CX Network LIVE: Customer Feedback & Satisfaction

20-22 March 2018 | Online Event – Webinar Series

CX Network LIVE is a quarterly online event (getting on average 1,000+ registrations) showcasing the challenges and opportunities around a set theme impacting the customer experience industry. Our March event is focused on customer feedback and satisfaction.

With ever rising customer expectations, it's more important than ever to stay on top of customer satisfaction levels and to utilise the latest and greatest measurement metrics to optimise CX. From established metrics such as NPS and CSat to high-demand tech such as speech analytics & voice recognition, what are the disrupters and drivers that can help CX leaders stay on top of customer feedback and satisfaction – ensuring long-term loyalty and retention?

Key themes:

- **Are surveys dead?** What metrics and tools can help measure customer feedback in a less time-consuming and less intrusive way?
- **Going from theory to practice:** Make customer feedback actionable to create a 360-degree customer view and drive personalisation
- **Delivering customer satisfaction in the age of the demanding customer:** How do you track perception vs expectation?
- **The loyalty challenge:** Besides NPS, what other opportunities are there to gauge and benchmark loyalty and ensure long-term retention?
- **Harnessing the Voice of the Customer in an omni-channel world**: Interlinking different touchpoints to create a consistent VOC?
- **The next frontier in analytics**: What are the opportunities and how do you ensure not to intrude and be perceived as 'creepy'?

What to expect from CXN LIVE:	Who is it for?	Who should attend?
- Access to cutting-edge content and world-class speakers from the comfort of your own desk	- Attendees of our CX events that want the opportunity to access presentations and insights from global	- CEO, Chief Customer (Experience) Officer, CMO - VP, Director, Head of Customer

This agenda is a work in progress and will be subject to change

• On-demand versions of each session if you weren't able to catch them all live • Downloadable slides you can review again and again • Opportunity to meet cutting-edge technology providers • Ask the presenters *your* questions in a live Q&A following each session	leaders in the field • CX professionals who weren't able to attend our physical events due to time, location or budget restrictions • Global decision-makers with an investment in customer experience	Experience, CEM, Customer Success • VP, Director, Head of Customer Loyalty, Customer Satisfaction, Voice of the Customer • VP, Director, Head of Customer Service, Customer Operations, Call Centre, Contact Centre • Solution and service providers in the CX space

---

Agenda – all timings are US East Coast (EST after Daylight Savings) and UK (GMT)

DAY 1 – 20 MARCH 2018

Chair's opening remarks

06:00am – 07:00am EST // 10:00am – 11:00am GMT

Transformative customer experience and engagement

The customer journey has shifted. Consumers no longer follow linear paths toward purchasing a product. Instead their journeys wind across organisations' myriad of digital channels and devices. To improve engagement with your prospects and customers, ask yourself:

• Are your customers struggling to connect with you?

This agenda is a work in progress and will be subject to change

- Can you meet customers on the "right channel" at the "right time"?
- How well does your mobile app provide service and sales support to your customers?
- Would you like to reduce response time and improve customer satisfaction?

Alex Westley, Director Product Marketing, Oracle

09:00am – 10:00am EST // 01:00pm – 02:00pm GMT

The next evolution in surveys: AI, chatbots and the power of conversations

Are you struggling to get feedback and insight from your customers? Traditional online surveys have become stale and a new chatbot feedback revolution is on the horizon in 2018. Join us as we look at the secrets to making your customer surveys a success, featuring a live demo, case studies, and some top tips you can implement right now. In this webinar we'll cover the following areas:

- Why do we still need surveys?
- How conversational surveys can increase engagement and fight survey fatigue
- How AI chatbots can close the feedback loop in real time
- Using text analytics to turn data into actionable insight

Martin Powton, Marketing Manager, Wizu & Wayne Laws, Customer Insight Manager, Scope

10:30am – 11:30am EST // 02:30pm – 03:30pm GMT

The VoC chasm: CX fantasy vs consumer reality

There is a chasm between the customer experience brands think they are providing … and what consumers are actually experiencing. There is a magnitude of dissatisfaction and as CX practitioners it's important to realise we haven't solved this yet. Capturing the voice of the customer (VOC)

This agenda is a work in progress and will be subject to change

is a powerful first step to help close this satisfaction gap. But how do you capture the voice of the customer (VoC) in 2018? And how do you derive actionable insights to help create true customer personalisation? Learn:

- The latest insights from VoC research conducted for brands such as IBM, Microsoft, MassMutual, QVC and Gilt
- VoC findings showing how Millennials especially have unprecedented expectations about personalising their experiences
- How this will help close the current satisfaction gap
- 7 steps in the customer lifecycle where customers expect high value CX and personalisation

Ernan Roman, President, ERDM Corp

12:00pm – 01:00pm EST // 04:00pm – 05:00pm GMT

Harnessing VoC intelligence with omni-channel speech and predictive analytics

Intelligence gained through monitoring and analysing 100 per cent of conversations across all channels – phone, email, chat and social – is fundamental to truly understanding the voice of the customer. Join this highly informative and actionable presentation to discover how to leverage the power of analytics and AI to accelerate the rate of resolution, identify and develop agent skills to meet expectations, gain a 360 degree view of the customer and predict the best path for desired outcomes. Learn how to:

- Use actionable insights from speech analytics and AI to chart the path to optimal customer outcomes
- Achieve speed to intelligence in analysing multi-channel customer journeys
- Optimise agent skill sets to respond better to customer needs through performance feedback

Brian LaRoche, Director Outbound Marketing, CallMiner

This agenda is a work in progress and will be subject to change

Chair's opening remarks

10:30am – 11:30am EST // 02:30pm – 03:30pm GMT

Real-world enterprise customer feedback management

How to effectively manage customer feedback at all customer touch-points — online AND offline.

We live in the digital era but not a day goes by without news about a big brand doubling down on offline. Opening new stores or improving design… Brands are realising that offline is critical in owning the customer experience. To offer seamless experiences in this new, omni-channel customer landscape, brands face many challenges and need effective ways to manage the whole customer journey across multiple channels. Join us to learn how to:

- Capture omni-channel feedback for a 360° view of your customer journey(s)
- Provide more efficient customer support with instant alerts and real-time engagement
- Increase customer loyalty with more personalised and intelligent marketing

Mike Soylu, Co-Founder and Chief Marketing Officer, Pisano
& Sheb Camur, Customer Success Manager, Pisano

12:00pm – 01:00pm EST // 04:00pm – 05:00pm GMT

The survey is dead… A survival guide for CX

Everyone is sick of surveys - and for good reason. It's hard to buy so much as a cup of coffee without receiving a survey about it, and customers

---

just don't believe you're really listening. Honestly, are your surveys *really* driving change in your organisation? Exactly. This session will look at the implications of this situation for CX programmes.

- How should we capture the insights that we really need?
- Do we always have to ask the customer? Are they the fount of all knowledge?
- How can we use our insights (wherever we get them from) more effectively to inspire people to change stuff

Claire Sporton, SVP CX Innovation, Confirmit

01:30pm – 02:30pm EST // 05:30pm – 06:30pm GMT

The future of customer feedback is no customer feedback

With more and more companies jumping on the customer feedback bandwagon, feedback fatigue has become common place. Customers are seeing very little return on their time investment in responding to surveys and are starting to become disillusioned with the whole exercise. Discover and fix what drives dissatisfaction during the experience not afterwards. The future belongs to companies who companies who proactively measure cx internally to discover how successful experiences have been WITHOUT asking the customer.

- Form a deep connection with your customer
- Understand their needs and successful outcomes
- Measure accordingly in real time

James Dodkins, Founder, ROCKSTAR CX

03:00pm – 04:00pm EST // 07:00pm – 8:00pm GMT

The loyalty challenge: Innovative ways to add value and win long-term customer retention

This agenda is a work in progress and will be subject to change

In a time where it's easier than ever to compare products and services – and switch between brands – it's become harder to satisfy and retain customers. Especially when you may not engage with them frequently it can be tricky to stay front of mind in a positive way. To ensure customer satisfaction and long-term loyalty you need to stand out and add real value. In this session you'll discover:

- Powerful ways to take customer feedback on board to evolve your loyalty strategy and achieve long-term retention
- How to improve customer satisfaction and add life-time value
- The importance of the employee culture and capturing the voice of the employee
- Innovative initiatives that have taken the strategy of New Zeeland's largest insurer to the next level

Susanne Stevenson, Director of Customer Futures, IAG

DAY 3: 22 MARCH 2018

Chair's opening remarks

07:30am – 08:30am EST // 11:30am – 12:30pm GMT

Closed-loop-feedback: Why a robust VOC should be core to your future state business model

This webinar will highlight best practices for designing and implementing a VoC closed-loop system in order to achieve performance improvements and leverage the benefits. Our experts will discuss: how to create and addiction to act on customer feedback, cultivate a willingness to embrace organisational change, enable multiple pathways to increased customer value and hear two case studies to show how your closed loop efforts can be augmented and elevated and drive maximum business value. Join for:

This agenda is a work in progress and will be subject to change

- Understanding the benefits of a closed-loop-feedback-system
- Recommendations to overcome the biggest hurdles in setting up closed-loop process
- Tips to shift internal perception and gain management buy-in
- New strategies to improve the continuous engagement with all customers

Derek Eccleston, Expert Services Director, MaritzCX

10:30am – 11:30am // 02:30pm – 03:30pm GMT

Capturing the voice of the customer through data insights

Most organisations have never had as much data on their customers as they do today, which allows them to create personalised customer experiences across all touch points. But if you don't have a direct relationship with your customers because you work with dealers or distributors? If you don't have easy access to customer data, how can you truly know them? How do you close the interaction gap and what data privacy challenges (such as GDPR) should you consider when capturing these insights? And even if you do have access to all of the data, should you only bet on this Fishing expedition on steroids? Is this the way to establish and maintain a customer relationship and outperform other on CX?

- Ways to capture customer feedback when there is an extra level of disconnect between the brand and the consumer
- What you can do to make the data insights actionable to create personal relationships across the entire customer journey
- How to interlink all the different data touchpoints to create one cohesive and consistent Voice of the Customer
- Sharing customer satisfaction insights internally to ultimately drive a seamless 360-degree customer experience

Tijl Hoornstra, Head of Customer Experience, Loewe Technologies

12:00pm – 01:00pm // 04:00pm – 05:00pm GMT

Going from theory to practice: Leveraging customer feedback to drive loyalty

This agenda is a work in progress and will be subject to change

This webinar provides a point of view on how Comcast has leveraged customer feedback to begin to drive loyalty. Attendees will learn 3 "must do's" that Comcast focused on to improve the experience for their customers as the look to drive long-term loyalty and retention.

Dana Wilson, VP Customer Experience Assurance, Comcast

Chair's closing remarks

This agenda is a work in progress and will be subject to change