

Registration, Informal Networking & GIC Welcome

08.30- 09.15

Morning Chair's Opening Remarks

09.15- 09.25

Les Hopper, Director, Secondary Product, Pearson

Keeping The Human Touch

09.25-09.45

Strike The Balance Between Human Touchpoints & The Shift Towards Increased Digitisation To Respond to Customer Needs

- Know your customer and understand how they engage to implement the right channels and touchpoints that provide an optimal experience and appropriate support
- Bridge the gap between varying demand for human interaction versus digital channels to generate a hybrid yet cohesive experience that caters to everyone's expectations and needs
- Develop high-quality, painless customer journeys that manage all customer types through cost-saving channels that leverage both human and digital strategies
- What are the barriers to achieving this balance and what strategies can be put in place to overcome these?

Nick King, Insight Director, AutoTrader

The Latest Tech: Chatbots & AI- Panel Discussion

09.45-10.15

Leverage Cutting-Edge Tech Innovations To Establish Impactful Customer Experiences That Deliver Efficiency Through Customer-Focused AI & Automation Solutions

- The metaverse, digital wallets, NFTs, driverless cars... harness the latest trends in futuristic tech to evaluate what could be incorporated into day-to-day business strategies
- Deliver intelligent and agile AI and chatbot services which positively shape the customer experience without causing frustration and damaging NPS score
- Remove the knowledge gap and engage customers around technology to increase automation adoption and mitigate fear with more customer-focused designs and experiences
- What are the opportunities and challenges associated with different emerging technologies and how do they add value to the customer experience and save on costs?
- The silver bullet? Achieve low-cost, self-service platforms which have your company personality, effectively nudge customers and make it less challenging than it is today?

Vikas Gujral, Transformation & Digital Strategy Director, Bupa

Paulette Toynton, Managing Director, Head of Channel Servicing & Customer Care, Global Commercial Banking | HSBC HOLDINGS Plc

Human-Centred Digital Design - Cutting Edge Strategies

10.15-10.35

One Size Does NOT Fit All: Place Your Customer At The Centre Of Your Strategies With Human-First Digital Design Which Evolve Around Changing Customer Needs

- Blank canvas: how can we begin with clear, articulate briefs about what our customer goals are to integrate human-centred design in from the very start?
- The devil is in the detail: how can you generate accurate feedback into your customer and user base to predict what they need?
- From security to service and transaction to trust, build customer needs and emotions into your design for confidence-boosting interactions where the customer gets what they need
- Explore options to make digital offerings as non-threatening and user-friendly as possible to provide a safe online alternative when offline channels are not available
- Moving goalposts? From beta testing to updates, create a culture of improvement where your tech consistently reflects the changing needs of your customers

Emma Harvey, Head of Innovation Lab, NHS England

Engaged Agents: The Power To Empower

10.35-10.50

Hiring and onboarding agents is simply not enough to keep employees happy and engaged, you need to develop them into empowered problem solvers. Find out how.

Gregg Widdowson, Director, Sales Engineering EMEA, NICE

Morning Break With Informal Networking

10.50-11.20

Customer Data Strategies

11.20-11.40

If You're Not Guiding Customer Strategies By Data, You're Guiding Them By Guesswork: Making The Most Of Customer Data To Design Human-Centric Digital Approaches With Impact

- Steps to overcome legacy systems and old data warehousing for customer data platforms and ecosystems which make sense for the business today
- You've got the data and now what? Strategies to extrapolate meaningful and actionable information from unstructured and structured data to generate reliable insight and make significant customer differences

- Best-in-class steps to achieve targeted personalisation, tailor offers and products and increase loyalty and retention without going beyond what customers are comfortable with?
- Data security: how can you protect data from hackers and cyber-attacks and minimise risk of attack?
- Putting controls in place to guarantee regulatory compliance at every stage

Dr Ifeanyichukwu Franklin Nworie, Digital Transformation Analytics, Manager, Vodafone

Digital Retail Case Study: Delivering Healthcare On The High Street

11.40-12.00

Apply Digital Retail Concepts To Deliver Personalized Healthcare On The High Street

Why can't healthcare learn from digital retail concepts? Loyalty is personalisation and personalisation is what healthcare systems across the world have been trying to achieve and create for decades. Delivering healthcare on the high-street has been the Boots mission for more than 170 years. Now with the MarTech capability Boots has implemented it can start to offer customers and patients alike a personalised healthcare journey. The team want to share the journey they have been on to enable more high-street organisations to follow suit and find ways to help the NHS in 2022.

Michelle Kearns, Head of IT, Boots Ireland

Carl Glover, Director of Boots Operating Systems, Boots Ireland

Understanding Customer Needs & Behaviours- Panel Discussion & Q&A

12.00-12.40

Keep Pace With Evolving Customer Trends To Ensure Platforms & Digital Offerings Remain Relevant, Increase Satisfaction & Positively Impact The Bottom Line

- From teenagers to pensioners... how can we gain deeper insights into our customer bases and build personas which work?
- Is this for them or us? As CX increasingly becomes a differentiator, generate customer-first strategies which provide responsive and effective experiences
- From empathy mapping to listening, develop intelligent approaches to understand customers instead of relying on feedback surveys
- What level of data personalisation are customers comfortable with when receiving targeted communications?
- Solve for the customer rather than waiting for the customer to ask for solutions: anticipate future needs and increase customer retention and loyalty with strategies that build longevity

Chandni Umrada, User Researcher, NHS England

Jim Edwards, Digital Innovation Lead EMEA, Kimberly-Clark

Sebastian Huschner, Product Strategy Lead, Customer, Loyalty AerClub, Aer Lingus

Paulette Toynton, Managing Director, Head of Channel Servicing & Customer Care, Global Commercial Banking | HSBC HOLDINGS Plc

Lunch Break & Informal Networking

12.40 – 13.40

Breakout Discussions – Informal Peer-To-Peer Discussions

13.10 – 13.40

- A. Unintended Impacts of Digitalisation- Facilitated

Bhavna Saraf, Managing Director, Product Head (Digital Bank), Commercial Business Transformation, Lloyds Banking Group

- B. Personalisation – Unfacilitated
C. Cyber Security- Unfacilitated
D. UX- Unfacilitated

Afternoon Chair's Opening Remarks

13.40-13.50

Nick Hodder, Director of Digital Transformation, IWM

Embedding Accessibility In Digital Products

13.50-14.10

Learn How To Prioritise Issues Within Digital Product Design & Make Digital Products Truly Inclusive & Accessible With Real-Life Examples

Hear first-hand insights about the challenges faced by Depop during the development of their innovative design and product processes that aim to establish an inclusive company culture through accessibility.

Marco Fabbri, Product Designer, Depop

The Business Case For Digitalisation

14.10-14.30

Secure Buy-In Through Cost-Cutting & Innovative Digital & Business Transformation Strategies To Shape The Future Of Customer Experience

- Design for the customer, deliver for the organisation: prove the ROI of solid CX
- Learn to invest in high-quality, self-service technology solutions to supply seamless customer journeys that balance cost-saving potential and mitigate potential customer frustration
- Rome wasn't built in a day! Set and manage expectations around speed-to-market on high-quality digital experiences

- How can you assess new channel suitability and build the business case to invest in new channels?

Dr Mostafa Helmy, Director of Digital Strategy, Hydro Wind Energy

Afternoon Break With Informal Networking

14.30-15.00

Balancing Human & Digital Interaction – Panel Discussion

15.00-15.50

Being “Real” In A Digital World: How Can Companies Balance Human & Online Interaction In An Increasingly Digitalised Environment To Enhance CX, Engage With The Customer & Stand Out In A World Of Bots?

- How can we ensure we don't get carried away in the post-pandemic drive towards digital?
- What types of interactions should never be digital? How can we design interruptions where computers make the human call to redirect customers without fail?
- When digital is the only choice to reduce operational costs, how can we still deliver an on-brand, easy experience which drives customer satisfaction?

Bhavna Saraf, Managing Director, Product Head (Digital Bank), Commercial Business Transformation, Lloyds Banking Group

Paul McKeown, Head of Digital Innovation, Nuffield Health

Les Hopper, Director, Secondary Product, Pearson

Gavin Lee, Head of Digital Operations Strategy, Production, Cambridge University Press Assessment

Rachel Haworth, Non Executive Director, Mansfield Building Society

Simon Donovan, Senior Digital Delivery Manager, DFS

Afternoon Chair's Closing Remarks & Official Close Of Conference

15.50-16.05