

# Agenda Summary



# CUSTOMER ENGAGEMENT SUMMIT 2019

11-12 NOV | WESTMINSTER PARK PLAZA | LONDON

## The Importance of Trust and Transparency

### Diamond Sponsors



### Platinum Sponsors



### Silver Sponsors



### Bronze Sponsors



### Networking Sponsor



[CustomerEngagementSummit.com](http://CustomerEngagementSummit.com)

@EngageCustomer #EngageSummit

ORGANISED BY:  
**engage**  
business media

09:05-09:25	<b>The Truth about Trust</b> <b>Helen Wilson</b> , Ipsos	09:45-10:05	<b>Capitalising on Trust: How Transparency in a Relationship can drive Customer Value</b> <b>Jessica Poore</b> , Virgin Media
09:25-09:45	<b>Where Brand Loyalty, Emotional Intelligence and Technology Coincide</b> <b>Andrew Hall</b> , Odigo	10:05-10:25	<b>Time for a Revolution: How to Beat the CX Slump</b> <b>Claire Sporton</b> , Confrimit

### Customer Engagement Transformation - Part One

11:00-11:20	<b>The Big Bite-size Breakfast Show: Driving Improvement Through Immersive Experiences</b> <b>Nicholas Brice</b> , 360 Degree Vision
11:20-11:40	<b>We get it - CX Programmes are Important and Supposed to drive Change, but what if they Don't?</b> <b>John White</b> , Kantar
11:40-12:00	<b>Trust is the New Black</b> <b>Moira Clark</b> , Henley Business School

### Innovative and Disruptive Strategies in CX Part One

12:05-12:25	<b>Sky Case Study: Mining CX Gold in Spain</b> <b>Nick Macfarlane</b> , Sky
12:25-12:45	<b>WhatsApp and Co. in Customer Service: Five Success Stories and 10 Key Hacks</b> <b>Birgit Bucher</b> , MessengerPeople
12:45-13:05	<b>The First and the Last Generation</b> <b>Paul Harvey</b> , WWF-UK

### Lunch & Networking

### Future of the Contact Centre

14:05-14:25	<b>BT Case Study: The Autonomous Customer: 2019</b> <b>Dr Nicola Millard</b> , BT
14:25-14:45	<b>Bupa Case Study: People Love Working at Bupa and Love our Customers</b> <b>Anna Wilcox</b> , Bupa
14:45-15:05	<b>Breaking the Mould</b> <b>Richard Rowley &amp; Nicola Whitbread</b> , Census Life

### Innovative and Disruptive Strategies in CX - Part Two

15:10-15:30	<b>How Skipton Building Society used Social Media to help Deliver their Social Purpose</b> <b>Lynne Cook &amp; Claire Davey</b> , Skipton Building Society
15:30-15:50	<b>It's 2019 and your Brand needs to think like a Media Company</b> <b>James Lamon</b> , BuzzFeed
15:50-16:10	<b>Humanising Digital Futures</b> <b>Clive Grinyer</b> , Royal College of Art (RCA)

### Coffee & Networking

### Linking VOC and VOE

16:40-17:00	<b>Targeting Employee Experience to Improve Customer Experience</b> <b>Harriet Rowe</b> , National Grid
17:00-17:20	<b>Humanising Customer Care within an Affiliate Business</b> <b>Victoria Powell</b> , Lyst

### Customer and Employee Engagement Part One

- 11:00-11:20 **Creating a Culture of Caring**  
**Matt Hale**, Southbank Centre
- 11:20-11:40 **Gamify your Operation**  
**Almir Muminovic**, Tide
- 11:40-12:00 **Microsoft Case Study: The Power of Like-minded People and Big Goals in CX**  
**Andrew McGuigan**, Microsoft

### The Evolution of Service Design - Part One

- 12:05-12:25 **Helping drive Customer- centric Culture: My Customer Connect - Fidelity's Transformational Executive Close Loop Programme**  
**Stella Creasey**, Fidelity International
- 12:25-12:45 **Mass Brands and Customer Experience. Authenticity at the Core**  
**Riccardo Brenna**, Ferrero UK&I
- 12:45-13:05 **The Evolution of CX Service Design**  
**Carly Gibbs**, Enjoy-Work

### Lunch & Networking

### Engagement in FS Media and Third Sector

- 14:05-14:25 **Autotrader Group plc Case Study: Car Dealers aren't all like Matilda's dad, you know?**  
**Marc Thornborough & Bethany Hibbert**, Auto Trader Group plc
- 14:25-14:45 **The Power to Shock. Why we need to Control Social Media and not let it Control us in the Wildlife Space**  
**Will Travers**, Born Free Foundation
- 14:45-15:05 **The Service Profit Chain in Action – Engaging your Customers and your Teams for Stella Results!**  
**Richard Stollery**, Share UK

### Engagement in Retail

- 15:10-15:30 **AI with a Human Touch: Building a Digital-first Strategy Around the Customer**  
**Mark Billingham**, Shop Direct
- 15:30-15:50 **Hobbycraft Case Study: Think Twice Tweet Once: The Art of Customer Engagement on Social Media**  
**Pete Doyle**, Social Retail Group
- 15:50-16:10 **Customer-centric Business Transformation: What we Learnt from Listening to our Customers**  
**Anna Fenten**, Searcys

### Coffee & Networking

### The Evolution of Service Design - Part Two

- 16:40-17:00 **John Lewis Case Study: Inclusive Design – Towards Supporting Difference**  
**Dana Zabet**, John Lewis
- 17:00-17:20 **The Guardian Case Study: Insurgent CX: How to Champion the Customer in Organisations that are Not Customer-centric**  
**Ben Lappin**, The Guardian

### Engaging with the Digital Customer - Part One

- 11:00-11:20 **Twitter Case Study: Your Customers are Talking. Are you Ready to Listen?**  
**Joe Rice**, Twitter
- 11:20-11:40 **Live Audience Polling: The Importance of Trust and Transparency**
- 11:40-12:00 **Designing Learning Experiences for Professionals**  
**Matt Jenner**, FutureLearn

### CX Strategies for the Customer Journey - Part One

- 12:05-12:25 **Winning the Hearts, Minds, and Money of Clients**  
**Alan J Whitaker**, Billion Child Foundation
- 12:25-12:45 **Customer Trust - The Foundation of Better Customer Experience**  
**Angelica Reyes Froment**, Freshworks Europe
- 12:45-13:05 **View from the Boardroom**  
**Keith Gait**, Stagecoach

### Lunch & Networking

### Engaging with the Digital Customer Across the Enterprise

- 14:05-14:25 **Customer Experience Transformation within Kiwi.com**  
**Eliška Dočkalová**, Kiwi.com
- 14:25-14:45 **Customer Retention: It's a Team Game**  
**Jozeff Brodala**, Forza Football
- 14:45-15:05 **giffgaff Case Study: The Mobile Network run by its Members**  
**David Caton**, giffgaff

### Marketing and the CX

- 15:10-15:30 **World Animal Protection Case Study**  
**Antony Antoni**, World Animal Protection
- 15:30-15:50 **Mondelēz International Case Study: Being Consumer-centric in the Digital Universe: A Case Study Around Trebor's Give Me Strength Digital Campaign**  
**Rafael Espesani**, Mondelēz International
- 15:50-16:10 **How to Harness Loyalty**  
**Richard Spencer**, About Loyalty

### Coffee & Networking

### CX Strategies for the Customer Journey - Part Two

- 16:40-17:00 **Financial Times Case Study: Measuring the Quality of FT.com**  
**Daisy Donald**, Financial Times
- 17:00-17:20 **Naked Wines Case Study: Colleagues as Customers**  
**Neil Gregory**, Naked Wines

### Evolution of VOE Across the Enterprise

- 11:00-11:20 [Engagement, Experience, Loyalty – Does it Matter?](#)  
**Jo Moffatt**, Engage for Success
- 11:20-11:40 [Live Audience Polling: The Importance of Trust and Transparency](#)
- 11:40-12:00 [Turning Engagement into Action: Listening, Learning and Enabling your Customers](#)  
**Oli Lewington**, Cystic Fibrosis Trust

### Evolution of VOC Across the Enterprise

- 12:05-12:25 [A relationship? Engagement? Or a casual fling? What do Customers Really want from us, and how do we Attempt to give it to them?](#)  
**Ben Kay**, ex Thames Water
- 12:25-12:45 [In a World where Stores are Consistently Closing, how do you Empower the Entire Organisation to take Action with Customer Feedback?](#)  
**Douglas Mancini**, Critizr
- 12:45-13:05 [Audience-first: The Best Digital Marketing Strategy](#)  
**Lilia Dikova**, Make It Cheaper

### Lunch & Networking

### Internal and Customer Communications - Part One

- 14:05-14:25 [How Yammer is changing the way we communicate at ZSL](#)  
**Clare Bowers**, Zoological Society of London
- 14:25-14:45 [Building Culture: Is it the same on the Inside of the tent as the view on the Outside](#)  
**Charlotte Tickle**, Riverford
- 14:45-15:05 [Customer Engagement in the Education Industry](#)  
**Angel Lozano**, TASIS The American School in England

### Artificial Intelligence and Robotics

- 15:10-15:30 [Google Case Study: Look Who's Talking: Brand and Persona in Connected Devices](#)  
**Wally Brill**, Google
- 15:30-15:50 [Building an Approach for Success: The Samsung Analytics Story](#)  
**Nick Milne**, Samsung Europe
- 15:50-16:10 [Data: The World's most Valuable Resource?](#)  
**Matthew Gardiner**, Catch London

### Coffee & Networking

### Wellness and Development

- 16:40-17:00 [Building a Culture of Creativity and Engagement Through Trust](#)  
**Afeef Hussain**, LUX\* Maldives Resorts and Hotels
- 17:00-17:20 [How Important are Staff Values in Improving the lives of those Living with Sight Loss? How have we Strategically Embedded these Values?](#)  
**Louise Ferguson**, Henshaws

## Plenary

- 09:05-09:35 **Trust and the Customer Experience: Insights from the Edelman Trust Barometer**  
**Gerry Wisniewski**, Edelman
- 09:35-10:05 **Trust at the Heart of Organisational Culture**  
**Sally Earnshaw**, Blue Sky
- 10:05-10:35 **To Build the Trust of your Customers, take a long, hard Look at Yourself**  
**Greg Reed**, HomeServe
- 10:35-11:05 **Seven Steps to better CX: Your Customers are Talking. Are you Listening?**  
**Richard McCrossan**, Genesys Digital

11:05-11:35 **Coffee & Networking**

## Hall 1

### Future of CX - Part One

- 11:35-12:00 **Arnold Clark Motors Case Study: Are your Employees Really the Key to Improving your Customer Experience?**  
**Beth Jones**, Arnold Clark Automobiles
- 12:00-12:25 **Anglian Water Case Study: Getting with the Customer Experience Transformation Programme**  
**Louise Oliver**, Anglian Water

### The Future of CX Part Two

- 12:25-12:50 **Sustaining Trust in Teams and Audiences**  
**Sandra Lynes Timbrell**, Shakespeare's Globe
- 12:50-13:15 **How we have Built, and Continue to Build, Trust with our Customers**  
**Dee Malone**, Yell Ltd

## Hall 2

### Customer Engagement Transformation - Part Two

- 11:35-12:00 **Hyde Housing Case Study: Creating Trust with Customers**  
**Susan Stockwell**, The Hyde Group
- 12:00-12:25 **Creating Effortless and Memorable Customer Interactions and the Contact Centres of KLM and Air France**  
**Herbert Verschuren**, Air France-KLM

### Internal and Customer Communications - Part Two

- 12:25-12:50 **Creating an Organisation Built on Trust**  
**Aimee Symonds**, Intellectual Property Office
- 12:50-13:15 **The Power of People in the drive for Customer Experience Success**  
**Rosie Bailey**, CitySprint

### Combining CX Strategy with Culture

- 11:35-12:00 **Creating a Culture where both Customers and Colleagues feel as though their Voices are Heard and that they are Engaged through a Journey**  
**Luke Adebisi**, Capital International Group
- 12:00-12:25 **Panel discussion on CX strategy and culture: Exploring the links between Employee Experience and Customer Experience, a new Battleground for Competitive Advantage**  
**Niall Cluley**, Dragonfish  
**Gerry Brown**, Customer Lifeguard  
**David Wales**, SharedAim Ltd  
**Ian Naylor**, Booking.com

### Customer and Employee Engagement - Part Two

- 12:25-12:50 **Building Lifetime Value: Insights from the UK's most Trusted Pet Insurer**  
**Sophia Pilkington-Miksa**, Bought by Many
- 12:50-13:15 **The Rolling out of Team Brighton**  
**Martin Perry**, Brighton & Hove Albion Football Club

### Closing Plenary

- 13:15-13:45 **Google Case Study: Building the Organisation of the Future : Seven Insights from Google**  
**Tanu Gupta**, Google Cloud

# Day 1 - Monday

**Session: 11:00-12:00**

### Focus groups

Exploring the links between Employee Experience and Customer Experience, a new Battleground for Competitive Advantage  
**Niall Cluley**, Dragonfish

 dragonfish

**Session: 11:00-12:00**

97% of your Digital Marketing Budget Never Converts  
**Richard McCrossan**, Genesys Digital

 GENESYS

**Sessions: 11:00-12:00 & 14:05-15:05**

Where Brand Loyalty, Emotional Intelligence and Technology Coincide  
**Andrew Hall**, Odigo

 odigo

**Sessions: 11:00-12:00 & 14:05-15:05**

CRM and other Acronyms: Seeing Behind the Marketing Buzzwords  
**Bruno Gorgulho**, Exponea

 EXPONEA  
EXPERIENCE CLOUD

**Session: 14:05-15:05**

How to use Contact Centre Benchmarks to drive Success in Customer Experience  
**Teon Rosandic**, Talkdesk

 talkdesk

**Session: 14:05-15:05**

Great CX drives Increased Revenue for your Company  
**Richard McCrossan**, Genesys Digital

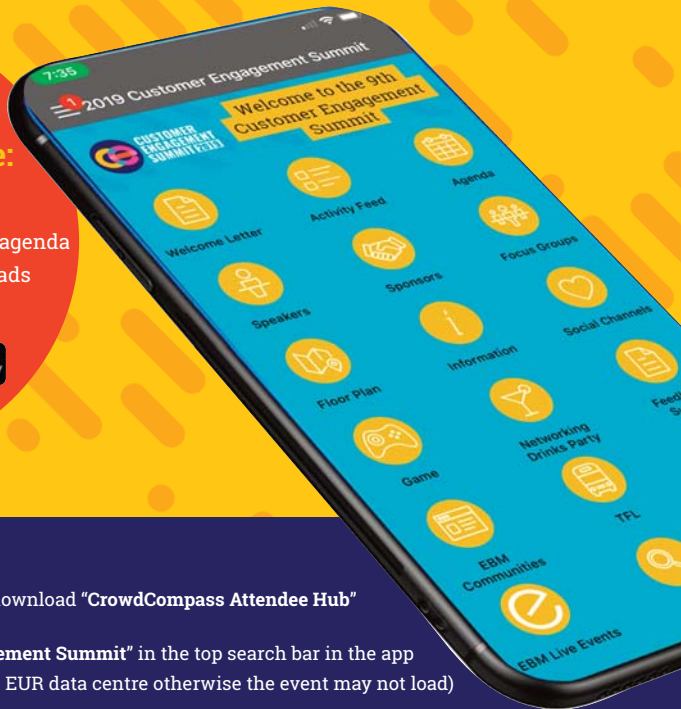
 GENESYS

## How to Download the Event App

We are excited to be partnering with the 'Cvent Crowdcompass' app and their highly recognised event platform Crowd Compass. This is part of our events going Digital, which sees the end of the printed event guide, the paper delegate bags and a lot of printed collateral which often goes to waste. This, shift apart from being environmentally friendly, also opens a feast of networking opportunities and exciting attendee interaction and event engagement.

### Event App capabilities include:

- Pre-book appointments
- In app messaging • Custom digital agenda
- Event news feed • PDF Downloads
- Live polling • Surveys



### Instructions:



1. Go to the App Store and download "**CrowdCompass Attendee Hub**"
2. Search "**Customer Engagement Summit**" in the top search bar in the app (make sure you are in the EUR data centre otherwise the event may not load)
3. Click the download arrow on the right side of the Event banner to download the app. You will then be asked to enter the event password which is "**CES2019**"
4. You should then be asked to log in and enter your details!