

**REGISTER NOW!**



**17-18 November | Free Online Event**

**TUESDAY 17 NOVEMBER 2020**

**09:00ET CREATING A SEAMLESS EXPERIENCE ACROSS DIGITAL CHANNELS**

Creating A Seamless Experience Across Digital Channels In today's landscape, offering digital experiences is necessary to connect with customers, however, Schneider Electric recognized a stronger need to offer a seamless digital experience across all components of its business, and started this journey by connecting with the voice of the customer. In this session, discover how Schneider-Electric Digital Customer Experience division built seamless personalized experience for their distributors and scaled it across other personas.

- Understanding the customer journey and connecting the dots
- Creating a seamless platform enabling personalization
- Improving customer loyalty with personalized digital experiences

**Cédric Cabrol**, Director, Distributor & Order Experience, **Schneider Electric**

**10:00ET THE THEORY AND PRACTICE OF MASTERING CX**

Businesses are adopting digital channels to optimize the CX however, when customer data on these channels are managed silos, the customer may experience a disconnect. Joining data from multiple systems can simplify technical infrastructure. In this session, discover a 360 view of how customers are engaging with you and unify your engagement channels for a seamless customer experience.

- Improve your employee productivity by +10%
- Improving customer acquisition and retention by +10%
- Save 12% in integration costs

**Steffen Drillich**, SVP Salesforce Practice Europe, **Persistent Systems**  
**Yashraj Bhawsar**, AVP Salesforce Healthcare Solutions, **Persistent Systems**

**11:00ET EXXONMOBIL FUELS CUSTOMER LOYALTY AT THE PUMP**

To further strengthen customer relationships, while taking customer loyalty, security and convenience to the next level, ExxonMobil worked with IBM to launch the Exxon Mobil Rewards+ app, a next-generation mobile application. In this session, discover how IBM and ExxonMobil worked together to create and deliver a comprehensive customer experience.

- Reducing operating cost and decreasing time to market for new features
- Offering new channels for customers to interact through
- Managing customer expectations during a pandemic

**Chris O'Brien**, Design Manager & Principal Design Strategist, **ExxonMobil**  
**Alon Kronenberg**, Partner & Chief Technology Officer, **IBM iX**  
**Nick Serediak**, Senior UX Designer, **IBM iX**

**12:00ET 4 DIGITAL CUSTOMER EXPERIENCE QUICK WINS FROM FOOT LOCKER**

For many brands, the digital and the in-store experience live on two separate teams. But in the eyes of your customers, the experience at these two touchpoints is one and the same. In this session, discover four key improvements Footlocker has made to unify its digital experiences and how they have paid off for both the brand and its customers.

- - Improving search and navigation functions
- - Blending the physical and digital experience
- - Delivering convenience over everything, for every one

**Tyler Saxey**, Director of Customer Experience, **Footlocker**  
**Brock Stuart**, Customer Success Manager, **InMoment**

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**WEDNESDAY 18 NOVEMBER 2020**

**SESSION TOPICS ARE SUBJECT TO CHANGE**

**10:00ET THE BIG AND SMALL 'T' IN DIGITAL CX TRANSFORMATION**

2020 has forced a rapid, industry-wide acceleration of digital CX projects however, the general discussion often focuses on the big 'T', which relates to the more established domain of business transformation.

In this session, discover the importance of the small 't', and how the active adoption of particular technologies can drive incremental improvements in an organisation's CX efforts significantly impacting the achievement of its goals.

- Internalising digital transformation across the organisation
- Keeping up to date with the evolution of new technology capabilities
- Drive customer loyalty and sales with personalisation

**Abdul Hamid Ebrahim**, Director, CX Transformation Services, **Oracle**

**11:00ET BLENDING AI BOTS AND HUMAN INTELLIGENCE FOR A BALANCED DIGITAL EXPERIENCE**

A global pandemic has enforced social distancing measures and shut down commercial activity all over the world, and thus businesses are now looking for new ways to engage with their customers from the safety and comfort of their own home. In this session, discover best practices (featuring Ford Motoring Company) on how to blend AI with human intelligence to help build the bridge to better customer experiences

- Sustaining business operations during brick and mortar closures due to Covid-19
- Lowering overall costs across the business
- Building a CX strategy that effectively involves both AI and Human Intelligence

**Celene Osiecka**, Senior Director, Conversation Design, **[24]7.ai**

**Shyamala Prayaga**, Product Owner, Digital Assistant, **Ford Motoring Company**

**12:00ET PANEL DISCUSSION: A DIGITAL CX WAKE-UP CALL FOR 2020'**

Digital transformation' is nothing new for CX professionals, however it's no easy feat when keeping up with customer expectations and a world of digital natives. In a short period of time, COVID-19 has been a wake up call for many, and to survive in these ever-changing times, join us in this panel discussion to hear insights on how to become a digital champion and scale across the business.

- Offering a seamless omni-channel digital experience
- Tracking the maturity of your digital experiences with a CX design strategy
- Convincing your C-suite to commit to digital transformation
- Shifting the mindset of the business for successful transformation
- Scaling your digital offerings using the right tools/technology

**Jennifer Borchardt**, Vice President, Omnichannel Experience & Strategy, **U.S. Bank**

**Paul Strike**, (Former) Vice President, Head of Design & User Experience, **Prudential Financial**

**Nuno Rodrigues**, Digital & Multichannel Manager, **Roche**

**Dean Douglas**, Vice President, Program Management, **Persistent Systems**