

CUSTOMER EXPERIENCE SUMMIT NSW

TURNING TRANSACTIONS INTO EXPERIENCES

THURSDAY APRIL 4TH, 2024

DOLTONE HOUSE - HYDE PARK
SYDNEY NSW



SPEAKERS



Michael Dominish
Head of Customer Experience



Emma Stapleton
Head of Customer Support



Krista Wright
Director - Customer Engagement & Loyalty



Gab Juel
Director - Customer Experience Operations



Stevie-Ann Dovico
Executive Digital Technology - Customer & Colleague



Ben Coughlin
Chief Customer Operations Officer

KEY TOPICS

- Engaging Cross-Functional Teams for Enhanced Customer Experience
- Using customer data for storytelling to communicate CX
- Crafting compelling journeys through generative AI
- Anticipate customer needs and proactively address issues

WHO WILL ATTEND?

- Chiefs/Heads/GMs of:
- Customer Experience
 - Digital Experience
 - Personalisation
 - CX Technology
 - Customer Insight & Analytics
 - Product

SUMMIT AGENDA

THURSDAY APRIL 4TH, 2024

8:30 REGISTRATION, COFFEE & NETWORKING

9:00 WELCOME REMARKS

From Chairperson



9:10 ATTENDEE SPOTLIGHT

How do you get customers bought into your brand?

9:40 PANEL DISCUSSION: ENGAGING CROSS-FUNCTIONAL TEAMS FOR ENHANCED CUSTOMER EXPERIENCE

- Breaking down silos to encourage collaboration
- Ensuring seamless CX across all touchpoints
- The impact of creating a customer centric culture

Joana Feiteira, GM Customer Experience & Communications, Transdev Sydney Ferries

Stevie-Ann Dovico, Executive Digital Technology - Customer & Colleague, NAB

Melody King, Head of Customer Experience & Culture, Allianz

Emma Stapleton, Head of Customer Support, MECCA

10:20 CASE STUDY: MAXIMISING EFFICIENCY AND CUSTOMER SATISFACTION

10:50 MORNING TEA & NETWORKING

11:20 PANEL DISCUSSION: BRIDGING THE GAP BETWEEN INSIGHTS ACROSS MULTIPLE CHANNELS TO DRIVE CONSISTENCY

- Using customer data for storytelling to communicate CX
- Providing a fair value exchange to customers in exchange for their data
- The importance of real-time data analysis and how it enables businesses to respond to customer needs

Krista Wright, Head of Customer Strategy, Insight & Analytics, The Iconic

Rowena Samaraweera, Head of Customer Experience Design, Auto & General

Josh Isben, Head of Customer & Strategic Insights, Sydney Water

Gab Juel, Director - Customer Experience Operations, Domain

12:00 CASE STUDY: ACHIEVE CUSTOMER LOYALTY THROUGH AN OMNICHANNEL APPROACH

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: REVOLUTIONISING CX WITH GENERATIVE AI - FRIEND OR FOE?

- Providing customers with more relevant and engaging experiences
- Automate personalised touch-points through consistent and high-quality flow of content
- Anticipate customer needs and proactively address issues

Ben Coughlin, Chief Customer Operations Officer, Webjet
Taimoor Khan, Director of Customer Experience, madpaws

Rohit Lakhotia, General Manager - Customer & Channel AI, Telstra

Ben Luck, General Manager Customer, Regional Australia Bank

2:30 CASE STUDY: LEVERAGING AUTOMATION TECHNOLOGIES TO ENHANCE AND STREAMLINE THE ENTIRE CUSTOMER JOURNEY

3:00 AFTERNOON TEA & NETWORKING

3:20 PROACTIVE VS. REACTIVE CX

3:40 KEYNOTE: SERVING CONSISTENCY: THE GOLDEN ARCHES OF CUSTOMER EXPERIENCE

Michael Dominish, Head of Customer Experience, McDonalds

4:10 CLOSING REMARKS FOLLOWED BY NETWORKING DRINKS