



EUROPE'S #1 UNLEASHING DIGITAL CUSTOMER EXPERIENCE

**NOVEMBER
08 - 09, 2022**

**DE BALIE
AMSTERDAM**



SUMMIT THEMES

- Unleashing human-centred business
- Creating communities & importance of diversity when setting up membership programs
- Exciting Omnichannel Trends to Track in 2022-2023
- Diving deeper into the technology part as an enabler, best/worst practices of implementing CX in larger organizations
- As customer expectation continues to rise, the whole meaning of experience and superior service is being rewritten. Seamless delivery of the service and the experience across channels is the biggest challenge marketing, customer service, and support teams face today.
- Who Owns Customer Experience?
- The new AI-powered technologies present many opportunities as organisations can personalise at scale. But ensuring seamless integration, removing data silos is still a huge challenge.
- Service design is an increasing imperative in an age where digitally-savvy consumers have increasingly higher expectations of their service providers and expect a seamless experience every time.
- The increasing importance of Employee Experience in CX
- A cohesive omnichannel experience
- Unification of customer-facing functions
- Connected data is key - Connected data collected through various systems and inputs will be the way of the future.
- Serving the consumer without harming the environment
- How to boost and leverage a customer-centric mindset & way of working amongst employees and leaders?
- Inspiring cases that are proof points of how even large corporates can embrace a true customer-oriented culture
- How brands can stand out in an increasingly busy digital space
- Redefining the Customer Journey in the Digital Age
- Enriching Customer Service Experience: chatbots, loyalty program, and predictive analytics
- Linking Voice Of the Employee and Voice of the Customer
- Customer Exgagement Transformation:With the digital revolution in full swing, organisations must consider their customers' needs to meet changing expectations. Customer demands are increasing rapidly, and the technology available to improve customer experience is advancing inexorably.
- How to Create Memorable Customer Service Moments
- The Best Digital CX Strategies for a Unique Customer Journey

WHAT OUR CLIENTS SAY

High Quality of Speakers & Facilitators"



"Great Opportunity for Peer-to-Peer learning"



"It's a very Good Forum to learn, to discuss, to reflect."



European Commission

I'm very pleased with the organization of this, from catering to communication,



Amsterdam School of International Business

"Amazing Agenda & very inspiring Speakers!"



"Thought provoking & insightful"



"Great Pleasure to participate at this summit."



"Very honored to be part of this outstanding group of professionals as keynote speakers and talk about what is expected to bring new 2020 in customer experience"



TATA GLOBAL BEVERAGES

"It was a really inspiring day and I got some really useful insights"



"Excellent Event, Extremely well organized with inspiring speakers and insightful"



"The Engagement from the Audience I really liked!"



One of the best Events I've participated in!"



"Some Presenters gave me new ideas and brainfood I haven't thought about"



"Very Diverse Insights & Topics"



"I loved the event you put on. It wasn't too big and the venue really encouraged conversation and networking"



THANK YOU TO OUR SPONSORS



ACXIOM: We enable people-based marketing everywhere through a simple, open approach to connecting systems and data to drive better customer experiences for people and greater ROI for business. A leader in identity, customer data management and the ethical use of data for more than 50 years, Acxiom now helps thousands of clients and partners around the globe work together to create millions of better customer experiences, every day.



Best Customer Management.

BCM.: BCM. Best Customer Management is a highly recognized boutique management consulting company, focusing on cross-industry customer centric and digital transformation projects within Europe and the US. Unique consulting services are CRM & CX Maturity Assessments and CRM tool selections based on the BCM. Tool-Analyzer. Furthermore BCM. offers high quality end-to-end strategy-, process and technology consulting services to executives and managers of medium-sized enterprises, national and international companies.



TALKDESK: Talkdesk® is a global cloud contact center leader for customer-obsessed companies. Our automation-first customer experience solutions optimize our customers' most critical customer service processes. Our speed of innovation, vertical expertise, and global footprint reflect our commitment to ensuring that businesses can deliver better experiences across any industry and through any channel, resulting in higher customer satisfaction and accelerated business outcomes.



EGAIN: Infused with AI, our knowledge-powered software automates digital-first experiences for enterprises and government agencies. Pre-connected with leading CRM & contact center systems, the eGain platform delivers quick value and easy innovation with virtual assistance, customer self-service, and modern agent desktop tools. Visit www.eGain.com for more info.



HYCOM: Hycom.digital is a trusted and experienced European consulting and digital solution company. We support our clients in building their market advantage especially in the fields of ecommerce and sales efficiency, service, order management and transformation projects to drive excellent customer experience. Through Digital Strategy and roadmapping with consistent Customer Journeys we are establishing flexible business models based on composable platform solutions and MACH architecture. With our highly committed industry experts and speed of implementation – we are delivering business value at scale.



Zendesk: Zendesk started the customer experience revolution in 2007 by enabling any business around the world to take their customer service online. Today, Zendesk is the champion of great service everywhere for everyone, and powers billions of conversations, connecting more than 100,000 brands with hundreds of millions of customers over telephony, chat, email, messaging, social channels, communities, review sites and help centers. Zendesk products are built with love to be loved. The company was conceived in Copenhagen, Denmark, built and grown in California, taken public in New York City, and today employs more than 6,000 people across the world. Learn more at www.zendesk.co.uk.

OUR PRESTIGIOUS SPEAKERS:



FEATURING SPEAKERS



Chairperson Day 1

Thomas U. Hamele
 Executive Partner
BCM.
 Germany



Jochen Töpfer
 Head of Professional Services EMEA
acxiom
 Switzerland



Bert Middendorp
 Manager eCommerce
Hunkemöller
 Netherlands



Thomas Staudte
 Head of Customer Engagement
air up
 Switzerland



Maryna Rusthoven
 Programme Director Global Sustainable Business Management
AMSTERDAM UNIVERSITY OF APPLIED SCIENCES
 Netherlands



Elena Enthoven
 Head of Customer Engagement
LEASEPLAN
 Netherlands



Nancy Moodley
 Head of Customer Experience, Digital & CRM
Nissan
 South Africa



Jens Martin
 Head of Product - Digital Sales
Kia Europe
 Germany



Leendert Van Der Plas
 Head of Customer Experience
The HEINEKEN Company
 Netherlands



Marieke Miltenburg
 Customer Journey Developer
bol.com
 Netherlands



Evelien Van Damme
 Head of global customer service
citizenM hotels
 Netherlands



Jolien Nelemans
 Strategic Marketer Customer Experience
de Volksbank
 Netherlands



Manfred Van Gurchom
 Manager Customer Experience
ANWB
 Netherlands



Eva Martins
 Global Head Customer Engagement
Sanofi
 Switzerland



Tamara Mom
 Strategic Marketer Customer Experience
de Volksbank
 Netherlands



Irina Popova
 Project Manager, Six Sigma Black Belt, Channel Data Manager, Customer Success Advocate and Application Deployment Expert,
Seagate Technology
 Nederland



Roman Siepelmeyer
 Customer Experience Manager
Netflix
 Netherlands



Fabian Kersten
 Global Head of Digital Product / Customer Journey
Solvay
 Netherlands



Barbara Den Bak
 Founder
HIGH STUDIOS
 Netherlands



Metin Cerasi
 Digital Strategy and Marketing Director
FORMER ARÇELİK
 Turkey

AGENDA | DAY 1 | TUESDAY | 8 NOV 2022

8:30 WELCOME COFFEE AND REGISTRATION

9:00 INTRODUCTION FROM GLOBAL EXECUTIVE EVENTS

9:20 OPENING REMARKS FROM THE CHAIRPERSON

Thomas U. Hamele, Executive Partner, BCM.

9:30 OPENING KEYNOTE

**How to create connecting moments with your customers?
Stay human in a digital world!**

Building meaningful customer relations by providing the unique citizenM experience, during the entire customer journey.

Evelien van Damme, Head of global customer service, citizenM hotels

10:00 ULTIMATE BRAIN SPA PART 1

These are participant-led, networking group discussions. The interactive session aims to address the main challenges you are currently facing. We will choose and display 5-10 challenges that were submitted before the summit. Delegates will be split into groups to discuss one challenge each, and a group representative selected will later report the group's key findings to the other delegates.

10:35 NETWORKING COFFEE BREAK

Let's talk about Linking the Voice Of the Employee and the Voice of the Customer while you enjoy your coffee

11:05 PANEL DISCUSSION

Redefining the customer journey in the digital age

- Creating a robust and flexible customer service outsourced partner network
- Creating / driving a customer obsessed culture
- AI applications in contact channels

Roman Siepelmeyer, Customer Experience Manager, Netflix

Maryna Rusthoven, Programme Director Global Sustainable Business Management, Amsterdam University of Applied Sciences

Laetitia Grammatico, Director - Customer Engagement & Care - Digital Platforms, Philips

11:35 EXPERT TALK

Connected data is key - Connected data collected through various systems and inputs will be the way of the future.

Zendesk

12:10 CASE STUDY

Integrated Purchase Experience

Jens will speak about KIA Europe's Online Purchase Experience. KIA has launched Online Sales in most of its European markets, allowing customers to experience a convenient way of buying a new vehicle - anytime and anywhere - while having a seamless digital experience. The presentation will detail what this means, why KIA is doing it; how they develop it; and for what type of customer this is intended.

Jens Martin, Head of Product - Digital Sales, Kia Europe

12:35 LUNCH SPONSOR

Nova Reperta

12:55 NETWORKING LUNCH

13:55 CASE STUDY

Customer Relationship Strategy and Customer Relationship Score for more than satisfied customers Are you looking for the next step in measuring and improving CX? We like to show you how we went from simply working on customer satisfaction to a Customer Relationship Strategy, and how we actually measure the strength of a customer relationship.

At de Volksbank, we aim for more than satisfied customers. CSAT and NPS are not enough. We want to build a strong relationship with our customers. To measure our performance using KPIs, we developed a Customer Relationship Model (CRM) and a Customer Relationship Score (CRS) in cooperation with the Radboud University (a Dutch university renowned for its high-quality education and research). The CRS is a new metric that not only measures satisfaction, but also trust and brand love. Our presentation shows you how the CRM is constructed, which factors are crucial in building a relationship across all channels, and how a strong customer relationship generates more value.

Jolien Nelemans, Strategic Marketer Customer Experience, de Volksbank

Tamara Mom, Strategic Marketer Customer Experience, de Volksbank

14:25 EXPERT TALK

High Value Audience to High-value Behaviour to High-value Action

Personalisation adds Value to Marketing

Jochen Töpfer, Head of Professional Services EMEA, Acxiom

14:25 CASE STUDY

Diving deeper into the technology part as an enabler, best/worst practices of implementing CX in larger organizations

15:25 NETWORKING COFFEE BREAK

Let's talk about a cohesive omnichannel experience and the Unification of customer-facing functions while you enjoy your coffee

15:55 CASE STUDY

Who Owns Customer Experience?

- A cohesive omnichannel experience tailored to the user type
- Making the experience intuitive
- What shapes the customer's expectations?

Irina Popova, Project Manager, Six Sigma Black Belt, Channel Data Manager, Customer Success Advocate and Application Deployment Expert, Seagate Technology

16:25 PANEL

The new AI-powered technologies present many opportunities as organisations can personalise at scale. But ensuring integration, removing data silos is still a huge challenge.

17:10 CHAIRPERSON CLOSING REMARKS

17:25 NETWORKING DRINKS RECEPTION



AGENDA | DAY 2 | WEDNESDAY | 09 NOV 2022

8:30 WELCOME COFFEE AND REGISTRATION

9:00 INTRODUCTION FROM GLOBAL EXECUTIVE EVENTS

9:20 OPENING REMARKS FROM THE CHAIRPERSON

9:30 OPENING FIRESIDE CHAT
 Eva Martins, Global Head Customer Engagement, Sanofi

10:00 ULTIMATE BRAIN SPA PART 2
 These are participant-led, networking group discussions. The interactive session aims to address the main challenges you are currently facing. We will choose and display 5-10 challenges that were submitted before the summit. Delegates will be split into groups to discuss one challenge each, and a group representative selected will later report the group's key findings to the other delegates.

10:35 NETWORKING COFFEE BREAK
 Let's talk about Redefining the Customer Journey in the Digital Age while you enjoy your coffee

11:05 PANEL DISCUSSION
CX transformation in traditional industries

- Why CX transformation is necessary
- Customer Feedback
- Difficulties in the transformation
- Integrate the offline and online customer journey
- Speed of transformation
- Competitive advantage

Leendert van der Plas, Head of Customer Experience, Heineken Netherlands, The HEINEKEN Company
 Bert Middendorp, Manager eCommerce, Hunkemöller
 Metin Cerasi, Digital Strategy and Marketing Director, former Arçelik

11:35 EXPERT TALK
 TBA, Genesys and NTT

12:10 INSIGHT SESSION
Delighting and retaining international customers with intelligent automation

- How to delight customers in a fast-growing startup environment.
- When is the right moment for automation?
- scaling smart with the right balance of hands and technology
- Personalised customer interaction with AI platforms
- Ensure the feedback loop in the right granularity to foster a customer-centric product development

Thomas Staudte, Head of Customer Engagement, air up

12:30 NETWORKING LUNCH

13:30 INSIGHT SESSION
How to Create Memorable Customer Service Moments
 Marieke Miltenburg, Customer Journey Developer, bol.com

13:50 EXPERT TALK
 Talkdesk

14:20 CASE STUDY
Diving deeper into the technology part as an enabler, best/worst practices of implementing CX in larger organizations

14:50 NETWORKING COFFEE BREAK
 Let's talk about Enriching Customer Service Experience: chatbots, loyalty program, and predictive analytics while you enjoy your coffee

15:20 CASE STUDY
CeX in Chemical Manufacturing Applying CX best practices B2B

- Getting the CeX basics right for future growth
- Make it visual to sell the story and get the buy-in
- Identifying the use cases to build CeX success
- Think big, start small, and make it stick
- Customer onboarding
- Sample management

Fabian Kersten, Global Head of Digital Product / Customer Journey Solvay

15:50 INSIGHT SESSION
Customer Experience success factors for customer value at ANWB:

- Transforming into journey based organisation
- Impact of digital interaction

Manfred van Gurchom, Manager Customer Experience, ANWB

16:15 CHAIRPERSON CLOSING REMARKS



**#UNLEASH
#GXS**