



**LIVE**

**VoC**  
Voice of the Customer

**16-17 February | Free Online Event**

## TUESDAY 16 FEBRUARY 2021

SESSION TOPICS ARE SUBJECT TO CHANGE

### 09:00 ET **MEASURING THE VALIDITY OF VOC WITH COVERAGE & RESPONSE RATES AT PHILIPS**

If your stakeholders are tangled up in NPS benchmarks across industries and markets, then you've already lost focus on the goal, which is the customer! While top customers frequently give terrible NPS scores, they can still be the highest rev generator as their feedback is consistently actioned. In this session, discover how to increase your response rates and coverage, and create change using the true voice of the customer.

- Benchmarking yourself against historical performance
- Evaluating targeted feedback such as behavioural triggers
- Feeding customer data back into the business to drive change

**Jay Callery**, D2B Voice of the Customer Specialist, **Philips**

### 11:00 ET **PANDORA RADIO IMPROVES PRODUCT EXPERIENCE BY STREAMLINING CUSTOMER FEEDBACK DATA WITH VOC**

A leading music streaming service needed to better understand the needs of their users, however were unable to drill down on the customer experiences due to process inefficiencies and high impact product bugs. In this session, discover how VoC tools provided a holistic view across all feedback sources and languages, while identifying actionable data insights for product improvements. Removing manual overload and reducing errors

- Streamlining user feedback in a centralised location
- Identifying real time feedback of product quality issues
- Prioritizing high impact quality issues

**Jordan Golinkoff**, Senior Manager Quality of Service, **Pandora**

**Anthony Heckman**, Head of Growth, **unitQ**

### 12:00 ET **HOW TESCO BANK BUILDS CUSTOMER CENTRIC PRODUCTS WITH USERTESTING**

UserTesting is an on-demand human insight platform that quickly gives companies a first-person understanding of how their target audience behaves throughout any experience and why. To learn more, visit [www.usertesting.com](http://www.usertesting.com).

**Janelle Estes**, Chief Insights Officer, **UserTesting**

**Andrew Dykes**, Design Lead, **Tesco Bank**



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## **WEDNESDAY 17 FEBRUARY 2021**

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### **09:00 ET EMIRATI RETAIL COMPANY DRIVES DIGITAL TRANSFORMATION WITH DATA, AI AND CX**

Leading Emirati retail and leisure company, Majid Al Futtaim relies on customer data to optimize their processes and create unique experiences for their 8 million customers. In this session, discover a holistic approach to becoming customer-obsessed by:

- Leveraging data to better understand customer preferences
- Optimizing digital transformation and customer engagement with trusted data
- Driving personalized and real-time services super-powered by AI and cloud

**Jennifer McGinn**, Sr. Director of Product Marketing, **Informatica**

**Mark Curtis**, Head of Innovation and Thought Leadership, **Accenture Interactive**

### **10:00 ET HOW TO WIN CUSTOMER LOYALTY THROUGH FEEDBACK AND ACTION**

With our heavily digitalized society, companies are constantly being evaluated and receive public feedback through various methods including online reviews, customer surveys, social media, and more. One recent survey shows 87 per cent of Americans trust online reviews to help choose which businesses or services to use. Therefore, to win new customers and retain existing clients, it is paramount that companies actively build their brand's reputation and introduce an effective reputation management strategy. In this webinar you will learn:

- The importance of online reputation to attract and convert new customers
- How to optimize your business online presence, including common mistakes brands encounter and how to fix those
- Most efficient methods to leverage feedback data to improve both customer and employee experience
- How companies have seen success by taking action on managing their brand and location reviews

Speaker to be confirmed **Reputation**

### **11:00 ET SESSION AND TOPIC TO BE CONFIRMED**

Session details to be confirmed

### **12:00 ET BEST KEPT SECRETS FROM 35+ YEARS OF VOC MANAGEMENT EXPERIENCE**

If Covid-19 created your digital strategy, you may already be tracking behind your competitors. Customers have been asking for digital a long time ago, and for brands to survive in today's age, it is vital to have a finger on the pulse for how customers are feeling. In this session, meet our experts with 35+ years of combined experience with managing VoC where we'll talk about:

- Failures and wins in customer experience over the last 10+ years
- The execution challenge and effective change management strategies
- A 360 degree view of the customer
- The true power of the voice of the customer initiatives

**Nick Macfarlane**, VP, Customer Engagement, **Sky Ticket**

**Sam Phillips-Lord**, Customer Experience Manager, **BT**

**Lisa Kaufman**, (former) Voice of The Customer Director, **WorldPay/FIS**