

CUSTOMER EXPERIENCE WORLD

6TH ANNUAL SUMMIT – THE NEW WAVE
OF CUSTOMER EXPERIENCE THINKING

22nd - 23rd March 2017
Southern Sun Montecasino, Johannesburg

See pricing page for rates...

#joburgcx

THE LATEST BREAKTHROUGH IN CUSTOMER EXPERIENCE THINKING.
SIGNIFICANTLY GREATER IMPACT THAN ANYTHING THAT HAS COME
BEFORE. NEW LEADERSHIP & SOFT SKILLS THINKING

Culture is King Next Wave Ideas + Networking + Learning:



Speakers
and Chairperson



**Jeremy Maggs -
Chairperson**

Journalist, Radio host
and TV presenter



Geoff Ramm

Author of OMG
Marketing



Duncan Wallace

Managing Partner EMEA,
Treehouse.Global



Mohammed Areff

Customer Engagement
Lead,
Karabina



Mark Angus

CEO and Managing
Editor,
Knowledge Executive



Michael Ossipoff

Director,
Telstra



Sarina De Beer

Managing Director,
Ask Afrika



Hany Mokhtar

Director of Customer
Experience (World Class
Digital Transformation &
CX Expert)



Marije Gould

Vice President of
Marketing EMEA



Gideon Galloway

CEO,
KingPrice



Tilak Banerjee

Director,
Dell Technologies

Why this event is different:

- Introducing Customer Outcome Based Thinking - the latest wave of CX
- Challenging the accepted thinking and norms of today
- Introducing new product innovations
- New Leadership and Soft Skills Strategies
- Innovating new ideas during interactive sessions and working groups



SECTION 1

MOVING CX INTO THE WIDER BUSINESS PERFORMANCE DOMAIN



- ❖ Understanding "Outcome" is an evolutionary process NOT a definition
- ❖ Implications of understanding "Outcome" will be revolutionary to the way our companies operate



Customer Experience is going to radically change. The latest wave of customer experience thinking is going to have greater impact on our businesses than ever before. CX has been heralded as the new strategic battleground - the latest thinking can now make these claims a reality.

What is this conference going to do differently?

- Brand new for 2017 we are introducing Customer Outcome Based Thinking. This is the new wave of customer experience and it takes the customer to the centre of the company in a way that has never been seen before.

SECTION 1



MOVING CX INTO THE WIDER BUSINESS PERFORMANCE DOMAIN

- For many companies customer experience is not yet the primary strategy. CEOs have to balance multiple ideas from multiple specialisations. It is not easy to build a comprehensive business case to justify primary strategy focus. CEW are introducing ways to demonstrate the power of CX with new, easy to implement ideas to align it directly to P&L, ROI and every important performance indicator for the organisation
- We are inviting the most innovative companies around the world to showcase their innovation. Companies that are awarded the Gold Star are organisations we believe are the top contributors to CX of tomorrow
- As CX moves more centre stage the leadership challenge becomes ever more pressured. We will be bringing case studies, ideas and learning from some of the most inspiring leaders in the business.

This is completely different to how we have worked with Customer Experience previously.

- This is a 180 degree shift from where you start change
- If the Desired Outcomes and Experience associated with those

outcomes is better than any of your competition - guess what potential customers are going to seek you out, rather than your competition.

- This approach impacts revenue, cost, service, ROI in fact every single performance indicator important to the organisation

The bad news is - your traditional Customer Experience tools and techniques will NOT help you achieve this!

The good news is, the techniques required to move towards this:

- will identify opportunity ahead of any other Customer Experience techniques currently out there
- are available now,
- are quick to learn
- are easy to understand.

We would go as far to say they are revolutionary. The great news is within a very short amount of time we can teach you how to use them.

BRAND NEW FOR 2017 INTRODUCING THE LATEST BREAKTHROUGHS IN CUSTOMER EXPERIENCE THINKING

Leadership, Strategies, Innovations & Tactics

Welcome to our Johannesburg Flagship Summit! 2017 is going to be our most exciting year yet.

Customer Experience, as with all emerging disciplines needs to progress and develop. Repeating the same actions cheaper, faster and better may keep you in the game but, everybody else will be there too. If you want to win you need to be different to the rest. A new way of thinking has emerged which will be THE game changer. This conference is going to feature these cutting edge strategies. Strategies, that as yet, are NOT in the mainstream way of thinking.

You will learn next practice strategies, ideas and success stories that are working today. You will work with experts from different companies and different industries to challenge this thinking. You will create new ideas that will drive multilevel outcomes, differentiation and hard figure business performance.

Exciting times!

Maggie Wheeler

This event has been designed for leaders who are looking for next practice ideas

This is a cross industry event for Executives involved in any aspect of customer experience strategy, design, management & implementation

Industry experts & vendors who provide advice, service and/or products to help CX executives

Next Practice Ideas + Network + Learning:

Target Audience - who comes to CEW?

Over 75% are CX decision makers, with another third having strong influence on purchase decisions. Typical job roles include: 'C' suite, VP, Senior Directors and Managers responsible for Strategy, CS, CX, Operations and Marketing. The other 25% are people looking to increase their expertise either in relation to their specific function or as part of their wider career development.

GOLD SPONSORS



SILVER SPONSOR



SUPPORT SPONSOR



MEDIA PARTNERS:



07.45 am -
08.30 am



REGISTRATION AND BREAKFAST

This year we are delighted to introduce the latest automated registration system to ensure delegates will have a smooth passage into the conference. Once inside delegates will have the opportunity to meet other delegates over a continental style breakfast.

08.30 am -
09.00 am



JEREMY MAGGS

Journalist, Radio host and TV Presenter

Opening Comments from the Chair

Jeremy Maggs has been a journalist for almost 30 years and has worked across all media platforms – newspapers, radio, television, magazines and online. He started his career as a cadet reporter on The Herald newspaper in Port Elizabeth and later moved to the Sunday Tribune in Durban. He then spent 10 years at Radio 702 eventually rising to Head of News and was instrumental in developing the Eyewitness News brand. He then ventured into television and was lead anchor on am-today on SABC2 – the respected morning news and current affairs programme. Later he hosted the hit television quiz show Who Wants to be a Millionaire that ran for over 100 episodes.

During the time he also joined SABC radio and started the long running Sunday morning “media@safm” programme, which focussed on the advertising and communications industry. He also presented PM Live and then AM Live – arguably at the time the country’s most influential current affairs radio show including the After 8 Debate. He left the SABC in April 2008 to join eNCA where is now co-presenter of the flagship evening current affairs programme News Night 6pm to 9pm – Monday to Fridays. Maggs was also the advertising and media writer on the Financial Mail and was responsible for the authoritative yearly industry review called Ad Focus. He now publishes his own hardcover review of the industry called The Annual and continues to watch the industry with a programme on eNCA called Maggs on Media. He also hosts a Sunday morning media magazine programme on Power FM 98.7 – The Power Week.

Maggs is also the editor of the marketing website The Red Zone and its spinoff magazine; as well as Directorship magazine. He is also a consulting editor to Business Traveller magazine. Maggs also consults privately in the marketing and media space and has run a successful media training and strategy course for over 20 years. He also has an inspiring keynote speech entitled What Makes People Rich as well as a regularly updated address on new media and marketing thinking. He is a regular business panel facilitator and MC. He owns a 1964 British racing green Mini Cooper and a Basset Hound called Jameson.

09.00 am -
09.30 am



Duncan Wallace, Managing Partner EMEA,
Treehouse.Global

“Where human intelligence can be precisely described it is likely a machine can be made to replicate it”

Customer Experience is becoming dominated by increasing digitization, with the likely outcome often predicted as soon as the customer journey commences. But at what cost?

- The Governor of the Bank of England, recently stated: “Robots to steal 15million of your jobs”.
- Car manufacturer, BMW, predicts: “75% of Manufacturing Jobs will be Lost to Robotic Process Automation”.

We will look at whether:

- Big Data produces just “Lies, more Lies and Damned Statistics”.
- The analogue dinosaurs of yesterday are truly extinct with the digital disruptors dominating the landscape.
- Have the 4P’s of Marketing been displaced by the Digital P’s, where B2B and B2C is under attack from M2M?

How will organisations survive?

- Are we about to be dictated to by id-IoT’s or IoB’s, or
- Are we finally heading for an era where the Customer is truly King?
- And learn the truth of what happens when Robots go to the bathroom, and how DO they procreate? All will be revealed.



**09.30 am -
10.00 am**

Mark Angus, CEO & Managing Editor,
Knowledge Executive & cxi.today
Global CX Trends & Innovations

Digitisation, robotic process automation, artificial intelligence (AI), virtual reality (VR) - these are just some of the technologies and trends that have revolutionised the Customer Experience (CX) landscape. Now envision the next 10 – 20 years. Scary, isn't it?

In 2017, over 50% of global C-Levels expect their industries to be substantially transformed by digitisation. What innovations should your organisation be aware of in order to touch your customers - in meaningful and beneficial ways - at warp speed? What are the latest CX forecasts, predictions, trends and statistics for 2017, and beyond?

Knowledge Executive & cxi.today are currently researching and authoring The Global CX Intelligence Compendium of Reports and we'll share the latest, breaking trends with you at Customer Experience World including:

- 2017-2018 Customer Experience Trends & Predictions
- Digital & Techno Inventions & Innovations of The Future
- Employee Experience (EX) & Best Practices
- The Path to 2020

Pens ready? Laptops charged? Get ready to take a trip back to the future of CX.



**10.00 am -
10.30 am**

COFFEE BREAK AND NETWORKING

With a choice of refreshments available this short break offers you the chance to network and spread the word on social media- #joburgcx



**10.30am -
11.00 am**

SARINA DE BEER
Managing Director, Ask Afrika
The Ask Afrika Orange Index in a nutshell:

The Ask Afrika Orange Index® is the largest and most widely-referenced service excellence benchmark in South Africa. It was launched in 2001, and has a tracking history of service in South Africa for the past 15 years based on robust sample sizes. The Orange Index's longevity is testament to its relevance to both public and private sector with regards to providing a reliable yardstick for service measurement in South Africa.

This benchmark provides the foundation for in-depth discussions on service trends and diagnostics in the South African corporate and consumer landscape and is known for its singular breadth.



11.00am -
11.30 am

MARIJE GOULD

Vice President of Marketing EMEA

Don't miss out on customer experience predictions & trends for 2020

The Digital Tipping Point — Six Steps to Improve the Customer Journey in an Increasingly Digital World

In the drive towards digital customer service, is your business getting the balance right? Are you really providing what your customers want when it comes to your communication channels?

Together with Opinium Research we surveyed 24,000 consumers and 1,000 businesses across 12 countries to determine what customers really want from their providers. Our research reveals:

- 86% of consumers in South Africa want direct person contact to remain part of customer service
- 83% of consumers in South Africa don't like dealing with companies that don't provide a phone number on their website
- 71% of consumers in South Africa feel they receive better service when speaking to a person on the phone or in-store person on the phone or in-store.



11.30 am -
12.00 am

Tilak Banerjee,

Director, Dell Technologies

Strategy Keynote

Have you met those Bots yet?

Customer satisfaction has always been the key focus for Shared Services & Outsourcing organizations. Customers increasingly expect to get more than just consistent services from their SS&O partners. They want "innovation" and "continuous improvement" in the services they receive. How can one embrace the digital disruptions to enhance customer experience and productivity?

Here is an in-depth look into the disruption of Robotic Process Automation (RPA) in the Shared Service industry with real life examples and success stories.

- Shared Services models and evolution
- Changing the conversation from "lift and shift" to driving business outcomes
- Have you heard of those bots? - Some stats on Awareness & adoption of RPA
- Demystifying Robotic process automation(RPA)
- Adding value through RPA
- What is a RPA fit process?
- Opportunity of Robotics in GBS (Global Business Services)
- Three Tiered Partnership for automation
- Setting up the right Governance model
- Common pitfalls
- A sneak peek into the GBS RPA Dashboard
- A couple of real life case studies

12.00 pm -
12.30 pm



PANEL DEBATE

An opportunity to ask questions, clarify points and discuss the morning's topics with the speakers.

12.30 pm -
14.00 pm



LUNCH AND NETWORKING

This will be a buffet style lunch with vegetarian and vegan choices available.

This halfway point is a great opportunity to reflect on the morning's speakers and digest and chat about all the information with your fellow delegates.

14.00 pm -
14.30 pm



GEOFF RAMM

Author of OMG Marketing

Geoff is the creator and author of 'Celebrity Service', 'OMG Marketing' & 'OMG Strikes Back'. He's a multi-award winning speaker who has challenged audiences across six continents to look deeper, think smarter and create better, leaving you with the mindset to continually stay ahead of the competition.

With a genuine passion and an infectious love of his subjects, he's humorous with original content and personalises each presentation to your theme to ensure lasting impact with high takeaway value.

He has worked with entrepreneurs to launch start-up enterprises without a budget, and has created marketing ideas which have become legend.

Clients include; Honda, British Airways, TATA, SAGE, Tiger Brands, Goldwell and Dixons Carphone. He's the youngest ever President of the Professional Speaking Association UK and was recently awarded the PSAE (Excellence) award, as well as being a UK Enterprise Ambassador.



14.30 pm -
15.00 pm

MOHAMMED AREFF
Customer Engagement Lead, Karabina

To stay ahead of the competition, it's important for marketing leaders to have an eye on trends that have the potential to accelerate—or disrupt—their business.

At CEW Johannesburg, Mohammed Areff from KARABINA, will share a vision for the future that we're excited to be a part of, one enhanced by Customer Intelligence, supported by Platforms, and automated to deliver personalised and enriched customer experiences.

How will these technology platforms enable you to engage your audience in the next 1-3 years? During this session, we'll cover the top 3 technology imperatives we see impacting businesses, and what it means for the next wave of Customer Experiences.

The customer experience becomes a competitive advantage

It's no secret that personalised customer experiences are the future of digital marketing. But just how far will technology allow personalisation to go?

Re-imagining customer processes and systems as Platforms

When processes/systems become platforms, the opportunities to segment customers, A/B test bundled offers and make targeted recommendations, explode. Customer experience's dedicated to cultivating loyalty, trial and ancillary services evolve. Platforms, not processes/systems, make innovations faster and easier to implement.

The need for a Customer Experience Technology Maturity Model

To ensure that your CX strategy and roadmap is realised, we believe that the need for a CX Technology Maturity Model is becoming even stronger and providing more abundant benefits.



15.00 pm -
15.30 pm

COFFEE BREAK AND NETWORKING

This short break gives you a chance to stretch your legs, catch up and swap notes with fellow work colleagues.



15.30 pm -
16.00 pm

MICHAEL OSSIPOFF
Director, Telstra
Leadership Keynote

YOUR service THEIR way – Are you protecting the castle or designing the new city?

- Who is responsible for Customer Experience?
- Culture Vs Climate and why process may not be the answer.
- Thinking beyond NPS – what might we expect?
- Customer Inside.
- Key technologies powering new customer expectations.



16.00 pm -
16.30 pm

HANY MOKHTAR

The 4 Es Customer Experience Excellence Model

The Model probes uniquely in the Customers' minds and adds their insights the In a 4 D vivid formula into the Customer Experience Management equation.

The CX Master Hany Mokhtar -powered with his on the ground expertise- connects together in a distinctive scientific manner the "In-side Out service pillars" with the "Out-side- In" customer perspective

This is covered via tackling the below pillars:

- What's up with CX (Statistical analogy & probing in CX facts)?
- What does the customer really want? An Outside-In perspective look on the Customer Experience
- Key Considerations on managing a systemic agile VOC program (An action triggering program within your organizational eco system)
- How to develop an empirical effective "End to End sustainable CX Excellence program"

What Delegates will learn:

- What does the Customer really want Frame of thought
- The Customer Simulation concept in a practical manner as an integral part of the VOC program.
- The VOC program major sub components and its refinement techniques
- An End to end CX program adoption and cascading for action methodologies.
- Simple but significant Show case from major global players on excelling CX
- Customer Issues breakdown and infusion into action as a quality concept



16.30 pm -
17.00 pm

JEREMY MAGGS

End of Day Panel Debate

An end of day Panel Debate and round up of the Sessions from Chairperson Jeremy Maggs.



17.00 pm

DRINKS RECEPTION

You are cordially invited to a drinks reception where over fine wine and delicious canapés you can network.

08.30 am -
08.45 am



JEREMY MAGGS
Journalist, Radio host and TV Presenter

• COMMENTS FROM THE CHAIR •

Jeremy Maggs will steer everyone towards another packed day of learning, growing and networking.

08.45 am -
09.15 am



GIDEON GALLOWAY
CEO, Kingprice

• INNOVATION KEYNOTE •

- What does the future of insurance look like/or insurance in the future.
- Future trends and generation Y.
- What really worked for us at King Price.
- Building a resilient culture that influences customer service.
- What is culture and how do you build a strong culture.

09.15 am -
12.15 pm



INTRODUCTION TO THE WORKSHOP

A Rose is A Rose Is A Rose as Digital is Digital is Digital – or is it?

Everyone is open to digitization – the question is what flavour of digital is required and for which functional aspect of the business?

In particular a burning issue will be the balance between Human Intervention and Digital Penetration?

To assist you get the most out of Day Two please come prepared and, in advance of the conference, please think about a particular aspect of your business that you would like to 'digitise'?

This will be discussed among your working party 'team' who will be from a mix of market verticals. Collectively you will then select the project you want to focus on and present back during the workshop.

While it may not be your process that is chosen, we are confident that the requirements of every process will be encapsulated and easily replicated to our own project. The aim of the workshop is to make sure you leave no stone unturned when considering how you are going to help your company embark on its digital journey or ensure the roads they have already taken are the right ones.

Through the workshop we are going to focus on the Holy Trinity that drives every business:

- Revenue
- Cost
- Customer Experience

all of which are underpinned by:

- People
- Process, and,
- Technology

When you think about your organisation's digital journey, we will help you look at the impact each of these has on the business drivers that ultimately impact shareholder value.

You will need to consider what is the "Holy Grail" your company is striving to achieve?

- Cost Savings
- Strategic advantage
- Enhanced customer service metrics,
- Empowered staff, or something else?

You will need to clearly understand whether there are a "critical few" or one of many prizes you are hoping to deliver. In particular, you will need to be as aware of and define precisely what could prevent you from implementing the changes necessary, or, in chasing one particular prize are you missing out on a much bigger one?

The challenge you will all face will ultimately be determined by whether your business is content to maintain the status quo and protect the existing castle or, are they willing to challenge the old and design a new city?



AGENDA FOR THE WORKSHOP

THE TEAM TASK

Each team will consist of 10-12 multi-disciplined participants from a mix of market verticals.

Each company represented by the participants (we expect 4-6 companies per team) will present a precise outline of their digital project clearly stating:

- The intended objective
- The impact it will have on the business and, as important,
- The elements that exist within your business that might prevent your ability to execute the outcome you desire and,
- The plans you see are required to resolve

The only rule is that it must be beneficial to the end customer experience and either increasing revenue or decreasing cost. Ideally all three!

Day 2:

The Sessions will be split into 2 with:-

Group A – People & Process – Duncan Wallace

Group B – Process & Technology - Michael Ossipoff

Morning session 09:15-12:15**

09.15 - 09.30:	Set the 'Rules of Engagement' & 'Team Selection'
09.30 - 09.45:	Recap talking points from Day 1
09.45 - 10.45:	Present proposed digital project to team (approx. 10 mins each) Select 'Team Project'
10:45 - 11:00	Coffee Break
11.00 - 12.15	Identify the potential benefits and pitfalls of given stream (People/Technology) and the Processes to support

Afternoon sessions 14:00-17:00

14:00 - 15:15	Identify the potential benefits and pitfalls of given stream (People/Technology) and the Processes
15:15 - 16:45	Team Presentations*
16:45 - 17:00	Wrap Q&A

* The audience will be asked to score each presentation with an overall winner declared on the day.

** Use whatever digital resources you have to hand to search for the relevant digital tools and providers that will form part of your digital construct.



FREQUENTLY ASKED QUESTIONS

When will I receive my conference material?

Your conference handouts will be distributed on the first morning of the conference (unless otherwise stated in the event program). Additional conference material will be made available on a "post event portal". You will be provided with access details for this portal at the conference.

When should I pay for the conference?

Payment must be received prior to the conference.

How should I pay for the conference?

Payment can be made online by credit card or bank transfer. Highlighted on booking page.

Are the meals included?

Yes, all refreshments and conference lunches have been carefully selected to offer you the best in banqueting. Check the agenda for times.

How many attendees will be at my conference?

This varies for each conference. However due to the nature of the topic and the attraction it receives we expect to run with a high number.

How can I get to the venue?

The hotel phone number is listed within the conference information. Once registered, you will receive a Hotel & Conference Venue Location Map. Details are also available on the Venue & Accommodation page. Please contact us if you require any further information or assistance.

What about accommodation?

The cost of the hotel accommodation and travel is not included in the registration fee. Details of the accommodation options are also included within the conference information, and on the Venue & Accommodation page. To take advantage of our corporate accommodation rate, please quote you are attending an CEW conference when making your reservation.

What should I wear?

The dress code at the conference is business casual. The speakers usually come in business attire.

Special Needs

If you have any special needs, disabilities, and/or dietary restrictions that we may address to make your participation at our events more enjoyable, please do let us know when registering.

Delegate Substitutions and Cancellations

Please view our cancellation policy [here](#).

Will I receive any information from you by email?

After the conference, from time to time, you may receive blogs on related topics.