CX NETWORK LIVE | Customer Insights & Data Analytics

inmoment

15-17 September | Free Online Event

eGain **ORACLE** **coveo**™

SAS **Glassbox** **INTERCOM**

While consumer needs and behaviours rapidly change year on year, 2020 will be a year like no other as businesses today, are rushing to adapt and respond to a 'new normal'.

Customer data will play an essential role in helping businesses navigate this 'new normal'. Through a combination of customer feedback and real-time analytics businesses can quickly respond to customer needs and deliver more engaging experiences. However, creating actionable, secure and real-time analytics isn't straightforward with many businesses still facing the challenges of fragmented data, variable quality and a lack of a data driven culture within the organization.

With that in mind, CX Network Live: Customer Insight and Data Analytics will be focused on the key themes below:

DIGITAL TRANSFORMATION
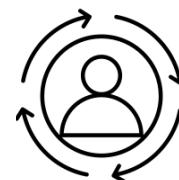Innovating the business with digital to empower the CX

CX OMNICHANNEL
Eliminating silos to build seamless and integrated experiences

AI ANALYTICS
Leveraging advanced analytics to understand customer insights

PERSONALISATION
Building trust and loyalty with personalised experiences

TUESDAY 15 SEPTEMBER 2020

[APAC WEBINAR]

09:00 SGT - **DELIVERING EXCEPTIONAL CUSTOMER EXPERIENCES**

Digital marketing evolves so quickly – and covers so much ground – that it can be hard to keep up. In today's marketplace, we typically get only snippets of customer moments along the journey. Marketers need to be able to take all of these moments and assign an identity to them in order to succeed in delivering exceptional customer experiences that matter and foster loyalty.

Join us for this on-demand webinar sponsored by the American Marketing Association to learn new technology-driven ideas that you can apply to your marketing strategies to transform your organization, become more customer-centric and prove business value.

SESSION RESERVED FOR **SAS**

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TUESDAY 15 SEPTEMBER 2020

09:00 ET - **OPENING REMARKS - CX NETORK LIVE: CUSTOMER DATA, INSIGHTS & ANALYTICS**

SIMON FRASER, VP OF CUSTOMER EXPERIENCE STRATEGY, **INMOMENT EMEA**

09:15ET - **NESTLE FINDS THE RIGHT SIGNALS WITHIN THE MASS OF CUSTOMER DATA**

AI and ML technology has been developed to better analyse data and improve customer satisfaction, however the intent of harmonising individual experiences can cause more issues than solve. As technology evolves, it is no longer enough for a one size fits all business. In this session, discover how to break through the data noise and find the right signals to deliver a personalised customer experience.
- Evaluating the quality of your data
- Finding the gap between customers and data
- Managing technology to find the right signals

RITANBARA MUNDREY, GLOBAL CONSUMER AND MARKETPLACE INSIGHTS, **NESTLÉ**

10:00 ET - **UNDERSTANDING COMPLEX EXPERIENCE JOURNEYS: STEPS FOR SUCCESSFUL DATA INTEGRATION**

The foundation stone of every great CX programme is a comprehensive journey map which documents every touch the customer has with the brand, the desired outcome and emotional context. Today, journey maps need a combination of both EX and CX, thus, in this session, discover examples from leading brands across various verticals on how they're leveraging and bringing all data sources together for a single customer view.

DEREK ECCLESTON, DIRECTOR EXPERT INSIGHTS, **INMOMENT EMEA**

10:45 ET - **NETWORKING BREAK**

VISIT OUR SPONSORED BOOTHS AND DOWNLOAD INVALUABLE CONTENT FOR YOUR CX TRANSFORMATION

11:15 ET - **TAMING THE COVID-19 CUSTOMER SERVICE CRISIS: FEATURING SUCCESS STORY**

2020 has been a difficult year for the CX industry - businesses are forced to go digital, contact centres are not designed for social distancing, and employees are advised to work from home. While everyone is adapting to change, discover how a leading insurance firm dealt with 700% increase in customer contact volume with speed, scale and quality.
- 80% increase in digital customer contacts successfully handled
- Employing 1000+ new digital agents and voice agents
- Improved average CSAT to 73% with new knowledge base

STEPHEN KENNEDY, DIRECTOR OF PRE SALES, **EGAIN**

12:00 ET **- SESSION TO BE CONFIRMED**

SESSION RESERVED FOR **COVEO**

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WEDNESDAY 16 SEPTEMBER 2020

09:15 ET - **2X SPORTS COMPANIES PERSONALISE THEIR CUSTOMER EXPERIENCE WITH BIG DATA**
[SESSION SPONSORED BY ORACLE]

2020 has been a difficult year for many business, and the sports industry is no exception. While sports leagues were cancelled in the early summer, RotoGrinders and VegasInsiders utilised the down time to understand the value of their customer data by integrating customer data, and creating a 360 degree view of the customer. In this session, discover how 2 sports companies gathered deeper insights into the shift in customer needs and offered a personalised experience with Oracle.

EDWARD FOWLER, MARKETING TECHNOLOGY LEAD, **BETTER COLLECTIVE**

10:00 ET - **STUART IMPROVES CX THROUGH AUTOMATION & MESSAGED BASED SUPPORT**

Owned by GeoPost, logistics company Stuart faced challenges with an increase in customer queries while maintaining the best customer experience. They needed a communication channel that was faster, more efficient, and more personal to help them onboard and support their customer base as they grew their presence across Europe. In this webinar, discover how the company overcame these challenges by implementing Intercom's conversational support platform to deliver the best CX.
- Resolving 70% of customer queries through custom bot
- Saving over 88 hours per week and handling up to 90 chats per hour
- Significant monthly costs savings by switching from SMS to outbound messaging

ANDREW BAYLIS, HEAD OF LIVE OPS AND SUPPORT, **STUART**
MAX KLIMMEK, GLOBAL HEAD OF CUSTOMER SUCCESS, **INTERCOM**

10:45 ET - **NETWORKING BREAK**

VISIT OUR SPONSORED BOOTHS AND DOWNLOAD INVALUABLE CONTENT FOR YOUR CX TRANSFORMATION

11:15 ET **BUILDING AND SCALING DATA LAKES ACROSS THE ENTERPRISE**

Combining all sources of data in a single location can dramatically increase your ability to gain new insights. In this session, discover how to unlock new opportunities for your organization with data lakes.
- Consolidate data into a single pool to simplify analysis
- Gain new insights into operational performance and customer behavior
- Define, monitor, and drive business improvements using advanced analytics

SESSION RESERVED FOR **GLASSBOX**

12:00 ET **SESSION TO BE CONFIRMED**

SESSION RESERVED FOR **PERSISTENT**

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THURSDAY 17 SEPTEMBER 2020

09:15 ET - **ELIMINATING SILOS AND BUILDING SUCCESSFUL OMNI-CHANNEL STRATEGIES**

Communicating with customers has always been an important step within a customer's journey, however the introduction of new technologies only makes the process more complex. In this session, discover how to use customer analytics to eliminate silos and build successful omnichannel strategies.

- Boosting flexibility and responsiveness to customer demand
- Improving reliability and transparency in outreach and communication
- Personalising customer experiences with empathy, and simplicity and clarity

SPEAKER TO BE CONFIRMED

10:00 ET - **PERSONALISING THE WHOLE ECOSYSTEMS WITH END-TO-END JOURNEYS**

While personalization promises customer success, enterprises still face significant hurdles in interacting with their consumers on a more intimate level. In this session, make personalisation an easy but important priority for your business strategies.

- Defining a business case to allocate more budget towards personalisation
- Collecting and analyzing customer data to individual profiles
- Maximizing sales, basket size, transaction frequency and profits in e-commerce

SPEAKER TO BE CONFIRMED

10:45 ET - **NETWORKING BREAK**

VISIT OUR SPONSORED BOOTHS AND DOWNLOAD INVALUABLE CONTENT FOR YOUR CX TRANSFORMATION

11:15ET **SESSION TO BE CONFIRMED**

12:00 ET **UTILISING CUSTOMER DATA TO INNOVATE AND RECREATE A DIGITAL CUSTOMER EXPERIENCE**

In March 2020, a global pandemic urged consumers to stay in their homes however for car dealerships, this meant showrooms were forced to close. To continue business as normal, the customer journey was re-mapped and virtual tools were implemented. In this session, discover how customer insights were utilised to create a seamless buying experience during lockdown.

- Developing a CoE to align customer centricity goals across the organisation
- Deliver a frictionless CX by creating an incubator for all new tech solutions
- Effectively communicating with customers to retain or improve loyalty

HUSSEIN M. DAJANI, GENERAL MANAGER - DIGITAL AND CX TRANSFORMATION, **NISSAN MOTOR CO.**