



# SUMMER CONVENTION

27 JUNE 2019

How have some of today's leading brands successfully transformed their customer and colleague experience

Join more than 150 like-minded colleagues to discuss, share and explore new ideas on how to reimagine CX and what it means for your own role and your organisation.

BOOK NOW!



(+44) 141 564 9010

EVENT PARTNERS





## ABOUT US

'Customer Experience Reimagined' represents the conundrum faced by organisations when striking a delicate balance between automation, human engagement and boardroom investment.

Reimagining customer experience may mean different things to different brands, however there are many common threads; the rising imperative of dealing with vulnerable customers, successfully managing a multigenerational workforce, choosing channels which work, whether to outsource and/ or offshore, and deciding your brand's recipe for automation and human effort.

## YOU WILL LEARN

- A blue-print for success for managing service and experience in a digital world
- Vulnerability and wellbeing – one size doesn't fit all
- Successful channel shift – a game-changer?
- Inspiring leadership – reimagining your people strategy
- The 'must have' technologies to support your future development

Bringing the latest insights and experts together to answer the questions important to you. This event will arm you with the latest tactics, understanding and info to take your business to the next chapter.

## THE PROGRAMME

Showcasing CCA award winners, our expert speakers and contributors will bring winning strategies to you. Award-winning brands include:



TALK TO LEADING  
**EXPERTS** LIKE YOU!

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Prices start from  
£199+VAT



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## THE PROGRAMME

**0915-1000**     **Registration & Coffee**

**1000-1010**     **Opening remarks from event chair – Liz Barclay, CCA Special Adviser and Chair of People & HR Forum**

**1010-1050**     **One size doesn't fit all - Vulnerability and wellbeing**

Vulnerability and wellbeing are some of the top issues organisations are tackling – both from a customer and an employee perspective. How can we better support our colleagues to be more resilient and feel more equipped to deal with ongoing disruption?



Led by **Martin King, Head of Customer Vulnerability, Lloyds Banking Group**, this session will look at a number of great examples of how organisations are tackling this to offer the right support to ensure teams are best equipped to deal with increasingly challenging and often difficult conversations with customers. A panel session will follow Martin's keynote with leading brands committed to doing the best for their customers and colleagues.



Participants will include:

- **Gill Adkins, Service Centre Manager, Chelmer Housing Partnership**
- **Alice Gowers-Taylor, Housing Options Team Leader, Chelmer Housing Partnership**
- **Standard Life, winners of CCA Excellence Award on Skills, Learning & Development.**

**Standard Life**

**1050-1120**     **Successful Channel Shift - Sky Messaging Team**

**Winners of CCA Excellence Award - Innovation in Customer Service 2018**

**Craig Macdonald, Director of Customer Service, Sky**



Offering the right self-service channels to improve CX and business performance takes real skill and is the nirvana for most organisations. Too often opening new channels with the expectation to reduce voice contact doesn't always come to fruition. However, when it does succeed it can be a game-changer for customer engagement and experience.

This session will showcase the award-winning Sky Messaging Team on how they successfully used customer insight, knowledge and journey mapping to implement a new service offering to customers that is shifting demand and at the same time increasing customer satisfaction. This service gives customers the option to make contact through the Sky App, Facebook Messenger or SMS.

Sky are one of the biggest providers of messaging in the worldwide service industry with more than fifty thousand messages being handled weekly.

**1120-1150**     **How industry standards are supporting customer success**

CCA Global Standard© bearers lead the way in driving continual improvement in their service proposition. This session will showcase how engaging with colleagues, paying close attention to voice of customer and securing commitment across the business gives you the confidence you have the correct principles and foundation to build your service proposition.

## THE PROGRAMME

### 1150-1220 **Tea & Coffee and Networking**

### 1220-1300 **Round-Table Focus Groups**

Formally facilitated round-table discussions will offer you the chance to explore the critical questions from the morning's presentations with your peers and industry experts. Take the opportunity to table the questions you need answered to leave equipped with ideas and concepts for your own organisation.

### 1300-1400 **Lunch, exhibition & networking**

### 1400-1430 **KEYNOTE DEBATE: Re-imagining CX to 2020 and beyond - how future tech will transform our people and customers**

Why aren't businesses adopting new digital technology advances quicker? What are the fears? What are the barriers? How can we build better ROI business cases so that investment and customer service is not just seen as a cost?

Discussing the critical questions you need answers to, our leading panel of experts will explore customer expectations to 2020, what drivers for change will shape the technology we use and how can we ensure our teams are fully equipped for the challenges ahead.

### 1430-1500 **Inspirational Leadership**

What does it take to inspire others to perform at their best? How can you engage your teams across the whole operation to do the right thing for customers because they feel empowered and enabled to do so? Creating an environment for people to flourish is the hallmark of any successful leader.

**CCA Director of the Year, Jo Mayer** has worked in financial services for almost 30 years progressing from customer facing activity to her current position as Director of Customer Operations at The Co-operative Banking Group. Described by Andrew Bester, Co-op Banks's CEO as a passionate leader, Jo's presentation will leave you inspired and motivated to reimagine your people strategy to deliver results for customers and your team.

### 1500-1540 **Round-Table Focus Groups**

Formally facilitated round-table discussions will offer you the chance to explore the critical questions from the morning's presentations with your peers and industry experts. Take the opportunity to table the questions you need answered to leave equipped with ideas and concepts for your own organisation.

## THE PROGRAMME

### **1540-1620**    **World Record Holder: Josh Llewellyn-Jones**

Born with cystic fibrosis, doctors didn't expect Josh Llewellyn-Jones to survive beyond the age of 30. Now heading towards his 32nd birthday, Josh has not only defied the odds to live with a chronic condition, he is now a world-record holder for lifting 1,000,000 kg in under 24 hours.

A true inspiration, Josh will share his story and explain about building resilience, turning problems into opportunities and the importance of having the right people around you to succeed.

### **1620-1630**    **Closing remarks**

### **1630-1730**    **Networking & drinks**

## BOOK NOW

Please note that CCA Members receive 1 complimentary place.

	<b>Standard Rate</b>
<b>CCA Member</b>	£200 ex VAT
<b>CCA Member Group (4)</b>	£700 ex VAT
<b>General Admission</b>	£350 ex VAT
<b>General Admission Group</b>	£1100 ex VAT

**[CLICK HERE TO SECURE YOUR PLACE](#)**

or call the team to discuss on (+44) 141 564 9010

