a global perspective. Based on the views of 5,500 respondents across Belgium, China, Germany, India, Indonesia, Singapore, Spain, United Arab Emirates (UAE), the UK and the USA, it outlines the key trends in consumer behaviour in 2015.



DR NICOLA MILLARD

Dr Nicola Millard heads up customer insight & futures with BT Technology, Service & Operations' Global Innovation team. Despite working for a technology company, Nicola isn't actually a technologist and combines psychology with futurology to try and anticipate what might be lying around the corner for both customers and organisations (sadly, her crystal ball is currently broken).

Nicola has now worked for BT for 22 years (she started when she was six years old) and has done a number of jobs around the BT business, including research, user interface design, customer service and business consulting as well as writing, presenting and directing BT's annual school's lectures for five years.

Nicola likes nothing better than to challenge conventional business thinking; from how call centres are managed to the ways in which people work.

16.50

**CHAIRMAN'S CLOSING COMMENTS
FOLLOWED BY NETWORKING & DRINKS**

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