



Customer Analytics, Insights and Experience Forum 2016

Analysis to Intelligence: The Future of Customer Analytics

Main Forum: 16 - 17 February 2016

Post-Forum Workshops: 18 February 2016

Venue: London Marriott Hotel West India Quay

Hear from 15 Top Companies

Meet up to 200 Customer Experience Leaders

The 2015 Forum was a Sell-Out Success!

6 Killer Strategies to Utilize Customer Analytics to Monetize Customer Insights and Deliver Excellent Customer Experience

- 1. Evolve:** Grasp opportunities and overcome challenges of data proliferation and customer empowerment in today's digital world
- 2. Prioritize:** Identify and focus on your most valuable customers to provide targeted customer and marketing strategies
- 3. Anticipate:** Cater to the latest customer needs and wants and gain competitive advantage in the industry
- 4. Personalize:** Drive products and services initiatives from a personalized customer perspective
- 5. Engage:** Listen to valuable customer feedback to boost customer engagement across all business units
- 6. Advocate:** Utilize the NPS and turn your customers into true brand advocates

THE FORUM AT A GLANCE

DAY 1: TUESDAY, 16 FEBRUARY 2016

- Building a positive NPS: Identifying and Rewarding your most profitable customers
- Personalizing your customer offerings through segmentation
- Customer Journey Mapping: Charting critical touch points of your customers' lifecycle
- Fuel your business profitability with capable data analytics team
- Becoming a customer-centric organization: What does it look like?

DAY 2: WEDNESDAY, 17 FEBRUARY 2016

- Predicting your customer's next move
- Barclays using real time analytics for better and faster business decision-making
- Capturing Voice of Customer: The truth behind complaints
- Optimizing the digital and social channel of today and tomorrow for customer engagement
- Obtaining a single customer view for a seamless customer experience

POST-FORUM WORKSHOPS: THURSDAY, 18 FEBRUARY 2016

- Predictive Analytics: Forecasting your Business' Future
- Data Visualization Workshop: How to Turn Data into Customer Stories

Featured Speakers



Usama Fayyad
Chief Data Officer & Group Managing Director
Barclays

Insights and Analytics over Big Data: Challenges, Opportunities, and Dangers in the Changing Data Landscape



Barbara Cominelli
Director of Commercial and Operations
Vodafone

Creating a Seamless Multi-channel Experience for your Customer



Dan Jermy
Head of Big Data & Innovation
Royal Bank of Scotland

Optimizing and Analyzing the Digital & Social Channel of Today and Tomorrow



Martin Squires
Head of Customer Insight
Boots

Identifying and Rewarding Your Most Valuable Customers



Simon Wood
UK Head of Customer Experience
TNS

Capturing the Voice of the Customer



Alex Kewley, CFA
Director, Client Insights & Solutions
ANZ London

Becoming a Customer-centric Organization

Main Forum Agenda

16 - 17 FEBRUARY 2016 | LONDON MARRIOTT HOTEL WEST INDIA QUAY

DAY ONE - 16 FEBRUARY 2016

KNOW YOUR CUSTOMER - ANALYTICS AS COMPETITIVE ADVANTAGE

Today's global economy and digital communication channels have made it possible for organizations to easily and quickly reach out to customers. Conversely, it makes it easier for customers to make fast comparisons and switch to competitors in just an instant. To enhance your organization's competitive edge, it is imperative for you to accurately identify your customers' needs and expectations and cater your offerings based on insights you have gathered from customers' data. Guesswork and assumptions just isn't a viable strategy anymore.

Having strong customer analytics capabilities will enable your organization to gain deeper insight into your customers' lifecycle, providing a more personalized experience to earn their loyalty and increase your profitability in the long run.

09:00 **Opening Address by Forum Chairman**

09:15 **Insights and Analytics over Big Data: Challenges, Opportunities, and Dangers in the Changing Data Landscape**

- Defining your organization's objective to determine your customer data goals
- Stay ahead of competition: Translating customer data into powerful insights

Usama Fayyad
Chief Data Officer & Group Managing Director
Barclays

Usama Fayyad is the Group Managing Director of Barclays. Fayyad was the industry's first chief data officer, responsible for Yahoo!'s global data strategy, architecting Yahoo!'s data policies and systems, prioritizing data investments, and managing the Company's data analytics and data processing infrastructure which processed over 25 Terabytes of data per day. Fayyad also founded and managed the Yahoo! Research organization with offices around the world and which became the premier scientific research organization to develop the new sciences of the Internet, on-line marketing, and innovative interactive applications.



10:00 **Differentiating Customer Treatment through Segmentation and Personalization**

- Types of Segmentation and techniques for insight-based differentiation and targeting
- Narrowing the segments, mass customization and ultimate 'segments of one': Personalization

Vladimir Dimitroff
Principal Consultant
Beyond Philosophy

Visionary strategist with hands-on operational experience. He has extensive management consulting career on leading major transformation programmes at blue-chip clients (telecoms, financial services, retail, travel and transport, media and technology), resulting in record performance and winning prestigious awards. Often acting as interim executive on significant change programs.



10:45 **Morning Refreshments**

11:00 **The Future of Customer Analytics**

- Trends in consumer attitudes to vendors
- The 'datafication' of daily life is exposing previously -invisible customer activities to analysis and optimization

Natalino Busa
Streaming and Real-Time Data Analytics Technologist
ING

Natalino is currently a data architect at Ing Retail in the Netherlands, where he leads the definition, design and implementation of big/fast data solutions for data-driven financial applications such as personalized marketing and predictive analytics. All-round Software Architect, Data Technologist, Innovator, with 15+ years experience in research, development and management of distributed architectures and scalable services and applications.



11:45 **Customer Journey Mapping: Charting the Critical Touch Points of your Customers' Lifecycle**

- Benefits and challenges of customer journey mapping
- Engagement at every stage of the lifecycle
- Identifying potential fail points and fixing it

Ben Smithwell
Director
Smithwell

Ben has had a varied career in CX, Service Design, leadership, marketing, customer service, and business analysis. He's worked internationally in Bulgaria and the Middle East, and has done award-winning work in the HE sector.



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12:15 **How to Create Customer Love Stories (Sponsored & Presented by NICE Systems Customer Experience Analytics)**

All successful relationships take patience, understanding and devotion. Your relationship with your customers and the experience you provide is no different. Show them that you only have eyes for them and they'll grow to love your brand.

What are the four essential items that you need to make your customers fall in love with you? A combination of Total Voice of the Customer; Customer Journey Mapping; Personalization and a Single Customer View can have a dramatic impact on the success of your customer experience program. Join this session to find out how to create your customer love stories today.

Sheridan Orr
Director of Product Marketing
NICE Systems Customer Experience Analytics

Sheridan Orr is the Director of Product Marketing for Customer Journey Solutions at NICE. She has extensive experience working for technology companies including Cisco, Red Hat and ChannelAdvisor. However, it is creating engaging customer experiences that she is most passionate about. As a consultant, she has worked with companies like Starbucks, HP, Macy's and T-Mobile to help them craft their multi-channel customer experience strategy. Sheridan received her MA from Vanderbilt and her MBA from Tulane.



12:35 *Networking Lunch*

ENCOURAGING A CUSTOMER CENTRIC ORGANIZATION TO FUEL YOUR BUSINESS PROFITABILITY

According to McKinsey's DataMatics survey conducted in Europe, 49% of companies who champion the use of customer analytics are more likely to earn profits well above their competitors. The survey revealed that with senior management's support for a customer-centric organization, it is more likely for customer initiatives to be successful.

Here, we look at some success stories and case studies of organizations who have managed to increase the analytics capabilities of their employees to effectively justify and gain stakeholder buy-in for customer initiatives through data visualization, ROI measurement and cost management.

13:30 **Identifying and Rewarding Your Most Valuable Customers**

- Understanding each customer
- Context of the empowered customer
- Single view of the customer
- Drives insight driven communication with your customers

Martin Squires
Head of Customer Insight
Boots

A highly experienced customer & marketing analytics professional, with over 20 years experience helping a number of blue chip organisations drive value from building a deeper understanding of their customers and prospects.



14:15 **A More Meaningful Measure for Customer Experience**

Description: Customer Experience is on every board agenda. However, most programmes seek to achieve their potential and often cost more than they deliver. Why is this? Measuring the wrong performance indicators is a key reason. Christopher will introduce EXQ (Experience Quality Performance), a more reliable measure for customer experience which accounts for 80% of CX profitability. Lexden work with Dr Professor Phil Klaus, the award winning academic and best-selling Amazon author behind EXQ.

Christopher Brooks
Director & Customer Experience
Lexden

He is a customer strategist with agency, client and consultancy experience working with companies across Europe mainly in financial services but as varied as utilities to hospitality. He has 20 years experience across several sectors and countries turning this philosophy in to a practice. Christopher demonstrates the practical application to businesses of adopting one of the world's leading academics on CX measure for customer experience.



15:00 *Afternoon Refreshments*

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15:30 **Becoming a Customer-centric Organization**

- Creating a focused but flexible customer-centric game plan
- Measuring consumer experience and satisfaction with the right metrics and benchmark

Gael Decoudu
Director
Lloyds Banking Group

Gael is a seasoned global leader in analytics and statistics with 10+ years of experience. He has a solid track record of combining a strong business sense with analytical expertise and result focus to deliver significant value. He has demonstrated his high adaptability thorough his career, having lead several multicultural and multifunctional teams across the world, directly and remotely in various industries (financial services, banking, e-commerce), in high growth and mature environments alike.



16:15 **Insights Driven Selling and Business Development**

- Selling with Insights rather than products
- Getting internal stakeholders onboard
- Best practises and challenges
- The future of insights selling

Alex Kewley, CFA
Director, Client Insights & Solutions
ANZ London



17:00 **Closing Remarks by Forum Chairman** **End of Day 1**

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DAY TWO - 17 FEBRUARY 2016

EMBRACING THE EVOLVING ROLE OF CUSTOMER ANALYTICS: MAKING DATA-DRIVEN DECISIONS

The customer analytics market is predicted to grow by 32% per year – nearly quadrupling from \$180.4 million to \$718.9 million by 2016 (Utility Analytics Institute, Annual Customer Analytics Report). This proves that more organizations are increasingly realizing the benefits of maximizing customer analytics to gain better customer insights and win over customers. Learn how to utilize real time, predictive analytics and internet of things to quickly obtain information from customers, anticipate their needs and react by providing timely offerings to stay ahead of competition.

09:00 **Opening Address by Forum Chairman**

09:05 **Keynote Address: Taking the next step in Analytics - Measuring Customer Emotional Engagement**

Morris Pentel
Chairman
Customer Experience Foundation

Morris Pentel is a Customer Experience and Contact Strategy Designer and runs one of the most respected private Customer Experience and Contact Strategy consulting businesses in the world. Based in the UK he has a track record for successful work for some of the largest institutions and government organisations all over the world. He has delivered workshops over the last 18 months in 11 Countries and his designs influencing billions of the world's Customer Experiences.



09:45 **Predicting Your Customer's Next Move**

- Stay ahead of your customer with predictive and behavioral analytics
- Reduce customer attrition by constantly surprising your customers

Jamie Turner
CEO
PCA Predict

Jamie Turner is the CEO and co-founder of PCA Predict, one of the leading providers of checkout optimisation tools. As the former CTO, Jamie has a considerable knowledge of how to develop a massively scalable SaaS platform which meets both the resilience and reliability requirements of the on-demand market. He also has significant experience on the subject of big data with over five billion queries hitting the PCA Predict platform each year.



10:20 **Morning Refreshments**

10:45 **From Too-Late to Real-time Analytics in Financial Services**

- User experience centric predictive analytics and marketing
- Personalization of applications and targeted offers
- Social data analytics, sentiment analysis
- Cybersecurity and fraud detection
- Open stack and open data collaboration
- Attracting data science talent via OSS opportunities

George Depastas
VP, Head of Product, Real Time Big Data Analytics
Barclays

George is an agile professional with track-record of launching novel Digital & Big Data products, passionate about Innovation Consulting and Start-up Partnerships. Active in the non-profit space, in the capacity of Marketing Director for fast-growing NGO. He drives the innovation agenda by leading a portfolio of projects, leveraging internal data capabilities and external partnerships. He also delivered a customer-first, data-driven re-launch of credit product offering in Barclays.



11:30 **Creating a Seamless Multi-channel Experience for your Customer**

- Maintain a unified experience for the customer across all channels
- Identify breaks in multi-channel communication
- Ensure your business has the right people, processes and culture to achieve multi-channel success

Barbara Cominelli
Director of Commercial and Operations
Vodafone

Barbara is in charge of Customer Experience, Customer Operations, Customer Value Management, Products and Services Design, Digital and Social media. She has wide international experience in Italy, UK, USA, Spain, The Netherlands and a successful track record in managing culturally diverse organizations. She was awarded the "Merit and Talent" prize for women executives in 2014 and "Best Young Executive" in 2009.



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12:15 **Big data and marketing analytics? Don't try to measure marketing ROI**

Lucien van der Hoeven
MD EMEA
MarketShare DecisionCloud

Lucien van der Hoeven is MarketShare's MD for Europe, Middle East and Africa (EMEA). Lucien brings a wealth of various industry background from his previous positions of Managing Director at global market research leader GfK and Board Member of Europanel (a Kantar World panel and GfK joint venture), where he guided sales operations and global account management implementation across Europe. One of his favorite "big data" projects was the "single source media efficiency panel".



12:45 *Lunch*

LISTENING TO THE VOICE OF THE CUSTOMER: UNDERSTANDING YOUR CUSTOMER HOLISTICALLY

Organizations today are racing to gather as much customer voice and customer intelligence as possible to enable them to tailor their products and services accordingly to increase customer engagement. According to Gartner, Voice of Customer (VoC) will be the most significant strategic investment over the next five years. This session will explore the new channels to listen to the voice of the customer, understand their underlying sentiments and delivering excellent experience, while being mindful of the legalistic impact of current privacy regulations on customer data strategies. It seeks to provide you with a holistic single customer view and providing a seamless customer experience across multiple customer touch points.

13:45 **Are you successfully engaging with your customers in a connected world?**

- How to get to the heart of what your customers think about the brand experience you deliver
- How to apply behavioral science to drive customer behavior
- The best ways to get your organization to engage with customer feedback

Simon Wood
UK Head of Customer Experience
TNS

Accomplished research analyst and subject matter expert focused on issues dealing with loyalty, customer experience, client satisfaction, as well as other key stakeholder areas such as employee engagement, internal service quality and corporate reputation.



14:15 **Bigger and Better: Improving customer experience through Big Data**

In a multichannel world, it is increasingly important for businesses to understand and link activity at all points of interaction, so that behaviour in one channel can be used to improve performance across the estate. The emergence of Big Data technology gives us the opportunity to achieve this by revealing the value in new data sources, which can not only deepen understanding but also directly enhance customer experience. In this session we will discuss how RBS has leveraged Big Data tools and techniques to unlock the power of unstructured data, and harness this to deliver improved experiences and new value streams, in digital channels and beyond.

Dan Jermyn
Head of Big Data & Innovation
Royal Bank of Scotland

Co-creator of the SiteTagger tag management system (acquired by Signal in 2012) and an experienced leader in analytics, with a rare combination of advanced technical skills, strong commercial awareness and extensive experience of building teams, both onshore and offshore.



15:00 *Afternoon Refreshments*

15:30 **Exploring the Internet of Things (IOT)**

- New innovations and possibility
- Taking the first step into your IOT project
- Staying ahead of competitors by surprising your customers

Andreas Galatoulas
Head of Learning Data
AXA



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16:15 **Leveraging Analytics to Create a Single Customer View and Optimize the Customer Experience Of The Brand**

- Catching the consumer: exploring the evolving dynamics of the new digital consumer ecosystem
- Leveraging analytics to create a single customer view:
 - What drives the customer experience?
 - What impacts the customer experience?
 - What are the customers' expectations of the brand?

Nicolas Deturck
Customer Intelligence & Marketing Manager
Volkswagen

Nicolas Deturck oversees all day-to-day digital, mobile and social media operations for Volkswagen. He is a Marketing Manager with solid experience in driving ideation, defining strategies, product communications and creative customer services, matched by a wide range of work and experience in print, web, interactive and social media.



Volkswagen

17:00 **Closing Remarks from Forum Chairperson**
End of Day 2

Post-Forum Workshops

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Workshop Timetable: Workshop A will run from 9.00am - 12.30 with mid-morning and luncheon breaks. Workshop B will run from 1.30pm - 5pm with a mid-afternoon refreshment break. Registration begins 30 minutes before each workshop commences.

WORKSHOP A: 09:00 - 12:30

Predictive Analytics: Forecasting your Business' Future

- What are the potential benefits and challenges of predictions for your business?
- Predictive Modeling - Analyzing current and historical data of customer data
- Reducing the uncertainty inherent in decision-making using quantifiable decision analysis and optimization
- Increase business agility and reduce risk and using predictive analytics
- Extract meaningful information and anticipate your customer's next move

About Your Workshop Leader



Peter O'Neil
Founder
L3 Analytics



He is the founder of L3 Analytics and his goal is to remove the barriers that prevent companies tapping into the incredible value they can get out of web analytics. He share his ideas in ideas on Digital Analytics around the world. I have keynoted and presented at Google Analytics User Conference Netherlands, eMetrics London & Chicago, Superweek Hungary and Marketing Festival Czech Republic among others.

Post-Forum Workshops

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WORKSHOP B: 13:30 - 17:00

Data Visualization Workshop: How to Turn Data Into Customer Stories

- Understanding the importance and functions of visualization
- Challenges and benefits of data visualization
- Utilizing different types of data
- Determining the objective of your presentation
- Increase clarity and impact of data messages to your audience through different visualizations techniques (Thinking critically about visualization design)
- Transforming your data presentation into convincing storytelling for stakeholder buy-in

About Your Workshop Leader



Steen Rasmussen
Google Partner Academy
Program Trainer and Speaker
Google



Steen has been in the analytics game for more than 15 years and have been nominated as one of the world's leading analysts by the Digital Analytics Association for the last 3 year running. He have shared his thoughts on the subject from Silicon Valley to Budapest and from Oslo to Barcelona for IIH Nordic, the agency he co-founded more than 10 year ago. With more than 55 employees, clients all across EMEA, and a nomination for Global Analytics Agency of the year IIH Nordic is a Scandinavian data-driven force to reckoned with.