



1-2 November 2017 • Swisshotel Sydney ,NSW

Customer Obsession: Navigating Culture, Investment & Technology to Achieve Truly Connected Customer Experiences

The **2nd Annual Chief Customer Officer Sydney conference** is the regions only meeting place for CX professionals that explores how organisations can create value for their customers by delivering connected experiences.

Key Themes

- **CX DESIGN:** What can you learn from customers during the early buying phase so that they stay with you
- **CONTACT CENTRES:** Harnessing the voice of the customer
- **DIGITAL:** Managing the brand experience. Why cross channel interaction must be different for new and existing customers
- **AI:** CX, speed of maturity and the reality of AI, chatbots and everything in between
- **CUSTOMER VALUE PROPOSITION:** What equals value in CX terms?

What's Different for 2017?

- Agenda at a Glance:

- **50+ SPEAKERS**
- **SPEED NETWORKING**
- **CCO & CMO THINK TANKS**
- **CCO TOP 10 TIPS ROUNDTABLES**
- **CASE STUDIES**
- **INTERACTIVE DISCUSSION GROUPS**
- **FLASH TALKS**
- **TECHNOLOGY INNOVATION SPOTLIGHT**
- **PSYCHOLOGY & CONSUMER NEUROSCIENCE**
- **DEDICATED STRATEGY, ALIGNMENT & GOVERNANCE TRACKS**
- **C-SUITE PRIVATE LUNCH**
- **PANEL DISCUSSIONS**
- **MASTERCLASSES**
- **CHARITY TRANSFORMATION WORKSHOP**

Confirmed Speakers Include:

- **Sandra Black**, Chief Customer Officer, **Uniting**
- **David Koczkar**, Chief Customer Officer, **Medibank**
- **James Fitzpatrick**, Chief Customer Officer, **Superconcept's**
- **Melissa Heyhoe**, Chief Customer Officer, Retail Advised Insurance, **MLC Life Insurance**
- **Mike Dudarenok**, Chief Customer Officer-Technology, **Flight Centre**
- **Lisa Pogonoski**, Chief Customer Officer, **BT Financial Group**
- **Charles Weiser**, Chief Experience Officer and Head of CX Innovation Labs, **Optus**
- **Jackson Jeyanayagam**, Chief Marketing Officer, **Boxed (US)**
- **Renaë Smith**, Chief Marketing Officer, **AIA**
- **Jo Kelly**, Chief Marketing Officer, **UBank**
- **Geraldine Davys**, Chief Marketing Officer, **iSelect**
- **Theresa Mason**, Chief Sales and Marketing Officer, **Teachers Mutual Bank**
- **Lance Eerhard**, Chief Digital Officer, **Dan Murphy's**
- **Anouche Newman**, CEO, **Customer Service Institute of Australia**
- **Peter Jamieson**, Executive Director Customer Experience, **GM Holden**
- **Adam Geneave**, Vice President Customer Experience, **Wyndham Vacation Resorts Asia Pacific**
- **Bruce Harkness**, Senior Vice President Human Resources, **Wyndham Vacation Resorts Asia Pacific**
- **Rahul Asthana**, Regional Marketing Director, **Kimberly-Clark**
- **Joanne Stone**, Director of Customer Experience, **Hudson**
- **Rebecca Want**, Director Customer Strategy Sydney Metro, **Transport for NSW**
- **Shelley McDowell**, Director, Customer Experience, **CBRE**
- **Scott Howard**, Design Director, Customer Experience, **QBE Australia**
- **David Rohrsheim**, General Manager, **Uber Australia and New Zealand**
- **Karen Ganschow**, General Manager Consumer Marketing and Customer Strategy, **National Australia Bank**
- **Julie Fedele**, General Manager, Experience Design & Delivery, Customer Growth, **Bupa**
- **Melissa McCarney**, General Manager, Group Marketing, **Mortgage Choice**
- **Chris Preston**, General Manager, Marketing - Corporate Brands, **Flight Centre**
- **Regan Savage**, General Manager Marketing Communications, **Kiwibank Limited (NZ)**
- **Jane Merrick**, General Manager - Marketing and Customer Experience, **IAG**
- **Nicole Imberger**, General Manager - Development Strategy & Product Development, **Vicinity Centres**
- **David Beal**, General Manager - Digital Transformation & Analytics, **Energy Super**
- **Donna Price**, General Manager People & Culture, **Melbourne Cricket Club**
- **David Pisker**, National Customer Experience and eCommerce Manager, **Officeworks**
- **Antoine Casgrain**, Head of Wealth Direct Service, **National Australia Bank Limited**
- **Natalie Davies**, Head of Customer Experience, **Momentum Energy**
- **Cath Stone**, Head of Customer Strategy, **Jetstar Airways**
- **Damian Cotchett**, Head of Customer Experience, **AGL Energy**
- **Nikoletta Buschkuehl**, Head of Insights and Customer Engagement, **iSelect**
- **Tim Rich**, Head of Marketing, **Toyota Finance Australia Limited**
- **Kristin Haynes**, Head of Customer Advocacy, **News Corp Australia**
- **Tom McCann**, Principal, Head of Member Experience, **Aon Hewitt**
- **Luke Whytcross**, Head of Customer Solutions, **O'Brien Glass Industries**
- **Kate Moonen**, Head of Customer Marketing, **HCF**
- **Ebenezer Banful**, Customer Experience and Insights Manager, **Yarra Valley Water**
- **Ada Ryan**, CX & Consumer Engagement Manager, **Genesis Care**
- **Julie McCrossin**, Patient, **GenesisCare**
- **Grant Stockwell**, Service Delivery Manager, **Camp Australia**
- **Michael Forster**, Consumer Facing Digital Strategy Lead, **KFC South Pacific (Yum! Brands Subsidiary)**
- **Kimberly Nguyen-Don**, Creative Hustler, Customer Enablement, **Telstra**
- **Lizzie Bott**, Service Design, Customer Enablement, **Telstra**
- **Albert Suryadi**, Analytics & Planning Manager - Customer Value Management, **Vodafone**
- **Saurav Kataria**, Strategy & Customer Innovation Leader
- **Lior Arussy**, President, **Strativity Group**
- **Cyrus Allan**, Managing Partner, **Strativity Group**
- **Martyn Riddle**, Marketing Director, APJ, **Verint**

DAY ONE
Wednesday 1 November 2017

08:00 *Registration, Coffee & Networking in the Exhibition Area*

08:25 *Chair's Opening Remarks*
Cyrus Allan, Managing Partner, **Strativity Group**

EXPERIENCE TRIGGERS

08:30 **International Keynote Address: From Burritos to thinking outside of the "Boxed" ...a journey of disruption**
Chipotle changed the way people think about fast food. Boxed is changing the way consumers - especially younger ones - think about "club" shopping. In both instances, Marketing and customer experience play[ed] significant roles in educating consumers and telling the respective brand's story in a compelling way. Jackson will discuss how both brands approached this disruption; the pitfalls/challenges they face; and how they will/continue to evolve to maintain relevancy among a fickle and savvy consumer.
Jackson Jeyanayagam, Chief Marketing Officer, **Boxed (US)**

08:55 [Lead Partner Keynote](#)

09:20 **CCO Think Tank: Ensure service and experience build the corner stone to every business**

- Knowing your customer - why measuring customer effort is key
- What does value creating look like in the age of the customer?
- Supporting strategic business outcomes through CX and emotional connections

Sandra Black, Chief Customer Officer, **Uniting**
James Fitzpatrick, Chief Customer Officer, **Super concepts**
Melissa Heyhoe, Chief Customer Officer, **Retail Advised Insurance, MLC Life Insurance**
David Koczkar, Chief Customer Officer, **Medibank**

09:50 [Partner Keynote](#)

10:15 **Customer obsession: CX as the driving force behind all we do**

- Thinking differently about the needs of the customer
- Aligning service elements with data to give customers a product experience
- What makes memorable experiences? Looking at functional sensual and emotional elements of experience

David Rohrsheim, General Manager, **Uber Australia and New Zealand**

10:40 *Mid-Morning Coffee & Networking in the Exhibition Area*

ROUNDTABLE DISCUSSIONS
CCO Top 10

During this interactive session, attendees will be split off by their individual roundtable to discuss the top 10 tips in CX best practice, looking at various aspects of discovery, service elements and what mistakes to avoid. Each facilitator will guide the discussion.

11:10 **Roundtable 1:**
SERVICE DESIGN
Facilitator:
Scott Howard, Design Director, Customer Experience, **QBE Australia**

Roundtable 2
DIGITAL STRATEGY
Facilitator:
Julie Fedele, General Manager, Experience Design & Delivery, Customer Growth, **Bupa**
Saurav Kataria, Strategy & Customer Innovation Leader

Roundtable 3
LEADERSHIP ENGAGEMENT
Facilitator:
Kristin Haynes, Head of Customer Advocacy, **News Corp Australia**

	Roundtable 4 CX STRATEGY Facilitator: Joanne Stone , Director of Customer Experience, Hudson	Roundtable 5 STAFF ENGAGEMENT Facilitator: Donna Price , General Manager People & Culture, Melbourne Cricket Club	Roundtable 6 TECHNOLOGY INVESTMENT Facilitator: Mike Dudarenok , Chief Customer Officer-Technology, Flight Centre
	Roundtable 7 JOURNEY MAPPING Facilitator: Jane Merrick , General Manager - Marketing and Customer Experience, IAG	Roundtable 8 ARTIFICIAL INTELLIGENCE Facilitator: Shelley McDowell , Director, Customer Experience, CBRE	Roundtable 9 CONTACT CENTRES & CUSTOMER FEEDBACK Facilitator: TBC
11:50	International Expert Keynote: Customer Centric Culture by Design <ul style="list-style-type: none"> • Is your culture designed to create passion and purpose? • Do all employees love your brand and buy into the vision? • Are your people your competitive advantage? Lior Arussy, President, Strativity Group		
12:15	Contact centre panel discussion: Harnessing the voice of the customer <ul style="list-style-type: none"> • The role of contact centres in harnessing the true voice of the customer • Overcoming pain points and removing barriers to experience • Embracing opportunities to delight by measuring customer outcomes, building trust and brand loyalty Moderator: Martyn Riddle , Marketing Director, APJ, Verint Panelists: Tom McCann , Principal, Head of Member Experience, Aon Hewitt Shelley McDowell , Director, Customer Experience, CBRE Julie Fedele , General Manager, Experience Design & Delivery, Customer Growth, Bupa Kristin Haynes , Head of Customer Advocacy, News Corp Australia		
12:50	<i>Buffet Lunch & Networking in the Exhibition Area</i>		
	INTERACTIVE DISCUSSION GROUPS & CASE STUDIES		
	Two 30-minute Discussion Groups running concurrently, hosted by 2-4 expert co-chairs. These informal discussions encourage everyone to participate and ask the questions they want the answers to. Choose your room and contribute. Each track is also highlighting a Case Study.		
	TRACK A: STRATEGY	TRACK B: ALIGNMENT	TRACK C: GOVERNANCE

13:50	<p>Discussion Group: Unifying all customer initiatives into a solid business strategy to achieve tangible business outcomes</p> <ul style="list-style-type: none"> Aligning customer initiatives with business objectives to deliver tangible business outcomes Understanding the role of technology in delivering meaningful metrics with proven results Ensuring the voice of the customer is present in every strategic decision <p>Facilitator: Luke Whytcross, Head of Customer Solutions, O'Brien Glass Industries Charles Weiser, Chief Experience Officer and Head of CX Innovation Labs, Optus</p>	<p>Discussion Group: Driving CX transformation – the people and cultural perspective</p> <ul style="list-style-type: none"> How to bring everyone along on the journey with you? What does an agile and customer-centric company look like? Breaking down organisational silos and aligning people, process and technology to optimise outcomes <p>Facilitator: Peter Jamieson, Executive Director Customer Experience, GM Holden Theresa Mason, Chief Sales and Marketing Officer, Teachers Mutual Bank David Pisker, National Customer Experience and eCommerce Manager, Officeworks</p>	<p>Discussion Group: Customer experience and governance</p> <ul style="list-style-type: none"> Optimising CX by establishing CX ownership within the organisation Rebranding customer service versus eliminating the root cause of experience failure Avoiding pitfalls of a disjointed experience by increasing the capacity and authority of the CX team <p>Facilitator: Anouche Newman, CEO, Customer Service Institute of Australia Cath Stone, Head of Customer Strategy, Jetstar Airways Karen Ganschow, General Manager Consumer Marketing and Customer Strategy, National Australia Bank</p>
14:20	<p>Case Study: Bringing the customer to the centre of strategy by setting a customer experience target</p> <ul style="list-style-type: none"> Embedding customer centric design into your strategy to look beyond the train and stations Taking a Door to Door to Door journey approach to understanding the customer Bringing service design processes to life from the inception of the station design <p>Rebecca Want, Director Customer Strategy - Sydney Metro , Transport for NSW</p>	<p>Case Study: Lessons in alignment, rhythm and data and how trust and appreciation can help you exceed expectation</p> <ul style="list-style-type: none"> Rebuilding a dysfunctional team while diffusing a number of ticking financial time bombs Maximising an underexploited business opportunity and increasing YOY revenue by ~20% + Halving (almost) complaint rates <p>Grant Stockwell, Service Delivery Manager, Camp Australia</p>	<p>Case Study: Mastering customer engagement in the world of M&A</p> <ul style="list-style-type: none"> Understanding value of customer engagement programs in strategic acquisitions Managing a multi-channel initiative through multiple touch points Incorporate the essence of partner initiatives into the business and prioritising customer experience programs <p>Melissa Heyhoe, Chief Customer Officer, Retail Advised Insurance, MLC Life Insurance</p>
14:40	Vendor Discussion Group:	Vendor Discussion Group:	Vendor Discussion Group:
15:10	<i>Afternoon Tea & Networking in the Exhibition Area</i>		
	INNOVATION SPOTLIGHT		
	During this session we will explore innovation in the Cx space, with 10minute capability talks.		
15:40	Cx Innovation Talk 1		
15:50	Cx Innovation Talk 2		
16:00	Cx Innovation Talk 3: Torquex		

16:10	Charity Transformation Workshop In this session, attendees will have the chance to apply their knowledge and skills to help a charity review their operational model and devise a cx framework to achieve optimum service excellence. Help us help make a difference.
17:10	<i>Drinks Reception & Networking in the Exhibition Area</i>

DAY TWO Thursday, 2 November 2017	
08:30	<i>Registration, Coffee & Networking in the Exhibition Area</i>
08:45	<i>Chair's Opening Remarks</i> Cyrus Allan , Managing Partner, Strativity Group
AWARENESS	
08:50	Game on: what any brand can learn from the gaming industry <ul style="list-style-type: none"> • Can marketing leaders apply gaming industry strategies to positive effect? The relationship between simplicity and engagement • B2B...2C - Who is your customer and how do you elevate them to the role of hero in the story: new ways of thinking about customer journey mapping and engagement • Creating an emotional connection with your customer; a travel management insight Chris Preston , General Manager, Marketing - Corporate Brands, Flight Centre
09:15	Partner Keynote
09:40	CMO Think Tank: How customer focus and cx can deliver on organisation's purpose <ul style="list-style-type: none"> • The new era of marketing and brand engagement: transforming customer insights into profitable business strategies • The future of AI for marketing and the customer experience • Demonstrating ROI on customer experience initiatives Jackson Jeyanayagam , Chief Marketing Officer, Boxed (US) Jo Kelly , Chief Marketing Officer, UBank Rena Smith , Chief Marketing Officer, AIA Rahul Asthana , Regional Marketing Director, Kimberly-Clark Geraldine Davys , Chief Marketing Officer, iSelect
10:20	Smart Video Presentation
10:45	<i>Mid-Morning Coffee & Networking in the Exhibition Area</i>
FLASH TALKS	
During this session attendees will have the opportunity to hear about CX projects, gain insights into goals, strategies and learn what happened along the way. Each speaker will give a 15minute overview of their project/Case Study.	
11:15	Building brand loyalty through digital engagement <ul style="list-style-type: none"> • Looking at KFC's digital transformation journey • Building brand loyalty by speaking to people with the right message, on the right channel, at the right time • Understanding the power of engagement in driving business growth Michael Forster , Consumer Facing Digital Strategy Lead, KFC South Pacific (Yum! Brands Subsidiary)
11:30	Vision Critical Presentation

11:55	<p>Building brand loyalty through digital engagement</p> <ul style="list-style-type: none"> • Looking at KFC's digital transformation journey • Building brand loyalty by speaking to people with the right message, on the right channel, at the right time • Understanding the power of engagement in driving business growth <p>Michael Forster, Consumer Facing Digital Strategy Lead, KFC South Pacific (Yum! Brands Subsidiary)</p>			
12:10	<p>The power of storytelling in the customer centricity transformation journey</p> <p>Leading the development of consumer experience strategies for shopping centres undergoing redevelopment</p> <p>Nicole Imberger, General Manager - Development Strategy & Product Development, Vicinity Centre</p>			
12:25	<p>The consumer voice driving change</p> <ul style="list-style-type: none"> • Enhancing their patient experience by determining the specific factors that influence patient satisfaction • The importance of embedding a variety of mechanisms to measure satisfaction • Hearing the positive as well as constructive comments to drive change <p>Ada Ryan, CX & Consumer Engagement Manager, GenesisCare Julie McCrossin, Patient, GenesisCare</p>			
12:40	<p>Driving innovation through hackathons</p> <ul style="list-style-type: none"> • Creating collaborative and innovative environments to encourage individuals to work together in a fun and exciting atmosphere • Proving teams with new technology and empowering them to create innovative solutions • Providing new ways of thinking, and developing new, creative solutions to real-world problems <p>Kimberly Nguyen-Don, Creative Hustler, Customer Enablement, Telstra</p>			
12:55	<p>Customer experience: How digital is changing and enhancing the car buying experience</p> <ul style="list-style-type: none"> • How digital disruption has changed the automotive landscape and given rise to a new type of customer • Customer insight and intelligence: How embracing data and predictive analytics can enhance the automotive customer experience • Measuring the impact: Importantly how can we measure customer experience so as to demonstrate a direct correlation with business performance and company profit <p>Tim Rich, Head of Marketing, Toyota Financial Services</p>			
13:10	<p><i>Buffet Lunch & Networking in the Exhibition Area</i></p>			
	<p>C-Suite Private Lunch: Cutting through the AI debate</p> <p>This closed door C-Suite lunch will be open to all CEO, CCO, CMO and CDO's to discuss Artificial Intelligence, the hype surrounding the topic and actual use cases for AI in the context of customer experience. We will explore the hype, reality and everything in between</p>			
	<p>Interactive Discussion Groups & Case Studies</p> <p><i>Two 30-minute Discussion Groups running concurrently, hosted by 2-4 expert co-chairs. These informal discussions encourage everyone to participate and ask the questions they want the answers to. Choose your room and contribute. Each track is also highlighting a Case Study.</i></p>			
	<table border="1"> <tr> <td>TRACK A: STRATEGY</td> <td>TRACK B: ALIGNMENT</td> <td>TRACK C: GOVERNANCE</td> </tr> </table>	TRACK A: STRATEGY	TRACK B: ALIGNMENT	TRACK C: GOVERNANCE
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14:10	<p>Discussion Group: Customer centric design - bringing customers directly into the creative process</p> <ul style="list-style-type: none"> • How customer insights can unlock new sources of value • Enabling customers to co-create and re-engineer existing products to address their specific pain points • Understanding the difference between innovation and productivity gains through the eyes of the customer <p>Facilitator: Jane Merrick, General Manager - Marketing and Customer Experience, IAG Natalie Davies, Head of Customer Experience, Momentum Energy Lance Eerhard, Chief Digital Officer, Dan Murphy's</p>	<p>Discussion Group: Customer value proposition development</p> <ul style="list-style-type: none"> • Understanding customer KPI's and what to track • Ensuring your metrics will translate into meaningful value proposition to customers • Linking value creation to product longevity and ROI <p>Facilitator: Albert Suryadi, Analytics & Planning Manager - Customer Value Management, Vodafone Luke Whytcross, Head of Customer Solutions, O'Brien Glass Industries</p>	<p>Discussion Group: The impact of customer centric design on your service offering</p> <ul style="list-style-type: none"> • Where to start on becoming customer driven – aligning your internal value proposition with your in-market offering • Understanding the impact of your CX on bra • How to equip your people to deliver a brand aligned customer experience <p>Facilitator: Mike Dudarenok, Chief Customer Officer-Technology, Flight Centre Cath Stone, Head of Customer Strategy, Jetstar Airways Lisa Pogonoski, Chief Customer Officer, BT Financial Group</p>
14:40	<p>Case Study: Customer Centricity: Putting the customer at the heart of your business strategy</p> <ul style="list-style-type: none"> • How HCF articulated it's customer experience principles, and used tools to embed this across the organisation (from Executive leadership to front-line) • Re-assessing customer metrics: understanding the metrics that really matter when it comes to driving retention and bottom line • Re-aligning strategic project prioritisation and resources based on the above <p>Kate Moonen, Head of Customer Marketing, HCF</p>	<p>Case Study: Customer Experience: It's not that straightforward</p> <ul style="list-style-type: none"> • Thinking of CX as a whole rather than parts - focusing on more than just touchpoint • Personas and segments- empathy or are you falling into the industry trap? • Helping the organisation to be better: What do some of the best do? What does a CX team do? <p>Ebenezer Banful, Customer Experience and Insights Manager, Yarra Valley Wate</p>	<p>Case Study: How do you get everyone 'on the customer centricity bus' – what works and what doesn't and the unique challenges of a franchise environment.</p> <ul style="list-style-type: none"> • The starting point of customer centricity – vision and purpose. How did Mortgage Choice go about articulating our What, Why and How • Key takes out from the Disney Customer Service course – how do they get people drinking the Disney coolade • Applying Disney best practice to Mortgage Choice – what works, what doesn't and the challenges in a franchise environment <p>Melissa McCarney, General Manager, Group Marketing, Mortgage Choice</p>

15:05	<p>Discussion Group: How to create demand with customer centricity in mind?</p> <ul style="list-style-type: none"> • User experience, customer centricity and its effects on product innovation • Forecasting what customers want to ensure longevity of product: surviving in a world of shrinking product cycles • What metrics can be used to forecast demand? <p>Facilitator: Kristen Haynes, Senior Manager Customer Advocacy, NewsCorp-Australia.com Lizzie Bott, Service Design, Customer Enablement, Telstra Lance Eerhard, Chief Digital Officer, Dan Murphy's</p>	<p>Discussion Group: Engagement, adaptability and adoption: measuring success</p> <ul style="list-style-type: none"> • How to measure customer happiness beyond NPS and extract data metric values • Measuring insight from all channels: surveys, call centres, social etc. to gain a holistic view • Revealing effective measurements to gauge the success of your CX program and initiative <p>Facilitator: Damian Cotchett, Head of Customer Experience, AGL Energy Tim Rich, Head of Marketing, Toyota Financial Services Lisa Pogonoski, Chief Customer Officer, BT Financial Group</p>	<p>Discussion Group: How to prioritise CX projects</p> <ul style="list-style-type: none"> • Engaging leadership teams and frontline staff • Using storytelling to bring the organisations strategy to life • Connecting measures, metrics and business values to record success and secure further executive support <p>Facilitator: Adam Geneave, Vice President Customer Experience, Wyndham Vacation Resorts Asia Pacific Bruce Harkness, Senior Vice President Human Resources, Wyndham Vacation Resorts Asia Pacific Karen Ganschow, General Manager Consumer Marketing and Customer Strategy, National Australia Bank</p>
15:35	<i>Afternoon Tea & Networking in the Exhibition Area</i>		
ONGOING ENGAGEMENT/ADVOCACY			
16:15	<p>Panel Discussion: Recruit, resource and retain - building teams to champion CX</p> <ul style="list-style-type: none"> • Understanding key qualities of a CX champion • Creating a solid foundation of skills and knowledge for your staff and understanding what impact employee engagement plays in executing CX • Evaluating measures in retaining your top talent, amplifying your team's potential and supporting internal mobility for champions to nurture holistic CX <p>Adam Geneave, Vice President Customer Experience, Wyndham Vacation Resorts Asia Pacific Bruce Harkness, Senior Vice President Human Resources, Wyndham Vacation Resorts Asia Pacific Ebenezer Banful, Customer Experience and Insights Manager, Yarra Valley Water Kimberly Nguyen-Don, Creative Hustler, Customer Enablement, Telstra</p>		
16:45	<i>Chair's Closing Remarks and Close of Conference</i>		

Masterclasses

Thursday 2 November 2017

16:45
- 19:45

Masterclass A –Creating innovative “Hack-o-sphere” environments through design thinking

As a creative hustler, Kim has the pleasure to create collaborative and innovative environments amongst various teams both inside and outside of the organisation. From hosting technical educational bootcamps to facilitating hackathons, Kim and her colleagues always find ways to encourage individuals to work together in a fun and exciting atmosphere. They provide teams with new technology and empower them to create innovative solutions. This masterclass will provide you with new ways of thinking, and developing new, creative solutions to real-world problems.

Key Objectives:

- Providing real live examples on how to coordinate diverse teams to create innovative solutions
- Sharing insights on how partnerships and collaboration drives change and impact
- Developing creative and collaborative spaces to rethink traditional ways of working with a customer focus

Facilitators:

Kimberly Nguyen-Don, Creative Hustler, Customer Enablement, **Telstra**

Lizzie Bott, Service Design, Customer Enablement, **Telstra**

16:45
- 19:45

Masterclass B – NPS- The System and how we can engage the business and use feedback internally with or without the technology

We face an “industry problem,” when it comes to NPS. Which is often misunderstood. We equip our organisations with fancy systems, provide endless amounts of data, charts, presentations about our Net Promoter Scores but are we equipping them to change or stay the same? In our collective rush to implement NPS have too many become too hung up on the score element? Too many organisations frequently fail to properly understand, capture, and communicate the essence of NPS.....Empathy for others and improvement.

As empathy wanes and focus on the score increases, curiosity and critical thinking also get left on the table, and those factors are essential to improving our ability to solve problems and create mutual value. This workshop introduces and lays out some building blocks for making more than just a score. You will get hands on with a 70-year-old but commonly used technique for uncovering insight, along with suggestions and tips of using it in your business.

Key Objectives:

This masterclass has been designed to help participants and their teams to gain insight into what is going on with their customers by working with the raw stories of personal experience that should be coming in from your NPS survey.

This masterclass will take you through a very simple analysis process, with a strong emphasis on empathy. The process should help you discover the daily reality of your customers. It should deliver 2 things at a minimum.

1. Findings: Who said what?
2. Meanings: What does this mean?

It will also help you consider action: What should you do or change? And why?

The power of this process is that it helps you see the insight and possible initiatives, that relate to your NPS results and help you to change.

We want participants to be able to apply what they learn well beyond the masterclass. .

[The Key to NPS success comes from what people want you to know and change...not from the score.](#)

Facilitator:

Ebenezer Banful, Customer Experience and Insights Manager, Yarra Valley Water