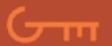




GLOBAL
EXECUTIVE
EVENTS



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EXECUTIVE
EVENTS



EUROPE'S #1 UNLEASHING DIGITAL CUSTOMER EXPERIENCE

NOVEMBER
9 - 10, 2021

DE BALIE
AMSTERDAM



In Collaboration With



INTRODUCTION

The last decade has seen an explosion of innovative ideas and practices in Digital Customer Experience. At the forefront of these developments has been a greater push and appreciation for the power of Artificial Intelligence, to create better consumer satisfaction and engagement, call centers have given way to bots, consumer identities are being digitised and companies are using these to stay at the forefront of their customers' needs and wants. However, our journey through 2021 have shown us that things are changing yet again: the future of Digital Customer Experience is now taking on a very human aspect. With attention spans decreasing and consumer demands increasing, Digital Customer Experience initiatives must find a way to combine pre-existing channels with the emergence of human creativity and experience.

SUMMIT THEMES

- How to elevate the customer experience in a post-COVID-19 world
- The CX Hub: How to make a company really #customercrazy? How to organize your company around customer experience?
- How to boost and leverage a customer-centric mindset & way of working amongst employees and leaders?
- Inspiring cases that are proof points of how even large corporates can embrace a true customer-oriented culture
- How to leverage data to improve Customer Experience & how to mobilize an organization
- Omni-channel - myth or reality
- Transformation challenges - agile for business, shifting responsibilities, source of truth
- Reimagining Customer Experiences in the Digital Era
- How brands can stand out in an increasingly busy digital space
- The blurry line between the online and offline experience
- Future-proofing your business for brilliant Customer Experience
- Customer Experience and Operational Excellence join forces for digital transformation
- Customer experience in the next normal after COVID-19
- The Digital vs the Physical World: A Reunion of Epic Proportion
- DCX and Data Analytics: Driving Product Roadmaps Forward and Creating Consistency
- Embracing Technologies: Utilizing the Power of AI, ML, VR, and other Emerging Technologies to Create Even Greater Digital Customer Experiences
- Driver Changes in Customer Experience: Generation Z, Social Media, Hyper-Personalization and Increasing Expectations
- Going International: Cultural Implications to Consider when Scaling DCX Across Borders or Within Multi-Cultural Organizations
- Redefining the Customer Journey in the Digital Age
- Enriching Customer Service Experience: chatbots, loyalty program, and predictive analytics

OUR PRESTIGIOUS SPEAKERS:



GemSeek



GENESYS™



NN investment
partners



SEAGATE



THE RITZ-CARLTON



WHAT OUR CLIENTS SAY

High Quality of Speakers & Facilitators"



"Great Opportunity for Peer-to-Peer learning"



"It's a very Good Forum to learn, to discuss, to reflect."



European Commission

I'm very pleased with the organization of this, from catering to communication,



"Amazing Agenda & very inspiring Speakers!"



"Thought provoking & insightful"



"Great Pleasure to participate at this summit."



"Very honored to be part of this outstanding group of professionals as keynote speakers and talk about what is expected to bring new 2020 in customer experience"



"It was a really inspiring day and I got some really useful insights"



"Excellent Event, Extremely well organized with inspiring speakers and insightful"



"The Engagement from the Audience I really liked!"



One of the best Events I've participated in!"



"Some Presenters gave me new ideas and brainfood I haven't thought about"



"Very Diverse Insights & Topics"



"I loved the event you put on. It wasn't too big and the venue really encouraged conversation and networking"



FEATURING SPEAKERS



Chairperson Day 1

RAY MCDIARMID
 Global Head of CX Consulting
SITEL GROUP
 United Kingdom



TOM DE RUYCK
 Professor
**ÉSEG SCHOOL OF
 MANAGEMENT**
 Belgium



LATINA ANGELOVA
 Director Product Strategy & Go-to-market
GEMSEEK
 Bulgaria



CYRILL GROSS
 Partner, senior consultant and innovator
MAYORIS
 Switzerland



CAROLINE MAYHEW GARDNER
 Global Brand Director
THE RITZ-CARLTON
 United States



ELENA ENTHOVEN
 Head of Customer Engagement
LEASEPLAN
 Amsterdam



LILIANA CAIMACAN
 Professor of Marketing / Head of Innovations
**HULT INT. BUSINESS SCHOOL /
 TATA CONSUMER PRODUCTS**
 United Kingdom



STEPHANIE PELISMAKERS
 Customer Experience Lead ING
 Netherlands & Belgium
ING
 Netherlands



DANIEL RUKARE
 Global Innovation
**HULT INTERNATIONAL
 BUSINESS SCHOOL**
 UK



IRINA POPOVA
 Project Manager, Six Sigma Black Belt,
 Channel Data Manager, Customer
 Success Advocate & Application Deployment Expert
SEAGATE TECHNOLOGY
 Amsterdam



RICK SLETERING
 Senior Manager CEX Insights
LIBERTY GLOBAL
 Netherlands



Chairperson Day 2

JOHAN DUISTERS
 Regional Vice President EMEA
TTEC
 Netherlands



OONAGH JOBLING AITKEN
 Head Of Brand and Campaign Marketing
NN INVESTMENT PARTNERS
 Netherlands



DANIEL HAAS
 Senior Manager - Digital Experience
TOYOTA MOTOR EUROPE
 Belgium



MACIEJ TUREK
 Head of Growth
DYME
 Netherlands



BOB BEERTEMA
 Sr. Channel Manager Online &
 Omni Channel Lead
KPN
 Netherlands



RICK MANS
 Head of Customer Experience EMEA-LATAM
ROCHE DIAGNOSTICS
 Netherlands



ERWIN-PAUL BOUMA
 Vice President Global Channel Sales
GENESYS
 Netherlands



KREMENA YORDANOVA
 Director Marketing Activations
REEBOK
 Netherlands



METIN CERASI
 Head of Digital Strategy and Marketing
ARÇELİK
 Turkey



MARYNA RUSTHOVEN
 Head of Department Organisation,
 Leadership and Change
**AMSTERDAM UNIVERSITY OF
 APPLIED SCIENCES**
 Netherlands



SIMON HUNT
 Vice President Products & Innovation, EMEA
SITEL GROUP
 United Kingdom



THAIS TSUI
 Director, Digital Marketing
ASICS EMEA
 Netherlands

AGENDA | DAY 1 | TUESDAY | 9 NOV 2021

9:00 REGISTRATION AND WELCOME COFFEE

9:30 INTRODUCTION FROM GLOBAL EXECUTIVE EVENTS

9:40 CHAIRPERSON OPENING REMARKS

Ray McDiarmid, Global Head of CX Consulting, SITEL GROUP

9:55 KEYNOTE

THE PANDEMIC PIVOT: HOW COVID-19 PUSHED US TO RETHINK OUR DIGITAL EVENT EXPERIENCES

- Background, what changed and why?
 - What didn't change
 - What will we take from this and carry forward
 - Knock on effects
 - How a change in one part of your digital experience has a knock on effect in the whole value chain
 - What is normal now
 - The good, the bad and the ugly and what to look out for next
- Oonagh Jobling Aitken, Head Of Brand and Campaign Marketing, NN INVESTMENT PARTNERS

10:30 EXPERT SESSION WITH BUSINESS CASES

CONVERSION BOOST WITH INTERACTIVE EMAIL

- Order Products directly in your inbox mailing
 - Complete a survey or comment a quote in your email
 - Gain new level of user experience and performance boost
- Cyrrill Gross, Partner, Senior Consultant and Innovator, MAYORIS

11:10 NETWORKING COFFEE BREAK

11:40 CASE STUDY

THE CX HUB AT ING: HOW TO MAKE A COMPANY REALLY #CUSTOMERCRAZY?

- How to organize your company around customer experience? The decentral model of the CX Hub
 - What is needed to implement a successful CX transformation?
 - How to boost and leverage a customer centric mindset & way of working amongst employees and leaders?
 - Inspiring cases that are proof points of how even large corporates can embrace a true customer-oriented culture
- Stephanie Pelsmakers, Customer Experience Lead ING Netherlands & Belgium, ING

12:15 PANEL DISCUSSION

HOW BRANDS STAND OUT IN AN INCREASINGLY BUSY DIGITAL SPACE

Kremena Yordanova, Director Marketing Activations, REEBOK
 Irina Popova, Six Sigma Black Belt, Channel Data Manager, Customer Success Advocate & Application Deployment Expert, SEAGATE TECHNOLOGY
 Bob Beertema, Sr. Channel Manager Online & Omni Channel Lead, KPN

13:00 LUNCH

14:00 CASE STUDY

DRIVING DIGITAL TRANSFORMATION AT TOYOTA IN EUROPE

- What triggered Toyota towards digital transformation
 - The gap between the old and the new world
 - Omni-channel - myth or reality
 - Transformation challenges - agile for business, shifting responsibilities, source of truth
- Daniel Haas, Senior Manager - Digital Experience, TOYOTA MOTOR EUROPE

14:40 EXPERT SESSION

CUSTOMER EXPERIENCE ISN'T ONE-SIZE-FITS-ALL

CX defines brand success for consumers today - Your customers have high expectations when it comes to CX. And if any part of your experience falls short, customer happiness can feel out of reach. Organisations must combine the right people with the right technology, powered by artificial intelligence, to deliver the empathetic experiences that enable them to become loyalty leaders in today's digital economy.

Johan Duisters, RVP Sales EMEA, TTEC
 Erwin-Paul Bouma, VP Global Channel Sales, GENESYS

15:20 BUSINESS SPEED NETWORKING COFFEE BREAK

16:00 FIRSTSIDE CHAT

WANT A BETTER CUSTOMER EXPERIENCE? START WITH YOUR COMPANY CULTURE

Caroline Mayhew Gardner, Global Brand Director, The Ritz-Carlton, RITZ-CARLTON RESERVE, BULGARI HOTELS & RESORTS

16:35 CLOSING REMARKS FROM THE CHAIRPERSON

16:50 NETWORKING DRINKS

Everyone is invited to continue the conversation over drinks and canapés in De Balie foyer



AGENDA | DAY 2 | WEDNESDAY | 10 NOV 2021

9:00 REGISTRATION AND WELCOME COFFEE

9:30 INTRODUCTION FROM GLOBAL EXECUTIVE EVENTS

9:40 CHAIRPERSON OPENING REMARKS

Johan Duisters, RVP Sales EMEA, TTEC
 Erwin-Paul Bouma, VP Global Channel Sales, GENESYS

9:55 PANEL DISCUSSION

The shift from focusing on the digital experience towards the holistic expertise, including what it adds to people's life and society

Tom De Ruyck, Professor, IÉSEG SCHOOL OF MANAGEMENT
 Maryna Rusthoven, Head of Department Organisation, Leadership and Change, AMSTERDAM UNIVERSITY OF APPLIED SCIENCES
 Thais Tsui, Director, Digital Marketing, ASICS EMEA
 Maciej Turek, Head of Growth, DYME

10:40 KEYNOTE

THE BLURRY LINE BETWEEN THE ONLINE AND OFFLINE EXPERIENCE

We can see how retailers improve their digital capabilities while pure online players adopt tools from the physical world. What do digital users want? How to improve your online experience? In this session, we will look at Arçelik's digital experience strategy with examples from their latest work. Arçelik is the winner of the Omni-Channel transformation award 2021 by the World Retail Awards.

Metin Çerasi, Head of Digital Strategy and Marketing, ARÇELIK

11:20 NETWORKING COFFEE BREAK

11:50 KEYNOTE

THE LONG AND SHORT OF IT

How long-term technology changes and the shortage economy could dive the next horizon in digital CX.

Simon Hunt, Vice President Products & Innovation, EMEA, SITEL GROUP

12:30 CASE STUDY

FUTURE PROOFING YOUR BUSINESS FOR BRILLIANT CUSTOMER EXPERIENCE

Developing a multi-faceted approach to growth and innovation continues to be challenging. Understanding how to increase efficiency and optimise a business's core portfolio while transitioning into new areas of innovation in the future is critical. We use our 3-step value model for future-proofing to understand how this can be designed and implemented, aiming to deliver a brilliant customer experience. We demonstrate how corporate firms have used this model with success.

Liliana Caimacan, Professor of Marketing / Head of Innovations, HULT INT. BUSINESS SCHOOL / TATA CONSUMER PRODUCTS
 Daniel Rukare, Global Innovation, HULT INTERNATIONAL BUSINESS SCHOOL

13:05 LUNCH

14:00 IN PRACTICE SESSION

THE POWER OF CUSTOMER EXPERIENCE & BRAND COMBINED

- How to make the most out of the synergy between a powerful brand and great customer experience with the power of AI
- Companies sit on a lot of customer experience data siloed across different functions or teams and they cannot make the most out of it or they just don't know how to fully utilize it; on the other hand they struggle to consistently track their brand strength among potential customers
- 3 initiatives to solve these challenges – explore existing customer data, get your brand ducks in a row, look beyond commercial impact
- A few success stories from our experience how predictive models help you scale CX insights about existing customers and improve efficiency by prescribing the best action for each customer
- How insights from CX models can boost your brand equity & activate WOM in a targeted way
- Tips how to achieve long-term consistency in brand tracking and how to enrich it with powerful insights from user-generated content

Latina Angelova, Director Product Strategy & Go-to-market, GEMSEEK
 Rick Sletering, Senior Manager CEX Insights, LIBERTY GLOBAL

14:40 CASE STUDY

BEYOND THE JOURNEY MAP: How Marketing at LeasePlan improves

- Learn how LeasePlan Marketing uses Process, Data and Technology to get everyone working together for the benefit of the customer and ultimately, the business.
- How Marketing helps to drive engagement and growth through a step by step approach from experience layer to system layer.
- Showcasing how we have built modern, scalable fully automated customer interactions across multiple journeys that enable us to deliver the right message at the right time at the right place in 30 countries.

Elena Enthoven, Head of Customer Engagement, LEASEPLAN

15:10 CASE STUDY

HOW TO LEVERAGE DATA TO IMPROVE CUSTOMER EXPERIENCE AND HOW TO MOBILISE AN ORGANISATION

- What kind of customer feedback is there to collect?
- What is the meaning of this data?
- Why is not all data equal?
- Are you reporting or creating an experience?
- Why are customer insights not the end nor the start of the work?

Rick Mans, Head of Customer Experience EMEA-LATAM, ROCHE DIAGNOSTICS

15:40 CLOSING REMARKS FROM THE CHAIRPERSON

15:55 BUSINESS SPEED NETWORKING COFFEE (30 MIN)



**#UNLEASH
#GXS**