

Global YOUR KEY TO KNOWLEDGE

Executive
Events



UNLEASHING DIGITAL CUSTOMER EXPERIENCE



**DE RODE HOED
AMSTERDAM**

MAY 17 & 18, 2018

Many digital customer experience leaders are facing the same challenges and obstacles, but there are solutions and there is hope. In order to be a leader in the field of customer experience it is necessary to have the right culture, to listen to the market and to harness the power of digital. Innovating in this area is all about thinking outside the box and finding another angle to work from. Consumers currently have unlimited information and more power than ever. It is crucially important to discuss these issues together in order to share in-depth insight and knowledge to generate tools and methodologies to implement change.

We provide this platform for you, to face the challenges head on.



2018 Senior Executive Speakers Include



LIFE IS FOR SHARING.



In Collaboration With

PERPETUAL EXPERIENCE™



Points of Discussion:

- Generating the right impact: which departments and expertise should be part of a customer experience department
- Tools and methodologies for truly implementing a change in customer experience mindset
- Embedding a customer experience mindset into digital teams
- Connecting the offline and online customer experience
- A siloed organisation: the best strategies to overcome internal barriers
- Does digital transformation only work with a self-managed cross functional team, or are there other options?
- Generating better customer experience through agile processes
- The digital dimension: do you embed digital into customer experience or vice versa?



2018 Speaker line-up

Chairperson Day 1



Adam Kay
SVP Global Sales
Conversocial
United Kingdom

Chairperson Day 2



Carl Lyon
Managing Director
Perpetual Experience
United Kingdom



Regine Lueghausen
Head of Marketing
Flavors EAME
**International Flavors
& Fragrances**
Netherlands



Sarah Eborall
Head of Customer
Experience
Barclaycard
United Kingdom



Dr. Gerhard Wagner
Department of Marketing
and Retailing
University of Siegen
Germany



Sarah Papamichalis
Digital Innovation
Marketing Director,
Male Grooming
Philips
Netherlands



Steffen Elsässer
Global Head of
Customer Experience
**Cappgemini
Consulting**
Germany



Morten Dal
Internal Communications
Manager
PANDORA A/S
Denmark



Luke Williams
Head of Customer
Experience (CX)
Qualtrics



Priya Khullar
Head of Customer
Insights, Experience and
Multi-channel Comms
Pfizer
United Kingdom



Metin Cherasi
Head of Digital Strategy
and Marketing
Arçelik A.Ş.
Turkey



Erwan Saout
Senior Global Lead
Customer Service
HEINEKEN
Netherlands



Franz Weisenburger
SVP, Customer
Experience Design
**Deutsche Telekom
Service GmbH**
Germany



Onno Hoffmann
VP Special Operations
& Innovation
**Deutsche Telekom
Service GmbH**
Germany



Steve Gibbons
Head of User
Experience & Design
BBC
United Kingdom



Julita Davies
Digital Marketing Specialist
**Kobelco Construction
Machinery Europe**
Netherlands



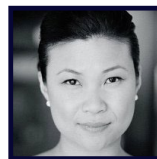
Sushant Ajmani
Vice President - Digital
Customer Experience
**Blueocean Market
Intelligence**
India



Joseph Sursock
Senior Vice President -
Client Services (Europe)
**Blueocean Market
Intelligence**
United Kingdom



Joost van der Made
Head of Concept
Development
NS
Netherlands



Le Quan Truong
Director, Head of
Demand Generation
Staples Solutions
Netherlands



Jon Reay
Lead Strategist and
Consumer Trends
Consultant
Great State
United Kingdom



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



Samantha Schreuder
Digital Marketing
Manager EMEA
Syneron Candela
Netherlands

8:00 **REGISTRATION AND WELCOME COFFEE**

8:30 **INTRODUCTION AND ICEBREAKER**

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**

Adam Kay, SVP Global Sales, Conversocial

9:00 **KEYNOTE CASE STUDY**

REINVENTING CUSTOMER INTERACTION: DIGITAL TRANSFORMATION AND ITS OPPORTUNITIES FOR DIFFERENTIATING CUSTOMER EXPERIENCES

- A polysensorial presentation
- How digital transformation enables companies and brands to communicate to and engage with customers in innovative and more impactful ways
- Enabling them to rise above the noise in order to stand out from the crowd
- Creating memorable customer experiences

Regine Lueghausen, Head of Marketing Flavors EAME, International Flavors & Fragrances

9:40 **CASE STUDY**

CX IS THE HOT TOPIC IN TOWN! HOWEVER WHAT ARE THE UNDERLYING CX PRINCIPLES TO PROVEN SUCCESS?

How can you create a CX Vision and a delivery roadmap that maximizes ROI and ensures you get full business buy in and focus on its delivery?

- Practical guidelines on creating a CX vision, customer journey maps – sharing lessons learnt, tips and techniques
- A set of proven CX principles to build unified customer experiences across every customer touch point
- A CX Framework to identify the optimum areas for investment, shaping your transformational roadmap

Sarah Eborall, Head of Customer Experience, Barclaycard

10:15 **NETWORKING COFFEE BREAK**

10:45 **PANEL DISCUSSION**

Techniques for embedding a customer experience mindset into digital teams and digital interaction strategies. Do you embed digital into customer experience or vice versa?

Dr. Gerhard Wagner, Department of Marketing and Retailing, University of Siegen
Sarah Papamichalis, Digital Innovation Marketing Director, Male Grooming, Philips

11:20 **SPONSOR SESSION**

THE FUTURE OF CUSTOMERS AND BRANDS

We've always envisioned the future, now we finally have the capabilities to put our visions into practice.

- How will consumers interact with brands, products and services in the future?
- What are leading examples that will innovate and drive customer experience in an interconnected world?

Let's discuss these and other questions revolving around interaction innovations in CX.

Steffen Elsässer, Global Head of Customer Experience, Capgemini Consulting



12:00 **CASE STUDY**

AWARD-WINNING PANDORA DIGITAL TRANSFORMATION AND CHANGE MANAGEMENT CASE

How do you create, lead and execute a major digital business transformation platform and process in a global jewellery company with 21,000 employees in just 19 months? Learn how fast-growing PANDORA created a top-notch intranet platform and global digital workspace with strong emphasis on marketing, adoption and training of employees and managers worldwide. This session will include gamification, so bring your mobile device!

Morten Dal, Internal Communications Manager, PANDORA A/S

12:35 **NETWORKING LUNCH**

13:35 **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.

14:15 **SPONSOR SESSION**

5 CX MYTHS THAT CAN KILL A BRAND

Don't believe the headlines! Catastrophic failures, single-mindedly focusing on 'happy customers' and relying solely on your marketing team will not move the dial on the digital customer experience. Luke Williams, head of Customer Experience at Qualtrics and author of The Wallet Allocation Rule will reveal the real drivers of CX success in digital and show you how not to fall into some common traps.

Luke Williams, Head of Customer Experience (CX), Qualtrics

14:55 **IGNITE SESSION**

MEASURE THE CUSTOMER EXPERIENCE ACROSS EVERY CHANNEL

- Develop a clear and seamless picture of the customer experience for responsive, customer-centric strategies which deliver results

Priya Khullar, Head of Customer Insights, Experience and Multi-channel Comms, Pfizer

15:10 **NETWORKING COFFEE BREAK**

15:40 **CASE STUDY**

DIGITAL TRANSFORMATION

- Omni Channel transformation is not done only by software and hardware, it takes the whole company
- How do you explain your transformation and new CX standards to your employees?
- In this session, we will see how we dealt with this challenge

Metin Cherasi, Head of Digital Strategy and Marketing, Arçelik A.Ş.

16:15 **CASE STUDY**

EMPOWERING THE ORGANISATION TO ELEVATE CX

- Get started, Fail fast, Think scale
- Leverage customer insights to drive optimal outcomes
- Leverage the entrepreneurship spirit out of the organisation

Erwan Saout, Senior Global Lead Customer Service, HEINEKEN

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

17:00 **NETWORKING DRINKS RECEPTION**

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

8:40 **INTRODUCTION**

8:45 **OPENING REMARKS FROM THE CHAIRPERSON**
Carl Lyon, *Managing Director, Perpetual Experience*

9:00 **CASE STUDY**
DIGITAL SERVICE - A TRANSFORMATION STORY

- Role of (Digital) Service and Customer Experience in our strategy
- Challenges and achievements in digitalization over the past years
- What's Coming next – A.I. and other hot topics

Franz Weisenburger, *SVP Customer Experience Design & Onno Hoffmann, VP Special Operations & Innovation, Deutsche Telekom Service GmbH*

9:40 **CASE STUDY**
CRAFTING EXPERIENCES THAT DO MORE THAN JUST "FUNCTION"

- Why distinctiveness matters
- Putting the audience at the centre of the thinking
- Working together to bring together a range of perspectives and skills

Steve Gibbons, *Head of User Experience & Design, BBC*

10:15 **NETWORKING COFFEE BREAK**

10:45 **UNCONFERENCE SESSION**
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11:20 **IGNITE SESSION**
DIGITAL EXPERIENCE - LET'S DIG IN AND DIG OUT!

Manufacturer challenges to creating a digital experience across various audiences and channels.

- Mapping brand touchpoints and designing consistent experiences for B2B and B2C clients across digital platforms and aligning it with the offline marketing strategy
- Brand communication strategy to strengthen brand awareness and reach beyond the client base

Julita Davies, *Digital Marketing Specialist, Kobelco Construction Machinery Europe*

11:35 **SPONSOR SESSION**
MAXIMISE OPERATIONAL ROI WITH DIGITAL CUSTOMER EXPERIENCE

- How much DCX can you achieve with what you have today?
- What are big firms in tech, retail, and telco doing today to address these challenges?
- How does an analytics grown, third party partnership help minimise large and costly programmes?
- Where is DCX heading towards allowing for changing client expectations?

Sushant Ajmani, *Vice President - Digital Customer Experience & Joseph Sursock, Senior Vice President - Client Services (Europe), Blueocean Market Intelligence*

12:15 **CASE STUDY**
ON TRACK TO A 9+ DIGITAL CUSTOMER EXPERIENCE

- Train Operating Companies (TOC) are keen to attract new customers. The key to success is high performance and making customers happy.
- 'Digital Innovation' is hot, happily associated with 'disruption' ... but is this the key to a 9+ Digital Customer Experience?
- As part of this NS (Netherlands Railways) strategy, the customer comes first, and passenger satisfaction is the number one target and performance indicator.
- NS supports this ambition with a wealth of insights into the main drivers of passenger satisfaction; the key challenge is how to successfully convert this into action.

Joost van der Made, *Head of Concept Development NS*

12:55 **NETWORKING LUNCH**

13:55 **CASE STUDY**
5 PITFALLS TO AVOID WHEN MAKING A CASE FOR CX

CX is often ill-defined and where it fits into the business structure is uncertain. It can become silo'd and this can lead to unnecessary expense on inappropriate systems. By taking an outside-in approach you can bring together technology and customer with a fresh perspective, grounded in data & insights. To make the case for CX, learn 5 real-life pitfalls to avoid.

Le Quan Truong, *Director, Head of Demand Generation, Staples Solutions*

14:30 **SPONSOR SESSION**
WHAT SHIFTING CONSUMER EXPECTATIONS IN FOOTBALL MEAN FOR EVERY BRAND

- Democratisation of media
- From spectator to active participant
- Continual innovation
- Satisfying the quantified self
- Building bragging rights
- Nurturing a relationship

Jon Reay, *Lead Strategist, Great State*

15:10 **NETWORKING COFFEE BREAK**

15:40 **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.

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

16:15 **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.

16:30 **CLOSING REMARKS FROM THE CHAIRPERSON**