

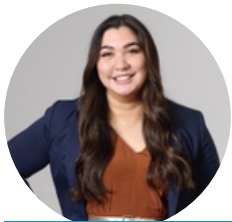
CUSTOMER EXPERIENCE SUMMIT VIC

DRIVING PERSONALISATION & DIFFERENTIATION TO UPLIFT YOUR CX

WEDNESDAY OCTOBER 18TH, 2023
MARVEL STADIUM, VICTORY ROOM, 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

8:30 REGISTRATION, COFFEE & NETWORKING

9:00 WELCOME REMARKS

Gabrielle Roux, Founder, the Human Strategist



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

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

Moderated by: Rajan Kumar, Co-Founder & CEO, The Lumery

10:20 FIRESIDE CHAT: DIGITAL CX EVOLUTION FOR THE FASTEST GROWING UNIVERSITY

Maricel Custodio, Marketing Director, Torrens University

Benni Lucas, Head of MarTech, Resolution Digital

Andrew Rice, Digital Innovation Director, Resolution Digital

10:50 MORNING TEA & NETWORKING

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

- CX personalisation - where to begin?
- Proactively communicating with 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

Troy Muir, Global Director Digital Experience & Channels, Movember

Moderated by: Matty Sirois, Head of Marketing, Atomic.io

12:00 FIRESIDE CHAT: HOW CPA AUSTRALIA DRIVE MEMBER ENGAGEMENT & CREATE A SEAMLESS CX

Avryl Zangalis, Senior Service Delivery Manager, CPA Australia

Anthony Brown, Director of Solution Consulting - CXone, NICE

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

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

Clare Thompson, Head of Customer Insights & Engagement, GMHBA

Candice Liew, Head of Customer Strategy & Experience, Flybuys

Moderated by: John Wells, Senior Commercial Account Executive, Zendesk

2:30 BEING BETTER: A FUTURE WHERE VALUE CREATION IS PARAMOUNT

James Johnstone, Director - Commercial Strategy, Datacom

Dean Fox, Director - Experience Technology, Datacom

3:00 AFTERNOON TEA & NETWORKING

3:30 FIRESIDE CHAT: UNDERSTANDING CUSTOMERS AS PEOPLE NOT JUST NUMBERS

Matt Saraceni, Head of Digital Products, AFL

Gabrielle Roux, Founder, the Human Strategist

4:00 CLOSING REMARKS FOLLOWED BY NETWORKING DRINKS