

THE CUSTOMER SHOW

MELBOURNE

Dates: 7-8 May 2024 • Open: 9:00am – 4:30pm daily
Melbourne Convention and Exhibition Centre, VIC

WHERE THE CX WORLD UNITES

2500+
Attendees



120+
Powerhouse
Speakers



100+
Sessions



#1
CX Event On
The Planet



6 FREE TO ATTEND PROGRAMMES



CITIZEN
SERVICES



CONTACT CENTRE
TRANSFORMATION



CUSTOMER
INSIGHTS



DIGITAL
EXPERIENCE



DIGITAL
MARKETING



ARTIFICIAL
INTELLIGENCE
IN CX

VISITOR SHOW GUIDE

CUSTOMER EXPERIENCE REDEFINED:

HARNESSING CUSTOMER INSIGHTS AND CUTTING-EDGE TECHNOLOGY

In 2024, the role of customer experience will remain paramount in shaping the success and reputation of businesses in every industry, with 52% of customers willing to move to an organisation's competitor because of a single bad experience.

THIS LEAVES ORGANISATIONS WITH LESS ROOM FOR ERROR THAN EVER BEFORE.

With rapidly evolving technology and higher customer expectations, near-instantaneous customer service, tailored experiences and seamless customer interactions between multiple touchpoints will be essential to retail even your most loyal customers.

That's why it's crucial for your organisation to leverage the latest advancements in AI, insights gained from a robust customer data strategy and seamless customer service to anticipate and exceed customer needs and preferences.

Join 2500+ of your peers and colleagues from across the entire customer experience ecosystem at The Customer Show to hear practical case studies from leaders in customer experience and gain invaluable insights, strategies, and be at the cutting edge of the latest advancements in customer experience.

WHAT'S NEW IN 2024:



100+ SESSIONS
from leading industries and brands in Australia and the world



2 INTERNATIONAL,
in-depth and interactive masterclasses



A BRAND NEW,
FREE Citizen Services programme, tailored for the public sector



6 FREE TO ATTEND
exhibition programmes including insights on Digital Experience, Digital Marketing, Customer Insights, Contact Centre Transformation, AI in CX



AN INTERACTIVE AND IMMERSIVE EXHIBITION HALL
introducing you to the newest and most exciting tech and solution providers within this space

It's THE meeting place for Customer Experience professionals to collectively refine customer strategies and overcome siloes for seamless, omnichannel experiences.

Looking forward to seeing you and your team in Melbourne!



Bianca Almeida
Show Director
The Customer Show



It's the people that really make The Customer Show what it is. The people who organise it, the people who attend and the companies you get to hear from"

Robert Lopez
Chief Marketing and Innovation Officer, North Collective

THANK YOU TO OUR PREMIUM SPONSORS



WELCOMING

OUR CUSTOMER EXPERIENCE CHAMPIONS

We have worked in close collaboration with leading industry experts and those at the forefront of innovation to tailor your experience and bring you the best content, strategies and solutions

THE CUSTOMER SHOW MELBOURNE ADVISORY BOARD



ALEX GENOV
Head Customer
Research & Insights,
Zappos



ROBERT LOPEZ
Chief Marketing and
Innovation Officer,
Norths Collective



PETER PERLA
Executive General
Manager - Customer
Experience and Growth,
Sumo Energy



KAREN SPEAR
Head of Transformation,
Woolies X



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Knox City Council



SIMON KRISS
Chief Innovation Officer,
**Customer Experience
Innovation Institute**



TINA MORRELL
Customer Strategy
& Experience Design
professional



**JANELLE
MCQUEEN-PAICE**
Chief Experience
Officer,
Selfwealth



“It’s the people that really make the customer show what it is. The people who organise it, the people who attend and the companies you get to hear from.”



WHAT'S NEW IN 2024?



ABOUT THE
CUSTOMER
SHOW

WHAT'S
NEW



TICKETS &
PASSES
PRICING



A NEW GROUND-BREAKING, CITIZEN SERVICES STAGE

We're launching our citizen services programme, exclusively tailored to the challenges and goals of our public sector attendees. With 15 speakers from across Federal, State and Local government, this will offer attendees a tailored and in-depth view on the public sector perspective on delivering an exceptional customer experience.

A NEW START-UP ZONE

We take innovation seriously so at next year's show we're introducing our start-up zone to ensure that you connect with the newest and most cutting-edge providers in the start-up world.



OUR BIGGEST LINEUP OF CASE STUDIES EVER

Our speaker lineup at the customer show showcases the most practical case studies we've ever had - 50+ personalised case studies from leaders across enterprise and government including Alinta energy, City of Port Phillip, Samsung, NIB, NRMA, IP Australia, the Foxtel Group, Suncorp, The City of Sydney, Movember, AstraZeneca, Milkrun, Woolworths, Virgin Australia, the ABC and many, many more!

INTERNATIONAL MASTERCLASS

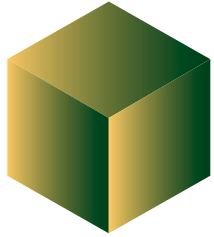
Exclusive to Premium Visitor Pass holders only - limited passes available

Developing your Voice of Customer (VoC) and Personalisation strategies are two of the most critical components of delivering an exceptional customer experience.

A choice between two 60-minute masterclasses (please link to info on masterclasses) packed with practical insights on these topics. Led by two international thought leaders from the USA and UK, leave The Customer Show this year with more than just new connections and ideas - upskill yourself on these critical areas.



NEW!



CITIZEN SERVICES

Discover why customer experience is the cornerstone of effective government services. Our brand-new stage citizen services is designed to help reshape the future of government-citizen interactions.



ABOUT THE CUSTOMER SHOW

WHAT'S NEW

CITIZEN SERVICES

CONTACT CENTRE TRANSFORMATION

CUSTOMER INSIGHTS

DIGITAL EXPERIENCE

DIGITAL MARKETING

APPROXIMATE INTELLIGENCE

TICKETS & PASSES PRICING

TARNYA MCKENZIE
Chief Customer Officer,
City of Port Phillip



CASE STUDY

How the City of Port Phillip developed, adapted and implemented a customer experience framework to deliver an exceptional customer experience across their organisation and its touchpoints

MICHELLE TAYLER
Executive Director
Corporate Affairs,
National Heavy Vehicle Regulator



CASE STUDY

How the National Heavy Vehicle Regulator delivers a great customer experience in a regulatory environment

AMBER BENJAFIELD
Director Customer Experience,
Department of Land, Water,
Environment and Planning VIC



CASE STUDY

How the Solar Victoria team digitised their application processes and reduced the time for an application to pass through the different stages of approval

JUSTINE HALL
General Manager
Customer Experience,
IP Australia



CASE STUDY

Leading the way for Government Services – How IP Australia understands and improves the customer experience through feedback from their Customer Experience Group

DR JEAN SANDALL
Director Customer Experience,
Department of Transport and
Main Roads Queensland



CASE STUDY

How Queensland's Department of Transport and Main Roads is using strategic customer research and insights to develop customer strategies and improve customer experience on the ground

CATHERINE VERONESI
Manager Customer Service,
City of Sydney



CASE STUDY

How the City of Sydney uses technology and human-centered service design to improve customer experience outcomes

PRESENTING...

THE CUSTOMER SHOW INTERNATIONAL MASTERCLASS



DAY Two, 8TH MAY

(4:00 – 5:00 pm)

MASTERING THE VOICE OF CUSTOMER: STRATEGIES FOR BUILDING EFFECTIVE VOC PROGRAMS

Masterclass Facilitator

ALEX GENOV

Head of Customer Research and Insights
Zappos Family of Companies, USA

**AVAILABLE
TO PREMIUM PASS
HOLDERS ONLY**

Alex is an experienced customer research professional who applies his Experimental Social Psychology background and his passion for research, design, and innovation to solving important customer and business problems. His professional goal is to help teams create remarkable products and services which make people's lives easier and more enjoyable.

Currently Alex is leading Customer Research for the Zappos Family of Companies. In previous positions, he was responsible for research and

usability of the products and services for companies like TurboTax (Intuit), State Farm Insurance, and the Active Network. He has over 25 years of relevant experience – 5 years of academic research and over 20 years of customer research in the software industry. Alex received his PhD in Experimental Social Psychology. His areas of research include: defining and measuring emotions, individual differences, usability, and consumer segmentation.

MASTERCLASS OVERVIEW:

In this masterclass, delegates will learn how to:

- ✓ Design an effective VoC Program
- ✓ Analyse and Interpret Customer Feedback
- ✓ Understand the importance of closing the loop with Customers
- ✓ Measure the impact
- ✓ Implement continuous improvement strategies

STRATEGIES FOR BUILDING EFFECTIVE VOC PROGRAMS

In this hands-on masterclass, Alex Genov will guide attendees through the essential components of a successful Voice of Customer (VoC) program. Participants will gain practical insights and actionable strategies to harness the power of customer feedback and drive business growth.

ANNOUNCING HEADLINE SPEAKER



NICOLE MATHIAS-BROWNE
Chief Marketing Officer, Mercer Super

Nicole joined Mercer Super in March 2023 to drive an increased focus on growth and retention via multi-channel personalised experiences. Her portfolio includes marketing strategy, consumer and business marketing, communications, digital, content, customer experience and engagement.

Nicole was previously at Colonial First State for 10 years, most recently as head of marketing, leading a team of 60 marketing professionals who were responsible for delivering growth via 1 million members and over AU\$150b assets. Previously she held senior marketing roles at MLC, ANZ and ING Australia. Nicole brings a strong consumer and growth marketing background and a proven track record in leading high-performing teams through dynamic environments.

She holds a Bachelor of Communications and a Master of Marketing from University of Technology Sydney. Nicole lives in Sydney with her husband Michael and daughter Mikaela. Outside of work she enjoys cooking, eating out, reading and indulging in reality television.

WHERE YOU CAN CATCH **NICOLE** IN ACTION AT THE CUSTOMER SHOW 2024:

1. Keynote address at the Digital Marketing Stage



Nicole will deliver an engaging keynote on **“Building the business case for delivering exceptional digital experiences”**

2. Panel Discussion at the Digital Marketing Stage



Nicole and Kieran Boyce, General manager Operations, Woolworths and Lisa Newman-Morris, General Manager Customer Experience, Peninsula Leisure will discuss **“Future proofing your digital marketing strategies to navigate a rapidly evolving digital age”**

ANNOUNCING HEADLINE SPEAKER



TARNYA MCKENZIE
Chief Customer Officer, City of Port Phillip

Tarnya is an accomplished and passionate transformational leader bringing an organisations vision, and outstanding customer and employee experience, to life. Tarnya has over 20 years' leadership and executive experience in strategy, customer and employee experience, digital engagement, partnerships and transformational change across Health, Utilities, Community and Local Government sectors.

Her current role is Chief Customer Officer at City of Port Phillip, where she is driving a considerable customer culture and capability uplift following the successful delivery of a 3-year digital and customer transformation Program.

WHERE YOU CAN CATCH **TARNYA** IN ACTION AT THE CUSTOMER SHOW 2024:

1. **Keynote address at the Contact Centre Transformation Stage**



Tarnya will deliver an engaging keynote on **“How the City of Port Phillip developed, adapted and implemented a customer experience framework to deliver an exceptional customer experience across their organisation and its touchpoints”**

2. **Panel Discussion at the Contact Centre Transformation Stage**



Tarnya and Jean Sandall, Director Customer Experience, Department of Transport and Main Roads Queensland and Jo Whyte GAICD, General Manager Customer Marketing, NBN will discuss **“Building a robust framework for your digital citizen strategy that meets and exceeds citizen expectations”**

ANNOUNCING HEADLINE SPEAKER



DAN FISCHER

Head of Digital Product and Strategy, Virgin Australia

Dan is passionate about the intersection of commerce and design and the role emotion and context play in building winning digital experiences.

Dan leads the digital product and strategy team at Virgin Australia, and prior to that led the Qantas digital direct channel strategy which included shaping and executing the vision for qantas.com. And the Qantas app. Previously Dan was Multimedia Executive Producer and Deputy Network Editor at News Corp Australia, leading the network's interactive storytelling through major news events including the 2011 Queensland floods, Cyclone Yasi, Japan tsunami and Christchurch earthquakes.

From 2001 to 2010, Dan worked at Telstra in various roles, including designing BigPond's Online Customer Service strategy, which brought incremental annual savings of over \$2 million, and in the BigPond Movies leadership team.

WHERE YOU CAN CATCH DAN IN ACTION AT THE CUSTOMER SHOW 2024:

1. Keynote address at the Digital Marketing Stage

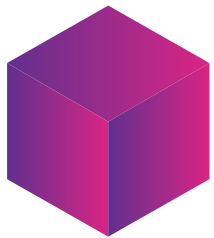


Dan will deliver an engaging keynote on **“Exploring how Virgin Australia leveraged smartphone technology to digitise and automate customer experiences, eliminating common pain points in travel and providing an integrated, seamless journey for guests”**

2. Panel Discussion at the Digital Marketing Stage



Dan and Seann Lautner, Senior CX/UX Strategist, Air New Zealand and Kate Doodson, Marketing Manager, Thermo Fisher Scientist will discuss **“Measuring and optimising customer experience metrics as a part of your digital marketing strategy”**



CONTACT CENTRE TRANSFORMATION

- 7th –8th May 2024, Doors open 9am daily
- Melbourne Convention and Exhibition Centre

Advancing your contact centre operations through the improved use of technology, employee engagement and omnichannel communications

HEADLINE SPEAKERS:



EMMA STAPLETON
Head of Customer Support, MECCA



FIONA SYMMONS
Manager Customer Experience, Change and Digital, City of Stonnington



RENEE MOORE
Head of Customer Service, Bega Cheese



KEVIN WATTS
Head of Customer Service Excellence, Alinta Energy

LEARN FROM POWERHOUSE SPEAKERS INCLUDING:



RAHUL ALI
Head of Partnerships, Direct and Channel Growth, Honey Insurance



LAUREN REID
Chief Customer Officer, Navy Health



MELANIE STEENBUCK
Former Head of Contact Centre, Sportsbet



TARNYA MCKENZIE
Chief Customer Officer, City of Port Phillip



BEN THOMPSON
Director Community, Culture and Customer Experience, Waverley Council



AGNES SO
Head of Customer Experience, HotDoc



NICOLE DOLLIN
General Manager Customer Contact and Distribution, NRMA



MICHELLE TAYLER
Executive Director Corporate Affairs, National Heavy Vehicle Regulator



DAMIEN HUNT
Service Delivery Director, Civica Justice Services



FIONA SYMMONS
Manager Customer Experience, Change and Digital, City of Stonnington



VINCE SANTAMARIA
Head of Customer Experience Centres, Intermediated, Allianz



RENEE MOORE
Head of Customer Service, Bega Cheese



ELENI MILLER
Head of Continuous Improvement, APT Travel Group



TEGAN JUDGE
Manager Contact Centre and Operations, NIB



PETER PERLA
Executive General Manager - Customer Experience and Growth, Sumo Energy



JONATHAN ATKINSON
Learning and Development Manager, Sumo

10:15 **Opening Remarks from the Contact Centre Transformation**

10:30 **Fireside Chat**
How MECCA is utilising Generative AI and increased visibility of data to increase the efficiency and employee experience of your contact centres

- Taking your employees on a journey and equipping them to adapt to and make the most of new technology
- Gaining real-time insights through the applications of generative AI by allowing agents to resolve issues and upsell effectively to improve employee satisfaction
- Improving contact center efficiency by utilising AI to perform routine tasks freeing up human resources for the performance of more complex tasks

Emma Stapleton
Head of Customer Support, **MECCA**

11:00 **Case Study**
The lived experience of how Alinta Energy repatriated hundreds of jobs back to Australia and the benefits realisation of this process



- Navigating the process of relocating your contact centre to regional Victoria and working with the government to meet your recruitment and training objectives
- Achieving the best cost-benefit balance for your organisation's contact centres to maximise the customer experience
- How onshoring their contact centre roles allowed Alinta Energy to achieve improved customer, regulatory and compliance outcomes

Kevin Watts
Head of Customer Service Excellence, **Alinta Energy**

11:30 **Reserved Sponsor Session**



12:00



Case Study
How Navy health utilised effective leadership to harness the right people and processes and increase their CSAT and Employee Engagement Scores

- Equipping contact centre staff to utilise technology and increased access to data to achieve their required performance metrics
- Communicating and collaborating openly with your contact centre team during the process of change to maintain trust and high service standards during high-stress times
- Gaining buy-in from your teams and senior management for the implementation of new technology and strategies to transform your contact centre experiences
- Navigating the challenges of introducing new technology and upskilling staff in a 24/7 and shift-based contact centre environment

Lauren Reid
Chief Customer Officer, **Navy Health**

12:30

Equipping contact centre agents with the skills and capabilities to navigate difficult conversations and a high stress environment

- Ensuring that contact centre representatives have the required skills to handle difficult conversations with customers facing financial hardship
- Developing conversational frameworks and internal processes that ensure consistency in your message and are scaleable and repeatable
- Building contact centre resilience by ensuring that representatives understand the connection between their roles and your organisational mission

Tanya Eglinton
General Manager Customer Contact, **Bank of Queensland**

1:00

Reserved Sponsor Session



DAY ONE

Tuesday, 7th May 2024



1:30

Case Study

How the City of Port Phillip developed, adapted and implemented a customer experience framework to deliver an exceptional customer experience across their organisation and its touchpoints

- Gaining a thorough understanding of your customers to create the required systems to meet their needs and deliver on required community outcomes
- Navigating the internal change management required as a part of transforming your organisation's approach towards CX through a focus on culture, capabilities and coaching
- Understand how the City of Port Phillip achieved a remarkable improvement on community time saved, service response time and customer satisfaction whilst more than doubling the ROI target for their CX transformation project

Tarnya McKenzie

Chief Customer Officer, **City of Port Phillip**

2:00

Case Study

From disengagement to advocacy – how Waverley council transformed their organisation's culture to one that had ownership over exceptional customer service embedded across their entire organisation

- Taking your organisation on the journey of implementing CX strategies to gain increased employee buy in and improved CX outcomes
- Developing and implementing a Customer Experience Roadmap that drives change at the right pace for your organisation and employees
- Leveraging data insights to understand employee feedback and pain points to create an outstanding internal employee experience
- Utilising technology and data to overcome internal inefficiencies and equip your staff to deliver great customer service

Ben Thompson

Director Community, Culture and Customer Experience, **Waverley Council**

2:30

Networking break

3:00



Case Study

Effectively coaching and engaging contact centre employees for exceptional customer service experiences

- Bridging the gap between employee and customer experience through your organisation's technology, data and culture and aligning your employee culture with your customer experience goals
- Utilising coaching and mentoring to improve performance and boost employee motivation
- Creating a culture that empowers call centre agents to take initiative and ownership in the event of problems or complaints to boost employee satisfaction

Rahul Ali

Head of Partnerships, Direct and Channel Growth, **Honey Insurance**

3:30

Panel discussion

Adapting to the increased demand for self-service options as a part of the customer service process

- Identifying common and easily resolvable pain points in your customers' journey that are suitable for self-service options whilst providing escalation options for more complex issues
- Utilising flexible automation features like chatbots to assist customers in finding the information that they require without the intervention of a customer service agent
- Making your online and offline customer support as seamless as possible so that customers moving from self-service to your contact centre are able to get their queries resolved as quickly as possible

Panellists:

Nicole Dollin

General Manager Customer Contact and Distribution, **NRMA**

Wendy Huang

General Manager Customer Experience and Service, **OET (Occupational English Test)**

Vince Santamaria

Head of Customer Experience Centres, Intermediated, **Allianz**

4:10

Closing remarks from the Chair and end of day one

10:15 Opening remarks from the Chair

10:30



Case Study

How NIB built a strong company culture to strengthen employee engagement and reduce their attrition rate to 5%

- Developing professional development and career progression pathways to allow contact centre employees to progress their roles into a career
- Creating a healthy contact centre culture and scaling this up as your team and organisation increases in size
- Leveraging leadership as a critical part of ensuring that employees feel seen, recognised and valued

Tegan Judge

Manager Contact Centre and Operations, **NIB**

11:00 Panel discussion

Examining the key contact centre trends shaping service delivery in 2024

- Developing a proactive approach towards customer experience to anticipate your customers' wants and needs through data insights and technological advancements
- Utilising a blend of Human and AI powered communications to achieve efficiencies while addressing privacy and human-centered concerns
- Leveraging contact centre analytics for real-time insights into customer sentiment and how to deliver better service

Panellists:

Lauren Reid

Chief Customer Officer, **Navy Health**

Emma Stapleton

Head of Customer Support, **MECCA**

Kevin Watts

Head of Customer Service Excellence, **Alinta Energy**

11:40 Networking break

12:10

Case Study

Betting on Simplicity: Sportsbet's Winning Formula for Faster, Smoother Customer Experience

- Aligning CX with compliance obligations whilst accommodating diverse customer contact preferences
- Strategically implementing technology solutions for seamless integration that allows your organisation to deliver swift customer service aligned with individual preferences
- Leveraging AI for personalisation whilst simultaneously prioritising customers and streamlining processes to enhance the overall customer experience

Melanie Steenbuck

Former Head of Contact Centres, **Sportsbet**

12:40

Case Study

How the National Heavy Vehicle Regulator delivers a great customer experience in a regulatory environment

- Setting customer as a value within the organisation to set the tone from the moment an employee is onboarded
- Journey mapping your customer experience and understanding identifying opportunities for improvement
- Starting cultural change within your organisation at the top and driving the change through your entire employee base
- A look at how the National Heavy Vehicle Regulator is undertaking a national transformation of their approach towards customer experience

Michelle Tayler

Executive Director Corporate Affairs, **National Heavy Vehicle Regulator**

DAY Two

Wednesday, 8th May 2024



1:10

Fireside Chat

Integrating hybrid ways of working into contact centre operations as an employee engagement and retention strategy

- Equipping contact centre agents with the right tools and knowledge to succeed in a hybrid working environment
- Maintaining a cohesive company culture between your on-site and remote employees
- Engaging hybrid contact centre teams with training that is timely, ongoing and accessible regardless of their location
- Empowering teams to take ownership over customer experience through well-designed recognition programs

Renee Moore

Head of Customer Service, **Bega Cheese**

Eleni Miller

Head of Continuous Improvement, **APT Travel Group**

1:40



Case Study

Navigating Innovation: Sumo's Journey and Insights in Implementing a Chatbot

- Utilising AI to respond to more routine enquiries freeing up your workforce to devote more time and attention towards more complex issues
- Understanding the potential of AI to analyse interactions and gauge customer sentiment give front-line employees real time feedback and training
- Leveraging conversational AI in contact centre operations to increase efficiency and productivity

Peter Perla

Executive General Manager Customer Experience and Growth, **Sumo**

Jonathan Atkinson

Learning and Development Manager, **Sumo**

2:10

Networking break

2:40



Panel discussion

Understanding best practice human resource management to maximise the efficiency and customer experience of your contact centres

- Undertaking workforce planning to ensure a personalised customer experience by connecting customers to the most appropriate agents
- Streamlining your organisation's forecasting and scheduling purposes to ensure that your staffing levels are in line with your call and enquiry volumes
- Analysing data from your organisation's contact centre to maximise customer satisfaction and minimise labour waste

Panellists:

Tegan Judge

Manager Contact Centre and Operations, **NIB**

Renee Moore

Head of Customer Service, **Bega Cheese**

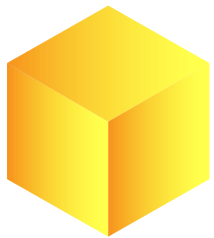
Agnes So

Head of Customer Experience, **HotDoc**

3:30

Closing remarks from the Chair and end of day two





CUSTOMER INSIGHTS

- 7th May 2024, Doors open 9am daily
- Melbourne Convention and Exhibition Centre

Advancing your collection and analysis of customer data to translate insights into improved efficiency and customer experiences

HEADLINE SPEAKERS:



ALENA JANG CROUCHER
Head of Customer Lifecycle Management, HSBC Bank



ALEX NAOUMIDIS
Head of Customer Experience, July



VIRGINIA MEIKLE
Senior Manager Customer Insights and Segmentation, NRMA



DR JEAN SANDALL
Director Customer Experience, Department of Transport and Main Roads Queensland

LEARN FROM POWERHOUSE SPEAKERS INCLUDING:



AGNES SO
Head of Customer Experience, HotDoc



WENDY HUANG
General Manager Customer Experience and Service, OET (Occupational English Test)



JUSTINE HALL
General Manager Customer Experience, IP Australia



KAREN SHEPPARD
Head of Customer Insights, Endeavour Group



DR JEAN SANDALL
Director of Customer Experience, Queensland Department of Transport and Main Roads



ALENA JANG CROUCHER
Head of Customer Lifecycle Management, HSBC Bank



FIONA SYMMONS
Manager Customer Experience, Change and Digital, City of Stonnington



CHRIS GILL
(Former) Head of CX and Transformation, Woolworths



LISA NEWMAN-MORRIS
General Manager Business Improvement, Peninsula Leisure



JOY SHI
Head of Voice of Customer and Customer Experience, Mirvac



JASMYNE MUNRO
Head of Customer Experience, Lake Macquarie District Council



NEHA BAGGA
General manager Customer Research and Insights, Telstra



STEPHANIE CUNNINGHAM
Head of Insights for Australia, McCain Foods

DAY ONE

Tuesday, 7th May 2024



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DIGITAL EXPERIENCE

DIGITAL MARKETING

ARTIFICIAL INTELLIGENCE IN CX

TICKETS & PASSES PRICING

9:15 Opening Remarks from the Customer Insights programme Chair

9:30 Case Study

CX Secret Sauce: NRMA's Control the Controllables Drives the Road to Remarkable

- [Problem] The NRMA faced the challenge of underutilised Customer Experience and Insight tools, hindering actionable insights
- [Action] The NRMA initiated a comprehensive overhaul, revolutionising systems and prioritising revolutionary changes in their membership programs
- [Result] The result was a maximised and optimised CX approach, transforming ordinary tools into a strategic powerhouse for delivering actionable insights

Virginia Meikle

Senior Manager Consumer Insights and Segmentation, **The NRMA**

9:50 Case Study

Leading the way for Government Services - How IP Australia understands and improves the customer experience through feedback from their Customer Experience Group

- Creating a Customer Experience Group to gather and analyse feedback
- Engaging with customers to understand their expectations and working with partners to increase access to IP information
- Undertaking an internal ideation process to identify gaps then taking a new product through the incubation and development phase
- Leveraging the best combination of AI and human creativity to maximise efficiency and impact

Justine Hall

General Manager Customer Experience, **IP Australia**

10:10 Reserved Sponsor Session - Thematic

10:40



Panel Discussion

Overcoming data silos from different customer touchpoints and stages of the customer journey to enhance the customer experience

- Making unified information about customers accessible across different organisational channels to ensure a consistent and seamless customer experience as customers move from one channel to the next
- Designing and mapping out customer journeys in ways that remove data siloes and keep customers engaged throughout the process
- Encouraging a collaborative company culture and identifying areas for increased collaboration to facilitate the sharing of useful and relevant data

Panellists:

Wendy Huang

General Manager Customer Experience and Service, **OET (Occupational English Test)**

Alena Jang Croucher

Head of Customer Lifecycle Management, **HSBC Bank**

Chris Gill

(Former) Head of CX and Transformation, **Woolworths**

Joy Shi

Head of Voice of Customer and Customer Experience, **Mirvac**

11:30



Case Study

How Queensland's Department of Transport and Main Roads is using strategic customer research and insights to develop customer strategies and improve customer experience on the ground

- A look at how the Department of Transport and Main Roads is engaging its customers in strategic CX research
- Working closely with teams and business areas to co-design research activities, distil customer insights and translate them into product and service requirements
- Building sustainable investment in delivering better customer experience on the ground by integrating customer insight into strategic decision making

Dr Jean Sandall

Director Customer Experience, **Department of Transport and Main Roads Queensland**

DAY ONE

Tuesday, 7th May 2024



11:50



Case Study

The Value Proposition - How Peninsula Leisure achieved 33% growth in members without discounting

- Utilising customer insights to better understand your customers' needs
- Attracting the right people for the right reasons
- Structuring your marketing campaigns, messaging, wording and imagery to align with your value proposition to your target audiences
- Building a values based culture within your organisation
- Utilising values based marketing strategies to attract and retain customers

12:10

Increasing the citizen-centricity of service delivery to uncover new and transformational ways of delivering services

- Building robust citizen feedback mechanisms to measure the satisfaction level of citizens
- Streamlining user's experiences by removing complexities in the process of engaging with your department and putting users at the centre of the design and delivery of services associated with major life events
- Incorporating the principles of continuous improvement into your internal processes to build on existing technologies and services and identify the improvements that citizens value the most

Fiona Symmons

Manager Customer Experience, Change and Digital, **City of Stonnington**

12:30

Networking break

1:00

Managing your organisation's relationship with your customers beyond acquisition through customer lifecycle management

- Developing and implementing customer first principles across your communications and marketing activities across the customer lifecycle
- Driving value across the entire lifecycle and within discrete stages to maximise the lifetime value of each customer and the CX at each touchpoint
- Creating and achieving Customer Lifecycle Management KPI's to ensure that CX is viewed through a commercial lens

Alena Jang Croucher

Head of Customer Lifecycle Management, **HSBC Bank**

1:20



Case Study

How July utilises data-driven customer insights to identify areas for automation and drive process efficiencies

- Utilising data analytics capabilities to analyse customer service interactions, determine areas for improvement, streamline processes and increase operational efficiency
- Developing a data and insights-driven approach to drive process improvements for both customers and employees
- Strengthening the link between CX and operations to ensure that functional departments can leverage customer insights to drive process improvements and improve CX

Alex Naoumidis

Head of Customer Experience, **July**

1:40



Case Study

How the Lake Macquarie City Council utilised customer insights to increase the accessibility of their services and digital channels

- Increasing the accessibility of customer data to council staff to make full use of available information and enhance your entire staff's capabilities to generate their own customer insights
- Utilising customer insights to design services that meet the accessibility needs of our customers
- Assessing website activity and introducing web chat services to aid constituents on high-traffic pages

Jasmyne Munro

Head of Customer Experience, **Lake Macquarie City Council**

2:00

Fireside Chat

How McCain foods utilises customer insights to design and develop the most relevant products

- Leveraging brand equity to identify drivers of desired brand perception
- Utilising creative development to drive key messages
- Measuring impact on sales and creating a best-in-class insights learning loop

Stephanie Cunningham

Head of Insights for Australia, **McCain Foods**

DAY ONE

Tuesday, 7th May 2024



2:40

Case Study

Taste of Triumph: Crafting Sales Mastery through Customer Behaviour Insights

- [Problem] Endeavour Group grappled with showcasing the power of customer insights in a crowded knowledge space within the dynamic liquor industry
- [Action] With a laser focus on informing customer behaviour driving sales results, Endeavour Group strategically integrated data analysis software navigating challenges with a tailored approach
- [Result] The result was a successful demonstration of the impact of customer sentiment on revenue changes, blending metrics like NPS, sales, and EBIT with a unique flair from the liquor industry

Karen Sheppard

Head of Customer Insights, **Endeavour Group**

3:00

Case Study

Utilising customer insights to make data-driven decisions and boost customer retention

- Analysing historical data about how customers interact with your organisation and prefer to be contacted to map out your customer journey with the right amount of touchpoints
- Gaining insights into why customers leave your organisation by reviewing your churn data and fixing gaps in the customer experience
- Understanding customer behaviour patterns to make informed decisions about future customer behaviour and create retention strategies
- Leveraging customer data to ensure that your customer acquisition and retention strategies are as efficient and effective as possible

Agnes So

Head of Customer Experience, **HotDoc**

3:20

Panel Discussion

Developing a comprehensive approach towards collecting and consolidating customer data to gain a single customer view about your customer and their journey

- Identifying the stages in your customer journey at which data is being collected and overlooked opportunities for collecting and storing data
- Utilising an omnichannel communications approach to unify your brand and interactions across multiple channels
- Segmenting, building and enriching customer profiles to accurately target groups of customers

Panellists:

Neha Bagga

General manager Customer Research and Insights, **Telstra**

Sophia Atrill

CRM & Loyalty Manager and Marketing Manager, **Milkrun**

Jasmyne Munro

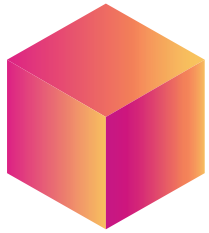
Head of Customer Experience, **Lake Macquarie City Council**

Karen Sheppard

Head of Customer Insights, **Endeavour Group**

4:00

Closing remarks from the Chair and end of programme



DIGITAL EXPERIENCE

- 7th May 2024, Doors open 9am daily
- Melbourne Convention and Exhibition Centre

Creating seamless, accessible and customer-centric digital experiences to drive increased trust, engagement and brand awareness with your audiences

HEADLINE SPEAKERS:



JANELLE MCQUEEN-PAICE
Chief Experience Officer,
Selfwealth



MARK NIDO
Head of Digital Experience,
Knox City Council



MICHELLE TUCKER
Head of Digital,
AstraZeneca

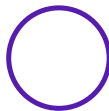


AARON MOLIVAS
Head of Customer Experience,
Suncorp Group

LEARN FROM POWERHOUSE SPEAKERS INCLUDING:



SIMONE COLBURT
Manager Experience Design,
MLC Life Insurance



STEPHANIE RANSOM
Chapter Lead Service Design, **ANZ**



MONIQUE BATE
Former head of experience, engagement and digital channels,
Legalsuper



ANTHONY RUSSELL
Head of Customer Experience,
Sweat



TILLA BUDEN
Director Community and Customer Experience,
Bayside City Council



TROY MUIR
Global Director Digital Experience and Channels,
Movember



KERRY EASTWOOD
Chief Customer Experience Officer,
Nextt



CATHERINE VERONESI
Manager Customer Service,
City of Sydney



DANIEL KIMBER
Chief Executive Officer and Co-Founder,
Brainfish



AMBER BENJAFIELD
Director Customer Experience, Department of Land, Water, Environment and Planning **VIC**

DAY ONE

Tuesday, 7th May 2024



9:15 Opening Remarks from the Digital Experience programme Chair

Anthony Russell

Head of Customer Experience, **Sweat**

9:30 Building an organic community via your digital channels to increase engagement with your customers

- Creating online spaces that nurture and retain your audiences and customers when they encounter your digital touchpoints
- Assessing the degree to which you can engage with your customers and scaling your ability to respond to messages realistically in the event of high customer engagement
- Identifying the ways to connect community engagement with measurable, revenue-based metrics and leveraging your community to achieve these goals

Anthony Russell

Head of Customer Experience, **Sweat**

9:50 Panel discussion



Equality through design: Creating empowering and inclusive experiences

- Enabling women to make informed financial decisions through design that empowers
- Ensuring inclusion & diversity within CX design
- Leveraging principles of design to address the financial literacy gap

Chair:

Anthony Russell

Head of Customer Experience, **Sweat**

Janelle McQueen-Paice

Chief Experience Officer, **Selfwealth**

Simone Colburt

Manager Experience Design, **MLC Life Insurance**

Stephanie Ransom

Chapter Lead Service Design, **ANZ**

10:10 Reserved Sponsor Session – Brainfish

The Great CX Bandaid: 50 years of the same core customer journey

- Uncovering the impact of AI and personalisation on reshaping customer interactions
- Exploring the evolving landscape of customer service and the role of technology in supporting product knowledge and post service support
- Examining ethical considerations in leveraging technology for enhanced customer experiences

Daniel Kimber

Chief Executive Officer and Co-Founder, **Brainfish**

10:40 Panel Discussion



Leveraging Social Media as a key component of strengthening your organisation's digital experience

- Fostering meaningful interactions with your customers via social media to build communities and cultivate brand advocacy
- Integrating social media channels into your overall digital strategy to create a cohesive omnichannel strategy
- Harnessing the power of social listening to gain insights into customer sentiment, preferences and trends to allow continuous optimisation of your digital experience

Moderator:

Anthony Russell

Head of Customer Experience, **Sweat**

Mark Nido

Head of Digital Experience, **Knox City Council**

Troy Muir

Global Director Digital Experience and Channels, **Movember**

DAY ONE

Tuesday, 7th May 2024



11:10



Case Study

How the City of Knox has increased the user-centricity of their digital experience by increasing the accessibility of information to their constituents

- Increasing the understanding and awareness around the customer journey to seek out a specific service from the council
- Making complex information simple and easy to access to your audiences via your digital channels
- Increasing the accessibility of content to often excluded audiences, including those that are not digital natives or native English speakers

Mark Nido

Head of Digital Experience, **Knox City Council**

11:30

"Networking break"

11:50



Case Study

Suncorp's Best-in-Class Customer Service Digital Transformation that resulted in \$60million in operational cost savings

- Problem: Suncorp faced the problem of inefficient operations and a lack of seamless customer experience in the claims process
- Action: Find out how Suncorp initiated a comprehensive digital transformation, focusing on reducing touchpoints, leveraging technology, and overcoming internal and external resistance
- Outcome: The result was a remarkable shift in customer behaviour, with online claim initiation increasing from 20% to 65%, operational cost savings of \$60 million, and improved customer satisfaction metrics

Aaron Molivas

Head of Customer Experience, **Suncorp Group**

12:20



Case Study

How the City of Hume is undertaking a digital transformation to refine the citizen experience for their constituents

- Navigating the cultural change required to successfully introduce and operationalise digital transformation
- Ensuring that your cyber security and compliance obligations are met during the delivery of an ERP program
- Measuring and demonstrating the outcomes and ROI delivered by your project and setting realistic expectations regarding the timelines for the delivery of these outcomes

Sasha Lord

Program Director Digital Transformation, **Hume City Council**

12:40

Gaining insights from your customers to tailor your digital experience to differently abled individuals

- Understanding what accessibility for differently abled customers means for your organisation's digital experience and the impact of upcoming NDIS changes for your organisation
- Changing your mindset, approach and strategies from compliance to a sustainably accessible and usable digital experiences
- Creating digital resources that can be accessed, understood and utilised by everyone, by ensuring that your apps, websites and digital platforms are as user friendly as possible

Kerryn Eastwood

Chief Customer Experience Officer, **Nextt**

1:00



Case Study

How the City of Sydney utilises technology and human-centered service design to improve customer experience outcomes

- Mapping your services end-to-end, understanding where your gaps lie and what your customers' perspectives and issues are
- Working across your organisation with various groups to understand your service delivery and areas for improvement
- Understanding how The City of Sydney modernised the delivery of their core services, improved their community feedback outcomes and made high quality information available to their constituents that lowered inbound enquiries and increased the efficiency of internal resource use

Catherine Veronesi

Manager Customer Service, **City of Sydney**

1:20



Case Study

How Movember has enhanced their supporter experience through the use of their digital channels and generative AI

- Journey mapping the supporter experience and streamlining processes that are difficult for supporters to navigate
- Unpacking how Movember used generative AI to produce responses to enquiries and questions allowing them to rapidly scale the amount of support and services they could extend to their supporters
- Using push notifications and an in-app messaging system to make the supporter onboarding process more user friendly and achieve an increase in the completion of onboarding tasks

Troy Muir

Global Director Digital Experience and Channels, **Movember**

1:40



Case Study

How the Solar Victoria team digitised their application processes and reduced the time for an application to pass through the different stages of approval

- Rethinking and digitising internal workflows supported by a cross-skilled workforce to maximise efficiency
- Identifying and automating the most time and effort intensive tasks to increase the speed of processing applications
- Creating a digital uplift to create efficiencies in internal workflows, and application processes for customers

Amber Benjafield

Director Customer Experience, **Department of Land, Water, Environment and Planning VIC**

2:00



Case Study

How AstraZeneca developed a digital experience that uplifted digital activity, outperformed industry benchmarks and drove a 30% increase in digital revenue

- Undertaking a digital transformation that combined the data and technology at AstraZeneca to achieve a hyper-personalised user experience across their digital channels
- Developing effective and engaging content strategies within the requirements of the pharmaceutical industry
- Conducting user experience feedback sessions to identify the messages that resonate and need to be reiterated and tailoring your messaging across your digital channels appropriately

Michelle Tucker

Head of Digital, **AstraZeneca**

2:20

Fireside Chat

Understanding how Bayside City Council utilised live chat to achieve a 95% customer satisfaction score on their previously lowest rated channel

- How Bayside City Council used live chat to transform digital experiences for their customers
- Validating the investment in a new project to address changing community needs in a resource-restricted environment
- Leveraging live chat as a solution to bridge the gap between citizens and contracted service providers across digital platforms

Tilla Buden

Director Community and Customer Experience, **Bayside City Council**

2:40



Case Study

Disruptive Fusion: Breaking CX Siloes Delivers Results at Legalsuper

- [Problem] legalsuper grappled with the challenge of delivering integrated customer experience across the business, hindered by legacy silos between teams across CX, Marketing and Digital
- [Action] Determined to overcome silo constraints, legalsuper took decisive action by integrating CX, marketing and digital teams, showcasing the benefits of an integrated approach during the implementation of a website CMS
- [Result] The result was a groundbreaking transformation, highlighting how strategic integration not only streamlined processes but also significantly uplifted a raft of customer-centric metrics for legalsuper's members

Monique Bate

Former Head of Experience, Engagement and Digital Channels, legalsuper, legalsuper

3:00



Panel discussion

Building a robust framework for your digital citizen strategy that meets and exceeds citizen expectations

- Digitising citizen journeys to improve communication, increase access, unburden staff and empower customers
- Addressing gaps in digital literacy, accessibility and privacy to optimise your organisation's efforts to digitise service delivery
- Involving citizens and disadvantaged communities in the development and design of digital services to ensure that they target specific and relevant pain points

Moderator:

Anthony Russell

Head of Customer Experience, Sweat

Panellists:

Tarnya McKenzie

Chief Customer Officer, City of Port Phillip

Dr Jean Sandall

Director Customer Experience, Department of Transport and Main Roads Queensland

Jo Whyte GAICD

General Manager Customer Marketing, NBN

3:40

Closing remarks from the Chair and end of programme



DIGITAL MARKETING

- 8th May 2024, Doors open 9am daily
- Melbourne Convention and Exhibition Centre

Accelerating your digital marketing strategies through the use of the latest technology, omni channel integration and intuitive user experiences

HEADLINE SPEAKERS:



DAN FISCHER
Head of Digital Product,
Virgin Australia



DIANE FRICK
Head of CX & Digital,
Workwear Group,
Wesfarmers



KIERAN BOYCE
General Manager
Operations,
Woolworths
MarketPlus



NICOLE MATHIAS-BROWNE
Chief Marketing Officer,
Mercer Super

LEARN FROM POWERHOUSE SPEAKERS INCLUDING:



SOPHIA ATRILL
CRM & Loyalty Manager
and Marketing Manager,
Milkrun



THEODORA BURGESS
Head of Marketing
and Comms,
Technology Council of
Australia



SEANN LAUTNER
Senior CX/UX Strategist,
Air New Zealand



KATE DOODSON
Marketing Manager,
DrinksPlinks



ERIN HART
Head of Marketing,
Red Rich Fruits

9:15 **Opening Remarks from the Digital Marketing programme Chair**

Theodora Burgess

Head of Marketing and Comms, **Technology Council of Australia**

9:30 **CX vs UX: From Funnel to Loop**

- The Userverse of CX: diving into the world of user interactions and expectations, and what this means for your organisation
- CX in Omnichannel – Navigating the maze of digital channels to ensure a seamless CX across every platform
- The Two Emerging Loops in the CX Verse: Research & Loyalty Loop – uncovering the secrets of continuous research and loyalty-building

Seann Lautner

Senior CX/UX Strategist, **Air New Zealand**

10:00 **Case Study**



Stakeholder Battles: How Wesfarmers Crafted the Perfect Business Case with the Customer at Its Core that resulted in remarkable efficiency gains

- Problem: Wesfarmers Workwear Group faced a pivotal challenge: prioritising investment for a cutting-edge B2B2C eCommerce platform, despite a rock-solid business case
- Actions: Infusing human-centric design, strategic communication, and stakeholder finesse, the team crafted a compelling customer-centric business case, turning this challenge into an opportunity
- Outcomes: The victorious business case secured the necessary investment, propelling the platform's implementation. Remarkable efficiency gains and soaring customer satisfaction, coupled with a drastic reduction in service calls, showcase the transformative impact of Wesfarmers Workwear Group's strategic leap into the future of eCommerce

Diane Frick

Head of CX & Digital Workwear Group, **Wesfarmers**

10:30 **Networking break**

11:00



Case Study

Understanding Milkrun's digital marketing strategy to maximise customer retention and lifetime value

- Clarifying and differentiating your brand's value proposition in a crowded competitive landscape
- Effectively segmenting your customers by engagement and personalising your communications accordingly to increase relevance and decrease complaints
- Leveraging conversational AI to deliver a great customer service experience through your app
- Developing strategies to ensure that customers who have had a bad experience are retained

Sophia Atrill

CRM & Loyalty Manager and Marketing Manager, **Milkrun**

11:30



Panel discussion

Measuring and optimising customer experience metrics as a part of your digital marketing strategy

- Understanding the key customer experience metrics relevant to your organisation's strategic priorities and measuring your digital marketing strategy's effectiveness in achieving them
- Analysing customer data and drawing insights to adapt and modify your digital marketing strategies
- Implementing continuous improvement strategies based on feedback and performance metrics to drive the long-term success of your digital marketing

Panellists:

Dan Fischer

Head of Digital Product, **Virgin Australia**

Nicole Mathias-Browne

Chief Marketing Officer, **Mercer Super**

Seann Lautner

Senior CX/UX Strategist, **Air New Zealand**

- 12:10 **From Community to Catalyst: Shaping National Discourse through Marketing**
- Exploring the use of innovative marketing strategies to shape national discourse
 - Exploring the dynamic interplay between community dynamics and marketing tactics and how to leverage this to drive meaningful transformations in the national narrative
 - Gaining insights into leveraging communications within communities in marketing campaigns and how this can contribute to positive societal impact

Theodora Burgess
Head of Marketing and Comms, **Technology Council of Australia**

12:40 **Networking break**

- 1:10 **Case Study**
Building the business case for delivering exceptional digital experiences
- Tying the delivery of seamless digital experiences that align with customer needs with commercial outcomes
 - Demonstrating the cost savings that can be achieved through easy-to-use digital interfaces and experiences that make information easy to access
 - Developing a system for measuring and demonstrating the short- and long-term impacts of your digital marketing activities

Nicole Mathias-Browne
Chief Marketing Officer, **Mercer Super**

- 1:40 **Case Study**
How Woolworths capitalised on the growing trend of online grocery shopping by partnering with first-party and third-party sellers to offer a wider range of products
- Explore how Woolworths collaborated with multiple stakeholders to develop an omnichannel framework that integrates digital channels seamlessly into the rewards program customer experience
 - Delivering a connected, seamless and mobile-first rewards program experience, focusing on a single view of the customer and commerce experience

- Ensuring a cohesive and personalised experience that delivers enhances customer satisfaction and loyalty

Kieran Boyce
General Manager Operations, **Woolworths MarketPlus**

- 2:10 **Case Study**
Explore how Virgin Australia leveraged smartphone technology to digitise and automate customer experiences, eliminating common pain points in travel and providing an integrated, seamless journey for guests
- A look at how Virgin Australia utilised a human-centered design approach to undertake a total redesign of its native iOS and Android apps to understand user needs, preferences and pain points
 - Ensuring that you are able to provide an intuitive and user-friendly experience across your digital touchpoints whilst maintaining consistency with your branding
 - Developing a completely new app that seamlessly integrated with Virgin Australia's existing systems and processes, ultimately enhancing customer satisfaction and loyalty in the highly competitive airline industry

Dan Fischer
Head of Digital Product, **Virgin Airlines**

- 2:40 **Case Study**
Explore how Red Rich Fruits utilised digital marketing strategies to leverage filmed content from their orchards and engage customers in the farm-to-table journey
- Learn how Rich Red Fruits overcome the digital content production challenges of distance and seasonal constraints by implementing a nine-month production plan to capture the essence of their diverse fruit offerings
 - Utilising captivating visuals and storytelling through digital storytelling to engage your audiences in your product and offering
 - Showcasing how Rich Red Fruits will be launching and marketing the new Cosmic Crisp apples in Australia

Erin Hart
Head of Marketing, **Red Rich Fruits**

DAY ONE

Wednesday, 8th May 2024



3:10 **AI-Powered Content Creation: Elevating Digital Marketing for Enhanced Customer Experience**

- Harnessing AI algorithms to analyse customer data and preferences, enabling personalised content creation tailored to individual interests and behaviors
- Utilising natural language processing (NLP) and machine learning techniques to generate high-quality, relevant content at scale, optimising engagement across various digital channels
- Integrating AI-driven content creation tools with marketing automation platforms to deliver timely, contextually relevant messages that resonate with target audiences, fostering stronger connections and driving conversion rates

Kate Doodson
Marketing Manager, **DrinksPlinks**

3:30



Panel Discussion **Future proofing your digital marketing strategies to navigate a rapidly evolving digital age**

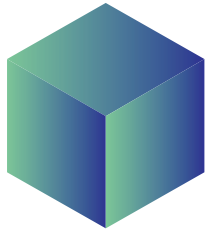
- Exploring the role of AI and chatbots in delivering efficient and personalised customer service experiences
- Delivering seamless and consistent customer experiences across all of your organisation's digital channels including social media, email, live chat and apps for an omnichannel customer engagement experience
- Utilising the right balance of automation and human touch in digital marketing experiences to build trust and loyalty in with your customers

Panellists:
Kieran Boyce
General Manager Operations, **Woolworths**

Kate Doodson
Marketing Manager, **DrinksPlinks**

Nicole Mathias-Browne
Chief Marketing Officer, **Mercer Super**

4:10 **Closing remarks from the Chair and end of programme**



ARTIFICIAL INTELLIGENCE IN CX

- 8th May 2024, Doors open 9am daily
- Melbourne Convention and Exhibition Centre

Leveraging Artificial Intelligence to deliver enhanced customer experiences that are personalised, scalable and resource-efficient

HEADLINE SPEAKERS:



LUKA POPOVAC
Head of Customer Experience, Graincorp



TERENCE ALVARES
General Manager Operations, Engie Retail



ESLAM AFIFI
Data, Insights and CX Manager, Legalsuper



CRAIG MCCOSKER
Product Strategy Manager, Australian Broadcasting Corporation

LEARN FROM POWERHOUSE SPEAKERS INCLUDING:



VERA SKOCIC
Head of Customer and Strategy ANZ, Techtronic Industries



BHAVIKA UNNADKAT
Head of Data Governance and Knowledge Management, EnergyAustralia



SOPHIA ATRILL
CRM & Loyalty Manager and Marketing Manager, Milkrun



FAHAD ZULFIQAR
Service Integration Manager/ Sub Program Manager, Nestlé



FRANCOIS VAN HEERDEN
Head of Data and Analytics, Montu

10:15 **Opening Remarks from the AI in CX programme Chair**

10:30 **Running a successful pilot and integrating AI into your organisation's operations**

- Identifying applications for AI within your organisation's processes and operations where the use of AI
- Assessing the quality of data that your organisation has available for AI implementation and developing strategies to increase the quality of data available if required
- Avoiding common challenges and pitfalls of AI implementation by testing its effectiveness in achieving required outcomes and troubleshooting in a pilot program before full-scale implementation
- Understanding how GrainCorp has used AI increase efficiency and improve outcomes across their business and their learnings from the process

Luka Popovac

Head of Customer Experience, **GrainCorp**

11:00 **Case Study**



The law of innovation: AI-Powered CX transformation delivers judicious efficiency and cost savings at legalsuper resulting in a 25% increase in efficiency and \$2M in cost savings

- [Problem] legalsuper grappled with the challenge of strategically acquiring data ahead of demands, necessitating a shift from a reactive to a proactive data approach. This transition aimed at not only ensuring efficiency and cost reduction but also meeting the imperative of being customer-focused, comprehending extensive data volumes, and justifying investments through actionable insights
- [Action] legalsuper took strategic actions by implementing AI projects, releasing machine learning algorithms, and automating processes to achieve efficiency gains, cost reduction, and informed decision-making
- [Result] The result was a 25% increase in efficiency, \$2M in cost savings, and a transformative shift towards customer-centricity, with an increase in member engagement, high retention rates, and recognition as a finalist for the Best CX Transformation Award

Eslam Afifi

Data, Insights and CX Manager, **legalsuper**

11:30 **Networking break**

12:00 **Energising simplicity: Engie Retail's (formerly known as Simply Energy) AI-Fuelled approach to streamlined experiences**

- [Problem] The complexity of the energy marketplace, compounded by cost-of-living pressures, net zero ambitions and emerging technologies like solar, EVs etc, is changing the customer experience needs for energy users
- [Action] In response, Engie Retail is initiating a comprehensive CX strategy for the future, creating a Best-In-Class GenAI System leveraging existing softwares and exploring GenAI solutions to assist customers and frontline employees
- [Result] The result will be a holistic approach addressing internal change management, new technology implementation, and outsourcing initiatives, aimed at simplifying customer interactions and influencing the energy customer experience journey from an end-to-end perspective

Terence Alvares

General Manager Operations, **Engie Retail (formerly known as Simply Energy)**

12:30 **Panel Discussion**



Utilising AI-powered productivity to scale content creation and elevate customer experience

- Utilising AI algorithms to automate repetitive tasks, streamline workflows, optimise resource allocation and boost productivity to ensure consistency and efficiency
- Using AI analytics to extract insights from customer data and enhance customer engagement by personalising interactions, anticipating needs and fostering deeper connections
- Improving operational processes, driving cost savings and enhancing service quality through AI driven process optimisation

Panellists:

Luka Popovac

Head of Customer Experience, **GrainCorp**

Eslam Afifi

Data, Insights and CX Manager, **legalsuper**

Terence Alvares

General Manager Operations, **Engie Retail**

DAY ONE

Tuesday, 7th May 2024



1:10 **Revolutionising customer experiences through AI-enabled personalised experiences**

- Analysing customer data to gain actionable insights into preferences, behaviors, and intent, enabling personalised experiences tailored to individual needs
- Adjusting content and recommendations in real time to deliver hyper-relevant messaging across channels and enhance engagement and conversation rates
- Anticipating future customer preferences and tailoring your offerings accordingly through predictive AI analytics

Vera Skocic

Head of Customer and Strategy ANZ, **Techtronic Industries**

1:40 **Networking break**

2:10 **Understanding the ethical implications of AI deployment in customer experience, including issues related to data privacy, algorithmic bias, and transparency**

- Explore the foundational principles of ethical AI, including fairness, transparency, accountability, and privacy and their role in building trust with your customers
- Ensuring transparency in AI decision-making processes developing techniques for making AI systems more interpretable and accountable to users
- Explore best practices for protecting user privacy in AI-driven systems, including data minimisation, anonymisation, and user consent mechanisms

Bhavika Unnadkat

Head of Data Governance and Knowledge Management, **EnergyAustralia**

2:40 **Case Study** **How the ABC empowers employees with AI to enable them to produce content quickly and easily and drive improved customer experiences**



- Using AI-powered transcription tools to transcribe audio and video content into text to efficiently document meetings, interviews and customer interactions
- Using AI algorithms to analyse documents, extract key information and reformat content to streamline content management workflows
- Enhancing video accessibility by using AI generated captions and transcriptions

Craig McCosker

Product Strategy Manager, **Australian Broadcasting Corporation**

3:10 **Panel Discussion** **Unpacking the emerging trends and innovations that will impact the future of AI in customer experience**



- Explore cutting-edge AI technologies and trends shaping the future of customer experience, including natural language processing, image recognition, and predictive modelling
- Discussing the potential impact of emerging AI innovations on customer interactions, product recommendations, and personalised marketing campaigns
- Examining innovative approaches to AI-driven personalisation, such as predictive analytics, recommendation systems, and dynamic content generation to deliver relevant and tailored experiences

Panellists:

Vera Skocic

Head of Customer and Strategy ANZ, **Techtronic Industries**

Craig McCosker

Product Strategy Manager, **Australian Broadcasting Corporation**

Fahad Zulfiqar

Service Integration Manager/ Sub Program Manager, **Nestlé**

4:30 **Closing remarks from the Chair and end of programme**

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OR

Voice of Customer Strategies with Alex Genov
Day 2 (8th May) - 2:40 - 3:40 PM

- Happy Hour Networking Drinks, 20th March
- Access to exhibition hall and 6 free to attend programs: Contact Centre Transformation, Citizen Services, Customer Insights, Digital Experience, Digital Marketing and AI in Customer Experience

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