



GLOBAL
EXECUTIVE
EVENTS



EUROPE'S #1 UNLEASHING DIGITAL CUSTOMER EXPERIENCE

**NOV
7 - 8, 2019
RODE HOED
AMSTERDAM**

In collaboration with

GROEP
DIALOG
GROWING YOUR BUSINESS THROUGH ENGAGEMENT

SYKES[®]

Canon

ORACLE

Capgemini  invent

 **efficacy**^{CRM}
DEEPER CUSTOMER ENGAGEMENT

 Sparkcentral

quadient

 **hello customer**

aps
Group

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 2019 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

- Building and Implementing a Sustainable Digital Customer Experience Strategy for the Enterprise
- Driving Organisational Change: The Power of the Digital Customer Experience
- The Digital vs Physical World: A Reunion of Epic Proportions
- DCX and Data Analytics: Driving Product Roadmaps Forward, Creating Consistency and Striking a Balance between Consumer Engagement and Data-Overload
- Embracing Technologies: Utilising the Power of A.I., ML, VR and other Emerging Technologies to Create Even Greater Digital Customer Experiences
- Digital Customer Experiences, Trust and Transparency: The Imperative Relationship
- Driver Change in Customer Experience: Generation Z, Social Media, Hyper-Personalisation and Increasing Expectations
- Launching a "Lifestyle Brand": Cultivating a Brand Community and Culture with Customers by Integrating Digital Marketing Strategies across Multiple Channels
- Going International: Cultural Implications to Consider when Scaling DCX Across Borders, or Within Multicultural Organisations
- Redefining the Customer Journey in the Digital Age

Our Prestigious Speakers:



What our clients say:

EXCELLENT EVENT,
EXTREMELY WELL ORGANIZED
WITH INSPIRING SPEAKERS AND
INSIGHTFUL TOPICS!"
~ PHILIPS



"GREAT OPPORTUNITY
FOR PEER-TO-PEER
LEARNING"
~ BOOKING.COM

Booking.com

"AMAZING AGENDA AND VERY
INSPIRING SPEAKERS!"
~ KLM



"SOME
PRESENTERS GAVE ME
NEW IDEAS AND BRAIN-
FOOD I HAVEN'T THOUGHT
ABOUT."
~ IKEA



"ONE OF THE BEST
EVENTS I'VE
PARTICIPATED IN!"
~ UNILEVER



"HIGH QUALITY OF
SPEAKERS AND FACILITATORS"
~ T-MOBILE

T-Mobile

"GREAT PLEASURE TO
PARTICIPATE AT THIS
SUMMIT!"
~ SHELL



"VERY DIVERSE INSIGHTS
AND TOPICS"
~ ADIDAS



"IT'S A
VERY GOOD FORUM TO
LEARN, TO DISCUSS, TO
REFLECT."
~ EU COMMISSION



"I'M VERY PLEASED WITH THE ORGA-
NIZATION OF THIS, FROM CATERING
TO COMMUNICATION, TO CONTENT."
~ AMSTERDAM SCHOOL
OF INTERNATIONAL BUSINESS



"THOUGHT PROVOKING
AND INSIGHTFUL"
~ TUI GROUP



"THE ENGAGEMENT
FROM THE AUDIENCE I
REALLY LIKED!"
~ PFIZER



Speaker line-up:



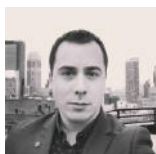
Chairperson Day 1

PATRICK ROELANDT
Managing Director
DIALOG GROEP
Netherlands



Chairperson Day 2

VICTORIA GEORGALAKIS
Managing Director & Senior Vice President
SYKES
United Kingdom



TOM DE RUYCK
Professor
IÉSEG SCHOOL OF MANAGEMENT
Belgium



RUDI RONZANI
ICT Manager
INDUVER
Belgium



STEF NIMMEGEERS
Co-Founder
BOTHRs
Belgium



MAARTEN QUARTIER
Head of E-Commerce
EDGARD & COOPER
Belgium



HELEN ARVANITOPOULOS
Head Of User Experience | Centre of Excellence for Digital
AEGON
Netherlands



PELIN HEKIMOĞLU
Manager in Retail Training and Development
ARÇELİK A.Ş
Turkey



CHRISTOPH NEUT
VP EMEA
SPARKCENTRAL
Belgium



DEKYI BOORSMA
Head of Customer Support EMEA
NETFLIX
Netherlands



GLEN BROOMFIELD
Head of User Research & Product Experience
STEPSTONE
United Kingdom



HELEN PAGE
Product Experience Leads
STEPSTONE
United Kingdom



LESLIE COTTENJÉ
CEO
HELLO CUSTOMER
Belgium



LINDA NIEUWENHUIS
Global Director of Sales Legal & Regulatory Division
WOLTERS KLUWER
Netherlands



BEN FUSCHILLO
Global Digital Marketing Strategist
WOLTERS KLUWER
Netherlands



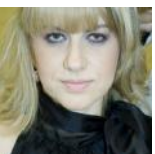
LAITH WALLACE
Product Design Manager
DISCOVERY NETWORKS INTERNATIONAL - DPLAY
United Kingdom



JULITA DAVIES
Digital Marketing Specialist
KOBELCO CONSTRUCTION MACHINERY EUROPE B.V.
Netherlands



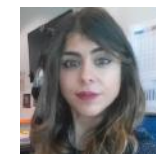
SULTAN SEMLALI
Sales Development Director
ORACLE
Netherlands



LILIANA CAIMACAN
Head Of Global Innovation | Professor Marketing
TATA GB | HULT BUSINESS SCHOOL
United Kingdom



ALESSANDRO MILLI
Head of Global Commercial Excellence
ZAMBON GROUP
Italy



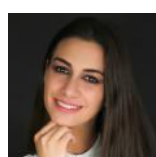
VIVIANA FAGGIANO
Global Commercial Excellence
ZAMBON GROUP
Italy



PAUL KATTESTAART
Principal Consultant Customer Engagement
CAPGEMINI INVENT
Netherlands



AHMED SHAKER
Regional Manager - Digital Marketing
PREMIER INN
United Arab Emirates



IRINA ANDREEA CARDOS
Global Marketing Communications PM
MULTINATIONAL CONGLOMERATE COMPANY
Romania

Agenda day one: Thursday

8:00	REGISTRATION AND WELCOME COFFEE	14:10	SPONSOR SESSION USE CUSTOMER SERVICE INSIGHTS TO UNLOCK DIGITAL CX POSSIBILITIES
8:30	INTRODUCTION FROM GLOBAL EXECUTIVE EVENTS <i>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.</i>	14:50	NETWORKING COFFEE BREAK
8:45	CHAIRPERSON OPENING REMARKS Patrick Roelandt, Managing Director, Dialog Groep	15:20	CASE STUDY USING CUSTOMER INSIGHTS TO DRIVE HUMAN CENTRED CHANGE
9:00	KEYNOTE & CASES CARROUSEL CREATING MEMORABLE CUSTOMER EXPERIENCES <ul style="list-style-type: none"> • Introductions • Case Studies: Bothrs, Edgard & Cooper and Induver • Q & A Tom De Ruyck, Professor, IÉSEG School of Management Stef Nimmegeers, Co-Founder, Bothrs Maarten Quartier, Head of E-Commerce, Edgard&Cooper Rudi Ronzani, ICT Manager, Induver	15:55	SPONSOR SESSION FROM CUSTOMER EXPERIENCE TO REVENUE PERFORMANCE
9:45	KEYNOTE ULTIMATE IMPACT: DESIGN WITH PURPOSE <ul style="list-style-type: none"> • Research • Ideate • Conceptualise • Deliver Helen Arvanitopoulos, Head Of User Experience Centre of Excellence for Digital, Aegon	16:45	CLOSING REMARKS FROM THE CHAIRPERSON Patrick Roelandt, Managing Director, Dialog Groep
10:20	NETWORKING COFFEE BREAK	17:00	NETWORKING DRINKS <i>Everyone is invited to continue the conversation over drinks and canapés in the Rode Hoed foyer</i>
10:50	CASE STUDY DRIVING ORGANIZATIONAL CHANGE IN DCX <ul style="list-style-type: none"> • Empowering Omni-Channel: Retail Transformation through learning • Example of our learning programs supporting Change Transformation and Business Strategy Pelin Hekimoğlu, Manager in Retail Training and Development, Arçelik A.Ş		
11:25	SPONSOR SESSION WHEN MESSAGING BECOMES YOUR DOMINANT CUSTOMER ENGAGEMENT CHANNEL <ul style="list-style-type: none"> • Laying the path towards effortless customer experiences • Why convenience is the new Loyalty? • Your traditional contact center is outdated... • Seamless integration of human and bot enabled channels & how they will add value • WhatsApp as a new engagement channel for the Banking, Insurance, Travel & Hospitality, Retail, Telecom, Utility, etc. Industry? • Examples of how leading B2C brands leverage messaging communication channels Christoph Neut, VP EMEA, Sparkcentral		
12:05	UNCONFERENCE SESSION <i>During this interactive session, you will have the opportunity to explore some more of your current challenges, together with your peers. Delve into the current issues you are facing and brainstorm some potential solutions.</i>		
12:35	NETWORKING LUNCH		
13:35	FIRESIDE CHAT <i>During this session, our Chair will ask Dekyi a range of questions that will provide our audience with a new and different perspective on some of the most valuable lessons and insights that she has gained throughout her career so far.</i> Dekyi Boorsma, Head of Customer Support EMEA, Netflix		



Agenda day two: Friday

8:00	WELCOME COFFEE	12:30	NETWORKING LUNCH
8:40	INTRODUCTION FROM GLOBAL EXECUTIVE EVENTS <i>Don't forget to download our app! Just search for 'Global Executive Events'. You can use it 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.</i>	13:30	CASE STUDY CUSTOMER EXPERIENCE FOR PHARMACY AND OTC BUSINESS <ul style="list-style-type: none"> • Distinctive Customer Experience for the Pharmacy and OTC Business • The process to design a new global CRM platform to provide to orchestrate multichannel initiatives • A new CRM paradigm, to generate real value for the Customers according to our Selling Model Alessandro Milli, Head of Global Commercial Excellence, Zambon Group Viviana Faggiano, Global Commercial Excellence, Zambon Group
8:45	OPENING REMARKS FROM THE CHAIRPERSON Victoria Georgalakis, Managing Director and Senior Vice President, SYKES	14:05	SPONSOR SESSION THREE KEY THINGS YOU NEED TO KNOW ABOUT CONVERSATIONAL AI <ul style="list-style-type: none"> • How new ways of engagement are created Paul Kattestaart, Principal Consultant Customer Engagement, Capgemini Invent
9:00	CASE STUDY HOW CHANGE IN CUSTOMER BEHAVIOUR AND A TRANSFORMED WOLTERS KLUWER PRODUCT PORTFOLIO IS DRIVING THE TRANSFORMATION OF THE CUSTOMER BUYING JOURNEY <ul style="list-style-type: none"> • Transition from print, to digital, to expert solutions • Wolters Kluwer: where we were and where are we now • The importance of sales & marketing alignment in the customer buying journey Linda Nieuwenhuis, Global Director of Sales Legal & Regulatory Division, Wolters Kluwer Ben Fuschillo, Global Digital Marketing Strategist, Wolters Kluwer	14:45	CASE STUDY HOW TO IMPROVE DCX & UX USING ARTIFICIAL INTELLIGENCE (AI) <ul style="list-style-type: none"> • Achieving omni channel in customer journey • Simple UX wins over fancy/complicated UX • Applying AI & UX in every digital activity you do • Expected results & impact from the improvements Ahmed Shaker, Regional Manager - Digital Marketing, Premier Inn
9:35	CASE STUDY HOW DPLAY IMPROVED CUSTOMER EXPERIENCE TO 4 STARS THROUGH UX DESIGN <ul style="list-style-type: none"> • The value of implementing customer feedback • How User Experience and Design teams work together to improve product experience • The importance of a team culture that prioritises customer feedback Laith Wallace, Product Design Manager, Discovery Networks International - DPLAY	15:05	NETWORKING COFFEE BREAK
10:10	NETWORKING COFFEE BREAK	15:40	KEYNOTE BALANCING A GLOBAL CX FOR THE MARKETING-SALES FUNNEL <ul style="list-style-type: none"> • B2B and B2C - balancing the emotional boat ride between defining customers (B2M consideration) • Audience excellence - using go to market strategies tailored to need based segments • High conversion rates through clear speared global marketing strategy rolled out into clearly defined KPIs and regionally customized tactics <ul style="list-style-type: none"> - Use RPA not only to increase revenue by reducing costs, but by engaging share shift through quality of leads • Digital is not a threat - educating inside out: traditional into digital transformation process <ul style="list-style-type: none"> - For traditional sales organizations, digital marketing can be perceived as a threat or not understood - the resistance can be either cultural, inherited or technically challenging Irina Andreea Cardos, Global Marketing Communications Project Manager, Multinational Conglomerate Company
10:40	CASE STUDY USER GENERATED CONTENT - HOW TO HARNESS THE POWER OF COMMUNITY <ul style="list-style-type: none"> • Understanding the shift from company/agency content to user generated content • Your customer as a content producer • Benefits and risk of User Generated Content • Kobelco Instagram case study Julita Davies, Digital Marketing Specialist, Kobelco Construction, Machinery Europe B.V.	16:15	CLOSING REMARKS FROM THE CHAIRPERSON Victoria Georgalakis, Managing Director and Senior Vice President, SYKES
11:15	SPONSOR SESSION LET'S TALK ABOUT CX - THE ROLE OF DATA IN THE EXPERIENCE ECONOMY <ul style="list-style-type: none"> • Understanding your customers better than your competitors is the key to your organization's success in the Experience Economy. • Contextual and real-time customer understanding has to drive experiences across every customer touchpoint (marketing, service and sales). • The transformation to a connected customer data foundation has challenges, but there is a path to follow. • During this session we will share best practices and cases of successful Experience Driven companies. Sultan Semlali, Sales Development Director, Oracle	16:30	FINISH
11:55	FIRESIDE CHAT <i>During this session, our Chair will ask Liliana a range of questions that will provide our audience with a new and different perspective on some of the most valuable lessons and insights that she has gained throughout her career so far.</i> Liliana Caimacan, Head Of Global Innovation Professor Marketing, Tata Global Beverages Hult Business School		

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