

CUSTOMER EXPERIENCE SUMMIT



MAY 27, 2020

Crown Conference Centre, Melbourne



DEANNE MARTIN
Head of Customer Experience
SEEK



Simon Hope
General Manager Customer
Channels & Platform
REA Group



DONNA PRICE
General Manager People &
Culture
Melbourne Cricket Club



JOCELYN CRONIN
Customer Service Team Leader
Stryker

ALSO HEAR FROM:



WHO WILL BE ATTENDING:

- Chief Customer Officers
- Heads of Customer Experience
- Heads of User Experience
- Heads of Customer Insights
- Heads of Brand

KEY TOPICS:

- Assess the importance of CX to better business outcomes
- Leverage disruptive technology to improve customer service
- Make better use of data & analytics to inform CX strategy
- Foster organisation wide customer-centric culture

DAY ONE

8:30 Registration, coffee & networking

9:00 Welcome remarks from the Chair



DELEGATE SPOTLIGHT 9:10

What are the key challenges & opportunities associated with customer experience

INTERACTIVE PANEL DISCUSSION

9:30 Creating a frictionless yet differentiated customer experience

- Breaking out of silos and embedding an organisation wide CX strategy
- Discovering the opportunities of disruptive technology in improving customer experience
- Understanding the importance of a differentiated experience to set yourself apart from the pack

Deanne Martin - Head of Customer Experience, SEEK

Kylie Lewis - Head of Experience Design & Customer Transformation, Bupa

Jocelyn Cronin - Customer Service Team Leader, Stryker

Vakul Talwar - Head of Experience, Afterpay Touch



SPEED NETWORKING 10:10

10:30 Morning tea & networking

11:00 International Keynote: How to build, lead and manage a world class customer experience team

Invited: Nelly Mensah - Director Experience & Innovation, Sephora



DELEGATE SPOTLIGHT 11:40

- In your tables, discuss the challenges to building organisation wide customer centricity and identify strategies to mitigate .

Wednesday 27th May 2020

INTERACTIVE PANEL DISCUSSION

12:10 Utilising data, analytics & customer insights to improve CX

- Making data visible, accessible and easy to understand for all staff
- How meaningful analytics can inform good CX strategy
- Fostering a culture of continuous improvement and development of CX

Fernando Samaha - Head of Customer Experience, Australia Post

Simon Hope - General Manager Customer Channels & Platform, REA Group

Vanessa Lyons - General Manager Marketing & Customer Experience, Wilson Parking (Formerly)

Rosemary Martin - Head of Customer Experience, Flybuys

12:50 Lunch & networking



INTERACTIVE WORKSHOPS

1:50
• Topics TBC

2:30 Keynote Presentation: A journey through Melbourne Cricket Club's award winning CARE Program

- Identifying our customer's needs and our gaps in customer service
- Developing the CARE program's four fundamental pillars
- Shifting staff attitudes from skepticism to full ownership of the CARE program
- Improving year on year and driving continuous development into award winning recognition

Donna Price - General Manager People & Culture, Melbourne Cricket Club

3:10 Afternoon tea & networking

INTERACTIVE PANEL DISCUSSION

3:40 Enhancing EX to deliver better CX

- How is your EX impacting your business performance?

Invited: Tania Abbotto - Chief Customer & People Officer, Sportsbet

Invited: Tristram Gray - Chief People & Capability Officer, Kmart

4:20 Closing remarks from the Chair, followed by Networking Drinks