

CEM 2015

Customer Experience Management Forum

The Future of Customer Experience

Main Conference: 25 - 26 February 2015

Post Conference Workshops: 27 February 2015

Location: Park Royal Darling Harbour, Sydney

Customer Experience

- EXCELLENT
- GOOD
- AVERAGE
- POOR



6 Killer Strategies to Boost your Customers Engagement

- 1. Reach out.** Optimize all channels and medium through which you interact with customers
- 2. Target.** Design your marketing activities to reach the intended audience
- 3. Make it Easy.** Ensure that your customers are able to reach you easily without any hassle
- 4. Keep it Personal.** Create opportunities to have one-on-one communication to build bonds
- 5. Humanize your Brand.** Establish your brand's voice with a trusted face that customers can relate to
- 6. New Media.** Time to integrate traditional media with new ways of reaching customers

THE SHOW AT A GLANCE

Registration
Closing on
18 Feb 2015

DAY 1: WEDNESDAY, 25 FEBRUARY 2015

- Visionary Keynote: Making a Change in this Current Digital Space
- Pillars of Customer Experience Success — A Telstra Case study
- The Disconnect Between Sales, Marketing and the Customer Experience
- Optus Business Future of Business Report — Creating a Business Customers Love
- Ten Steps for Translating Requirements into Experience

DAY 2: THURSDAY, 26 FEBRUARY 2015

- Making Data Work to Improve Customer Engagement and Business Performance
- The Power of Customer Data Visualization
- Adopting a Business Personality that Creates Customer Loyalty
- Q&A Case Study - Pfizer: Centrum Australia

POST FORUM WORKSHOPS: FRIDAY, 27 FEBRUARY 2015

- **Transforming the Customer Experience**
To be conducted by:
Joe Hindmarsh, Northern Lead: Data & Insight Solutions, Salmat
- **Mapping and Improving Your Customers' Journey**
To be conducted by:
Jennifer Reddington, Head of Customer Experience Research & Data, Fifth Quadrant

FEATURED SPEAKERS



Amrita Bhattacharyya
Manager Customer Strategy
Metro

Real-time Customer Experience
Management Is A Reality



Chris Luxford
Co-Founder, Experience Innovators
Senior Partner
The ASPIRE! Group

Visionary Address: Customer Experience Innovation — The Future of Competitive Advantage



Lee Ussher
Social Media Brand Strategist
Buzz Web Media

Use the Power of innovative Mobile Technology to Engage and Retain Customers



Kate Symons
Head of Customer Strategy
Bupa Australia

Setting up Your Business to Transform: Moving to a Customer-Centred, Data Driven Organization



Evan Stubbs
Chief Analytics Officer
SAS Australia

Does Data Dream?



Nigel Prior
Customer Experience Practice Manager,
IT Business Solutions
NEC

Case Study: Customer Experience Trends That May Surprise



Harriet Wakelam
Head of Customer Experience
Medibank

Industrializing Curiosity: Building Customer Centric Mindset to Deliver Results



Peter Strohkorb
CEO
Peter Strohkorb Consulting International

The Disconnect Between Sales, Marketing and the Customer Experience

Speakers Line Up

Thought Leaders from Australia



Christian Lafrance
Audience Experience
Strategy Lead - Radio
Multiplatform
**Australian Broadcasting
Corporation**



Harriet Wakelam
Head of Customer
Experience
Medibank



Karen Platt
Director, Customer
Experience & Insight
Optus Business



Andy Fell
General Manager, Retail
Banking Australia
St. George Retail Banking



Jennifer Reddington
Head of Customer
Experience Research &
Data
Fifth Quadrant



Joe Hindmarsh
Northern Lead: Data &
Insight Solutions
Salmat



Jeff Carruthers
Managing Director
**Resonate
Solutions**



Peter Strohkorb
CEO
**Peter Strohkorb
Consulting International**



Ankica Elder
Online Communications
Officer
**Campbelltown City
Council, South Australia**



Lisa Macqueen
Business
Transformation
Expert
Automation Queen



David Heacock
Director
Cybertrack Consulting



Dori Miller
Business Design Manager,
The Design Practice
Telstra



Lee Ussher
Social Media Brand
Strategist
Buzz Web Media



Tina Paterson
Head of Transformation -
Business Processes
**Bupa Australia & New
Zealand**



Alexandra Almond
Senior Consultant,
Customer Experience
Design
National Australia Bank



Nigel Prior
Customer Experience
Practice Manager
IT Business Solutions,
NEC



Amrita Bhattacharyya
Manager Customer
Strategy
Metro



David Francis
Head of Interactive
Blue Star Group



Andrew Lamrock
Director Enterprise
Intelligence
Call Journey



David Fairfull
Managing Partner
We Are Social



Evan Stubbs
Chief Analytics Officer
SAS Australia



Chris Luxford
Co-Founder, Experience
Innovators & Senior Partner
The ASPIRE! Group



Kara Chain
Brand Manager
Pfizer - Centrum Australia



Kate Symons
Head of Customer Strategy
Bupa Australia



Stephanie Bauer
Customer Experience
Strategy Consultant
Fifth Quadrant Pty Ltd



Brendon Noney
Partner
HWL Ebsworth Lawyers



Welcome to the Customer Experience Management Forum

The Future of Customer Experience

25 - 27 February 2015 | Park Royal Darling Harbour, Sydney

The inaugural **Customer Experience Management Forum** will address how to transform the future of customer experience in this new digital world. This forum will be a global gathering of senior decision makers and thought leaders in Australia. Hear solutions to key business challenges and exchange ideas with experts from around the region.

We recognize that the world is getting more interactive and demanding as interactions have to be personalized and processed in real-time. The Customer is King! There has never been a more transformational time where the customer's experience is so critical to the success of your organization. Customers are quickly adapting to new digital communication channels that are being introduced. Is this proliferation of channels making it challenging for companies to reach out to their customers efficiently and more importantly, is it cost-efficient?

Debate with experts on the current challenges:

- How to embed a CEM culture within your company
- How to gain the senior management's buy-in
- How to make your employees 'want' to focus on the customer
- How to optimize network experience despite the increase in smart phone use

We understand your need to keep up with changes, find solutions to challenges and know what the future is like for Customer Experience Engagement. We have carefully crafted the agenda to address your needs and have experts share their knowledge and experiences.

Attend Customer Experience Management Forum and hear evangelists share their experiences on how they switched from their existing strategies to evolve their operating structure to embrace new skills, gain practical insights to help raise your service levels to greater heights and keep your eyes open to a new world of possibilities.

Book your seats now and hear from award winning companies share their success stories on how to achieve customer satisfaction. Be where customer experience visionaries from around the region will gather!

Best Regards,



Theni Kuppusamy
Conference Producer

Book Your Seat Today!

Email: admissions@claridenglobal.com
or Call +61 3 9909 7310
for Immediate Booking!

Customer Experience Management Forum

The Future of Customer Experience

25 - 27 February 2015 | Park Royal Darling Harbour, Sydney

WHO WILL YOU MEET

C-Level / GMs / VPs / Directors / Head / Managers of:

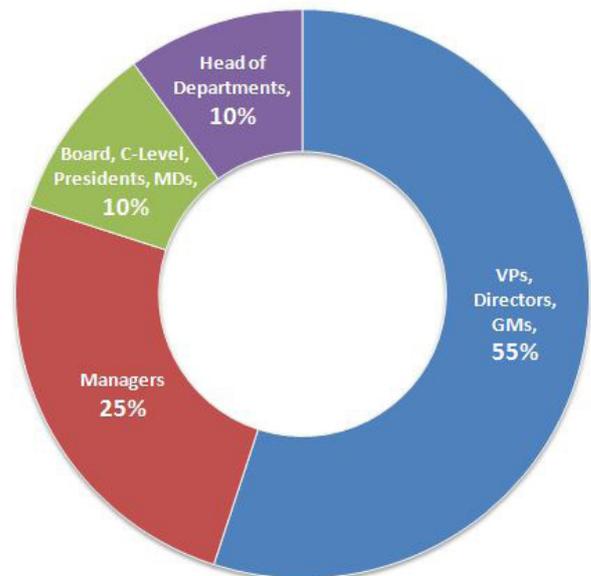
- Customer Experience
- Customer Relations
- Customer Service
- Customer Analytics and Insights
- Contact Center
- Digital Channels
- Marketing

In (but not limited to) the following industries:

- Finance, Banking, Insurance
- Telecommunications
- Retail and FMCG
- Solution Providers
- Travel and Hospitality
- Healthcare and Education
- Utilities
- Logistics and Transportation

PARTICIPANT'S SENIORITY LEVEL IN 2013

Seniority level: More than 70% are Director Levels & above



The key is to set realistic customer expectations, and then not to just meet them, but to exceed them — preferably in unexpected and helpful ways. If you are seizing on a new business opportunity, deliberately move your customers' expectations up a few notches and consistently over-deliver on your promises — you will leave your competitors struggling to catch up.

- Richard Branson, Virgin (United Kingdom)

A business absolutely devoted to service will have only one worry about profits. They will be embarrassingly large.

- Henry Ford



You've got to start with the customer experience and work back toward the technology — not the other way around.

- Steve Jobs

There is only one boss—the customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else.”

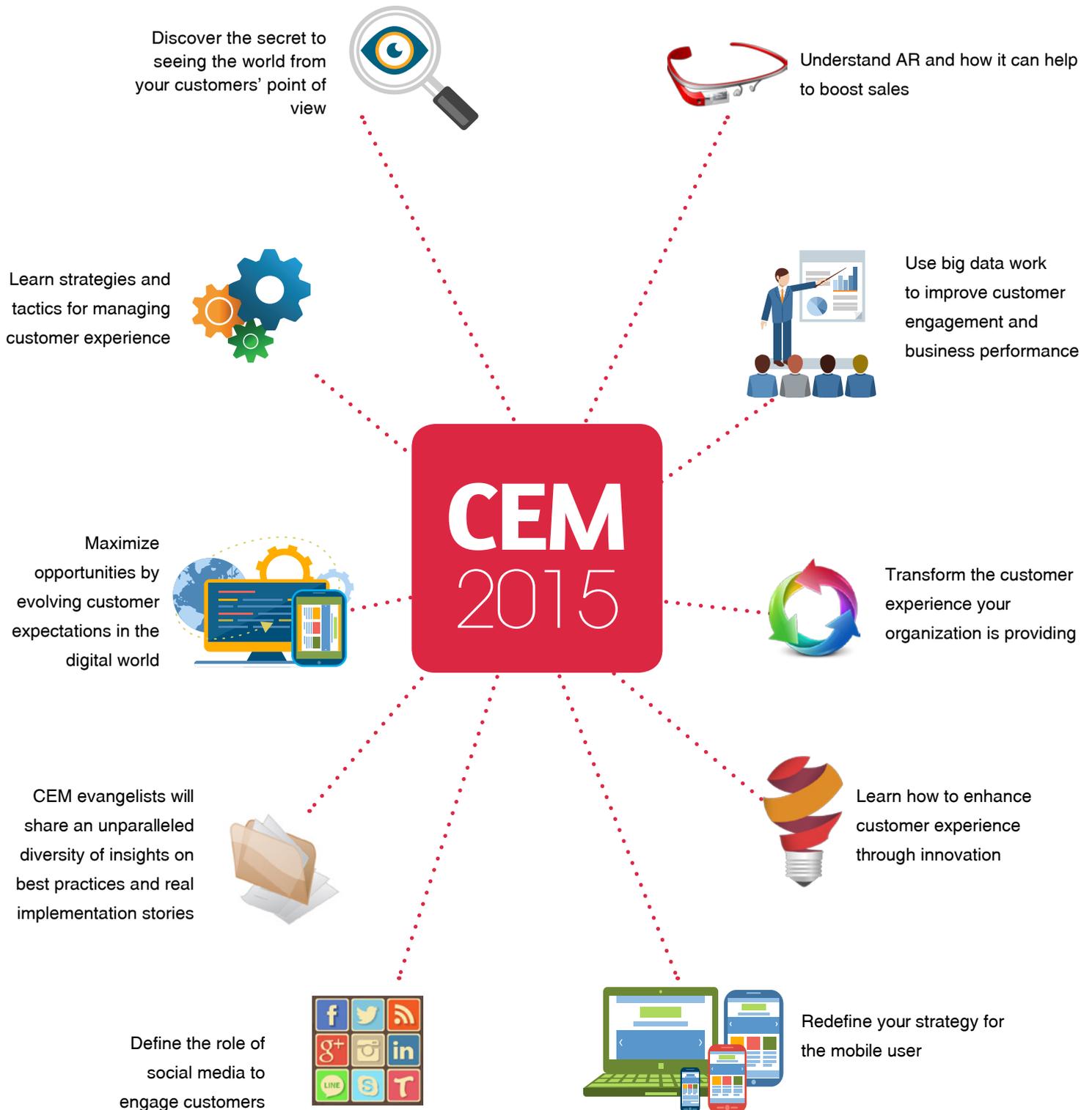
- Sam Walton, Wal-Mart (USA)



Conference Highlights

25 - 27 FEBRUARY 2015 | PARK ROYAL DARLING HARBOUR, SYDNEY

10 REASONS TO JOIN US NEXT FEBRUARY AT THE CUSTOMER EXPERIENCE MANAGEMENT FORUM



Main Forum Agenda

25 - 26 FEBRUARY 2015 | PARK ROYAL DARLING HARBOUR, SYDNEY

DAY ONE - 25 FEBRUARY 2015

Mobile as the New Engagement Tool

"I want us to ask ourselves every day, how are we using technology to make a real difference in people's lives"

- President Barack Obama

The world has changed. You have to think of mobile as the customer's first touch point. Optimize what mobile can do for your business. It is crucial to deliver consistent and connected experiences across every customer touch point. Manage all your marketing efforts across every interaction, online and offline or on the go seamlessly. Learn how to improve and enrich your customer's experience with proactive customer communications. This session will discuss how to use the power of mobile technology to engage and retain customers, the importance of aligning your strategies to incorporate mobile and learn from the case studies that will be shared.

9:00am Opening Address by Conference Chairman

Peter Strohkorb
CEO
Peter Strohkorb Consulting International

9:10am Visionary Address: Customer Experience Innovation — The Future of Competitive Advantage

- Embracing the new age of the customer
- Leveraging the rapidly evolving digitization of business
- Taking you CX to a level your competitors either can't or won't follow
- The future of CX — it's a journey not a destination, and one that might surprise you

Chris Luxford
Co-Founder, Experience Innovators & Senior Partner
The ASPIRE! Group

Chris, an experienced executive with over 20 years of operational and management experience in sales, contact centers, customer experience, innovation consulting, and technology across Telco, Media, Technology and Banking & Finance throughout the APAC region. He is incredibly passionate about change and innovation through enhancing customer experience in ways never envisioned before enabling significant market differentiation via by re-thinking conventional wisdom.



9:55am Use the Power of innovative Mobile Technology to Engage and Retain Customers

- How to align your strategies to incorporate mobile
- Unlocking the power of mobile technology to spur innovation across your business
- Leveraging mobile to improve the quality of services for your customers
- Boosting your ROI by transforming your business strategy to engage the customer

Lisa Macqueen
Business Transformation Expert
Automation Queen

Lisa Macqueen's philosophy is that "automation leads to domination". She helps her clients crack the code of small business success by using a combination of technology and smart marketing ideas to dominate their industry.



Awarded
Infusionsoft
Small
Business
ICON Award
2014

10:25am Pillars of Customer Experience Success — A Telstra Case study

- Engaging the customer
- Mapping the customer's journey
- Fix their experiences and ensure that they stay loyal
- How it is done in Telstra

Dori Miller
Business Design Manager, The Design Practice
Telstra

Dori has 15 years experience in design and design research. She is constantly exploring how design thinking can make a difference in large organizations by re-imagining the way we innovate and solve complex problems in collaboration with customers and staff.



Awarded
Australia's
Best CX
Company
People's
Choice 2014

10:55am Morning Refreshments

Customer Experience of the Future

Living in the digital age of the customers, businesses have to prepare for more knowledgeable and demanding customers. The explosion of digital, the empowered customer, and the acceleration of innovation are having a profound impact on the customers' expectations. The empowered customer will most likely know more about your products, services and offers than you may know about them.

Glean a better understanding of how to ensure actions and mindsets are connected rapidly to deliver customer centric products and services. Learn from Optus on how to create a business customers love, hear how ABC radio redefined its experience for mobile and gain knowledge of why it is critical for organizations to harness new technology to improve the customer experience and remain relevant and valuable to customers in the future.

Main Forum Agenda

25 - 26 FEBRUARY 2015 | PARK ROYAL DARLING HARBOUR, SYDNEY

11:25am **The Disconnect Between Sales, Marketing and the Customer Experience**

- Due to the Buyers' Journey Marketing, Sales and Customer Service teams need to be aligned
- Prepare for a big shift in CEM:
 - Get ready for Smarketing (Sales/Marketing Alignment)
 - Learn how to make the Customer Experience seamless

Peter Strohkorb
CEO

Peter Strohkorb Consulting International

With over 15 years of working in both Sales and Marketing executive roles for some of the largest brands, Peter has witnessed the waste, cost and frustrations that ensue on both sides when Sales and Marketing do not collaborate well. This personal experience has fired his passion to eliminate this waste of time, money and effort and to lift customer experience and boost staff morale.



11:55am **Industrializing Curiosity: Building Customer Centric Mindset to Deliver Results**

- Explore how the tools, methodologies and skills of customer experience are limited without the democratization of customer experience
- Hear stories from the frontline about the ways that we can move beyond governance to accountability
- How to ensure actions and mindsets are connected rapidly in order to deliver customer centric products and services

Harriet Wakelam
Head of Customer Experience
Medibank

Harriet has worked as an experience designer with NAB, Australia Post, some of the UK's biggest banks, and supports a range of innovative start-ups from Singapore to Russia. She is driven by a vision of a fairer world that sustains people and business.



12:25pm **Optus Business Future of Business Report — Creating a Business Customers Love**

- Discover how leading organizations are creating a business customers love
- Explore the insights and findings of the Optus Future of Business report — one of the largest Australian based CX studies that include perspectives across key functions such as IT, Marketing, Customer Experience, HR and Finance

Karen Platt
Director, Customer Experience & Insight
Optus Business

Karen's field of expertise is in the people side of change and understanding how to utilize customer and employee feedback to drive improvements. Karen has launched a range of initiatives to obtain feedback from customers and improve their experience with Optus Business. One of Karen's greatest personal achievements has been the development of a best practice Voice of Customer Program.



12:55pm *Lunch*

2:00pm **Afternoon Keynote: Could 'Switchers' be the Best Customers ... for CX managers?**

- Understand what customers actually buy
- Identify CX issues which lead to churn and the aspects of your CX which help drive acquisition
- Prioritize CX issues and tradeoffs between CX and the rest of the product mix
- Enhance the ROI of CX for your organization
- How ABC radio redefined its experience for mobile

Christian Lafrance
Audience Experience Strategy Lead - Radio Multiplatform
Australian Broadcasting Corporation

Christian is passionate about enabling organizations to effectively transform their products & services to better resonate with customers, enable competitive advantage and drive more value per customer. He leads the design & innovation of radio on digital platforms at the Australian Broadcasting Corporation.



2:40pm **Honor the Human Spirit... & Own Digital**

- St. George prides itself on leading the mobility revolution in banking, being the first Australian bank — and the second in the world — to offer internet banking in 1995. In 2014 it was the first bank to use fingerprint sensor technology for mobile banking logon
- It is critical for organizations to harness new technology to improve the customer experience and remain relevant and valuable to customers in the future
- Addressing the continued importance on the physical to enhance the customer experience

Main Forum Agenda

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- Organizations need to successfully combine digital with the physical in meaningful ways

Andy Fell
General Manager, Retail Banking Australia
St. George Retail Banking

Andy heads up the newly formed Retail Banking division and is responsible for the growth and success of the branch and home lending network across New South Wales, Australian Capital Territory, Queensland and Western Australia. He has more than 20 years' experience in the financial services industry.



3:10pm Why Listening to Customer Feedback Won't Solve Your Customer Experience Problems

- What people say is quite different from what they do — so listening to feedback will only give you half the story
- Examples from recent projects where customers' underlying quirks and eccentricities led to insights we would never have dreamt from what they told us
- Explore ways on how to develop a deeper understanding and empathy for our customers to get below the surface of what they say

Alexandra Almond
Senior Consultant, Customer Experience Design
National Australia Bank

Alexandra believes that starting with the customers will create a better business. Having been with NAB for 13 years, she has worked across a diverse range of business units including projects, brand, strategy and procurement before joining the Customer Experience Design team 4 years ago.



3:40pm Afternoon Refreshments

Contact Center — Change is Good

Achieving greatness as a call center requires going above and beyond simply meeting required expectations. More and more customers, especially the younger generation are raised on technology; the old techniques won't work as well anymore. Change is required!

For decades, companies have relied on their contact centers to deal with customers – from providing technical support to loan requests. Contact centers are now seeing the need to go through a major change. Driven by a shift in technological advancement and consumer behavior, companies are refocusing their contact centers from simply handling calls to focusing more on customer loyalty and engagement.

This session will give you a complete look at all of the different ways that you can get off to a kick start to change your contact centre and ways to improve the performance of your call center.

4:05pm Ten Steps for Translating Requirements into Experience

- How to get from requirements to finished design
- An Experience Designer's view on decomposing process, requirements and data models into user functions
- Breaking down user needs and goals into simple pathways
- Understanding the technology and it's capability
- Developing prototypes
- Designing interfaces and experiences that work for everyone
- Socializing your design

David Heacock
Director
Cybertrack Consulting

David Heacock is a digital innovator specializing in user experience architecture, design and digital technologies for large programs and enterprises. He is currently the User Experience Architect on the redevelopment of the Australian Passport Office's internal systems and public interfaces.



4:35pm Maximizing Performance and Productivity

- Ways to engage and retain your call center agents
- Secrets to unlock agent productivity and performance
- Striking a balance between inbound and outbound operations
- The future of call centers

Gerard Smith
Senior Manager - eBusiness and Contact Centre
Teachers Mutual Bank

Gerard has recently overseen a multimillion dollar upgrade of Teachers Mutual Bank's website, and led the bank's Contact Centre team to State and national success at the 2014 Auscontact Awards. He is responsible for the organisation's banking and communication channels.



2014
Auscontact
National
Awards
Winner

Main Forum Agenda

25 - 26 FEBRUARY 2015 | PARK ROYAL DARLING HARBOUR, SYDNEY

5:05pm Case Study: Customer Experience Trends That May Surprise

- Identifying key trends that may affect the customer experience
- Why delighting your customers could be a bad idea
- What the front desk can learn from the call centre, and why it's ripe for an efficiency gain
- When facial recognition will change the customer experience
- How Police are changing customer experience at the same time as catching the bad guys

Nigel Prior
Customer Experience Practice Manager, IT Business Solutions
NEC

With 14 years' of experience in the Customer Experience and Customer Relationship Management (CRM) IT sector, Nigel is responsible for the governance, strategy, advice and delivery of customer experience transformations for NEC's customers.



5:35pm Closing Remarks by Conference Chairman and end of Day 1 of Customer Experience Management Forum 2015

DAY TWO - 26 FEBRUARY 2015

Big Data Analytics to Enhance Customer Experience

Analysts predict that digital data growth is expected to increase globally by 4,300 percent by 2020. This will result in competitive pressures mounting. Enterprises must now more than ever meet the rising demands of their customers and this can be achieved through big data analytics. It's time for Big Data to improve customer experience.

This session will address how big data will change the way you connect with your customers, using the data to create lifetime relationships with your customer and the impact of the new privacy laws on your business.

9:00am Opening Address by Conference Chairperson

Stephanie Bauer
Customer Experience Strategy Consultant
Fifth Quadrant Pty Ltd



9:10am Keynote Address

Making Data Work to Improve Customer Engagement and Business Performance

- What is big data
- Data maturity (sources, types and uses)
- Data vs Technology - how they need to work together
- Mis-using the term loyalty
- How data analytics can transform, differentiate and optimize business performance

Joe Hindmarsh
Northern Lead: Data & Insight Solutions
Salmat

Joe is one of the region's most experienced consultants who has been heavily involved in pioneering and transforming revenue growth across some of Australia's leading organizations by blending big data and multi-channel enablement. He has held a range of management positions with Salmat, Australian Business Solutions Group, Deloitte, Ernst & Young and CPA Australia.



9:50am The Power of Customer Data Visualization

We (human beings!) are all visual creatures — we take in an enormous amount of information visually from moment to moment. If large organizations convey customer signals visually in real-time or the understanding of complex customer behavior patterns quickly to employees who can act, they will have removed one of the largest obstacles to driving customer advocacy and business growth.

- Demonstrate the power of customer data visualization
- How visualization will support the customer experience of the future

Jeff Carruthers
Managing Director
Resonate Solutions

Jeff is passionate about the potential that large organizations can unleash by listening to customers and acting systematically to create advocates and profitable sales growth; and the science that can now be applied through approaches and metrics, customer life-time value and "big data".



10:20am Morning Refreshments

Main Forum Agenda

25 - 26 FEBRUARY 2015 | PARK ROYAL DARLING HARBOUR, SYDNEY

10:50am Does Data Dream?

- How is big data making mass personalization real and how this will make the world as we know it disappear
- Using data to make every interaction personal
- The commercial and social implications of adaptive machine learning

Evan Stubbs
Chief Analytics Officer
SAS Australia

A globally recognized thought leader and expert in the application of Business Analytics, Evan has helped organizations achieve best-practice in business analytics, deliver national public reform, establish Centres of Excellence, and generate economic returns through innovation.



Awarded
the CEO
Excellence
Award by
Dr. Goodnight,
CEO of the
SAS Institute

11:20am Setting up Your Business to Transform: Moving to a Customer-Centred, Data Driven Organization

- Outlining Bupa's 3 year transformation program to meet its goal of helping people live "longer, healthier, happier lives"
- Changing the culture and processes to ensure customers are at the heart of everything Bupa does
- Using NPS and other customer-centered KPIs to drive priorities and Bupa's transformation program
- The latest initiatives that led to Bupa winning the 2014 Best Leading CX Initiatives Award

Tina Paterson
Head of Transformation - Business Processes
Bupa Australia & New Zealand

Tina is involved in transforming Bupa's Health Insurance experience for their customers by focusing on establishing and embedding customer-centric and fit for purpose end to end business process management and governance solutions.

Kate Symons
Head of Customer Strategy
Bupa Australia

Kate is a visionary who inspires organization about the possibilities in terms of customer centricity. A Postgraduate qualified with over 10 years of work experience as a Customer Experience expert. She has agency and client side experience having worked with some of Australia's most reputable organization.



Awarded
2014 Best
Leading CX
Initiatives
Award

11:50am Privacy Implications

- Using data without breaching the law
- How the new privacy laws affect the way you reach out to your customers
- Updates on the latest regulations

Brendon Noney
Partner
HWL Ebsworth Lawyers

Brendon advises Australian and international clients on legal issues related to Information and Communications Technology (ICT) and Intellectual Property (IP). His experience extends to advice on multi-media, digital and new technology, social media terms of use and privacy policies and many others.



12:20pm Lunch

Walking in the Footsteps of your Customer

Customer experience management in the digital world offers you bigger opportunities to stand out from your competition. Engaging your customers on social media is an excellent way of being in touch constantly and promptly which is what the customers of today expect. Social media engagement is the next big trend and it is changing the game.

It is important to mitigate public risks by managing posts on social media. It is necessary to let the customer know you care and are willing to fix issues promptly. In this session, learn from case studies of how successful social media strategies help with customer experience management and increase customer loyalty. Hear thought provoking presentations on how social media can and will transform your business and increase your ROI.

2:00pm Social Media and Your Customer

- How Campbelltown City Council keeps up with new engagement tools
- Strategies on how to decide on the right mix of social media platforms for your customers
- Creating an inviting and positive customer experience
- Developing a successful customer experience road map
- A look at the future of customer experience engagement
- Meeting the challenges of increasing interaction via social media

Ankica Elder
Online Communications Officer
Campbelltown City Council, South Australia

As a customer focused professional, Ankica is involved in developing and implementing online communication strategies for local government. Ankica is currently responsible for preparing corporate communication materials for promotion in various locations including the Council's website and social media platforms to promote Council programs, services and events.



Main Forum Agenda

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2:30pm **Creating Personalized Digital Experiences for Consumers**

- Customers and potential customers connect with a brand for a specific reason, so how are brands personalizing the experience
- How do you understand and analyze these objectives
- How can you fulfil that promise across a diverse digital ecosystem
- The shift from scale to conversion through personalization

David Fairfull
Managing Director
We Are Social

David is responsible for the global deployment of We Are Social's new software platform that helps brands collect detailed data on their social and digital audiences, and link this through to their CRM dataset, to give a single customer view.

3:00pm **Adopting a Business Personality that Creates Customer Loyalty**

- Creating loyalty by meeting today's customers expectations to be 'more human'
- The value of delivering an immediate responsive 'social media' customer experience
- Creating content which entertains but 'sells' and creates natural word of mouth marketing
- Using mixed media to develop a brand message and keep customers engaged

Lee Usher
Social Media Brand Strategist
Buzz Web Media

Lee is one of Australia's leading social media strategists and co-founder of Buzz Web Media, a brand marketing agency specialized in servicing recognized large companies in establishing their brands and developing customer loyalty online. Her passion for social media is evident in her willingness to spend much of her time sharing her knowledge as an established expert presenter, writer and media commentator.

3:30pm **Interview with Kara Chain, Brand Manager, Pfizer - Centrum Australia**

This one on session with Kara will highlight the social media strategy used to 'humanize' Centrum to meet customer expectations while developing product desire & brand loyalty.

The interview will cover:

- How customer data and research was used to identify the social spaces most relevant to Centrum to highlight their product value
- How to implement a social media management strategy to maintain multiple presences
- How to deliver real-time feedback & participation in social mentions under one voice
- How to create & deliver a content marketing strategy with a product desire & customer loyalty focus
- How to use sponsorships & media to create natural brand and product word of mouth marketing

4:00pm *Afternoon Refreshments*

Augmented Reality, Virtual Reality and Real Time

Augmented Reality (AR), Virtual Reality (VR) and Real Time will enrich your customers experience, increase engagement and improve the impact of your brand and offers on consumers. It is an undeniably exciting journey for businesses and customers in this digital world. The revolution in customer experience promises to get more interesting than ever and AR, VR and Real Time are some ways to differentiate the experience you offer customers.

4:30pm **Real-time Customer Experience Management Is A Reality**

- Current challenges of managing customer experience with limited real-time view
- Overview of emerging technologies
- How to identify caller emotions to reduce risk of losing customers
- Framework for managing customer experience in real time to prevent customer loss
- Adding a personal touch to a customer's journey

Amrita Bhattacharyya,
Manager Customer Strategy
Metro

As Head of Customer Strategy at Metro Trains Melbourne, Amrita has led the transformation of Metro's customer experience program resulting in successful accreditation by Customer Service Institute of Australia (CSIA) and a 4% increase in customer satisfaction.

Andrew Lamrock
Director Enterprise Intelligence
Call Journey

Andrew helps organisations unlock the 'voice of business'. As a modernist vanguard Andrew's role is to provide organisations with the opportunity to take customer interactions and turn them into real relationships, by listening better.



Nominated
for 2015
Telstra
Business
Women's
Award



Main Forum Agenda

25 - 26 FEBRUARY 2015 | PARK ROYAL DARLING HARBOUR, SYDNEY

5:00pm **AR, VR and their Impact on Your Business**

- AR & VR — what do they mean for the customer?
- When customers can visualise products, so immersively they can almost reach out and touch them, how does that initiate path to purchase and drive contextual marketing?
- Get up to speed with how AR & VR are entering the mainstream.
- Enhance your customer experience

David Francis
Head of Interactive
Blue Star Group

David built the first AR-dedicated division inside one of Australia's largest print companies, servicing more than 3000 blue-chip companies across extremely diverse vertical markets. He conceived and produced AR for some of the world's largest brands and is a regular speaker and panellist at digital marketing innovation events.

bluestar  **CREATE**

5:30pm Closing Remarks by Conference Chairman and end of Day 2 of Customer Experience Management Forum 2015

Post Forum Workshops

27 FEBRUARY 2015 | PARK ROYAL DARLING HARBOUR, SYDNEY

Workshop Timetable: Workshop Timetable: Workshop A will run from 9.00am - 1:00pm with mid morning and luncheon breaks. Workshop B will run from 2:00pm - 5:00pm with a mid afternoon refreshment break. Registration begins 30 minutes before each workshop commences.

WORKSHOP A: 09:00am - 1:00pm

Transforming the Customer Experience

To be conducted by Joe Hindmarsh, Northern Lead: Data & Insight Solutions, Salmat

Not all customers are equal. Managing customers involves utilizing Data and Technology to improve results, but very few have everything working perfectly to realize results.

In this half day workshop, Joe will demonstrate how data and technology can be used to manage customer experience throughout the customer lifecycle and help with attracting, converting, retaining and growing more of the right type of customers. Delegates will walk away with a robust yet simplistic model to validate business strategy and improve marketing and business performance. As a proven practitioner, Joe will share and reference several examples of how to approach CX transformation and improve business performance.

About Your Workshop Leader



Joe Hindmarsh
Northern Lead:
Data & Insight Solutions
Salmat



Joe is one of the region's most experienced consultants who has been heavily involved in pioneering and transforming revenue growth across some of Australia's leading organizations, by blending big data and multi-channel enablement.

He has held a range of management positions with Salmat, Australian Business Solutions Group, Deloitte, Ernst & Young and CPA Australia, leading numerous transformation projects involving the build and execution of revenue improvement solutions and change programs.

He has worked with clients such as Samsung, Coates, Coles, Metcash, ClearView, St George Bank, Austral Bricks, Hunter Water and Sydney Cricket & Sports Ground Trust.

In 2011 he was the lead performer at Deloitte Analytics. In 2007 as part of the Ernst & Young team, he created the revenue transformation tool which received the International Business Award from billionaire Donald J. Trump and a panel of global business leaders in Germany for their work in implementing change management projects for clients looking to grow revenue.

As the Northern Lead of Data & Insight Solutions at Salmat, Joe has been invited to share his unique approach and insights into what best-in-class use of Data & Technology looks like. His views are unique and empowering yet simplistic, and will leave you with a different way of looking at commercial performance.

Post Forum Workshops

27 FEBRUARY 2015 | PARK ROYAL DARLING HARBOUR, SYDNEY

Workshop Timetable: Workshop Timetable: Workshop A will run from 9.00am - 1:00pm with mid morning and luncheon breaks. Workshop B will run from 2:00pm - 5:00pm with a mid afternoon refreshment break. Registration begins 30 minutes before each workshop commences.

WORKSHOP B: 2:00pm - 5:00pm

Mapping and Improving Your Customers' Journey

To be conducted by **Jennifer Reddington**, Head of Customer Experience Research & Data, **Fifth Quadrant**

A customer journey map is a graphic which describes the journey of the customer and highlights the different touch points that characterize his/her interaction with an organization or service. The map is designed to represent the interaction from the customer's point of view, providing context and showing how the interaction dovetails with their lives.

To improve customer experience, organizations must understand and cater to their customer's entire journey.

Participants will be taken through:

- Techniques for data collection and the synthesis process where we remove redundant information without losing vital details
- Learn the key elements of an effective customer journey map
- Hands on activity on drafting customer journey maps

About Your Workshop Leader



Jennifer Reddington
Head of Customer
Experience Research &
Data
Fifth Quadrant



Seeing opportunity everywhere, Jennifer is constantly striving to combine customer experience, design and usability. Where others see a gaping chasm, Jen will always find ways to bring them together and work in unison.

With fourteen years of experience in customer and market research, she is highly accomplished in both research design and analysis. Having previously worked as a Consumer Insights Manager for Yahoo! and having gained invaluable experience in both online and traditional media, she is an expert in customer needs.

Jennifer has gained valuable experience working across multiple industries and the government sectors, working with organisations such as Telstra, Westpac, ASIC, UNSW, News Corporation, and Nestle. She has a passion for tapping into the customers' needs to drive innovation.

Customer Experience Management Forum

The Future of Customer Experience

25 - 27 February 2015 | Park Royal Darling Harbour, Sydney

Capitalize on this Forum!

Do you have solutions to help enhance customer experience?

Looking for the ideal platform to raise your profile and to increase your ROI?

Leverage our limited sponsorship packages to strengthen and confirm your market position through consistent and continual branding awareness and take advantage of the plethora of opportunities with high level decision makers.

Partnering through an Event Sponsorship will enable you to:

- **Get unparalleled industry exposure**
- **Generate leads and set-up key meetings**
- **Position your company as a thought-leader**
- **Reaffirm your position in the industry**

Please contact **Janice Taylor** at **+61 3 9909 7310** or email **janice.taylor@claridenglobal.org** to discuss potential sponsorship opportunities.

Benefits as Media Partner or Supporting Organization at Customer Experience Management Forum 2015

- **Enhance your corporate profile & visibility within your industry** - Your company's logo will be emblazoned on our brochures and distributed to Customer Experience visionaries across Australia
- **Affiliation with internationally recognized commercial event organizer**

Clariden Global events are widely known and trusted internationally for giving best value to senior industry executives. We partner with selected media and supporting organizations, capable of delivering the highest caliber of expert knowledge and key industry insights to the target market.

If you meet the criteria mentioned above and would like to explore the opportunity to partner with us for Customer Experience Management Forum, please contact **Janice Taylor** at **+61 3 9909 7310** or email **Janice.taylor@claridenglobal.org**

REGISTRATION PAGE

Please complete this section.

Booking Contact (Approving Manager) Mr/Mrs/Ms: _____
Job Title: _____ Department: _____
Telephone: _____ Fax: _____
Email: _____
Organization: _____
Address: _____
Postal Code: _____
<input type="checkbox"/> I would like to receive more information on hotel accommodation using Clariden Global corporate rate.

Promotional Code (Optional): _____

Please register the following participant(s) for this Conference
(Please tick to select your Conference packages. You may tick more than one.)

1st Participant Name (Mr/Mrs/Ms): _____

Job Title: _____ Department: _____

Telephone: _____ Fax: _____

Email: _____ Date of Birth: _____

Conference Package Selected: _____

2nd Participant Name (Mr/Mrs/Ms): _____

Job Title: _____ Department: _____

Telephone: _____ Fax: _____

Email: _____ Date of Birth: _____

Conference Package Selected: _____

3rd Participant Name (Mr/Mrs/Ms): _____

Job Title: _____ Department: _____

Telephone: _____ Fax: _____

Email: _____ Date of Birth: _____

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4th Participant Name (Mr/Mrs/Ms): _____

Job Title: _____ Department: _____

Telephone: _____ Fax: _____

Email: _____ Date of Birth: _____

Conference Package Selected: _____

GROUP DISCOUNTS

For registration for 2 participants, enjoy 10% discount on 2nd participant. For a limited time only by 28 January 2015, register 3 participants and the 4th participant will receive a complimentary seat. Complimentary seat will be registration of the lowest value.

CONFERENCE FEES

Conference Packages	1st Early Bird Fee (If payments and registrations are received by 7 January 2015)	2nd Early Bird Fee (If payments and registrations are received by 4 February 2015)	Regular Fee
A: Conference + Full Workshops	AU\$2,595	AU\$2,795	AU\$2,895
B: Conference + Workshop A	AU\$2,295	AU\$2,495	AU\$2,595
C: Conference + Workshop B	AU\$2,295	AU\$2,495	AU\$2,595
D: Conference Only	AU\$1,895	AU\$2,095	AU\$2,195
E: Workshops Only	AU\$995	AU\$995	AU\$995

PLEASE NOTE: The conference fee includes lunch, refreshments and conference documentation. Payments are required with registration and must be received prior to the Conference to guarantee your place.

CONFERENCE VENUE AND ACCOMMODATION INFORMATION

Park Royal Darling Harbour, Sydney

Address: 150 Day Street, Sydney NSW 2000, Australia

Phone: +61 2 9261 1188

Website:

<http://www.parkroyalhotels.com/en/hotels-resorts/australia/darling-harbour-sydney.html>

4 WAYS TO REGISTER



Email: admissions@claridenglobal.com



Fax: +61 3 9909 7788



Call: +61 3 9909 7310



Website: www.claridenglobal.com

PAYMENT METHODS

BY CHEQUE / BANK DRAFT :

Made payable to CLARIDEN GLOBAL INTERNATIONAL LIMITED and mail to: 3 International Business Park, #04-29, Nordic European Centre, Singapore 609927.

BY TELEGRAPHIC TRANSFER TO:

Bank Name: **Standard Chartered Bank**
Bank Code: **7144**
Bank Branch Code: **001**
Bank Address: **6 Battery Road, #01-01 Singapore 049909**
Bank Account No: **0107775042**
Bank Account name: **CLARIDEN GLOBAL INTERNATIONAL LIMITED**
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Please note that all bank charges are to be borne by participants. Please ensure Clariden Global International Limited receives the full invoiced amount.

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To make payment by credit card, please call our client services hotline at +61 3 9909 7310.

HOW TO REGISTER AND PAY

An invoice and registration confirmation will be sent within 7 days, please contact us if you have not heard from us within 7 days. Payment can be made by credit card, by bank transfer or by cheque made payable to "Clariden Global International Limited".

ALL PAYMENTS MUST BE RECEIVED IN ADVANCE OF THE EVENT.

ACCOMMODATION

Accommodation is not included in the program fee but you will be entitled to use our corporate rate for your accommodation. Information will be sent along with your registration confirmation.

CANCELLATIONS AND SUBSTITUTIONS

Once we have received your booking, the place(s) are confirmed. No refunds will be made for any cancellations, however, program credits of equivalent value only applicable for Clariden Global events will be provided. Credits can only be redeemed for 1 program and is valid for only one (1) year from date of issue.

Substitution with a qualified candidate is allowed by providing at least 5 working days of advance notice to Clariden Global. One time substitution is allowed with no charges. Subsequent substitutions will be charged 10% admin fee.

ALL CANCELLATIONS MUST BE RECEIVED IN WRITTEN FORM

PLEASE NOTE: Clariden Global International Limited reserves the right to change the content and timing of the programme, the speakers and the date and venue due to reasons beyond their control. If in the unlikely event that the course is cancelled, Clariden Global Pte Ltd will refund the full amount and disclaim any further liability.

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