

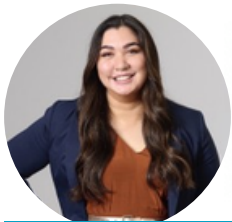
# CUSTOMER EXPERIENCE SUMMIT VIC

DRIVING PERSONALISATION & DIFFERENTIATION TO UPLIFT YOUR CX

WEDNESDAY OCTOBER 18TH, 2023  
MARVEL STADIUM, MELBOURNE



## SPEAKERS



Nadia Hudson

GM Customer Experience



Liza Gunn

GM Customer Service & Continuous Improvement



Lean-Luc Ambrosi

Chief Experience Officer



Blessie Javellana

Head of Customer Experience



Mia Lloyd

GM Customer Loyalty, Trade Planning and Insights



Esmé Eterovic

Head of Marketing & Digital



## KEY TOPICS

- Linking CX initiatives to business outcomes
- Staying relevant to customers
- Successfully gaining customer trust
- Keeping up with customer technology
- Strategies to build high performing CX teams
- Identifying pain points & retention opportunities

## WHO WILL ATTEND?

Chiefs/Heads/GMs of:

- Customer Experience
- Digital Experience
- Personalisation
- CX Technology
- Customer Insight & Analytics

# SUMMIT AGENDA

WEDNESDAY OCTOBER 18TH

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## 8:30 REGISTRATION, COFFEE & NETWORKING

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## 9:00 WELCOME REMARKS

Chairperson



### 9:10 ATTENDEE SPOTLIGHT

CX Scenario - Key Challenges & Opportunities

## 9:40 PANEL DISCUSSION: LINKING CX INITIATIVES TO BUSINESS OUTCOMES

- Obtaining and sustaining internal stakeholder engagement
- Assessing the ever changing needs of customers
- Strategies to build high performing CX teams
- Performance management and ROI

**Nadia Hudson**, GM Customer Experience, Aussie Broadband

**Mia Lloyd**, GM Customer Loyalty, Trade Planning & Insights, Coles Liquor

**Liza Gunn**, GM Customer Service & Continuous Improvement, NZ Post

**Jean-Luc Ambrosi**, Chief Experience Officer, CareSuper

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## 10:20 CASE STUDY: TRANSLATING CUSTOMER FEEDBACK INTO CONCRETE ACTIONS THAT DRIVE POSITIVE CHANGE WITHIN THE ORGANISATION

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## 10:50 MORNING TEA & NETWORKING

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## 11:20 PANEL DISCUSSION: THE JOURNEY TO CX PERSONALISATION: BUILDING THE FOUNDATION FOR SUCCESS

- CX personalisation - where to begin?
- Proactively communicating with customers throughout their journey
- Staying relevant to customers
- Keeping up with customer technology

**Esme Eterovic**, Head of Marketing & Digital, TelstraSuper

**Blessie Javellana**, Head of Customer Experience, AGL

**Vera Skocic**, Head of Customer & Strategy ANZ, Consumer, TTI Brands

**Jorden Lam**, Head of Member Services & Operations, HESTA

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## 12:00 CASE STUDY: EVOLUTION OF CUSTOMER EXPERIENCE BEYOND THE AI HYPE

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## 12:30 LUNCH & NETWORKING

### 1:10 INTERACTIVE WORKSHOPS

- From insight to action: customer journey mapping for enhanced experiences
  - Effective strategies for driving customer loyalty & advocacy
  - Leveraging Customer Analytics for Business Growth and Personalised Experiences
  - Enhancing customer service & support options through AI & chatbots
  - Leveraging VoC data to create personalised customer experiences and optimise touchpoints along the customer journey
  - The journey from raw customer data to actionable insights
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## 1:50 PANEL DISCUSSION: STRATEGIES TO DRIVE CUSTOMER RETENTION IN THE AGE OF EVOLVING EXPECTATIONS

- Using insights to understand customer motivations and preferences
- Build relationships with your customers at every stage of the journey
- Mapping the customer experience to identify pain points and retention opportunities

**Agnes So**, Head of Customer Experience, HotDoc

**Laura Cran**, Head of Customer Experience, Accent Group

**Jacinta Jones**, Product Owner - Customer Proposition Business Banking, Bendigo & Adelaide Bank

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## 2:30 CASE STUDY: BUILDING BRANDS: REIMAGINE AND LEAD THE NEXT ERA OF CUSTOMER EXPERIENCE

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## 3:00 AFTERNOON TEA & NETWORKING

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## 3:30 INTERNATIONAL KEYNOTE: UNDERSTANDING CUSTOMERS AS PEOPLE NOT JUST NUMBERS

- Provide a roadmap for translating customer insights into actionable steps
  - Delve into the concept of building authentic, two-way relationships with customers
  - Explore the shift from a transactional approach to a human-centric approach in CX
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## 4:00 CLOSING REMARKS FOLLOWED BY NETWORKING DRINKS

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