

5th Annual Customer Experience Management Summit

7 - 9 October 2014 | Barcelona
Hotel Rey Juan Carlos I *****

SPEAKERS INCLUDE:

TELEFÓNICA - Michael Havas
NYKREDIT - Thomas Egede Kragh
RAIFFEISEN BANK - Georgiana Grigore
ACCOR - Olivier Arnoux
NIKE - Joan Carles Peiro

Customer journeys from emotional perspective

How to leverage customer
insights to personalize
experiences

How different types of
omni-channel services
**CAN IMPROVE THE
CUSTOMER EXPERIENCE?**
How to make multiple
sources of customer data
WORK TOGETHER

**HOW ARE DIGITAL
EXPERIENCES
INTEGRATED**
into everyday life?

Understand the challenges
of customer experience
**in current competitive
environment**

21

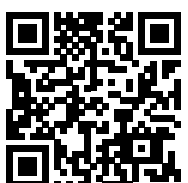
CASE STUDIES FROM COMPANIES:

- Deutsche Telekom
- DHL Express
- Telefonica
- Nike
- Raiffeisen Bank
- AIB Bank

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SPEAKERS

Olivier Arnoux

Senior Vice President, Guest Experience & Satisfaction

Accor

Fergal Whitty

Head of Inbound Customer Engagement

AIB Bank

Sarp Demiray

General Manager

Ata Online

Abhishek Peshkar

Programme Director - Customer Experience

BT

David Richards

Senior Director, Commercial Systems

DHL Express Europe

Katalin Toldi

Head of Segment Management Department

Erste Bank

Roman Nediella

Group Director - Customer Experience

Etisalat Group

Joan Carles Peiro

Customer Operations Director for Europe

Nike

Thomas Egede Kragh

Senior Vice President Head of Digital Medias

Nykredit

Georgiana Grigore

Head of Customer Experience

Raiffeisen Bank International AG

Magnus Albrektsson

Global Channel Management

SEB

Damian Kelly

VP Product

SpeechStorm

Helena Dahlberg

Head of Customer Experience

Swedbank AB

Paolo Tazzioli

Customer Care Officer (Business customers, mobile and fixed)

Telecom Italia

Michael Havas

Vice President Customer Service

Telefónica Germany

Brian Nielsen

Director, Customer Service, Operational Excellence

Telenor

Dieter Poller

International Executive Program Management Customer Experience Management & Big Data

Deutsche Telekom

Guillaume Rostand

Marketing Director

Splendia

Maria Corrons

Group Customer Service Management, Head of Customer Service

Truphone

Khaled Akl

Customer Development Director

Unilever

Ahmed Nour

Head of Customer Experience

Vodafone Qatar

Kelly Black

Training Leader- Customer Contact, Networks & Growth

Virgin Media

Who should attend?

Members of Board, C-level, Vice Presidents, Directors, Head and Senior Managers from Cross industry involved in:

- Customer Lifecycle Strategy
- Customer Experience
- Client Relationship Development
- CRM & Loyalty
- Customer Care and Service Quality
- Marketing / Sales
- Retention and Loyalty Programmes
- Customer Insight and Satisfaction
- Channel and Multichannel Management
- Client Relationship

5TH ANNUAL CUSTOMER EXPERIENCE MANAGEMENT

Dear Colleague,

Welcome to the 5th Annual Customer Experience Management Summit.

The perception of customer experience has gained much more importance in the past months. As companies recognize that their industries are becoming over-crowded with comparable competitors, they are checking ways to differentiate themselves.

As the industry is changing quickly, an end-to-end customer experience—including how easy it is for customers to learn about the product and its performance and how the company responds to customers' issues—matters more than ever across all the industries. The shift toward cloud computing, changes in the customer buying process and the maturation of the tech industry are all giving clients more control in technology purchasing decisions. Poor service can start with the order system functions, how the sales reps treat your pros-

pects, how you develop and then satisfy consumer expectations of your product/service, or simply the broad impression they're left with after doing business with you. Improving the customer experience is viewed as one way to make a point of difference. Companies that can offer personalized and individualized customer experiences provide themselves with the best opportunity to create a competitive advantage.

A great customer experience has a number of benefits. You can find all of them discussed in our highly interactive and vibrant event! Be part of our successful series of Summits on the topic Customer Experience Management and exchange your experience with leading experts from across industry verticals

Lucia Bardi Jurinova
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Allan Lloyds Group
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KEY TOPICS

- Customer journey from an emotional perspective
- How to leverage customer insights to personalize experiences
- How different types of omni-channel services can improve the customer experience
- Customer profitability, moving from acquisition to retention and customer loyalty
- How to optimize channel usage (social, digital, agent etc.) to meet service cost and loyalty objectives
- Improving customer loyalty and satisfaction by embracing customer complaints
- How to make multiple sources of customer data work together

Benefits of attending

- Understand the challenges of customer experience in current competitive environment
- Listen how Customer Service Academy can implement initiatives to ensure direct alignment between corporate strategy and daily customer interactions in the Call Centre
- Understand how Learning & Quality functions can work together with Operations to deliver Customer Experience Excellence
- Explore how Customer experience Management is backing company's strategies to lead the market and optimize costs
- Determine how to prove the financial impact of the customer experience efforts
- Identify how turning complaints into business improvements can help an improved customer experience for all customers
- Get the latest insights on the Future Phase: Contextual Awareness

EVENT PROMISE

5th Annual Customer Experience Management Summit will examine the effect of the market turbulences and challenges on customer experience focusing on customer centricity, on the entire customer journey, not individual experiences, and at the same time discuss how to empower sales, support, customer service, and marketing to work together to create a unified, reliable experience, real customer service “secrets” as how to outline the customer experience you want to deliver, and then find a technology that can help you enhance the experience or make it more efficient, elaborating on the methods which channel of communication to choose for the customer and therefore achievements in customer segmentation, loyalty and insight in leading companies across a variety of industries.

Click on image for play video with testimonials



TUESDAY 7 OCTOBER

16:45 Complimentary Barcelona City Bus Tour








If you have any questions about the conference agenda or would like to speak yourself, feel free to contact us directly on +421 221 025 324 or email lucia.bardi@allanlloyds.com or sam.khalaf@allanlloyds.com

SCHEDULE





TUESDAY | 7 October 2014

08:20	 Registration and Morning Coffee	
09:00	Opening Remarks from the Chairperson	
09:10	Telenor Customer Service Academy Brian Nielsen Telenor	CASE STUDY
09:50	Splendia, a luxury Brand on Internet Guillaume Rostand Splendia	CASE STUDY
10:30	 Networking Coffee Break	
11:00	From Scratch to Masterpiece: How to Create Satisfied and Profitable Customers Sarp Demiray Ata Online	CASE STUDY
11:40	Presentation by Logmeln TBA Logmeln	
12:20	 Lunch	
13:30	Delivering Customer Experience Excellence through integrated Learning, Quality & Operations Kelly Black Virgin Media	CASE STUDY
14:10	The Long Path to Excellence Paolo Tazzioli Telecom Italia	CASE STUDY
14:50	Small steps big success. How mass segmentation supports customer experience in retail banking Katalin Toldi Erste Bank	CASE STUDY
15:30	The Personalization Principle: How to Double Self-Service and Improve Your Net Promoter Score Damian Kelly SpeechStorm	
16:45	Complimentary City Bus Tour	

WEDNESDAY | 08 October 2014

08:15	 Registration and Morning Coffee	
08:50	Opening Remarks from the Chairperson	
09:00	Introducing your brand standards: benchmark from the hospitality industry, the Pullman case Olivier Arnoux Accor	CASE STUDY
09:40	A global technology refresh across 20 contact centers - challenges & learnings David Richards DHL Express	CASE STUDY
10:20	 Networking Coffee Break	
10:50	Digitalization of Customer Service Michael Havas Telefónica Germany	CASE STUDY
11:30	Presentation by Verint TBA Verint	
12:10	 Lunch	
14:00	Nike Supply Services: A journey into Innovation: CRM practical application Joan Carles Peiro Nike	CASE STUDY
14:40	Lean customer complaints Helena Dahlberg Swedbank	CASE STUDY
15:20	Presentation by Contextor TBA Contextor	
16:00	 Networking Coffee Break	
16:30	Mobile Banking; trends and perspectives Thomas Egede Kragh Nykredit	CASE STUDY
17:10	Delivering Excellent Customer Experience by Empowering Frontline Teams – A "Self-Service" case study set in Telecom B2B segment Abhishek Peshkar BT Group	CASE STUDY
17:50	Interactive Panel discussion Group of speakers	
18:30	 Cocktail reception	

THURSDAY | 09 October 2014

08:20	 Registration and Morning Coffee	
09:00	Opening Remarks from the Chairperson	
09:10	B2B Customer Experience – a long journey with the goal to improve your profitability in B2B Dieter Poller Deutsche Telekom	CASE STUDY
09:50	Delivering an Omni-Channel Inbound Marketing Capability Fergal Whitty AIB Bank	CASE STUDY
10:30	 Networking Coffee Break	
11:00	Moments of Truth consistency in Raiffeisen Bank International Georgiana Grigore Raiffeisen Bank International	CASE STUDY
11:40	Round table discussion Group of speakers	
12:20	 Lunch	
14:00	The rebuilding of a large corporate internet bank Magnus Albrektsson SEB	CASE STUDY
14:40	Unified Digital Experience Roman Nedielka Etisalat Group	CASE STUDY
15:20	Round table discussion Group of speakers	
16:00	 Networking Coffee Break	
16:30	Crisis Management during Turbulent Times Khaled Akl Unilever	CASE STUDY
17:10	Loyalty programs & high value customer management: is customer service key for achieving loyalty? Maria Corrons Truphone	CASE STUDY
17:50	How different types of omni-channel services can improve the customer experience Maria Sempere Vueling Airlines	CASE STUDY
18:30	Closing Remarks from the Chairperson	



08 : 20

Registration and Morning Coffee

09 : 00

Opening Remarks from the Chairperson

CASE STUDY



09 : 10

Brian NielsenDirector, Customer Service ,
Operational Excellence
Telenor**Telenor Customer Service Academy**

The Customer Service Academy is Telenor DKs strongest strategic instrument to implement Telenor's ICARE strategy in customer service. The Customer Service Academy will implement initiatives to ensure direct alignment between corporate strategy and daily customer interactions in the Call Centre. The Customer Service Academy is more than training. It addresses management, leadership, and behaviour processes from a structural perspective.

- Telenor DKs Strategy & ICARE
- The Call Centres structural approach to enhancing Telenor customer Experience
- Top 5 Call Centre initiatives- Generic off the shelf initiatives

CASE STUDY



09 : 50

Guillaume RostandMarketing Director
Splendia**Splendia, a luxury Brand on Internet**

Splendia aims at targeting high-end clients and delivery an amazing customer experience in luxury and travel. The challenge is to combined the best practices of e-commerce to a luxury target.

- Excellent service
- Cross-device approach
- Brand awareness



10 : 30

Networking Coffee Break

CASE STUDY



11 : 00

Sarp DemirayGeneral Manager
Ata Online**From Scratch to Masterpiece: How to Create Satisfied and Profitable Customers**

- Acquisition process as a differentiator
- How to create a result oriented channel integration
- Digital transformation in each step of the customer value chain
- Using gamification for achieving better business results

11 : 40

TBA

LogmeIn

Presentation by **LogMeIn**

12 : 20

Lunch

CASE STUDY



13 : 30

Kelly BlackTraining Leader – Customer
Contact, Networks & Growth
Virgin Media**Delivering Customer Experience Excellence through integrated Learning, Quality & Operations**

Here's a story we should all be interested in – how Learning & Quality functions can work together with Operations to deliver Customer Experience Excellence which lifts, maintains and grows. How do you call to arms 7000 people and mobilise them to raise the customer experience bar for good? Interested?

- Asking for Change & communicating a compelling reason
- The uncomfortable truth & 'bounce-back-ability'
- Creating an environment where customer experience excellence can & will flourish
- Making it 'business as usual' – a true customer experience culture

14:10

Paolo TazzioliCustomer Care Officer
(Business customers, mobile
and fixed)

Telecom Italia

The Long Path to Excellence

Telecom Italia is among the very few former incumbents still defending its leadership in market shares. How Customer experience Management is backing the company's strategies to lead the market and optimise costs? A journey in Telecom Italia Business Customer Experience Management.

- Dealing with business customers: high expectations; no frills service; time to serve is king
- Flexibility in a pretty busy environment
- Time to save and time to invest in a mature market

14:50

Katalin ToldiHead of Segment
Management Department
Erste Bank**Small steps big success. How mass segmentation supports customer experience in retail banking**

- How segmentation can establish valued customer experience?
- Value/Price/Life-stage or attitude segmentation supports more customer experience?
- Segmentation, Customer Value, NBO, Retention, Loyalty – when, what, why and how?
- What sells? Experience, price, product, sales staff or the brand itself?

15:30

Damian KellyVP Product
SpeechStorm**The Personalization Principle: How to Double Self-Service and Improve Your Net Promoter Score**

Personalization has the power to dramatically reduce your cost to serve and improve the customer experience. Instead of the one-size-fits-all that we have come to expect from IVR, personalized call handling presents only the most relevant menus and options to the caller based on where they are in the customer journey, the context of the call and the capacity of the organisation to respond.

Based on the experience of customers including Sky, eircom and bpost, Damian Kelly, VP Product at SpeechStorm will teach you the new rules of personalized call handling and how to apply them for the benefit of your company ... and your customers!

16:45

Complimentary Barcelona City Bus Tour



08 : 15

Registration and Morning Coffee

08 : 50

Opening Remarks from the Chairperson

CASE STUDY



09 : 00

Olivier ArnouxSenior Vice President, Guest
Experience & Satisfaction
Accor**Introducing your brand standards: benchmark from the hospitality industry, the Pullman case**

When it comes to designing your brand interactions with your customer, delivering “consistency” and “alignment” is often a challenge. Pullman, the upper-scale brand of the hospitality French group Accor, has completely reshaped its brand standards in 2013 covering 90 properties in 40 countries. Olivier Arnoux will share how he has conducted this program in less than one year.

- Formalizing your brand standards: how to create a shared vision amongst “functions” and “operations”
- Bringing “focus”, “discipline” and “alignment” through your Customer Experience program
- Change management: from “being aware” to “being an advocate”

CASE STUDY



09 : 40

David RichardsSenior Director, Commercial
Systems
DHL Express**A global technology refresh across 20 contact centers - challenges & learnings**

Over the last 3 years DHL Express have embarked upon a multi-million euro global deployment to do a complete technology refresh across 20 of its largest contact centers. I will share with you the challenges, lessons learnt & key tips if you face a similar challenge. The subsequent use of utilizing this technology to enable DHL Express to become even more customer centric will also be shared

- Challenges & advice on a multi country contact centre technology refresh
- Lessons learnt to help the audience with similar challenges
- Insanely Customer Centric Culture – how DHL are doing this



10 : 20

Networking Coffee Break

CASE STUDY



10 : 50

Michael HavasVice President Customer
Service
Telefónica Germany**Digitalization of Customer Service**

Digitalization and Social Media is not just another channel, but has to be embedded in the Customer Service Strategy to successfully deliver a multi-channel experience. Telefonica's approach to become the digital telco.

- Customer Service in a Multi-Channel Environment
- Social Customer Service
- Customer Service leads transformation

11 : 30

TBA
Verint

Presentation by



12 : 10

Lunch

CASE STUDY



14 : 00

Joan Carles PeiroCoE Operations Director for
Europe
Nike**Nike Supply Services: A journey into Innovation: CRM practical application**

The presentation will provide a quick intro into Nike Supply Services, what it is; what we do, what is our supply chain, and will then expand on the role innovation plays, and the practical application that CRM is taking in this journey.

- Nike Supply Services
- Innovation in Nike Supply
- CRM Journey

CASE STUDY



14 : 40

Helena Dahlberg
Head of Customer Experience
Swedbank AB

Lean customer complaints

- Complaints culture change: Adopting a proactive rather than reactive approach in handling complaints
- Welcoming customer feedback: Using complaints to identifying what can be improved
- Employee empowerment: Giving staff the tools to support them in the customer meetings. Empower them to take action and engage them in the improvement process
- Continuous improvement: Driving continuous improvements in complaints handling

15 : 20

TBA
Contextor

Presentation by



16 : 00

Networking Coffee Break

CASE STUDY



16 : 30

Thomas Egede Kragh
Senior Vice President, Head of
Digital Medias
Nykredit

Mobile Banking; trends and perspectives. Designing the user interface

- Cases from the Nordic countries
- Design issues in banking
- Mobile trends

CASE STUDY



17 : 10

Abhishek Peshkar
Programme Director -
Customer Experience
BT Group

Delivering Excellent Customer Experience by Empowering Frontline Teams – A “Self-Service” case study set in Telecom B2B segment

A BT case study set in telecom B2B segment demonstrating successful transformation of a complex customer problem into a simple Self-Service option

- How to identify customer pain points which can be transformed into Self-Service options driving excellent Customer Experience?
- What would make Self-Service business case fly? How to address technical challenges?
- What are the explicit and implicit benefits?

17 : 50

Michael Havas
David Richards
Olivier Arnoux
Roman Nediela
Ahmed Nour



Interactive Panel Discussion

In this session, the audience has an opportunity to ask questions and have an open interactive discussion with the discussion panelists.

- Shift away from the net promoter score
- No longer B2B or B2C, but H2H (Human to Human)- agree?
- PDL effects of the right CEM actors
- Financial life-cycle of customer
- Challenge of leading ‘customer insight’ teams – both how to get the best out of the people & how to have the influence needed in the business
- Improving Customer Loyalty by Embracing Customer Complaints



18 : 30

Cocktail Reception



08:15

Registration and Morning Coffee

09:00

Opening Remarks from the Chairperson

CASE STUDY



09:10

Dieter Poller

International Executive
Program Management
Customer Experience
Management & Big Data
[Deutsche Telekom](#)

B2B Customer Experience – a long journey with the goal to improve your profitability in B2B

- Customer Experience definition
- Pain – why do you need CEM in B2B
- Difference to consumer market
- Roll out plan incl. international perspective (company with international footprint)
- 3 steps to making your customer an advocate
- Tools & hurdles
- Discussion

CASE STUDY



09:50

Fergal Whitty

Head of Inbound Customer
Engagement
[AIB Bank](#)

Delivering an Omni-Channel Inbound Marketing Capability

The most appropriate and effective time to engage with a customer is during a customer initiated interaction, as the customer is more likely to be in a “financial needs” mind-set. With rapid user adoption of new technologies, customers also expect a consistent and continuous banking service across all channels from branch to smartphone. Based on that hypothesis, AIB determined a requirement to develop an inbound marketing capability. This was achieved through a Next Best Action system to target customers with the right message at the right time through their preferred channel.

- Next Best Action delivers prompts to front-line staff to support meaningful customer engagement
- It also delivers targeted messages to customers on self-service channels
- Analytical insight used to determine Next Best Action for a customer
- Capturing customer responses provides a 360 degree feedback loop for enhanced intelligence about our customers
- Supports an improved customer experience
- Supports cross-sell opportunity and bank strategy
- More cost effective than outbound marketing
- Impact on NPS
- Staff adoption



10:30

Networking Coffee Break

CASE STUDY



11:00

Georgiana Grigore

Head of Customer Experience
[Raiffeisen Bank International](#)

Moments of Truth consistency in Raiffeisen Bank International

An excellent customer experience occurs when the delivery of products & services is seamless in the eyes of customer. Achieving this objective requires the identification & optimization of key interactions (Moments of Truth) that distinguish superior from inferior interactions. The interest in this topic has gained a considerable momentum within the last year in all of our Network Banks.

- Why focusing on the Moments of Truth?
- Moments of Truth implementation map
- How to prove the financial impact of the customer experience efforts

11:40

Group of Speakers



Interactive Round table Discussion

All attendees will have a great opportunity to discuss a selection of the most interesting topics addressed during the conference in small groups with their peers. Every table will nominate a head of table, which will summarize the topic discussed, present the main puzzles, and questions posed.

- New methods to improve self-service
- Innovative self-service- how to deliver great self-service
- What a good Customer Experience program should cover



12:20

Lunch

CASE STUDY

14:00

Magnus Albrektsson

Global Channel Management
Transaction Banking
SEB



The rebuilding of a large corporate internet bank

SEB internet bank for large corporate clients have always scored in the top and on par with the biggest and the best when it comes to product offerings and available functionality but at the same time scored significantly lower when it comes to usability. This is our story how we built the case, rebuilt our internet bank focusing on usability and gained in quality in our deliveries and time to market as well (and made mistakes).

- User centric development in the B2B perspective
- The business benefits of usability focus and Agile development
- What usability actually gives back and how we decided what to do

CASE STUDY

14:40

Roman Nediela

Group Director - Customer
Experience
Etisalat Group



Unified Digital Experience

From Copying, through Improving up to Innovating

- How to create consistent digital experiences across multiple countries
- Why to incorporate "Mobile First" into the digital channels strategy
- When to transform from a leaping forward business into a continuously improving service company

15:20

Group of Speakers



Interactive Roundtable Discussion

Suggested topics:

- Why potential customers aren't buying your product?
- Treating non-customers as a segmentation problem
- How segmentation can identify and engage high-value customers with the most relevant content across a multitude of digital channels



16:00

Networking Coffee Break

16:30

Khaled AklCustomer Development Director
Unilever**Crisis Management during Turbulent Times**

The Middle East has undergone a massive change during the past 3 years driven by the Arab Spring that has literally affected every single market. Only the companies that had the right business model and right organizational structure / skills managed to weather the storm - and got out of it winning.

- VUCA (Vulnerable, Uncertain, Complex Ambiguous) business environment
- Right Business Model
- Right Organizational Structure / Morale to weather the storm

17:10

Maria CorronsGroup Customer Service
Management Head of Customer
Service
Truphone**Loyalty programs & high value customer management: is customer service key for achieving loyalty?**

- How do you build loyalty with your affluent customers?
- Is service recovery the key to customer loyalty?
- The impact of customer service in Loyalty: traditional and new channels

17:50

Maria SempereDirector Customer Experience
Vueling Airlines**How different types of omni-channel services can improve the customer experience**

Customer experience is becoming a key issue in client satisfaction, finding the correct approach in each contact experience point could improve the client perception of the service given. We will share the "VY" experience in this field and explain the main initiatives implemented.

- The evolution of customer preferences
- What is the clients value?
- Using different channels to approach each contact point. The "VY" experience

18:30

Closing Remarks from the Chairperson

Sales Contract

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5th Annual Customer Experience

Management Summit

7 - 9 October 2014 | Barcelona

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