



## IN CONVERSATION WITH CCW EUROPE DIGITAL

7<sup>TH</sup> NOVEMBER 2023

Keeping pace with change: Going the extra mile to achieve customer loyalty & advocacy

Welcome to In Conversation with CCW Europe Digital, a video-based podcast series that brings together the leading minds in customer contact from across Europe to cover a diverse range of topics and issues impacting the customer contact industry.

Whilst the dominance of **Generative AI** can't be ignored, that's just the tip of the iceberg when lined up next to the laundry list of opportunities and challenges customer management leaders must juggle.

Although **early adopters** are leading the charge and seeing quick results from Generative AI, there are risks to unpick before the rest of the market hops onto the new technology train given the pressing nature of their day to day challenges. From considerations around data handling for compliance to being present and consistent across every channel, going the extra mile for vulnerable customers, building loyalty and customer advocacy and improving internal employee experience, there is a delicate balance to be struck for customer management leaders.

This November, In Conversation with CCW Europe Digital returns to share several new episodes for a limited time only to our members of in-depth one-on-one conversations to allow you to step into the minds of leaders who have navigated the most pressing customer care challenges and are passionate about sharing best practices with the community. So, whether you're a CX, contact centre or digital service professional, be sure to tune in and join the conversation.



### 2023 Expert Contributors Include:

- Bethan Lynch, Head of Customer Experience, **B&Q**.
- Joanne Pearson, Head of Customer Outcomes & Vulnerability, **NewDay**.
- Jo Ellis, Senior Manager, Financial Wellbeing & Customer Vulnerability, **Tesco Bank**.
- Graeme Matheson, Planning & Performance Lead, **John Lewis Partnership**.
- Louie Davis, Senior Strategy Manager, **easyJet holidays**.
- Paul Lamont, Product Director, Consumer Information Services, **Experian**.
- Zack Wenthe, Director of Customer Marketing & Thought Leadership, **Treasure Data**.
- Lani Kakiet, Principal Solution Consultant, **Treasure Data**.
- Rik McCrossan, Principal Solution Consultant, **Orange Business**.
- Patrick Bosworth, Senior Solution Consultant, **Genesys**.



- Stay up-to-date with the latest insight, implementation strategies and customer care trends, whenever and wherever you want



- Learn from **real-world examples** as our expert guests share how they're tackling common customer challenges, with successes you can replicate and failures to avoid



- Get connected to a community of likeminded colleagues, peers and thought leaders across the region through CCW Europe Digital

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## OPTIMISE AND INNOVATE: COMBINING CX BEST PRACTICE WITH NEW AND EVOLVING TECHNOLOGIES THROUGHOUT THE CUSTOMER JOURNEY

With 7 years in the travel industry having learnt best practices from each role, Louie Davis, Senior Strategy Manager at easyJet holidays will share some of the key lessons he's learnt throughout his career to manage high pressure circumstances. From understanding the principals of creating great customer journeys, to upselling to grow revenue and enhance the customer journey, these lessons can be applied to all customer-facing verticals. Alongside that, we will discuss future opportunities around innovative technology, such as Generative AI, to gain first mover advantage and enhance customer experience.



Louie Davis, Senior Strategy Manager, **easyJet holidays**



## MORE THAN A DIGITAL SHOPPING CHANNEL: HOW TO TURN YOUR MOBILE APP INTO A LOYALTY-DRIVING ASSET

Bethan Lynch, Head of Customer Experience at B&Q has 12 years of experience in driving brand-loyalty through apps that can become virtual assistants to customers whilst effectively collecting a rich pool of data and creating revenue opportunities as a result. As part of driving a customer-centric initiative in a product-orientated organisation, this conversation takes us on a journey as to how apps (if done properly) can become something that your business can realise a much bigger return from than just another online sales channel.



Bethan Lynch, Head of Customer Experience, **B&Q**



## RAPID IDENTIFICATION AND ACTION FOR VULNERABLE CUSTOMERS: AN EXPERT PANEL ON HOW TO GO THE EXTRA MILE FOR THOSE WHO NEED IT MOST

We could all be doing more to protect our most vulnerable customers. But how do we approach this in practice and get buy-in from senior leadership to proactively support customers in vulnerable situations, before they approach your customer service teams? In this session, we will learn about best practices from Tesco Bank and NewDay on how to approach and serve vulnerable customers, as well as positive business results driven as a direct outcome of prioritising the experience of vulnerable customers. Tune in to hear use cases from Tesco Bank about their initiatives including the inclusive experience toolkit and call centre training to protect vulnerable customers. Plus, how NewDay are partnering with Experian to build their Support Hub.



Jo Ellis, Senior Manager, Financial Wellbeing & Customer Vulnerability, **Tesco Bank**



Joanne Pearson, Head of Customer Outcomes & Vulnerability, **NewDay**



Paul Lamont, Product Director, Consumer Information Services, **Experian**



## STOP CHASING THE TECHNOLOGY SILVER BULLET: A MASTERCLASS FROM JOHN LEWIS PARTNERSHIP IN PRIORITISING EX TO CREATE OUTSTANDING CX

Graeme walked into his first role in the front line of a contact centre 30 years ago with nothing but a pencil, a spreadsheet of numbers, and a telephone, ready to service the most displeased customers. Fast forward 30 years, we now have several lanes on the metaphorical superhighway in which customers can contact the same agents, who are not only trying to deliver a great experience for their customers, but have to navigate tricky technology stacks in their daily work. In this episode, Graeme reflects on the way the industry has evolved and urges those moving aggressively with new investments to pause and reflect on what their employees and customers want and need. Tune in for key insights on how and why customer-facing businesses should be prioritising EX from John Lewis, the largest employee-owned business in the UK.



## UNLEASHING THE POWER OF AI & MACHINE LEARNING TO LEVERAGE CUSTOMER DATA, DRIVE ACTIONABLE INSIGHTS & ENHANCE CX

Customer data is a sensitive topic for CX leaders, with so many regulations in place monitoring the process from how and why we collect it all the way through to what we do with the insights, it is now more complicated than ever to handle data and drive actionable insights. Whilst AI isn't the silver bullet for all of our issues, thought leaders from Treasure Data will unpack in this session how to harness the tool effectively to provide a 360-degree customer view whilst also acknowledging the pitfalls associated with the use of these tools and how to navigate such challenges. Tune in for a deep dive into the practical applications of AI and machine learning to supercharge your customer data management.



Graeme Matheson, Planning & Performance Lead, **John Lewis Partnership**



Zack Wenthe, Director of Customer Marketing & Thought Leadership, **Treasure Data**

Lani Kakiet, Principal Solution Consultant, **Treasure Data**



### REFER TO THESE 3 CORE PILLARS TO SIMPLIFY YOUR END-TO-END CUSTOMER JOURNEY

Connecting the dots between business units using a combination of innovative and legacy tools can be complex. When operating with several tech stacks and systems, businesses often grapple with bottlenecks that can bleed into the customer journey and make it impossible to provide a seamless experience. That's where we can turn to Genesys and Orange Business Services' 3 core pillars to simplify this mission: journey orchestration, analytics and AI. If executed correctly, these pillars can act as a foundation to unlock internal siloes to better prioritise the customer journey across all units. Tune in to learn how to unlock the power of these 3 pillars and unleash the potential stored in your current processes to upgrade your customer's experiences.



Patrick Bosworth, Senior Solution Consultant, **Genesys**  
Rik McCrossan, Principal Solution Consultant, **Orange Business**

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**CCW** CUSTOMER CONTACT WEEK DIGITAL EUROPE

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