

# UNLEASHING DIGITAL CUSTOMER EXPERIENCE



**DE RODE HOED  
AMSTERDAM**

**NOVEMBER 16 & 17, 2017**

We are currently in an age of digital overload, and businesses must learn how to harness the best technologies for their growth and customer retention. Issues begin with choosing the best method for customer engagement, and from there companies must excel at processing and developing this information to improve the product and service experience in the future. Successful digital customer experience models can provide actionable insights resulting in consumer growth, increased revenue and market share. We will provide a platform to discuss creating a unified digital customer experience with visual consistency and fast and easy systems.

# 2017 Senior Executive Speakers Include



Nordea



ABN-AMRO

IMS Health & Quintiles are now  
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barclaycard

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GENESYS™ Sparkcentral TheWriter™  
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## Points of Discussion:

- Using Omni-channel strategies to enhance your customer's experience at every touchpoint through creating a unified digital customer experience
- Increasingly multi-channel behaviour and rise of the "digital customer"
- The Internet of Things: smart digital devices built by brands themselves to personalise the experience and offers opportunities to use more specific data
- Visual consistency to encourage loyalty to the brand
- Designing apps that simplify aspects of the customer journey that they are already engaging in – save them time and money
- Winning customers through fast and easy systems
- The importance of measuring how your customers feel about the product or service experience so that you can improve

# Confirmed Speaker line-up

## Chairman Day 1



**Hans Kardol**  
Consultant, Cvision  
**On behalf  
of Genesys**  
Netherlands

## Chairman Day 2



**Bogdan Galusca**  
Business Development  
Manager EMEA  
**Stefanini**  
Germany



**Aidan Booth**  
Head of Global Platforms  
Customer Care  
**Google**  
Ireland



**Prelini  
Udayan-Chiechi**  
VP EMEA Marketing  
**Zendesk**  
United Kingdom



**Lucia Railean**  
Customer Success  
Director  
**IQVIA**  
France



**Christoph Neut**  
VP  
EMEA  
**Sparkcentral**  
Belgium



**Charles Reeves**  
Director of Global Digital  
Product & Design  
**Aviva**  
United Kingdom



**Lorenzo Bronzi**  
Customer Experience  
Manager  
**PostNL**  
Netherlands



**Sarah Eborall**  
Head of Customer  
Experience  
**Barclaycard**  
United Kingdom



**Ferry Kamp**  
Senior Director of  
Marketing & Digital  
**Unilever**  
Netherlands



**Mike Plachta**  
Senior Solutions  
Engineer  
**Applause**  
Germany



**Carole Ginda**  
Head of Digital Retail  
Marketing  
**Electrolux**  
France



**David Oldenburger**  
UX Design  
Lead  
**Philips Hue**  
Netherlands



**Michel Kant**  
SEO  
Manager Europe  
**Staples Solutions**  
Netherlands



**Kara Towner-Larsen**  
Head of Digital Customer  
Experience, Corporate and  
Business Bank  
**Nordea**  
Denmark



**Harry Ashbridge**  
Senior Writer and Head  
of Customer Experience  
**The Writer**  
United Kingdom



**Nieske van Woerden**  
Product Owner Customer  
Insights Engine  
**ABN AMRO**  
Netherlands



**Marco Catani**  
e-commerce  
Growth Lead  
**LUXOTTICA**  
Italy



**Martin Kulesa**  
Chief Customer Officer -  
NOW Mobility Services  
**BMW AG**  
Germany



# Unleashing Digital Customer Experience Day I - Thursday, 16 November 2017

8:00 **REGISTRATION AND WELCOME COFFEE**

8:30 **INTRODUCTION AND ICEBREAKER**

8:40 **OPENING REMARKS FROM THE CHAIRPERSON**

Hans Kardol, Consultant, Cvision,

On behalf of Genesys

*Two minutes will be provided to upload one of the main challenges you are currently facing onto our event app*

9:00 **CASE STUDY**

## **MACHINE LEARNING**

- The use of artificial intelligence as the front line for technical support
- The possibilities and challenges
- Working with a global team

Aidan Booth, Head of Global Platforms Customer Care, Google

9:40 **SPONSOR SESSION**

## **DISRUPTION AND BEAUTY WORKING HAND-IN-HAND**

- The 3rd era of customer experience
- Dealing with rapidly growing and changing consumer trends
- Considering the entire customer experience
- The impact of good or bad customer experience

Prelini Udayan-Chiechi, VP EMEA Marketing Zendesk

10:20 **NETWORKING COFFEE BREAK**

10:50 **CASE STUDY**

## **ACCELERATING CLIENT OUTCOMES IN A DIGITALISED WORLD**

- Digital transformation or business model transformation?
- Should we digitalize the current business model or how technology and data could accelerate the transformation of the business model
- 360 degree view of the stakeholders across organizations and touch points. Digital is just one element of the holistic approach

Lucia Railean, Customer Success Director, IQVIA

11:30 **SPONSOR SESSION**

## **WHEN MESSAGING BECOMES YOUR DOMINANT CUSTOMER INTERACTION CHANNEL**

- Laying the path towards effortless customer experiences
- Ready for engaging with Millennials and post-Millennials?
- Seamless integration of human and bot enabled channels
- Examples of how leading B2C brands leverage messaging communication channels

Christoph Neut, VP EMEA, Sparkcentral

12:10 **CASE STUDY**

## **DESIGNING THE UNKNOWN – OBSERVATION, INNOVATION AND SYNTHESIS**

The unimagined is not imaginable, but without the right connections it might just as well be. Until a coalescing vision synthesises into a viable form, innovation is just an elusive potential in a sea of uncertainty.

How do we increase our chances of creating viable forms? How do we create a repeatable process for innovation? This conversation is aimed at understanding the critical conditions and phenomena necessary to achieve game-changing results. We will identify the tropes, failure points and success schema of innovation models, and explore the importance of failure and uncertainty management in achieving successful outcomes.

Charles Reeves, Director of Global Digital Product and Design, Aviva

12:50 **NETWORKING LUNCH**

13:50 **PANEL DISCUSSION**

## **BUSINESS DRIVERS FOR DIGITAL TRANSFORMATION – CHALLENGES AND OPPORTUNITIES**

Lorenzo Bronzi, Customer Experience Manager, Post NL

Sarah Eborall, Head of Customer Experience, Barclaycard

Ferry Kamp, Senior Director of Marketing & Digital, Unilever

14:30 **SPONSOR SESSION**

## **MAKING SOFTWARE HUMANLY POSSIBLE**

- Learn how Applause works with companies like Philips, Starbucks and BMW take the customer experience to the next level
- Get feedback on anything – prototypes, apps, marketing materials, IoT devices, in-store experiences
- Make sure your digital products work “In-The-Wild”

Mike Plachta, Senior Solutions Engineer, Applause

15:10 **NETWORKING COFFEE BREAK**

15:30 **UNCONFERENCE SESSION**

*These are participant led, networking group discussions. The aim of the interactive session is to address the main challenges which you are currently facing. We will choose and display 5-10 challenges which were submitted during the introduction. Delegates will be split into groups to discuss one challenge each and a chosen group representative will later report the group's key findings to the other delegates.*

16:10 **CASE STUDY**

## **BRIDGING THE GAP BETWEEN THE ONLINE AND OFFLINE CUSTOMER EXPERIENCE**

- Deliver a seamless customer experience to engage consumers with our products
- Reinforce brand recommendation from Store Staff of stores animated with online tools and apps
- Attract with digital & Instore activation (Laundry Truck)
- Drive sell in & Sell out

Carole Ginda, Head of Digital Retail Marketing, Electrolux

16:50 **CLOSING REMARKS FROM THE CHAIRPERSON**

17:00 **NETWORKING DRINKS RECEPTION**

# UNLEASHING DIGITAL CUSTOMER EXPERIENCE



[CLICK HERE FOR ONLINE PROGRAM](#)  
[CLICK HERE FOR ONLINE REGISTRATION](#)

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8:15 **WELCOME COFFEE AND SPEED NETWORKING**

8:40 **INTRODUCTION**

8:45 **OPENING REMARKS FROM THE CHAIRPERSON**  
 Bogdan Galusca, Business Development Manager EMEA,  
 Stefanini

9:00 **CASE STUDY**  
**DESIGNING FOR LIGHTING EXPERIENCES**

- Our main focus as UX designers for Philips Hue is to create an experience where the user is enabled and motivated to have and create the perfect lighting experience for every occasion
- Multi Channel Approach for Building Understanding
- Creating the right fit for users, the world of IoT
- Design for every user: measuring user interactions and emotional state

David Oldenburger, UX Design Lead,  
 Philips Hue

9:40 **CASE STUDY**  
**LEVERAGING SEARCH DATA TO IMPROVE THE CUSTOMER EXPERIENCE**

- How to enable the SEO team and what to expect from them
- Make the data available and easy to understand
- Enable the business to use this data when they need to make decisions
- Who owns the responsibility of SEO if you don't do it from within a silo?

Michel Kant, SEO Manager Europe,  
 Staples Solutions

10:20 **NETWORKING COFFEE BREAK**

10:50 **CASE STUDY**  
**MAKING CUSTOMER EXPERIENCE MORE THAN A BUZZ WORD**

We (hopefully) hear customers are our priority, but how do we turn that into a reality? And, as importantly, a competitive advantage? It comes down to our people and our processes. Each can compensate for the other (miracles/ hard work do happen), but to continuously create great experiences, you need both. So let's talk about:

- Getting started - people
- Organizing your team around it
- Aligning the organization around it

Kara Towner-Larsen, Head of Digital Customer Experience,  
 Corporate and Business Bank,  
 Nordea

11:30 **SPONSOR SESSION**  
**YOUR LANGUAGE IS YOUR CUSTOMER EXPERIENCE**

- We'll explain why writing is your (chronically underused) secret weapon
- We'll show you the science behind effective communication
- We'll prove that better writing makes a definite, measurable difference to your customer experience
- And we'll share tips on how to use language for short-term wins and long-term change

Harry Ashbridge, Senior Writer and Head of  
 Customer Experience,  
 The Writer

12:10 **CASE STUDY**  
**SHARING CUSTOMER INSIGHTS IN AN AGILE ORGANISATION**

- Inspiring Customer Centric growth
- Connecting agile teams to insights and data, through a self service platform
- Learnings from ABN AMRO in developing tools for validated learning

Nieske van Woerden, Product Owner Customer  
 Insights Engine,  
 ABN AMRO

12:50 **NETWORKING LUNCH**

13:50 **UNCONFERENCE SESSION**  
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14:30 **CASE STUDY**  
**GROW YOUR BUSINESS ON CUSTOMERS' FEEDBACK**

Having a clear picture of what your customers need, say, and do is an essential ingredient to optimize an e-commerce. At oakley.com we follow this steps to grow our business:

- Do user research and gather insights
- Generate ideas and formulate hypothesis
- Test in a rigorous and statistically valid way
- Measure results and learn from the tests

Marco Catani, e-commerce Growth Lead,  
 Luxottica

15:10 **NETWORKING COFFEE BREAK**

15:40 **CASE STUDY**  
**TURNING BMW INTO A CUSTOMER ORIENTED MOBILITY SERVICES PROVIDER**

With several major trends and new technologies changing the rules of the game, BMW is looking beyond the 1:1 relationship of driver and car. The NOW Mobility Services are a big step in that direction. The competition is no longer just the other OEMs but agile mobility services start-ups that live and breathe customer orientation. These companies are continuously changing – raising – the expectations of the customer. In reply, the NOW Mobility Services set out to do things differently and defined a plan on how to transform into a customer oriented mobility services provider. The presentation will give you an overview of the achievements to date.

Martin Kulesa, Chief Customer Officer -  
 NOW Mobility Services, BMW AG

16:20 **THE ULTIMATE BRAIN SPA**  
**FINAL QUESTION & ANSWER SESSION WITH BRAINSTORMING, WRAP UP WITH CHAIRPERSON**

This interactive session will address the main challenges which the participants are currently facing. During the session, the audience will be divided into groups to brainstorm on their chosen challenge with the aim of finding concrete solutions and new ideas to bring home.

16:45 **CLOSING REMARKS FROM THE CHAIRPERSON**