CX NETWORK LIVE
Customer Feedback, Signals & Satisfaction

WEDNESDAY 11 MARCH 2020

09:30 ET **MICROSOFT REDUCES NUMBER OF COMPLAINTS WITH PREDICTIVE ANALYTICS**

Historically at Microsoft's crisis and escalation team, data was fractured across the business and extracting value to resolve issues was difficult. The team needed a way to combine customer information in order to predict problems before they occur. In this session, discover how advanced analytics, machine learning, and AI have given them the tools to streamline operations and enhance the customers' experience.
- Reduced the number of complaints and escalations
- Eliminated the need for a tier 3 customer service department Improved frontline response with VoC feedback
- Streamlined processes with machine learning capabilities

Michelle Huenink, Director, Customer Service and Support, **Microsoft**
Melinda Ritchie, Business Program Manager, **Microsoft**

10:30 ET **CONNECTING CUSTOMER EMPATHY TO BUSINESS VALUE**

The combination of people, data and machines can help a businesses drive better satisfaction and financial results. In this session, discover how to consider the value equation when and connect customer empathy to business value.
- The layers of the Value Equation which are required to drive business results
- How to collect and measure the right data and make decisions based up on the analysis
- How to correlate performance indicators to financial measures

Brian Curran, VP Innovation and Design, **Oracle**

11:30 ET **WALMART HEALTH USES FEEDBACK DATA TO ENHANCE ITS CX**

By understanding the impact of customer-centricity, Walmart Health was created and is now disrupting the highly competitive business landscape. In this session, discover how Walmart Health is focusing on providing affordable services, while keeping customers satisfied with an customer experience-driven business model.
An overview of real-time customer feedback in multiple touch points
A deep dive in extracting insights out of quantifiable consumer sentiment
A walk-through how real-time customer feedback can affect change in your business

Colleen Bement, Director of Field Sales, Americas, **HappyOrNot**
Shawn Nason, Founder, CEO & Chief Disruptor, **MOFi**

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THURSDAY 12 MARCH 2020

09:30 ET DUBLIN AIRPORT SHAPES END-TO-END CUSTOMER EXPERIENCE

The need to understand trends and changing consumer behaviours is evermore important when looking to optimize the customer experience. In this session, Jan Richards shares her best practice on everything you need to know about shaping the Customer Experience.

- Monitoring future trends and staying on track with your brand's target audience segments
- Developing a brand positioning and passenger experience strategy for continuous CX improvement
- Proving ROI to get buy-in for new ideas and scale new solutions

Jan Richards, Head Of Insights and Planning, **Dublin Airport DUB**

10:30 ET BNP PARIBAS CARDIF FRANCE IMPROVES NPS SCORES BY 40PTS ON HOME CREDIT PROTECTION INSURANCE JOURNEY

BNP Paribas Cardif France realised that being able to offer the best products was not enough, and the next big thing was about offering the best customer experience. Starting with NPS, CES and satisfaction parameters, BNP Paribas Cardif France developed and introduced an online a Customer Feedback System collecting and analysing unstructured data (verbatim) which has now been replicated across the business.

- Translating client feedback into business actions
- Mapping Customer Journey thanks to the analysis of unstructured data
- Developing advocacy program to compliment feedback management

Loïc Guélon, Director, Customer Experience Feedback and Insights, **BNP Paribas**

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