



# VoC

Voice of the Customer

## 16-17 February | Free Online Event

### TUESDAY 16 FEBRUARY 2021

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 revenue 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**

10:00ET **HOW KRAMP HAS UTILIZED THEIR VOC PROGRAMME TO ENABLE CUSTOMER CENTRIC GROWTH**

As Europe's largest specialist in spare parts and accessories for the agricultural industry, Kramp has expanded their insight community to represent a global audience, serving multiple different languages and regions. Kramp was able to scale their community to support their internal teams in better serving localized markets to provide the best experiences for every customer. In this session, you will learn:

- How to get the entire organisation to focus on improving CX through insights.
- How Kramp has designed a VoC programme to grow customer life-time value and increase customer spend
- How to achieve an integrated and data-driven CX approach

**Corjan te Pas**, Customer Experience Specialist, **Kramp**  
**Daniela Cicoria**, Senior, Customer Success Manager, **Alida**

11:00 ET **PANDORA 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**

The Financial Services Industry relies on trust and loyalty from customers, which is built through showing genuine empathy for consumers and fully understanding their experience. The Design team at Tesco Bank has put the work in to build customer empathy into the design process, so to ensure they are always integrating the voice of their customers into the core of their business. Hear from Tesco Bank's Design Lead and UserTesting's Chief Insights officer to learn;

- At what key product stages Tesco Bank factors in the voice of the customer
- How Tesco Bank gains real human insight at scale via the UserTesting platform
- How to relearn your customers post pandemic to ensure your business remains customer centric to your changed audience

**Janelle Estes**, Chief Insights Officer, **UserTesting**  
**Andrew Dykes**, Design Lead, **Tesco Bank**



**LIVE**

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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

**Michael Chang**, Solution Engineering, **Reputation**

**Molly Blanco**, Head of Customer & Digital Advertising, **Reputation**

### 11:00 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**