

CXFORUM
2019

8TH & 9TH OCTOBER 2019
30 EUSTON SQUARE, LONDON

WWW.CXFORUM.CO.UK

CREATING HIGH-IMPACT CX

SUCCESSFULLY MANAGE EXPERIENCES

MEET LIKE-MINDED COLLEAGUES

CXForum is the place for decision makers from the fields of Customer Experience, Customer Insight, Market Research, Marketing & Sales, Touchpoint Management, Quality & Service Management, IT Management, Customer Intelligence Analysts, Loyalty Management

CREATED AND HOSTED BY

Maritz **CX**

The CX industry is changing. Consumers expect immediate, personalised, and convenient experiences, and only those organisations prepared to satisfy these expectations will be positioned for success as the industry evolves. The impact of your CX programme should consider multiple facets of your organisation's performance, from customer satisfaction and loyalty, financial return, employee experience, to executive engagement.

High-performing, CX-centric companies are responding to market changes by:

1. Increasing loyalty through enhanced emotional connections with their customers.
2. Elevating organisational knowledge and ROI by connecting feedback programmes and insight.

The fifth annual CXForum in London will help you succeed in both of these areas. CX practitioners will showcase best practices to leverage customer and employee feedback as well as operational data to proactively manage and optimise customer relationships, attract more new customers, increase retention and as a result business performance.

We invite you to expand your network and discuss the latest CX trends and tools with experts and executives from top companies at one of the largest customer experience conferences in the UK. The insight you gain at this conference will enable you and your employees to act even faster, more efficiently and more customer and employee focused.

We look forward to welcoming you in London!



Stephan Thun
CEO International



200+

Delegates

1.5

Days

9

Best Practices

6

Workshops

TOPICS

CXForum, London brings together CX leaders to share their personal insights and tools that deliver high-impact CX. Learn how to...

... LISTEN TO YOUR CUSTOMERS AT ALL TOUCHPOINTS OF THE CUSTOMER JOURNEY BY ...

- Capturing customer feedback across all channels with the latest technology
- Including feedback from prospects in such a way that they become customers
- Understanding customer satisfaction levels of those that don't provide feedback

... FULLY EXPLOIT THE POTENTIAL OF THE DATA COLLECTED BY ...

- Effectively combining customer and employee feedback, other insights, and operational data
- Integrating data sources and systems
- Target-oriented application of predictive analytics and AI

... IMPLEMENT ACTION MEASURES AND FURTHER DEVELOP THE STRATEGY SO THAT YOU CAN ...

- Measure ROI and success for your CX initiative
- Expand, automate, and further personalise your closed-loop strategy
- Link employee and customer feedback strategies to create a truly customer-centric corporate culture
- Continuously develop and optimise existing programmes



WORKSHOPS

TUESDAY, 8TH OCTOBER



11:30 - 12:30 PM Registration & Networking Lunch

12:30 - 3:00 PM

Workshop 1

Telling the Employee Experience Story:

Connecting the dots between EX and CX

Jeremy Griffiths, Director, CX Consulting & Insights, MaritzCX

Workshop 2

Are You Sure You're Solving the RIGHT CX Problem?

Ask the right questions to support the right CX initiative for your company

Dave Fish, CEO, CuriosityCX

Workshop 3

Implementing Your Next-Gen CX Programme Powered by Video

Learn how to unlock what people are saying to truly understand their frustrations and moments of joy

Carl Wong, CEO, Living Lens

3:00 - 3:30 PM Coffee Break

3:30 - 6:00 PM

Workshop 4

Going Beyond Implementation:

How to activate your CX programme and enable your enterprise to achieve its goals

Derek Eccleston, Director, CX Consulting & Insights and Carol McCreadie, Customer Experience Director, MaritzCX

Workshop 5

Customer Journey Management Pitfalls and Principles:

How to avoid common pitfalls and leverage best practices in setting up customer journey management

Stanford Swinton, Partner Bain & Company

Workshop 6

Understanding the Deaf Customer Journey

Learn how to create proactive and reactive feedback loops in your business to build loyalty and increase and retain numbers of future deaf customers

Victoria Williams, Founder, terptree

7:00 PM

Welcome Drinks & Networking (open to all delegates)

Kibele Restaurant 175-177 Great Portland Street, London W1W 5PJ

AGENDA

WEDNESDAY, 9TH OCTOBER

8:30 AM	Registration & Breakfast
9:15 AM	Opening Address <i>Stephan Thun, CEO International MaritzCX</i>
9:30 AM	Expert Insights: Future-Proofing Your CX and EX Management Programmes <i>Oliver Kipp, Chief Customer Office and Chris Travell, Director of Insights, MaritzCX</i>
10:05 AM	Best Practice: True Customer Feedback and Driving Improvements Down to Individuals <i>Peter Allansson, Customer Satisfaction Specialist and Cecilia Björk Bang-Melchior, Senior Manager CX, Volvo Car Sverige</i>
10:40 AM	Expert Insights: Transform Your CX Using Behavioural Science: How to Use 'Nudges' to Deliver Elegant and Effective CX <i>Jez Groom, Chief Choice Architect, Cowry Consulting</i>
11:15 AM	Coffee Break
11:45 AM	Best Practice: Leveraging Customer Feedback to Prioritise CX Investments <i>Michelle McLoughlin, Head of Consumer Insight and Eleanor O'Dwyer-Duggan, Consumer Insights Manager, Aer Lingus</i>
12:20 AM	Best Practice: AI in VoC - Driving Next Best Action in Seconds <i>Gustavo Imhof, Customer Experience Manager (Feedback & Insight), Lowell Financial Ltd, part of Lowell</i>
12:55 PM	Lunch Break
2:15 PM	Expert Insights: Deep Dive into NPS Drivers, Customer Experience and the Latest and Greatest Brand Innovation <i>Jeremy Griffiths, Director of CX Consulting & Insights, MaritzCX and Stanford Swinton, Partner, Bain & Company</i>
2:55 PM	Best Practice: Embracing Regulations as an Opportunity for Innovation <i>Laurent Christoph, Experience Strategist, Human Centred Design, Lloyds Banking Group</i>
3:30 PM	Closing Remarks <i>Mike Sinoway, CEO Global, MaritzCX</i>
3:45 PM	Rules for Rockstars <i>James Dodkins, CX Rockstar</i>
4:15 PM	Networking Drinks

OUR PARTNERS



LivingLens is the leading video intelligence platform enabling the capture and analysis of video responses from within XC programmes. Unlock the insight in your customers' stories, understand the 'Y data' behind the behaviour, get to deeper diagnostics and inspire customer centric decisions within your organization.

www.livinglens.tv

CowryConsulting

Cowry Consulting transforms customer experiences to help companies attract, keep and grow customers at a lower unit cost. We are experts in designing experiences to change behaviour, and we make every interaction count. We solve business problems using behavioural science, build the capability within your organisation to do the same, and accelerate your growth with innovation. Since 2016 we've helped our clients such as Aegon, Fidelity, Quilter, Standard Life, Saga Group, Legal & General, TSB, Morgan Sindall, Sky, Tesco, Sainsbury's and Amazon. In that time, we've delivered ROIs of £37:£1, boosted NPS by 15 points, and trained over a thousand people. We are the science behind customer experience.

www.cowryconsulting.com

HAPPYORNOT®



HappyOrNot® helps businesses improve their customer experience and employee engagement through the globally recognized Smiley feedback management system. The company, founded in 2009, has over 3,000 clients in 134 countries and has collected and reported on over one billion feedback responses. Clients include Microsoft, McDonald's, London Heathrow Airport, as well as many Fortune 500 businesses in the transportation, retail, healthcare, entertainment/venue, and service industries. Headquartered in Finland, HappyOrNot has offices in the U.S. and around the globe, including a reseller network of over 110 organizations. HappyOrNot provides companies real-time, actionable analytics and insights to advance customer satisfaction, enhance operational efficiency and increase revenue.

www.happy-or-not.com

REGISTRATION

Be part of one of the most comprehensive Customer Experience conferences in the UK and register at www.cxforum.co.uk.

As the number of delegates is limited, we kindly ask you to register in a timely manner.

VERY EARLY BIRD	EARLY BIRD	STANDARD
until 31st May 2019	until 31st August 2019	From 1st September
Workshop & Conference GBP 199 plus VAT	Workshop & Conference GBP 249 plus VAT	Workshop & Conference GBP 299 plus VAT
Conference Only GBP 149 plus VAT	Conference Only GBP 199 plus VAT	Conference Only GBP 249 plus VAT

TESTIMONIALS FROM PAST DELEGATES

“The CXForum stood out due to its excellent presentations with many practical examples. I have rarely experienced an event where there was so much positive energy in the room and the great enthusiasm for the topic CX was almost tangible over two days.”

Monika Schulze, Global Head of Customer Experience & Digital Strategy, Zurich Insurance Group

“I’m here because I love to be amongst other CX professionals to share my story and get feedback on what we are doing.”

Martijn Brouwer, GM Astronaut Relations at Virgin Galactic

“The broad spectrum of CX relevant topics and the format of the CXForum with workshops and great presentations of different companies makes the event so valuable for us.”

Navina Sehgal, Market Research Consultant, Lufthansa Group

“Without exception, the CXForum offers great presentations and perfect opportunities for networking with like-minded people. Many thanks to MaritzCX!”

Verena Plock, Manager Sales & Marketing Services, B. Braun Avitum

“We are shaping the future of what this discipline looks like at conferences like these.

As peers in the industry, we need to work together to define what best practice is to get a seat at the table with executives and the board.”

Stanford Swinton, Principal at Bain and Company

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Navina Sehgal, Market Research Consultant, Lufthansa Group

ANY FURTHER QUESTIONS?

Email us at uk@maritzcx.com or call us at **+49 40 369 833 21** if you have any further questions to this event.