

REGISTER NOW!



LIVE

Customer Insights & Data Analytics

inmoment

15-17 September | Free Online Event



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



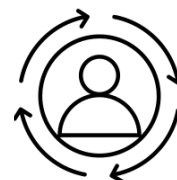
CX OMNICHANNEL

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 - **REIMAGINE CUSTOMER ENGAGEMENT AND EXPERIENCE IN THE NEW NORMAL**

The world of customer engagement is dramatically changing; relevance is only one of the aspects that make people decide to convert from an interested person to a customer; convenience is another key factor that drives conversion. In this session, discover how to enable your organization to drive concrete changes which will directly benefit key KPIs.

- Ability to make real-time analytical decisions beyond campaigns
- Future-proof blueprint for delivering the best possible response to individual customer needs
- The most relevant offer, or the optimal intervention, pushed at every point along the customer journey

GAURAV SRIVASTAVA, HEAD OF CUSTOMER INTELLIGENCE, SAS

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TUESDAY 15 SEPTEMBER 2020

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

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

09:15ET - **NESTLE: WE SHAPE OUR TOOLS, OUR TOOLS SHAPE US! HOW SHARPER DATA SIGNALS ENABLE SMARTER MARKETING**

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. In this session, discover the connection between "smooth" customer journeys and business revenue:

- Leveraging and measuring customers' perceptions of multiple brands that influence the interactions with your brand
- Creating a holistic view by incorporating all types of customer data that lead to increased business results
- Leveraging employee experience data in your customer journey mapping

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 - **MAJOR COMPANIES MODERNISE THEIR CHANNELS FOR EXCEPTIONAL CUSTOMER SUPPORT**

In today's digital rush, companies are deploying multiple channels to meet varying customer service needs however optimizing channels in silos can lead to a disjointed customer service experience. The best modern support experiences leverage AI to give customers a personalized and seamless experience across all channels. In this session, get a glimpse into some innovative use cases which helped:

- Informatica achieve a 120% increase in case deflection
- Salesforce achieve 40% increase in their case deflection rate
- Tableau Software cut down \$18M annually in support costs

BONNIE CHASE, SR. PRODUCT MARKETING MANAGER, **COVEO**

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.

- In a test with a B2C customer, 70% of customer queries were resolved with Intercom's self-serve capabilities and Custom Bots
- 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 SESSION TO BE CONFIRMED - RESERVED FOR GLASSBOX

GREG DOWLING, GLOBAL DIRECTOR OF BUSINESS INSIGHTS, **GLASSBOX**

12:00 ET SESSION TO BE CONFIRMED

SESSION RESERVED FOR **PERSISTENT**

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.**