

CUSTOMER EXPERIENCE SUMMIT VIC

UNPACKING THE INNOVATION PATHWAY TO ENRICHED & CUSTOMISED CX

THURSDAY 10TH OCTOBER 2024
METROPOLIS EVENTS,
MELBOURNE



SPEAKERS



DARIO ORSINI
General Manager



DEIRDRE BOYLE
Chief Customer Officer



NICK CLARKE
Head of Customer Insights



SONIA DANIELEWSKI
General Manager - Customer Strategy



MATT SARACENI
Head of Digital



ANDREW HARRSION
Director of Customer Experience

KEY TOPICS

- Demystifying CX Value: Turning Customer Experience into ROI for Leadership Buy-In
- Practical AI Integration: Where and How Does it Fit Your Customer Journey
- Humanising Digital Platforms: The Convergence of In-Person & Online Experience

WHO WILL ATTEND?

- Chief Customer Officer
- Heads of Customer Experience / Strategy
- Heads of Digital Experience
- Heads of Customer Insight & Analytics
- Heads of Personalisation
- Heads of CX Technology

SUMMIT AGENDA

THURSDAY 10TH OCTOBER

8:30 REGISTRATION, COFFEE & NETWORKING

9:00 WELCOME REMARKS FROM CHAIRPERSON

9:20 PANEL DISCUSSION: DEMYSTIFYING CX VALUE: TURNING CUSTOMER EXPERIENCE INTO ROI FOR LEADERSHIP BUY-IN

- Translating CX value to ROI metrics and leadership language
- Strategies to achieve company-wide customer centricity
- Beyond NPS: expanding data collection & analysis for a single view of customer journey

Deirdre Boyle, Chief Customer Officer, Flybuys
Dario Orsini, General Manager, The Ritz-Carlton, Perth
Sonia Danielewski, General Manager - Customer Strategy, Bupa
Leigh Barnes, Chief Customer Officer, Intrepid Travel

10:00 PRESENTATION: BUILDING BETTER CUSTOMER ENGAGEMENT THROUGH DATA AND INNOVATION

Mark Drasutis, Head of Value APJ, Amplitude

10:30 MORNING TEA & NETWORKING



11:00 CUSTOMER EXPERIENCE SIMULATION
Fostering critical thinking, team collaboration, & alignment that translates to positive CX through gamification

11:20 PANEL DISCUSSION: PRACTICAL AI INTEGRATION: WHERE AND HOW DOES IT FIT IN YOUR CUSTOMER JOURNEY?

- Exploring the versatility of AI's CX plug-ins
- Strategising where to embed AI tools into customer journey
- Conducting effective cost-benefit analysis of AI investments
- CX from within: Internal use of AI for improved data analysis and employee knowledge access

Peter Caddy, Head of Digital – Ventures & Amplar Health, Medibank
John Lazzara, Head of Digital Experience Design, Telstra
Jason Smith, Director of Customer Experience (streaming), Foxtel Group
Nick Clarke, Head of Customer Insights, Cathay Pacific (virtual)
Moderator: **Ben Hancock**, Manager - Digital, Analytics & AI, NICE Actimize

12:00 PRESENTATION: BUILDING A COMMERCIAL & COMPETITIVE ADVANTAGE THROUGH CX

George Bej, Executive Director, Strativity

12:30 LUNCH & NETWORKING



1:20 INTERACTIVE WORKSHOPS

- How to apply personalisation to a light-touch customer journey
- Harnessing technology for seamless omnichannel experiences at scale
- Transforming customer experience through data-driven personalisation
- The future of CX: Anticipating trends in virtual and extended reality
- Turning customer feedback into action: strategies for effective listening and response

2:00 PANEL DISCUSSION: HUMANISING DIGITAL PLATFORMS: THE CONVERGENCE OF IN-PERSON & ONLINE EXPERIENCE

- The art of incorporating human touch in self-service technology
- Digital communication of culture, values, & on-site experience to virtually connect with customers
- Customising tools and trends to maintain competitive edge and loyalty

Andrew Harrison, Director of Customer Experience, NAB
Roe Baluyut, Group Head of CX & Innovation, Crown Resorts

Matt Saraceni, Head of Digital Products, AFL
Moderator: **Ozaif Ibrahim**, Partner - Experience Design, Bound

3:10 AFTERNOON TEA & NETWORKING



3:30 KEYNOTE FIRESIDE CHAT:
THE ROLE OF EVENTS & SPORTS IN BUILDING A CUSTOMER-CENTRIC CULTURE

Karen Clyesdale, Head of Customer Experience & Customer Relationship Management, Tennis Australia

4:00 CLOSING REMARKS

4:10 NETWORKING DRINKS

5:10 EVENT ENDS