

Customer Experience Management Summit

14th & 15th June 2017 - London, UK



Agenda Committee

Marc McNeill - Autotrader

Claire Hill - Boohoo.com

Ian Golding - Customer Experience Consultancy Ltd

Neil Micklethwaite - East Midlands Trains

Brendan Leece - E.ON

Chris Sladen - Heineken

Key Topics

- Customer Behaviour & Habits: Implementing a Personalised CX
- Organisational & Cultural Changes
- Going Beyond Products & Purchases on your Journey with Customers
- CX Measurement
- Loyalty: How to Effectively Retain your Customers?
- Employee Engagement
- B2B: Learning From B2C Experiences
- Getting a Better Understanding of the Digital Customer Experience

Customer Experience Management Summit

London, United Kingdom

14th & 15th
June
2017

ACI's 3rd edition of the Customer Experience Management Summit, will be taking place in London, UK, on 14th & 15th June 2017.

Over the two days, the event will give you in-depth look into the main drivers and challenges faced by brands & retailers when it comes to Customer Experience, through case studies, interactive sessions & panel discussions, led by industry experts.

The conference will bring together senior customer experience and customer service representatives across different sectors, technology & solution providers, as well as agencies.

Join us in London to exchange with your peers and engage in excellent networking opportunities.

Key Topics

- **Customer Behaviour & Habits: Implementing a Personalised CX**
- **Organisational & Cultural Changes**
- **Going Beyond Products & Purchases on Your Journey With Customers**
- **Measuring CX**
- **Loyalty: How to Effectively Retain Your Customers?**
- **Employee Engagement**
- **B2B: Learning From B2C Experiences**
- **Getting a Better Understanding of The Digital Customer Experience**

Speaking Opportunities

If you would like to be considered as a speaker for the event with a 30-45 minute presentation, please submit an abstract for consideration to [Lauriane Pardoux](mailto:lpardoux@acieu.net):



+44 20 3141 0632



lpardoux@acieu.net



<http://www.acius.net>



Postal Address:

ACI Europe, 10 Gough Square, London, EC4A 3DE

Opportunities to Meet Your Target Audience:



For information on available commercial opportunities, please contact:

Krisztina Maria Szabo

+44 (0) 20 3141 0603 - kszabo@acieu.net

Previous Attendees Include:

The Customer Experience Professionals Association (CXPA) • [RedRoute International Limited](#) • Global Reviews • Royal Bank Of Scotland Group • Ustwo • [Marston's Beer Company](#) • Magnetum Solutions Ltd • [GetTaxi](#) • Porsche Cars GB Ltd • [E.ON](#) • Chime I&E Group • [TeleWare](#) • Mediareach Advertising • [Customer Experience Foundation](#) • Auto Trader • [Transperfect](#) • TeleWare • [Watermelon Ltd](#) • Atos • [Brand- Vista](#) • Thomas- Sanderson • [Vipnet360](#) • Fedex • [Cisco](#) • Axway • [Hellon](#) • UCB Biopharma SPRL • [Avantha Business Solutions](#) • Department Of Transport- UAE • [Inter IKEA Sysytems B.V](#) • TNT • [Eli Lilly & Co Ltd](#) • WhatUsersDo • [Strålfors AB](#) • CNH Industrial • Commercial International Life Insurance Company - CIL • Molson Coors • Symantec Corporation • Banca Comerciala Romana • Erste Bank Group • ENERGA - OBRÓT SA • Shell UK Oil Products Ltd • Attensity • Primavera • Heineken UK Limited • Swisscom Ent. Customers • [Lloyds Banking Group](#) • CNH Industrial • KPMG Nunwood • Golden Clew • [Waitrose](#) • Standard Life • Forrester Research • Ipsos Mori • [Flint Change](#) • Direct Line Group • [CCPX](#) • Dell • [Lab4Motion](#) • Liverpool Airport • And many more...

Registration Is Simple

If you would like to register for this event or wish to find out more information, you can contact **Mohammad Ahsan** using any of the following methods:



+44 20 3141 0606



mahsan@acieu.net



<http://www.acieu.net>



Postal Address:

ACI Europe, 10 Gough Square, London, EC4A 3DE

DAY 1

Wednesday 14th June 2017

08:00 **REGISTRATION & COFFEE**

09:00 **CHAIRMAN'S OPENING REMARKS**

SESSION 1

Customer Behaviour & Habits: Implementing a Personalised CX

- Stocking up & analysing consumers insights and culture to better understand them, and so efficiently engage with them
- New breeds of customer (millennials etc.): is your CX ready for them?
- Are you targeting the right people through the right places & channels?
- Keeping up with the ever changing desires & expectations of customers, while working toward long-term contracts & relationships with them

09:15



Sergio Alejandro Rendon Nuva
Chief Experience Officer
CXFO.org - Customer Experience Foundation

09:45



Lynette Saunders
Senior Analyst
Econsultancy

Gaining competitive advantage by reaching consumers at the moment that most influences their decisions

10:15

Panel Q&A

10:30 **MORNING REFRESHMENTS**

11:00 **PANEL DISCUSSION**

Organisational & Cultural Changes

An insightful panel highlighting the main challenges & opportunities faced and foreseen by key industry actors, when moving towards a customer centric strategy. The panellists will discuss:

- Shifting from a technology/product centric strategy to a customer focused one
- Creating an organisational culture that allows customer experience thinking to flourish
- Is your CX leadership spot on?
- Driving ROI through a strong VoC programme & strategy, to help improving product



Carla Hall
Customer Experience Consultant
Cudos Consulting



Andy Wilkins
CEO & Co-Founder
BE Advisory

11:45 **CONFERENCE PRESENTATION**

Unicorn projects - An inspiration to all

- A case study around trying new things, learning quickly and having fun
- But also delivering on time, to budget and generating profit
- Together with a large chunk of real customer benefit



Pete Dixon
Senior Experience Design and Research Manager
Telefonica

12:30 **LUNCH**

SESSION 2

CX Measurement

- How to truly & efficiently measure your CX ROI?
- Are NPS/Net Easy/C-sat the most reliable option to get a good understanding of how effective your CX strategy is?
- Is customer feedback enough to gain a good understanding of the CX strategy in place and what works?
- Are customer tired of giving feedback?
- What other ways, apart from financial/increased sales and customer feedback, can help measure if your CX strategy is working?

13:30

Mark Pinkerton
Head of Optimisation
Practicolony

14:00



Gianfranco Cuzzoli
Head of CRM & Data
Zone

14:30

Panel Q&A

14:45

AFTERNOON REFRESHMENTS

SESSION 3

Loyalty: How to Effectively Retain Your Customers?

15:15



Andy Headington
CEO
Adido

Experience is everything - How to truly get the attention of your audience

15:45



Stephen Yap
Head of Customer
Ipsos Mori

Smarter Closed Loop Feedback: maximise ROI and reduce customer complaints and churn

16:15

Panel Q&A

16:30

CLOSE OF DAY ONE

DAY 2

Thursday 15th June 2017

08:30 **REGISTRATION & COFFEE**

09:00 **CHAIRMAN'S OPENING REMARKS**

09:05 **CONFERENCE PRESENTATION**

Employee Engagement

- Capitalising on your employee and ensuring they are also brand ambassadors
- Taking employees feedback into account to build a CX programme: using their experience with customers and of the company & products to enhance your CX strategy
- Getting your employees to engage and commit in the company's mission and branding
- Developing Customer Experience Professionals: Why professional accreditation can take the role to the next level
- Training employees to deal with difficult customers: a way to support and empower them when having to face awkward situations



Darran Taylor
Customer Journey & Change Senior Manager
Nationwide



Clare Harbridge
Customer Journey & Change Manager
Nationwide

Employee Journey Mapping- Understanding our people experience with traditional CX methodologies

09:50 **CONFERENCE PRESENTATION**

Using Soft Power to connect with the tomorrow's customer: Who's leading the charge, today?

- What is design-led innovation and why it is important in today's current climate?
- How this thinking applies to the service sector?
- Best practise examples from around the world of businesses that are achieving innovation



James Hirst
Director
Rare Design

10:35 **MORNING REFRESHMENTS**

SESSION 4

B2B: Learning from B2C Experiences

- How does the customer experience differs from B2B to B2C?
- Ensuring a unified and consistent CX strategy when dealing with different retailers/channels
- How to guaranty the brand's CX strategy is respected when a 3rd party is involved?
- Best practices and pitfalls to avoid

11:05



Marc McNeill
Customer Experience & Operations Director
Auto Trader UK

11:35



Chris Sladen
Head of Customer Experience
Heineken UK

Learnings from running a B2B CX change programme

12:05

Panel Q&A

12:20

LUNCH

SESSION 5

Getting a Better Understanding of the Digital Customer Experience

- How is your CX on a digital level?
- Connecting digital customer experience & digital operational experience
- Aligning your technology investment with customers most pressing needs and
- Learning from front runners on the digital agenda & transformation

13:30



Paul White
Head of Customer Engagement
The Share Centre

14:00



Veronica Naguib
Head of Customer Experience
The BIO Agency

14:30



Ruth Guthoff Recknagel
Chief of Product
RatedPeople

15:00

Panel Q&A

15:20

CHAIRMAN'S CLOSING REMARKS

15:30

END OF CONFERENCE & NETWORKING REFRESHMENTS

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Conference (Includes Access to All Documentation)
14th & 15th June 2017

£1,595
(Excl. VAT)

Documentation Packet Only

£420.00

Please Note.

Members and customers of all supporting organisations are entitled to a discount off their conference package.

For more information please call +44 20 3141 0606

Documentation Packet Available

We are selling Customer Experience Management Summit papers at just £395 (+£25 P&P). Simply tick the box on the booking form, send it with payment and your copy will be on its way to you after the meeting. This important manual will be a source of invaluable reference for the future.

About ACI

ACI, a UK owned company, has been running successful conferences in the USA since 1999. Headquartered in Chicago with offices all around the States, ACI opened its European head office at the end of 2005 and has expanded rapidly, launching a series of events in key industries including maritime, energy, oil & gas, cosmetics, chemicals & media.

Terms & Conditions

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Payment must be received within five business days of returning the signed contract. After receiving payment a VAT receipt will be issued. If you do not receive a letter outlining details two weeks prior to the event, please contact the Conference Coordinator at ACI Europe Ltd.

Discounts are available for multiple/group bookings. Please call **+44 20 3141 0606** for more information.

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Accommodation

The cost of accommodation is not included in the event fee. Preferential rates will be arranged with or near the event venue, and all confirmed delegates will be given details of how to book accommodation at this rate in due course.

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