

CUSTOMER SHOW ASIA 2020

2 – 5 MARCH 2020

SANDS EXPO & CONVENTION CENTRE
SINGAPORE

#CustomerShowAsia



**GET YOUR
FREE TICKETS**
Access 32
On-Floor Theatre
Sessions today!

ON-FLOOR THEATRES GUIDE

THEATRE A



Master Brand & Loyalty Dynamics
in a Commoditised Market

THEATRE B



Build a Competitive Advantage to
Drive Customer Delight & Business
Profitability

THEATRE C



Enhance Customer Engagement,
Conversion & Retention

THEATRE D



Strengthen Customer Loyalty
through Trust

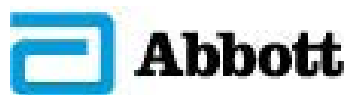
ABOUT CUSTOMER SHOW ASIA

Customers are now dictating the pace of change in businesses. As expectations evolve, it is imperative for organisations to radically transform their modus operandi to be customer-focused, else risk losing their competitive edge in this connected era.

Customer Show Asia 2020 will feature regional customer experience and contact centre leaders taking centre stage to share innovative strategies and exchange know-hows on delivering exceptional customer experience (CX) across all touchpoints and journeys to maximise customer value and business growth.

Join us for these free-to-attend* on-floor theatre sessions to reskill and upskill in engaging new age customers.

EXCITING SPEAKER CASE STUDIES FROM



**Complimentary ticket does not apply to marketing agencies, vendors or solution providers. IQPC reserves the right to determine who is a vendor. A confirmation email will be sent to you upon approval within 3 working days.*

WHAT TO EXPECT AT THE ON-FLOOR THEATRES

DAY ONE | TUESDAY, 03 MARCH 2020



BRAND EXPERIENCE

Your brand is what you stand for in the market, and it sets customer expectations for interactions with your vision and promise. Delivering consistent brand experience is the key enabler to earning brand loyalty.

These theatre sessions will redefine the role of brand experience and how it can be enhanced with emerging technologies in the connected age.

WHO SHOULD ATTEND:

Senior executives involved in brand development, marketing, experience and strategy



CUSTOMER SERVICE EXCELLENCE

Customer service employees are key to customer success! All frontline employees should be empowered with the necessary skills and tools to effectively manage customer engagement - be it through phone, in-person, responding to enquiries and emails or when performing service recovery.

These theatre sessions are perfect for customer service employees from branches and call centres wanting to keep abreast of the latest thinking in customer relationship management and delivering service excellence.

WHO SHOULD ATTEND:

Senior executives involved in customer service, customer care, customer relations, telesales, quality and training

DAY TWO | WEDNESDAY, 04 MARCH 2020



CUSTOMER LOYALTY

Loyal customers are the core of every business. By understanding how to earn and build customer trust and loyalty, organisations will be better equipped to meet evolving customer expectations. Further exploring what the customer needs and wants, organisations are able to provide the desired service levels and rewards programmes that generate the best business outcomes.

These theatre sessions will delve into proven strategies and new age technologies that can effectively boost brand and customer loyalty.

WHO SHOULD ATTEND:

Senior executives involved in loyalty and partnerships, customer marketing and engagement



CUSTOMER PRIVACY & DATA PROTECTION

In an effort to provide personalised and humanised service, data is now the gold mine. As data is being utilised more than ever, it is critical to maintain customer trust while using their data.

These theatre sessions will explore how to earn customer trust and loyalty by balancing customer experience innovation with data privacy, build digital trust and prevent data leakage with the latest technologies.

WHO SHOULD ATTEND:

Senior executives involved in data privacy, protection, governance, compliance and security



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PRE-CONFERENCE WORKSHOPS: MONDAY 2 MARCH 2020

WORKSHOP A: 9:00 – 11:30

Enhancing Omni-Channel Customer Interactions in Contact Centres

Workshop Leader:
Michelle Huenink
Director, Customer Service & Support
Microsoft



WORKSHOP B: 12:30 - 15:00

Improving Self-Service Accessibility with the Integration of Instant Messaging Applications

Workshop Leader:
Rruchi Haruray
Head, Contact Centre Operations
Vodafone



WORKSHOP C: 15:30 - 18:00

The Future of Customer Experience: Building your Social Engagement Strategy

Workshop Leader:
Rudy Dalimunthe
Vice President, Operations
Tokopedia



POST-CONFERENCE WORKSHOPS: THURSDAY 5 MARCH 2020

WORKSHOP D: 9:00 – 11:30

Leading a Customer-Centric Culture Transformation across the Organisation

Workshop Leader:
Chirag Shah
Head of Contact Centre Technology
HP



WORKSHOP E: 12:30 - 15:00

Employee Engagement and Empowerment to Drive Business and Customer Experience Outcomes

Workshop Leader:
Vaughn van Bosch
Head of Digital
Celcom Axiata Berhad





WORKSHOP F: 15:30 - 18:00

Leveraging Design Thinking for Service Improvements

Workshop Leader:
Brendan Leece
International Customer Experience Manager
E.ON






THEATRE A	
BRAND EXPERIENCE THEATRE PROGRAM: TUESDAY 3 MARCH 2020	
09:30	Brand Experience Theatre Registration
10:10	Chairman's Opening Remarks
10:20	<p>Reimagining Brand Experience in the Connected Age</p> <ul style="list-style-type: none"> • Evolving your brand engagement strategies amidst heightened customer expectations • Integrating social, technology and digital to develop effective and impactful campaigns • Achieving brand differentiation and generating loyalty that truly sticks  <p>Patrick Chin Head of Digital & Branding – Asia Pacific Sompo Holdings Asia</p>
11:00	<p>Maximising Brand Experience through Technology and Innovation</p> <ul style="list-style-type: none"> • Adopting a technology-first approach to further brand conversion • Assessing innovative technology for optimising and elevating brand experience • Delivering a high-tech and high-touch customer experience
11:40	Morning Refreshment Break
12:20	<p>WWF's Earth Hour: World's Largest Grassroots Movement for the Planet</p> <ul style="list-style-type: none"> • Growing the brand from a moment to a movement • Innovating and amplifying the brand with an open-source model • Empowering and engaging communities through co-creating brand experiences  <p>Bonnie Chia Head of Brand WWF International</p>
13:00	<p>Building Brand Equity and Delivering on your Brand Promise</p> <ul style="list-style-type: none"> • Trust building to enhance customer perceived value • Reframing your voice in the media with increasing competition and media fragmentation • Incorporating brand purpose into your service and offerings  <p>Adeana Greenlee Head of Brand & Communications – Singapore, Indonesia, Philippines, Thailand & India HOOQ</p>

13:40	<p>From Me to We: Becoming a Purpose-Led Brand</p> <ul style="list-style-type: none"> • Understanding how purpose is increasingly shaping and influencing purchase decisions • Ensuring alignment of social initiatives with corporate brand and goals • Moving beyond CSR to create lasting impact for the society and your brand <div style="display: flex; align-items: center;">  <p> SzeKi Sim <i>Head of Community & Brand</i> SGInnovate </p> </div>
14:20	Afternoon Refreshment Break
15:00	<p>Implementing a Mobile-First Brand Engagement Strategy</p> <ul style="list-style-type: none"> • Reinventing brand interactions for your mobile customers • Developing an interactive and engaging mobile-based brand experience • Leveraging on mobile insights such as feedback loops and user behavior to improve brand results
15:40	<p>Driving Community Engagement to Enhance Brand Loyalty and Customer Retention</p> <ul style="list-style-type: none"> • Creating brand awareness and loyalty through community engagement • Refining the end-to-end customer experience to acquire and retain customers • Evaluating your brand experience and loyalty with ‘word of mouth’ <div style="display: flex; align-items: center;">  <p> Didier Chanive <i>Head of Category Marketing & Business Transformation – Southeast Asia</i> Unilever Food Solutions (TBC) </p> </div>
16:20	<p>Harnessing Creativity and Innovation to Expand Brand Outreach</p> <ul style="list-style-type: none"> • Exploring the use of augmented reality (AR) and virtual reality (VR) in brand and customer outreach • Using AR and VR to shape marketing campaigns • Opportunities and challenges of integrating AR and VR into existing customer platforms
17:00	End of Brand Experience Theatre Program



Hear from Sompo on integrating social, technology and digital to develop effective brand engagement strategies!



THEATRE B CUSTOMER SERVICE EXCELLENCE PROGRAM: TUESDAY 3 MARCH 2020	
09:30	Customer Service Excellence Theatre Registration
10:10	Chairman's Opening Remarks
10:20	<p>Empowering Internal Stakeholders and Nurturing Champions for Customer Experience Transformation</p> <ul style="list-style-type: none"> • Demonstrating the value of customer centricity across frontline and customer service teams • Leading a customer-centric and digital change within your organisation • Improving internal communications and upskilling your workforce to transform customer service <div style="display: flex; align-items: center;">  <p> Joachim Joerger <i>Director, Customer Service & Support – Asia Pacific</i> Abbott Molecular </p> </div>
11:00	<p>Reimagining Customer Service with Emotional Intelligence Training and Coaching</p> <ul style="list-style-type: none"> • Understanding the important concepts in emotional intelligence and its impact on customer service • Leveraging emotional intelligence training to perceive, manage and express emotions effectively • Collaborating with HR to develop the right training programs
11:40	Morning Refreshment Break
12:20	<p>Redesigning the Workforce to Transform Branch Experience and Service Operations</p> <ul style="list-style-type: none"> • Disruption in the digital age: How has the nature of work evolved? • Importance of tapping into new age skillsets from traditional bank operations to financial advisory • Re-training existing workforce and maximising the potential of talent pools <div style="display: flex; align-items: center;">  <p> Benny Chan <i>Head of Group Channels & Digitalisation</i> United Overseas Bank (UOB) </p> </div>
13:00	<p>Future Workforce: Reskilling and Upskilling your Workforce in the Age of Digitalisation and Automation</p> <ul style="list-style-type: none"> • Identifying future skillsets for next generation workforce • Analysing skillset gaps and areas of improvement for frontline service employees • Putting in place the right training programs and monitoring performance with new acquired skillsets <div style="display: flex; align-items: center;">  <p> Anila Fredericks <i>Head of Customer Service Operations</i> Telstra </p> </div>

13:40	<p>Managing and Communicating with your Frontline Employees</p> <ul style="list-style-type: none"> Assessing employees' top strengths and experience Deploying technologies for employee onboarding and apps to forge closer working relationships Setting up policies, procedures and processes to effectively manage a customer service team  <p>Dexter Yeo Global Head of Customer Service & Delivery Paktor</p>
14:20	<p>Afternoon Refreshment Break</p>
15:00	<p>Driving Employee Experience to Elevate Customer Service Quality</p> <ul style="list-style-type: none"> Leveraging employee experience to enhance customer service and business results Implementing employee experience strategies to achieve desired customer service Cultivating the right culture within your team to better align strategic and operational objectives
15:40	<p>Uncovering Sales Opportunities through Cross-Selling and Upselling</p> <ul style="list-style-type: none"> Thinking creatively about a client's needs Identifying a broader range of selling opportunities How to effectively position cross-sell and upsell ideas  <p>John Chee Head of Training Aviva Financial Advisers</p>
16:20	<p>Improving Complaint Handling Skills to Enhance Customer Service</p> <ul style="list-style-type: none"> How to best respond to and resolve customer complaints Examining different types of complainant behavior and overcoming barriers to complaint resolution Tips to handling complaints more confidently, efficiently and effectively  <p>Bharati Amarnani Customer Service Operations Manager Circles.Life</p>
17:00	<p>End of Customer Service Excellence Theatre Program</p>



Learn how UOB is reskilling frontline workforce to transform branch experience and operations for improved customer experience and efficiency!



THEATRE C CUSTOMER LOYALTY PROGRAM: WEDNESDAY 4 MARCH 2020	
09:30	Customer Loyalty Theatre Registration
10:10	Chairman's Welcome Remarks
10:20	<p>Shaping Customer Loyalty Programs for your Multi-Generational Customer Groups</p> <ul style="list-style-type: none"> • Keeping up with the Gen-Z, millennials and the rest of your customer groups • Understanding today's evolving and varied customer expectations • Building lasting customer relationships with segment specific engagement programs  <p>Avantika Jain <i>General Manager</i> FAVE</p>
11:00	<p>From Transactional to Meaningful Customer Relationships: Strategies on Enhancing Loyalty and Retention</p> <ul style="list-style-type: none"> • Evolving your strategy from product to customer-centric • Redefining loyalty and retention KPIs in the digital age • Maximising customer lifetime value with effective loyalty programs
11:40	Morning Refreshment Break
12:20	<p>Building Customer Loyalty Programs that Stick</p> <ul style="list-style-type: none"> • Recognising the importance of customer loyalty in a connected and instant gratification world • Devising accessible loyalty programs for your always-on customers • Tracking the performance of loyalty programs and evaluating how to further engage and value-add
13:00	<p>Implementing a Data-Driven Customer Loyalty Strategy</p> <ul style="list-style-type: none"> • Analysing customer data and feedback to understand satisfaction and pain points across all touchpoints • Using acquired insights to improve approaches to customer loyalty and engagement • Exploring opportunities to shape highly personalised incentives, loyalty and rewards programs  <p>Theng Kai Chow <i>Head – Cards Usage, Loyalty & Ecosystems Strategic Partnerships</i> OCBC Bank</p>
13:40	<p>Structuring an Effective Omni-Channel Customer Loyalty and Rewards Program</p> <ul style="list-style-type: none"> • Designing loyalty programs in consideration of customer behavior and channel preferences • Unifying customer data to create connected loyalty experiences across touchpoints • Synchronising online and offline loyalty campaigns to enhance customer interactions and drive conversions  <p>Scott Tan <i>Head of CRM</i> Shopback</p>

14:20	Afternoon Refreshment Break
15:00	<p>Designing a Winning Mobile Loyalty App</p> <ul style="list-style-type: none"> • Building your app to be an integral part of your customer’s journey • Exploring mobile rewards, gamification and other engagement tools to ensure high mobile use • Making continuous improvements to the user experience with app-generated insights <div style="display: flex; align-items: center;">  <p> Shireesh Mishra <i>Vice President, Regional Card Usage & Rewards Analytics</i> Citibank </p> </div>
15:40	<p>The Power of Referrals to Build Customer Loyalty and Establish New Relationships</p> <ul style="list-style-type: none"> • The holy grail of marketing: How to achieve ‘word-of-mouth’? • Increasing referrals by integrating loyalty programs into marketing campaigns • Rolling out effective rewards and incentives to optimise referral strategies
16:20	<p>Enhancing Customer Loyalty through Social Media</p> <ul style="list-style-type: none"> • How can brands best nurture social relationships to improve loyalty? • Investing in social listening tools to monitor customer feedback and satisfaction • Devising a social engagement plan that includes content, messaging, rewards programs and more <div style="display: flex; align-items: center;">  <p> Veriyanta Kusuma <i>Head of Community & Social Marketing</i> Traveloka </p> </div>
17:00	End of Customer Loyalty Theatre Program



Hear from Fave on building lasting customer relationships with segment specific engagement programs!

THEATRE D CUSTOMER PRIVACY & DATA PROTECTION PROGRAM: WEDNESDAY 4 MARCH 2020	
09:30	Customer Privacy & Data Protection Theatre Registration
10:10	Chairman's Opening Remarks
10:20	<p>Optimising Data Protection and Privacy Management with Analytics and Automated Monitoring</p> <ul style="list-style-type: none"> Monitoring and detecting data breach risks across users and activities Harnessing the benefits of automation in your data protection program Formulating an immediate and proactive response strategy to data breaches <div style="display: flex; align-items: center;">  <div> <p>Mathieu Lahierre Principal, Application & Data Security BHP</p> </div> </div>
11:00	<p>Rethinking Privacy Implications in the Digital Age</p> <ul style="list-style-type: none"> Adhering to privacy regulations when processing and using data Improving efficiency across all facets of customer data management Privacy builds trust: Building a culture of privacy with internal and external stakeholders
11:40	Morning Refreshment Break
12:20	<p>Building an Agile and Effective Data Protection Strategy</p> <ul style="list-style-type: none"> Analysing internal and external data breach risks Exploring effective risk mitigation strategies and the latest cybersecurity technologies Aligning people, process and technology for proactive cyber and data breach defense <div style="display: flex; align-items: center;">  <div> <p>Mac Esmilla Chief Information Security Officer Senior Director, Information Security & Data Protection Services World Vision</p> </div> </div>
13:00	<p>Ensuring Sound Data Governance in the Cloud</p> <ul style="list-style-type: none"> Governing cloud usage and complying with regulatory requirements Addressing risks, threats and vulnerabilities in cloud computing Maintaining full visibility and control to scale the cloud with confidence
13:40	<p>Developing Information Assurance Standards to Manage Data Confidentiality, Integrity and Availability</p> <ul style="list-style-type: none"> Building a proactive and holistic information security strategy Identifying unpatched vulnerabilities to reduce incidents of data breaches Best practices in devising a comprehensive and quality data governance program
14:20	Afternoon Refreshment Break

15:00	<p>Balancing Privacy, Innovation and Customer Trust in the New Data Economy</p> <ul style="list-style-type: none"> Assessing the critical role of data monetisation in fueling next stage business growth Advancing data-driven innovation while protecting customer privacy Developing a trusted and transparent data governance ecosystem
15:40	<p>Creating a Culture of Data Ethics in Organisations</p> <ul style="list-style-type: none"> Promoting data accountability and a culture of responsibility Shaping the guidelines for business conduct and behavioural standards in data handling Effective strategies and training on embedding data compliance into daily business operations <div data-bbox="256 680 411 831">  </div> <p>Dr. Meri Rosich Chief Data Officer & Head of Data Science – Asia Pacific VISA</p>
16:20	<p>Protecting Personal Data in a Data-Driven Economy</p> <ul style="list-style-type: none"> Setting ethical data standards to promote appropriate usage Driving enterprise-wide data protection strategies to ensure compliance is met Balancing individual’s right to privacy against organisation’s legitimate use <div data-bbox="256 1032 411 1182">  </div> <p>Elaine Ong Regional Ethics & Compliance Leader & Counsel Eaton</p>
17:00	<p>End of Customer Privacy & Data Protection Theatre Program</p>



Explore how VISA designs effective strategies and training on embedding data compliance into daily operations!

CUSTOMER SHOW ASIA 2020

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