

Plenary

09:00 **Chair's Opening Remarks** Martin Hill-Wilson, Founder, Brainfood Consulting

09:05 **Translating Customer Behaviour into £££**
Colin Shaw, CEO & Founder, Beyond
Philosophy

09:25 **Becoming Millennial - Transforming
Customer Experience Expectations
Across All Generations**
Andrew Hall, UK Evangelist, Odigo

Hall 1

10:55 **Chair's Opening Remarks**
Martin Hill-Wilson, Founder, Brainfood Consulting



Transformation - Our People and our Customers - Part One

11:00 **Vue Case Study: Contact Centre Transformation**
Julie Roberts, Customer Service Manager (UK&I), Vue Entertainment

11:20 **CX Fixer-upper: How a Listening Audit could hold the Key to Renovating your Programme**
Phil Durand, Director, Customer Experience Management, Confrimit

11:40 **O2 Case Study: Putting Customers at the Heart of our Business**
Emma Postill, Head of Voice of the Customer & Measurement - Customer Experience, O2

Personalisation of the Customer Experience - Part One

12:00 **BBC Studios Case Study: Who Really is the Customer here?**
Andrew Moultrie, Managing Director, Consumer Products and Publishing, BBC Studios

12:20 **Virgin Holidays Case Study: From a Sales-first to a Service-first Model – The role of the Thoughtful Expert**
Martin Henderson, Head of Overseas Operations, Virgin Holidays

12:40 **Transformation and Growth at Vogue: An Audience-first Approach**
Sarah Marshall, Head of Audience Growth, Vogue International

13:00 Lunch and Networking

Transformation - Our People and our Customers - Part Two

14:00 **Netflix Case Study: Connection as a Culture**
Dekyi Boorsma, Head of Customer Service EMEA, Netflix

14:20 **The green dude, Pacman and an OBE (not mine)!**
Michael Hubbard, Operations Manager, Dwellant

14:40 **Using Customer Engagement to Improve Lives for People Living with Sight Loss and a Range of Other Disabilities**
Louise Ferguson, PA to CEO, Henshaws

Robotics, AI and Digital Customer Engagement

15:00 **Engaging Customers through the 5th Industrial Revolution**
Matthew Gardiner, CEO, Catch London

15:20 **AI and Machine Learning in Loyalty Programmes**
Zuzanna Martin, Consultant, Comarch

15:40 **Look who's Talking: Persona in Connected Devices**
Wally Brill, Head of Conversation Design Advocacy & Education, Google

16:00 Coffee and Networking

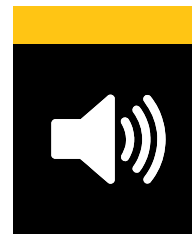
The Rise of Customer Service Design

16:30 **Membership Economics™: How to make Money from Membership and Subscriptions**
Sam Jordan, Executive Vice President, North America, Manifesto

17:00 **Southeastern Railway - The Best Design is No Design**
Alvin Jackson, Customer Experience Champion & Diane Burke, Business Consultant, Southeastern Railway

17:30 **Chair's Closing Remarks**

17:40 Drinks and Networking



09:45 **Tottenham Hotspur F.C. Case Study: Transforming the Customer Experience 'The Spurs Way'**
Nick Brice, Keynote Speaker, Facilitator and Consultant, **360 Degree Vision**

10:05 **2030 Vision: Keying into the Future of Customer Experience**
Moira Clark, Professor of Strategic Marketing and Director, **Henley Centre for Customer Management**

10:25 **Coffee and Networking**

Hall 2

10:55 **Chair's Opening Remarks**
Manuela Pifani, Consultant, Facilitator & Blogger, **CXellence Consulting**



Customer Engagement Transformation in Financial Services and Retail

- 11:00 **Nectar Sleep Case Study: A Journey of Transition: From small Transactions for Highly Emotional Occasions to High Value Transactions by Emotional Consumers**
Ruth Genelazo, Head of CS & Experience, **Nectar Sleep**
- 11:20 **Feedback Culture: Making Better Informed Decisions with Voice of Customer Data**
Tom Thyroff-Kohl, Senior User Experience Consultant & **Lukas Banys**, Voice of Customer Consultant, **Usabilla**
- 11:40 **Making Direct Line Group's Customer Ambition a Reality**
Katrina King, Head of Customer Value Strategy & Performance, **Direct Line**

Technology and Customer Engagement - Part One

- 12:00 **The two As in AI: Artificial and Augmented Intelligence**
Sandra Schroeter, International Head, Customer Engagement Technologies, **Bold360**
- 12:20 **Brompton Bicycles Case Study: From Manufacturer to Multichannel – how an Iconic British brand is Embracing the Customer**
Harry Mann, Head of Customer Experience, **Brompton Bicycles**
- 12:40 **Delivering Connected Experiences that spark Imagination, create Conversation, and drive Pipeline**
Claire Carsberg, Managing Director, **JPC**

13:00 **Lunch and Networking**

Personalisation of the Customer Experience - Part Two

- 14:00 **NHS Case Study: Scaling Personalisation with Behavioural Science**
John Grumitt, CEO, **Changing Health**
- 14:20 **Inner Circle Case Study - Offering Singles a Refined Dating Experience**
Michael Krayenhoff, COO and Founder, **The Inner Circle**
- 14:40 **Insights about Loyalty to help Nurture your Customer Evangelists**
Richard Spencer, Director, **About Loyalty**

Digital Customer Engagement Transformation

- 15:00 **The Mobile Network run by its Members**
David Caton, Head of Proposition, CRM & Loyalty, **giffgaff**
- 15:20 **The Five Forces of Customer Experience – Ipsos' CX Experts Reveal the Science Behind Strong Customer-brand Relationships**
Murray Goodwin, Director, Customer Experience Advisory & **Jean-Francois Damais**, Global Chief Research Director, **Ipsos MORI**
- 15:40 **How to create a shop floor Employee Advocacy Platform for your shop floor Colleagues to Provide an Exceptional Customer Service over Twitter**
Pete Doyle, Founder & CEO, **SocialRetail Group**

16:00 **Coffee and Networking**

Technology and Customer Engagement - Part Two

- 16:30 **Customer Experience & Digital Transformation – Separated at Birth, Reunited by a Common Purpose**
Gerry Brown, Chief Customer Rescue Officer, **Customer Lifeguard**
- 16:50 **Will SMART data take Customer Experience to the next Level?**
Christopher Brooks, Customer Excellence, **Enzen**
- 17:10 **Can you create an Insurance Company that People Love?**
Sophia Pilkington-Miksa, Head of Customer Experience, **Bought By Many**

17:30 **Chair's Closing Remarks**

17:40 **Drinks and Networking**