

30-31 October, 2018 • Swissotel, Sydney, NSW



Connecting You to What's Next in CX

Chief Customer Officer Sydney brings together the whole CX value chain to explore how organisations can deliver connected experiences.

200+ Attendees | 65+ Speakers | Dedicated Tracks



"The agenda looks amazing and definitely one of the best I've seen."

Kelly Slessor, CEO & Founder, **Shop You**

To get the full details of all the sessions visit <https://www.chiefcustomerofficersydney.com/>

WHAT'S NEW IN 2018?

CEO ON-STAGE INTERVIEW: Gain insights into customer centricity from a CEO's perspective, and why exceptional customer experience must be the backbone of every company strategy and culture. During this session we will also run a live Q&A session via our Corinium app where attendees will have a chance to ask any burning questions anonymously.

STRUCTURED NETWORKING OPPORTUNITIES: We have incorporate more interactive networking across the agenda with speed networking, meet the speakers lounge, discussion groups and roundtables.

ON STAGE INTERVIEWS: We profile some of the leading minds in the industry during our **live on-stage interviews**, where attendees will also have the opportunity to fire off any burning questions anonymous via our Corinium event app.

AUDIENCE LED C-SUITE Q&A SESSIONS: This is where it gets interesting - we give attendees the chance to lead our CCO's and CDO's panels, directing the flow of the conversation, and getting all their unanswered questions addressed by our expert panel members.

LARGEST EVER SPEAKER PANEL: Engage with **70+ leading minds in CX** today.

17 NARRATIVE DRIVEN CASE STUDIES: We've all heard of death by power point. Now we bring you our narrative driven case studies, where speakers will provide insights into their organisation's cx journey, highlighting the pitfalls and strategies in overcoming them.

KEY THEMES

CUSTOMER CENTRICITY: Navigate the era of customer obsession and see how you can meet growing customer expectations with an organisation wide customer focus. Hear from the region's CCO's what role they play in ensuring CX success and ask your burning questions during our audience led CCO Panel.

ROI & METRICS: Get off the technology rollercoaster and go back to basics to get your CX project off the ground. We will take an in-depth look at how to successfully justify/structure a business case for investment in technology, what metrics are critical in proving ROI and how to design a value proposition that will ensure senior-level buy in.

DIGITAL CX: Digital transformation, personalisation and omni-channel strategies are some of the buzz words that describe how you interact with your customers digitally. See why data intelligence is crucial to getting digital right, understanding your customers relationships with your brand and creating truly connected experiences.

DATA & INSIGHTS Without a sophisticated reporting and analytics capabilities to interpret customer needs, your data is basically useless. See how to leverage your data to uncover real customer pain points, drive product innovation and harness the power of AI to drive a higher level of engagement.

EXPERT SPEAKER LINE UP

- Lee Hatton, CEO, **UBank** <-New!
- Cynthia Krieger, Senior Customer Experience Manager, **Tesla (US)** <-New!
- Troy Barnes, Chief Customer Officer, **Pizza Hut Asia Pacific** <-New!
- Lisa Dowie, Chief Customer Officer, **Property Exchange Australia Ltd** <-New!
- Lee Scales, Chief Customer Officer, **UniSuper** <-New!
- Lisa Pogonoski, Chief Customer Officer, **BT Financial**
- Lawrence Mitchell, Chief Customer Officer, **Sumo Salad** <-New!
- Tony Blamey, Chief Product & Customer Experience Officer, **Domain Group** <-New!
- Michael Donath, Chief Digital Officer, **IKEA** <-New!



98% New
Speakers

- Marcus Marchant, Chief Digital & Innovation Officer, **QBE Insurance <-New!**
- Mark Baartse, Chief Marketing Officer, **Showpo <-New!**
- Nick Wenck, Chief Strategic Development Officer, **WorkCover Queensland <-New!**
- LeDon Brooks, Vice President of Customer Experience, Pacific Zone, **Schneider Electric <-New!**
- Shelley McDowell, Director, Customer Experience, **CBRE <-New!**
- Ben Ruming, Director of Analytics and Transformation, **BT Financial Group <-New!**
- David Price, Director of Patient Experience, **Waitemata District Health Board (NZ) <-New!**
- Kate Wellard, CGU Marketing Director, **IAG <-New!**
- Max Bonpain, Marketing Director, **NetComm Wireless <-New!**
- Cathal Quinlan, Executive Manager – Service Transformation, **Westpac <-New!**
- Tina Morrell, General Manager, Customer Value Proposition, **NRMA <-New!**
- Rebecca Burrows, General Manager Segment Development and Marketing, **Australia Post <-New!**
- Rebecca Ullman, General Manager - Customer Operations and Service Excellence, **Canon <-New!**
- Melissa McCarney, General Manager, Group Marketing, **Mortgage Choice <-New!**
- Yvette Mihelic, General Manager On Demand Transport (Australasia), **Transdev <-New!**
- Sue-Ann Charlton, General Manager Customer Relations, **SA Power <-New!**
- Kelly Slessor, CEO & Founder, **Shop You <-New!**
- John Carroll, CEO - Brand, Marketing & People, **Omicare Alliance Limited <-New!**
- Juan de Roock, Group Manager – Digital Connection Delivery, **Genesis Energy Ltd (NZ) <-New!**
- Rebecca Griffiths, Customer Experience Projects Manager, **Snooze <-New!**
- Sam Lake, Customer Platform Manager, **Vector Ltd (NZ) <-New!**
- Lesley Mackle, Manager of Wow - Service and Enablement Centres Customer Fulfilment Services, **Bank of New Zealand (NZ) <-New!**
- Jonathan Weavers, Customer Marketing and Insights Manager, **Moët Hennessy Australia <-New!**
- Kishan Vyas, Insights and Customer Experience Manager, **OpenCorp <-New!**
- Simon Stevens, Customer & Market Insights Manager, **QBE Australia <-New!**
- Cath Drinkwater, Local Government Platform Implementation Manager, **City of Gold Coast <-New!**
- Claire Anderson, eCommerce Manager, **Suncorp (NZ) <-New!**
- Corin Healy, Manager, Product & Customer Capability, **Chorus (NZ) <-New!**
- Florence La Carbona, Senior Manager Data & Dashboards, Wealth Analytics & Insights, **BT Finance <-New!**
- Scott Newman, Service Delivery Manager - Recreation, **Wintringham Specialist Aged Care <-New!**
- Daniel Grey, Recreations and Lifestyle Programs Manager, **Wintringham Specialist Aged Care <-New!**
- Morgana Waters, Global Head of Inclusion and Employee Experience, **Allianz <-New!**
- Adrian Marr, Head of Customer Centricity, **Laminex <-New!**
- Amrita Bhattacharyya, Head of Customer Strategy & Experience, Customer Strategy, Design & Innovation, **Suncorp <-New!**
- Johan Palsson, Head of E-Commerce, Digital Marketing & Creative Services, **Endeavour Drinks Group <-New!**
- Simone Roberts, Head of Data and Analytics Hub, **Foxtel <-New!**
- Liam Ward, Head of WooliesX Portfolio Office Digital Transformation, **Woolworths <-New!**
- Tom McCann, Principal, Head of Member Experience, **Aon Hewitt**
- Lionel Kho, Head of Portfolio Analysis & Insights, **NAB <-New!**
- Sweta Priyadarshini, Customer Experience Designer - Customer Experience & Insights , **NBN Co <-New!**
- Jenny Ting, Voice of Customer Specialist, **Zurich Financial Services Australia <-New!**
- Nissanka Janaratne, Digital Advisory & Transformation, **Westpac <-New!**
- Vanessa Stewart, Customer Experience Change Lead, **LION <-New!**
- Melody Smith, Business Design Lead, **QBE Australia <-New!**
- Lisa Avramis, Product Delivery Lead/Digital Journey Co-ordinator, **IAG <-New!**
- Irfan Ali, Master Black Belt Continuous Improvement, **Vodafone <-New!**
- Natalie McColl, Senior Manager Client Services, **Transport Accident Commission <-New!**
- Simon Belousoff, Personalisation Lead (Digital Transformation), **Bupa <-New!**
- Gita Chetty, CX Designer, **Australia Post <-New!**
- David Duan, Principal Data Scientist, **Fraedom (NZ) <-New!**
- Rodd Martin, Founder & CEO, **Smart Video Australia**
- Brad Meehan, Managing Director, **Strativity Group**
- Peter Harris, EVP & Managing Director, **Vision Critical**
- Michael Stelzer, Vice President Australia and New Zealand, **Verint**
- Rod Moynihan, Director A/NZ, **Zendesk**
- Robin Meijer, Senior Customer Success Manager Asia-Pacific, **Usabilla**

DAY ONE - Tuesday 30 October 2018			
08:00	Registration, Coffee & Networking in the Exhibition Area		
08:30	Corinium Global Intelligence Welcome Address		
08:35	Chair's Opening Remarks & Speed Networking		
	Throughout the next two days, take advantage of our interactive event App. Pose questions to your speakers, take part in interactive panels, interviews and surveys, and communicate with your fellow delegates!		
09:00	<p>On-Stage Interview: Why CEO's must support customer centricity</p> <p>During this on-stage interview you will gain valuable insights into customer centricity from a CEO's perspective, and why exceptional customer experience must be the backbone of every company strategy and culture.</p> <p>Lee Hatton, CEO, UBank</p>		
09:25	<p>On-Stage Interview: The future of CX in an era of customer obsession and increasing expectations</p> <p>Cynthia Krieger, Senior Customer Experience Manager, Tesla (US)</p>		
09:50	<p>Great Expectations: How to become the company your customers want you to be</p> <p>All businesses are now operating in a customer-driven world. More than ever before, customers expect a great customer service experience from the businesses they work with, and it is becoming arguably more important than your product or service. Effectively delivering on these great expectations requires us to think differently.</p> <p>Rod Moynihan, Director A/NZ, Zendesk</p>		
10:15	<p>Mid-Morning Coffee & Networking in the Exhibition Area</p> <p>Come to the 'Meet the Speakers Lounge' within the Exhibition area.</p>		
	<p style="text-align: center;">TOP 5 CHALLENGES & SOLUTIONS ROUNDTABLES</p>		
	<p><i>During this interactive session, attendees will have a chance to select a roundtable of their choosing to dive deep into some of the most pressing challenges they face in this space today. Each roundtable will be led by an expert facilitator to guide attendees to share their common experiences and formulate solutions that can be applied back in the office.</i></p>		
10:45	<p>1. GETTING STARTED WITH AI</p>	<p>2. HUMAN CENTRED DESIGN</p> <p>David Price, Director of Patient Experience, Waitemata District Health Board (NZ)</p>	<p>3. VOICE OF CUSTOMER</p> <p>Jenny Ting, Voice of Customer Specialist, Zurich Financial Services Australia</p>
	<p>4. OMNI-CHANNEL STRATEGY</p> <p>Jonathan Weavers, Customer Marketing and Insights Manager, Moët Hennessy Australia</p>	<p>5. CONTACT CENTRES</p> <p>Lesley Mackle, Manager of Wow - Service and Enablement Centres Customer Fulfilment Services Bank of New Zealand (NZ)</p>	<p>6. TECHNOLOGY INVESTMENT & ROI</p> <p>Corin Healy, Manager, Product & Customer Capability, Chorus (NZ)</p>
	<p>7. CX STRATEGY</p> <p>Cathal Quinlan, Executive Manager – Service Transformation, Westpac</p>	<p>8. EMPLOYEE ENGAGEMENT</p>	<p>9. DATA INTELLIGENCE</p> <p>Simone Roberts, Head of Data and Analytics Hub, Foxtel</p>

11:25	<p>The No 1 enemy of transformation</p> <p>This presentation will look at the No 1 enemy of transformation, how to balance strategy and execution and take an in-depth look at what is really holding your organisation back. Brad will also look at the 3Ps that underpin success.</p> <p>Brad Meehan, Managing Director, Strativity Group</p>		
11:50	<p>Audience led panel: Ask our CCO's - Customer centricity and the role of the CCO</p> <p>During this session, attendees will have the chance to ask any burning questions completely anonymously via our event app. The session will be moderated by our event Chair.</p> <p>Troy Barnes, Chief Customer Officer, Pizza Hut Asia Pacific</p> <p>Lawrence Mitchell, Chief Customer Officer, Sumo Salad</p> <p>Lisa Pogonoski, Chief Customer Officer, BT Financial</p> <p>Lee Scales, Chief Customer Officer, UniSuper</p> <p>Moderator: Michael Stelzer, Vice President Australia and New Zealand, Verint</p>		
12:25	<p>How to use AI powered personalised video technology to acquire, engage and retain customers</p> <p>In this session Rodd Martin, Founder of Smart Video Australia and Automation AI Labs US, will show you how your organisation can leverage this cutting-edge technology as a complimentary adjunct to your existing VOC program. Learn how this world first AI powered virtual video assistant can reduce call centre traffic, and increase customer acquisition across all industry verticals. Smart Video Australia will also showcase their latest customer acquisition and engagement solution - the world's first Real Time Video Chat Bot Technology and introduce you to Immersive Conversational Websites.</p> <p>Rodd Martin, Founder & CEO, Smart Video Australia</p>		
12:50	<p><i>Buffet Lunch & Networking in the Exhibition Area</i></p>	<p><i>VIP Private Lunch hosted by Verint</i></p>	
<p>INTERACTIVE DISCUSSION GROUPS</p>			
<p><i>During this interactive session, attendees will have a chance to select a roundtable of their choosing to dive deep into some of the most pressing challenges they face, share their common experiences and formulate solutions that can be applied back in the office.</i></p>			
	<p>TRACK A: ROI</p>	<p>TRACK B: DIGITAL CX</p>	<p>TRACK C: DATA & INSIGHTS</p>
13:50	<p>Discussion Group: Hosted by Maritz CX</p>	<p>Discussion Group: Mapping digital capabilities to strategic priorities</p> <p>Rebecca Ullman, General Manager - Customer Operations and Service Excellence, Canon</p> <p>Melissa McCarney, General Manager, Group Marketing, Mortgage Choice</p>	<p>Discussion Group: Levering data and analytics to uncover real customer pain points</p> <p>Sam Lake, Customer Platform Manager, Vector Ltd (NZ)</p> <p>Nissanka Janaratne, Digital Advisory & Transformation, Westpac</p>

14:20	<p>Discussion Group: How to justify/structure a business case for investment in technology to improve CX Cath Drinkwater, Local Government Platform Implementation Manager, City of Gold Coast Lisa Pogonoski, Chief Customer Officer, BT Financial</p>	<p>Discussion Group: Leveraging customer feedback to build a better digital customer experience Robin Meijer, Senior Customer Success Manager Asia-Pacific, Usabilla</p>	<p>Discussion Group: Developing sophisticated reporting and analytics capabilities to interpret customer needs Florence La Carbona, Senior Manager Data & Dashboards, Wealth Analytics & Insights, BT Finance Ben Ruming, Director of Analytics and Transformation, BT Financial Group Juan de Roock, Group Manager – Digital Connection Delivery, Genesis Energy Ltd (NZ)</p>
14:50	<p>Discussion Group: Associated Partner TBA</p>	<p>Discussion Group: Personalisation: The link between digital experience and data intelligence Kishan Vyas, Insights and Customer Experience Manager, OpenCorp Mark Baartse, Chief Marketing Officer, Showpo Liam Ward, Head of WooliesX Portfolio Office Digital Transformation, Woolworths</p>	<p>Discussion Group: How to use data and insights in product innovation Tony Blamey, Chief Product & Customer Experience Officer, Domain Group Simon Stevens, Customer & Market Insights Manager, QBE Australia</p>
15:20	<i>Afternoon Tea & Networking in the Exhibition Area</i>		
	NARRATIVE DRIVEN CASE STUDIES		
	<i>In these sessions, we have replaced PowerPoint with narrative where speakers will provide insights into their organisation's cx journey, highlighting the pitfalls and strategies in overcoming them.</i>		
	TRACK A: ROI	TRACK B: DIGITAL CX	TRACK C: DATA & INSIGHTS
15:50	<p>Case Study: Associated Partner TBA</p>	<p>Case Study: Leading industry-wide change How PEXA is digitally transforming an archaic property industry from paper to digital. As CCO Lisa Dowie is driving a member-centric culture to deliver better experiences in a complex ecosystem. Lisa Dowie, Chief Customer Officer, Property Exchange Australia Ltd</p>	<p>Case Study: Beautiful data for better CX This presentation will look at how Fraedom has been using Data Science and Analytics to understand customers behaviour better, supporting CX initiatives, and improve CX journey. David Duan, Principal Data Scientist, Fraedom (NZ)</p>

16:15	<p>Case Study: The Reality of building and implementing a multi-million dollar IT business case</p> <p>This presentation will look at how City of Gold Coast built and delivered a multi-million business case to replace their 40 plus legacy systems into a single platform, and the reality of the implementation versus the assumptions made at the start.</p> <p>Cath Drinkwater, Local Government Platform Implementation Manager, City of Gold Coast</p>	<p>Case Study: Creating a truly connected omni-channel strategy</p> <p>This presentation will detail how Laminex approached the rapid changes occurring in technology in an industry that is not technologically savvy. See how Laminex improved their NPS from 36 to 55 and contact centre service levels from mid 50% to above 80% in around 18 months, and get an in-depth understanding of the importance of involving the customer, keeping it simple and taking small steps to success.</p> <p>Adrian Marr, Head of Customer Centricity, Laminex</p>	<p>Case Study: AI to drive personalisation and engagement</p> <p>This presentation will explain the psychology behind personalisation, the importance to the consumer and how AI can drive a higher level of engagement.</p> <p>Kelly Slessor, CEO & Founder, Shop You</p>
16:40	<p>Case Study: Associated Partner TBA</p>	<p>Case Study: Why personalisation is crucial in digital cx</p> <p>This presentation will look at how Suncorp has evolved their customer centric culture, and leveraged data and technology, to create more personalised digital experiences. As well as explore why Suncorp has chosen to take this path.</p> <p>Claire Anderson, eCommerce Manager, Suncorp (New Zealand)</p>	<p>Case Study: How Australia Post is delivering eCommerce for Small Business</p> <p>Discover how Australia Post used data and insights to analyse the small business sending CX journey, then identify and create a roadmap to address pain points and streamline eCommerce transactions.</p> <p>Rebecca Burrows, General Manager Segment Development and Marketing, Australia Post</p>
17:05	<p><i>Networking Drinks in the Exhibition Area</i></p>		

DAY TWO - Wednesday 31 October 2018	
08:30	<i>Registration, Coffee & Networking in the Exhibition Area</i>
08:55	<i>Chair's Opening Remarks</i>
09:00	<p>International Keynote: Re-inventing the human experience: harnessing data and insights to drive a consumer relationship-centric focus</p> <p>Whilst data and insights are the back bone of every CX strategy, it is important to remember that a pure focus on data lacks the human element in how you connect to your customers and how they perceive your brand. This presentation will look how you can use your data to re-inventing the human experience by focusing on engagement rather than focusing on products and sales.</p>
09:25	On-Stage Interview: Understanding how AI & machine learning are shaping the future of CX
09:50	Associate Partner Keynote: Confirm IT
10:15	<p><i>Mid-Morning Coffee & Networking in the Exhibition Area</i></p> <p><i>Come to the 'Meet the Speakers Lounge' within the Exhibition area.</i></p>

TOP 5 CHALLENGES & SOLUTIONS ROUNDTABLES			
<p><i>During this interactive session, attendees will have a chance to select a roundtable of their choosing to dive deep into some of the most pressing challenges they face, share their common experiences and formulate solutions that can be applied back in the office.</i></p>			
10:45	1. GETTING STARTED WITH AI	2. HUMAN CENTRED DESIGN Gita Chetty, CX Designer, Australia Post	3. VOICE OF CUSTOMER David Price, Director of Patient Experience, Waitemata District Health Board (NZ)
	4. OMNI-CHANNEL STRATEGY	5. CONTACT CENTRES	6. PRODUCT INNOVATION Lisa Avramis, Product Delivery Lead/ Digital Journey Co-ordinator, IAG
	7. CX STRATEGY Vanessa Stewart, Customer Experience Change Lead, LION	8. EMPLOYEE ENGAGEMENT Morgana Waters, Global Head of Inclusion and Employee Experience, Allianz	9. DATA INTELLIGENCE
11:25	Inside the CCO: CX Service Design In this fireside chat, learn the inner workings of the CCO with Jane Curtain, General Manager of CX Service Design at Telstra. Learn how human centred design and innovation approaches coupled with customer relationship expertise and insight are used to fuel decisions and prioritise initiatives for consumer and small business. Peter Harris, EVP & Managing Director, Vision Critical		
11:50	Audience led panel: Ask our CDO's - Digital transformation - how to improve speed and quality to market and ensure digital effectively engages customers at every touch point During this session, attendees will have the chance to ask any burning questions completely anonymously via our event app. The session will be moderated by our event Chair. Michael Donath, Chief Digital Officer, IKEA Marcus Marchant, Chief Digital & Innovation Officer, QBE Insurance		
12:25	Associate Partner Keynote: Sas		
12:50	<i>Buffet Lunch & Networking in the Exhibition Area</i>		<i>VIP Private Lunch hosted by Zendesk</i>
INTERACTIVE DISCUSSION GROUPS			
Discussion Groups are the beating heart of Corinium events and are consistently noted as being the event highlight by our delegates. With the help of our Co-Chairs, attendees get to deep-dive the topic, share their common challenges and discuss strategies for success, all in an off-the-record, welcoming and relaxing atmosphere.			
	TRACK A: ROI	TRACK B: DIGITAL CX	TRACK C: DATA & INSIGHTS

13:50	Discussion Group: Associated Partner TBA	Discussion Group: Leveraging digital to create an emotional connection with the brand Sue-Ann Charlton, General Manager Customer Relations, SA Power Johan Palsson, Head of E-Commerce, Digital Marketing & Creative Services, Endeavour Drinks Group	Discussion Group: Leveraging the right customer data to measure revenue impact of CX Tina Morrell, General Manager, Customer Value Proposition, NRMA Shelley McDowell, Director, Customer Experience, CBRE
14:20	Discussion Group: Understanding the real cost of bad customer experience Yvette Mihelic, General Manager On Demand Transport (Australasia), Transdev Sweta Priyadarshini, Customer Experience Designer - Customer Experience & Insights , NBN Co Natalie McColl, Senior Manager Client Services, Transport Accident Commission	Discussion Group: The role of data in personalisation of content and product offering Simon Belousoff, Personalisation Lead (Digital Transformation), Bupa	Discussion Group: Associated Partner TBA
14:50	Discussion Group: What metrics are critical in proving ROI on cx initiatives Irfan Ali, Master Black Belt Continuous Improvement, Vodafone Nick Wenck, Chief Strategic Development Officer, WorkCover Queensland	Discussion Group: Investing in automation capabilities to rapidly respond to customer interactions Amrita Bhattacharyya, Head of Customer Strategy & Experience, Customer Strategy, Design & Innovation, Suncorp	Discussion Group: The future of talent acquisition and retention in data/analytics Simone Roberts, Head of Data and Analytics Hub, Foxtel Vanessa Stewart, Customer Experience Change Lead, LION
15:20	<i>Afternoon Tea & Networking in the Exhibition Area</i>		
NARRATIVE DRIVEN CASE STUDIES			
In these sessions, we have replaced PowerPoint with narrative where speakers will provide insights into their organisation's cx journey, highlighting the pitfalls and strategies in overcoming them.			
TRACK A: ROI	TRACK B: DIGITAL CX	TRACK C: DATA & INSIGHTS	

15:50	<p>Case Study: Navigating new technologies and getting senior level buy in</p> <p>This presentation will look at how NetComm plans its sales and marketing technology stack to achieve a single view of the customer and gets C-level support behind this investment. Max Bonpain, Marketing Director, NetComm Wireless</p>	<p>Case Study: Creating seamless and personalised experiences to drive brand loyalty</p> <p>This presentation will illustrate how Omnicare Alliance has created a brand culture of personalised employee and customer experience in the human services industry to drive rapid growth alongside over 90% customer and staff retention rates in the past 3 years, and how you can do the same. John Carroll, CEO - Brand, Marketing & People, Omnicare Alliance Limited</p>	<p>Case Study: Data and CX value creation: How to have the right conversation at the right time</p> <p>This presentation will look at how CGU leveraged data to start a national conversation around the contribution that Migrant Small Business Owners make to Australia – while also reinventing the customer experience by adding value in the moments that matter. Kate Wellard, CGU Marketing Director, IAG</p>
16:15	<p>Case Study: Designing value propositions with ROI</p> <p>This presentation explores a situation common to many customer experience practitioners: guiding the business on value propositions that have been developed on internal hypothesis vs. first principles research. Melody Smith, Business Design Lead, QBE Australia</p>	<p>Case Study: Levering personas and journey mapping to engage the entire organisation around customer</p> <p>This presentation will look at how combining customer personas & journey management with digital, continuous improvement & engagement of the entire organization can enabled Schneider Electric to provide their B2B customers with the B2C experience they demand. LeDon Brooks, Vice President of Customer Experience, Pacific Zone, Schneider Electric</p>	<p>Case Study: Embracing change through effective qualitative and quantitative data capture</p> <p>This presentation will look at the lessons of a changed funding model on the customer experience, and how Wintringham achieved 300% service increase through 18 months by focusing on the quality as the real catalyst for improving customer experience, while improving business performance. Scott Newman, Service Delivery Manager - Recreation, Wintringham Specialist Aged Care Daniel Grey, Recreations and Lifestyle Programs Manager, Wintringham Specialist Aged Care</p>
16:40	<p>Case Study: The secret ingredient to successfully delivering CX projects</p> <p>This presentation will focus on how Snooze transformed the in store customer experience and engaged 400 frontline staff to deliver it to customers. Rebecca Griffiths, Customer Experience Projects Manager, Snooze</p>	<p>Case Study: Building a CX capability in a product focused organisation</p> <p>This presentation will outline the strategy, processes, and barriers to developing the capability and culture of a customer centric organisation within a traditional product centric company. Tom McCann, Principal, Head of Member Experience, Aon Hewitt</p>	<p>Case Study: “Talk is cheap”</p> <p>This presentation will look at how NAB uses text mining, Natural Language Processing, and predictive analytics to extract actionable insights from complaints and NPS data. Lionel Kho, Head of Portfolio Analysis & Insights, NAB</p>
17:05	<i>Conference Close</i>		