Global Executive Events

UNLEASHING DIGITAL CUSTOMER EXPERIENCE

NOVEMBER 5 - 6, 2018

DE RODE HOED AMSTERDAM

In collaboration with:

bazaarvoice · THE RETAIL PERFORMANCE COMPANY · Sparkcentral · inventivedesigners · IRIS · firstfocus create + innovate · stefanini CO-CREATING SOLUTIONS FOR A BETTER FUTURE · DMI · GROEP DIALOG GROWING YOUR BUSINESS THROUGH ENGAGEMENT · Premium Events

Introduction

Speakers

Chairperson
Patrick Roelandt
Managing Director
Dialog Groep
Netherlands

Nieske van Woerden
PO Customer Insights Engine
ABN Amro
Netherlands

Lorenzo Bronzi
Head of Customer Experience and Insight
PostNL
Netherlands

Ioana Iordache
Global CRM Manager, CX Designer
Montblanc International
Germany

Christoph Neut
VP EMEA
Sparkcentral
Belgium

Espen Falkenhaug
Commercial Director
Veldhoven Group
Netherlands

Bogdan Galusca
Business Development Manager
Stefanini
Germany

Alexandru Cernatescu
CEO & Co-Founder
Infinit Solutions
Netherlands

Marcus Nessler
Head of Customer Experience
Samsung Electronics GmbH
Germany

Ksenia Khalina
Head of Global Heineken Trade Marketing
Heineken
Austria

Chris Friend
Managing Director
Iris Amsterdam
Netherlands

Merran Wrigley
Global Head Marketing
Signify
Netherlands

Jochen Sadlers
Head of Digital Customer Experience (DACH)
Schneider Electric
Germany

David Geleyn
CTO
Inventive Group
Belgium

Alla Slavinskaya
Group Director Business Transformation
VEON
Netherlands

Nick Peng
CRM Lead
takeaway.com
Netherlands

Coraline Krak-Schraafsma
Digital Concept & Content Strategis
Royal Schiphol Group
Netherlands

Wies Mensink
Customer Experience Manager
Schiphol Digital a.i
Netherlands

John Blackburn
EVP Commercial Sales
DMI
USA

Agenda day one

8:00 **REGISTRATION AND WELCOME COFFEE**
Please download the summit app 'Global Executive Events' to create your profile; submit your questions for speakers and panellists throughout the event; provide feedback and rate each session; and connect with other speakers and delegates.

8:45 **INTRODUCTION FROM GLOBAL EXECUTIVE EVENTS**
Two minutes will be provided to upload one of the main challenges you are currently facing onto our event app during this time. These will be utilised for our unconference session where you will have the chance to really delve into the challenges and come up with potential solutions.

9:00 **OPENING REMARKS FROM THE CHAIRPERSON**
Patrick Roelandt, **Dialog Groep**

9:15 **ICEBREAKER - SPEED NETWORKING SESSION**
Use this time to have an initial conversation with those delegates you perhaps do not know yet. Maybe you can set up a further chat later in the day over a coffee to explore that potential new collaboration; or maybe you know each other from a long time ago and need to catch up on current activities within each others industries. Get moving and get chatting!

9:35 **CASE STUDY**
CONNECTING AN AGILE ORGANISATION TO INSIGHTS TO EMPOWER CUSTOMER CENTRIC GROWTH
- With digital developments leading the Dutch market, how can we still strive to offer the best solutions to our customers
- The ABN AMRO Customer Insights Engine
- The future growth of CIE, the challenges and the possible solutions

Nieske van Woerden, Product Owner Customer Insights Engine, **ABN Amro**

10:15 **NETWORKING COFFEE BREAK**

10:45 **PANEL DISCUSSION**
REMOVING THE FRICTION: HOW TO BRIDGE THE GAP BETWEEN ONLINE AND OFFLINE INITIATIVES
- *Creating a cohesive and unforgettable experience is the most important consideration! However, a digitalised world has opened the door to a multitude of options for investment.*
- *Our experts will discuss ways to align traditional and modern methods and channels in order to ensure your organisation reaches it's goals!*

Lorenzo Bronzi, Customer Experience Manager, **PostNL**
Ioana Iordache, Global CRM Manager, CX Designer, **Montblanc International**

11:20 **SPONSOR SESSION**
WHEN MESSAGING BECOMES YOUR DOMINANT CUSTOMER ENGAGEMENT CHANNEL
- Your customer expectations are changing!
- Why you should consider a messaging first strategy?
- Why WhatsApp for Business will be a game changer for your organization?
- Examples of how customer-centric brands are leading the way?

Christoph Neut, VP EMEA, **Sparkcentral**

12:00 **IGNITE SESSION**
THE EVOLUTION OF THE CUSTOMER EXPERIENCE
- In an ever changing retail landscape it's becoming more and more important to continue to evolve with our customers.
- Customer centricity, In store development, how do you assure next level customer engagement?

Espen Falkenhaug, Commercial Director, **Veldhoven Group**

12:30 **NETWORKING LUNCH**

13:30 **UNCONFERENCE SESSION**
These are participant led, networking group discussions. The aim of this interactive session is to address some of the main challenges which you are currently facing. We will choose and display some of the most common challenges, 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.

14:15 **SPONSOR SESSION**
CO-CREATING THE FUTURE AND THE DIGITAL TRANSFORMATION STORY OF ONE OF THE MOST PROMISING STARTUPS IN THE NETHERLANDS - MYFLEXWORK
- Co-Creating the Future (Bogdan Galusca): Predictions about the future of technology and business; Digital Transformation trends; How to implement bright ideas into real products and businesses
- Digital Transformation stories (Alex Cernatescu): Myflexwork, how we are transforming an emerging market sector in NL and soon across EU.

Bogdan Galusca, Business Development Manager, **Stefanini** & Alexandru Cernatescu, CEO & Co-Founder, **Infinit Solutions**

14:55 **IGNITE SESSION**
KEY TRANSFORMATIONS TOWARDS CUSTOMER CENTRICITY
- Observe: Innovate starting from your customers. Shift the focus towards service marketing.
- Design: Brake silos by designing user journeys rather than processes. Measure success through the eyes of your customer.
- Automate: Use technology that enables synergies. Increase relevance and efficiency through automation.

Ioana Iordache, Global CRM Manager, CX Designer, **Montblanc International**

15:15 **NETWORKING COFFEE BREAK**

15:45 **CASE STUDY**
TRANSFORMING YOUR DIGITAL TRANSFORMATION
- Channel optimisation and omnichannel transformation is not done only by software and hardware
- How do you explain your transformation and new CX standards to your employees?
- In this session we will show how we dealt with this challenge

Marcus Nessler, Head of Customer Experience, **Samsung Electronics GmbH**

16:15 **CASE STUDY**
OMNICHANNEL CONSUMER EXPERIENCE IN THE ERA OF TECH-DRIVEN DISRUPTION
- "Consumer First" - do we know the true consumer needs throughout the Consumer Journey
- Omnichannel Path-to-Purchase experience - converged funnel
- What is a role of technologies in Consumer Experience: driving or solution providing?
- Have key elements of the commercial strategy changes in the era of Tech-driven Disruption

Ksenia Khalina, Head of Global Trade Marketing, **Heineken** & Chris Friend, Managing Director, **Iris Worldwide**

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

17:00 **NETWORKING DRINKS RECEPTION**

Agenda day two

8:15 **WELCOME COFFEE AND NETWORKING**
Please download the summit app 'Global Executive Events' to create your profile; submit your questions for speakers and panellists throughout the event; provide feedback and rate each session; and connect with other speakers and delegates.

8:40 **INTRODUCTION**
Two minutes will be provided to upload one of the main challenges you are currently facing onto our event app

8:45 **OPENING REMARKS FROM THE CHAIRPERSON**
Patrick Roelandt, **Dialog Groep**

9:00 **KEYNOTE CASE STUDY**
THE FUTURE OF THE DIGITAL CUSTOMER EXPERIENCE
- Role of digital services and Customer Experience in developing strategies
- Challenges and possibilities digitization has created over the past years
- Developing marketing through digital interfaces
- Creating a digital brand

Merran Wrigley, Global Head of Marketing, **Signify**

9:40 **CASE STUDY**
ENCOURAGE LOYALTY TO THE BRAND: CONSISTENCY IS KEY
- Developing a coherent experience on the various digital platforms
- Working in collaboration with various disciplines internally
- Using teamwork and alignment of projects to maximise your impact

Jochen Sadlers, Head of Digital Customer Experience (DACH), **Schneider Electric**

10:15 **NETWORKING COFFEE BREAK**

10:45 **UNCONFERENCE SESSION**
These are participant led, networking group discussions. The aim of this interactive session is to look at more of your challenges that you are currently facing. We will choose and display some more of the most common challenges, submitted during the introduction on Day 1 of the summit. 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.

SPONSOR SESSION
11:35 **EXPLORING HOW TO ENSURE YOUR CUSTOMER COMMUNICATION ALIGNS WITH CUSTOMER EXPECTATIONS**
- Uncovering how to leverage data to facilitate individualised customer communication
- Exploring the extent to which customer expectations are changing the role of the business user
- Understanding the significance of context and how this impacts customer communication
- Identifying the role of the cloud and does it help you meet customer expectations
- Defining the place of communication within the CX ecosystem to optimise your CX strategy
- Discussing the extent to which customer loyalty is impacted by CX and brand consistency

David Geleyn, CTO, **Inventive Group**

12:15 **PANEL DISCUSSION**
HOW CAN WE REINVENT THE DIGITAL CUSTOMER EXPERIENCE WHEEL
- Every industry has similar problems when it comes to customer experience; particularly B2C you could say as we all deal with the same customers, who are simultaneously using various devices for various purposes; dealing with incredible amounts of information. Surely they would appreciate relevance, simplicity, reliability and clarity when it comes to digital customer experience. Our panellists will discuss how there might be similar solutions across industries when it comes to customer experience, how we are not tapping enough into cross-industry knowledge and therefore trying to reinvent the wheel.

Alla Slavinskaya, Group Director Business Transformation, **VEON** & Nick Peng, CRM Lead, **takaway.com**

12:55 **PRE-LUNCH SPONSOR SESSION**
Peer Ruigendijk, Omnichannel Marketing Specialist, **FirstFocus**

13:10 **NETWORKING LUNCH**

14:10 **CASE STUDY**
SCHIPHOL ASSIST - A JOURNEY THROUGH AMSTERDAM AIRPORT
- Coraline and Wies will take you on the journey how Amsterdam Airport Schiphol aims to be the best digital airport of Europe. With limitations of any kind, Schiphol offers its customers excellent service on the dot. As things get tough, the tough gets going. And even better.

Coraline Krak-Schraafsma, Digital Concept & Content Strategist, **Royal Schiphol Group** & Wies Mensink, Customer Experience Manager, **Schiphol Digital a.i**

14:45 **SPONSOR SESSION**
EXPERIENCE LED COMMERCE TRANSFORMATION – DIGITALLY EXTENDED BUSINESS MODELS WITH STAPLES SOLUTIONS
- *Companies, especially consumer facing businesses, have recognized that the customer or potential customer is in control and their experience with the brand will drive affinity, loyalty and long-term customer value. Extending existing business models to be more customer focused, agile and consistent across all touchpoints is how digital leaders are creating value and competing with digital native competitors. Staples Solutions is embarking on this journey with a customer first, experience led, ecosystem approach that includes creating new businesses through digital partners, enhancing the way customers engage with the brand and helping employees serve customers better as well as simplify their job activities.*

John Blackburn, EVP Commercial Sales, **DMI**

15:25 **NETWORKING COFFEE BREAK**

15:55 **THE ULTIMATE BRAIN SPA**
This interactive session will be a great opportunity for all participants to delve into the last two days and discuss the learnings and takeaways which they can realistically input into their own day-to-day businesses. A superb chance to recap with one another and ensure you are taking away what you really want to.

16:30 **CLOSING REMARKS FROM THE CHAIRPERSON**
Including a wrap up from Global Executive Events