

Customer Experience Management Summit

25 - 26 November 2014 | Dubai

WHAT ARE THE LATEST

CEM

CHALLENGES IN THE MIDDLE EAST?

How to listen effectively to VOC

SPEAKERS INCLUDE:

ETISALAT - John Lincoln
DU - Ismail Mohammed
EMIRATES NBD - Faisal Iqbal
EMIRATES AIRLINES - Rob Broere
SHANGRI-LA HOTELS - Rob Weeden

How to leverage data for successful loyalty strategies?

No longer B2B or B2C

H2H

Human to Human

How to rethink the strategies for Emerging Market success in THE ERA OF SMART DEVICES and drive mobile data usage?

15

CASE STUDIES FROM COMPANIES:

- Mobily
- Mashreq Bank
- Etihad Airways
- eBay
- Microsoft

Organizer:



ALLAN LLOYDS
GROUP





SPEAKERS

Ziad Ali

Vice President - Head of Service Quality & Customer Experience
ADIB

Khurshid Haque

AVP Corporate Banking
Ajman Bank

Ismail Mohammed

Senior Vice President - Customer Operations
Du

Thomas Reby

Former Global Head of Content & Knowledge Management
eBay

Stacey Kurzendorfer

Group Director Quality
Emaar Hospitality Group

Rob Broere

Vice President - IT PSS & Pax experience
Emirates Airlines

Faisal Iqbal

Senior Vice President - Group Head Mortgages
Emirates NBD

Yasser Al Yousuf

Head of UAE Coalition, Global Loyalty
Etihad Airways

John Lincoln

Senior Vice President - Small and Medium Businesses (SMB)
Etisalat

Aarefa Al Falahi

Vice President
First Gulf Bank

Tooran Asif

Chief Executive Officer
Mashreq Bank

Andres Ortolá

Sales Excellence and Strategy Director, Asia Pacific
Microsoft

Ahmed Ali ElBanna

Director FTTH- TF Customer Service
Mobily

Wael Hamad Al- Sultan

Head of Customer Experience
Ooredoo

Rob Weeden

Vice President Sales & Marketing - Europe, Middle East & India
Shangri-La Hotel

Who should attend

Members of Board, Chief Marketing Officers, Chief Technology Officers, Vice Presidents, Directors, Head and Senior Managers involved in:

- Customer Lifecycle Strategy
- Customer Experience
- Customer Service
- Digital/Social Media
- Client Relationship Development
- CRM & Loyalty
- Customer Care & Service Quality
- Marketing / Sales Retention and Loyalty Programmes
- Customer Insight and Satisfaction
- Channel and Multichannel Management, Omni-channel

CUSTOMER EXPERIENCE MANAGEMENT SUMMIT 2014

Dear Colleague,

Welcome to the **Customer Experience Management Summit 2014**.

I would like to express my gratitude to all of our distinguished speakers, delegates and participants who are joining us at the conference.

The multi-faceted world of airline, banking, hotel, retail, technology and telecoms industries offer nearly endless options for customers to choose from in the range of products, services and packages on offer. This palette of variety provides them incentives for thinking, strategizing and reevaluating all the pros and cons in order to be able to pick the most advantageous offer. How is it then possible to cultivate a customer base loyal to your brand?

Forming a lasting relationship by offering better deals is a great challenge requiring more than a good product. Retention of customers is a primary

objective that is difficult to achieve when companies have to look for new methods of cost reduction; while at the same time striving to succeed a greater market share than their competitors. This is where customer service specialists try to design programs that would accomplish the desirable effect.

Don't miss out on this special opportunity to discuss the most pressing trends with your industry peers and return to your company with concrete ideas to move your strategy forward.

I am looking forward to welcoming you to the **Customer Experience Management Summit**

Klaudia Blaskovic

Production Manager

Allan Lloyds

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KEY TOPICS

- Evolving Customer Experience through Knowledge Sharing
- The importance of VOC approaches
- Customer service excellence in the era of competition
- Measuring Customer NPS
- Precision marketing: Using data and technology to deliver cutting edge marketing campaigns with a single view of the customer
- Common standards in CEM in different regions

EVENT PROMISE

The Customer Experience and Management Summit offers a one of a kind discussion platform for executives to debate and contemplate on the challenges, but more importantly offers answers to complex issues facing the industry. Do not miss out on the chance to acquire first-hand knowledge from the world leaders in developing customer excellence and satisfaction programs, leveraging big data, social customer management and much more!

Benefits of attending

- Understand the challenges that various industries are facing with respect to customer care
- Explore how to properly measure and leverage social media support for successful CEM programs
- Hear about how to achieve emotional customer loyalty
- Identify the best practices to develop successful service excellence in the era of competition
- Learn about the benefits of employee engagement
- Determine how to leverage customer segmentation to achieve your retention goals
- Analyze how to properly utilize new technologies to differentiate and reduce churn
- Find out whether big data or people data are more useful for successful loyalty and retention strategies

EVENT OVERVIEW

The Customer Experience Management Summit will bring together experts, from across industry verticals, to discuss the most current strategies and developments in the CE field. From multi-channel to omni-channel, NPS, employee engagement, Big Data, loyalty, to VOC, social media and Customer Centricity this conference shall examine every aspect of the customer journey.

With senior executives from the airline, banking, hotel, retail, technology and telecoms industries attending you will gain key insights into how fellow CEM experts from different fields are approaching the challenges and opportunities that you are facing. Would you benefit from hearing how Microsoft, eBay, Etisalat, Etihad Airways, Mashreq and other leading companies are augmenting their CX approach?

Would you gain from hearing case studies on key topics such as how to evolve your customer experience through Knowledge Sharing, or how to inspire a service culture in the mass market sector? Or benefit from taking part in detailed discussions on the latest innovations and implementations of VOC?

The drive to be more Customer Centric is itself a journey, not a destination. With new technologies, greater awareness of how to use Big Data and increased competition in the market, those who do not optimize and improve their CEM strategy will be left behind.

Join us in Dubai at the Customer Experience Management Summit and be future ready!

VIDEO TESTIMONIALS

Click on image for play video with testimonials from our event








If you have any questions about the conference agenda or would like to speak yourself, feel free to contact us directly on +421 221 025 324 or email klaudia.blaskovic@allanlloyds.com or sam.khalaf@allanlloyds.com.

SCHEDULE

Tuesday 25 November 2014

Wednesday 26 November 2014

08:20	 Registration and Morning Coffee	
09:00	Opening Remarks from the Chairperson	
09:15	Engaging employees to drive customer centricity John Lincoln Etisalat	CASE STUDY
10:00	Latest CEM challenges and proven solutions Faisal Iqbal Emirates NBD	CASE STUDY
10:45	 Networking Coffee Break	
11:15	Customer service excellence Rob Broere Emirates Airlines	CASE STUDY
12:00	Evolving Customer Experience through Knowledge Sharing Thomas Reby eBay	CASE STUDY
12:45	 Lunch	
14:00	Personalizing customer experience Rob Weeden Shangri-La Hotels	CASE STUDY
14:45	Delivering an Omni-channel experience across customer journey Andres Ortolá Microsoft	CASE STUDY
15:30	 Networking Coffee Break	
16:00	Beats! Listen to VOC Ahmed Ali ElBanna Mobily	CASE STUDY
16:45	Common standards in CEM in different regions Ziad Ali ADIB	CASE STUDY
17:30	Interactive Panel Discussion Group of speakers	
18:15	 Cocktail reception	

08:20	 Registration and Morning Coffee	
09:00	Opening Remarks from the Chairperson	
09:15	Customer Service Excellence: Why it matters? Ismail Mohammed Du	CASE STUDY
10:00	Inspiring a Service Culture for Mass Market Segment at Mashreq Tooran Asif Mashreq Bank	CASE STUDY
10:45	 Networking Coffee Break	
11:15	Presentation Yasser Al Yousuf Etihad Airways	CASE STUDY
12:00	Interactive Roundtable Discussion Group of speakers	
12:45	 Lunch	
14:00	Rethinking strategies for Emerging markets success Aarefa Al Falahi FGB	CASE STUDY
14:45	Customer service excellence? Why it matters? Stacey Kurzendorfer Emaar Hospitality Group	CASE STUDY
15:30	 Networking Coffee Break	
16:00	First-mover advantage, unexplored opportunities Wael Hamad Al- Sultan Ooredoo	CASE STUDY
16:45	The Role of the Financial Institution Industry in Economic Development of United Arab Emirates Khurshid Haque Ajman Bank	CASE STUDY
17:30	Closing Remarks from the Chairperson	



08 : 20

Registration and Morning Coffee

09 : 00

Opening Remarks from the Chairperson

CASE STUDY



09 : 15

John Lincoln

Senior Vice President - Small and Medium Businesses (SMB)

Etisalat

Engaging employees to drive customer centricity

- Ways of engaging employees
- Customer centricity
- Lessons learned

CASE STUDY



10 : 00

Faisal Iqbal

Senior Vice President - Group Head Mortgages

Emirates NBD

Latest CEM challenges and proven solutions

- Current trends
- Customer satisfaction and Loyalty
- Exceed customer expectations and establish constant growth



10 : 45

Networking Coffee Break

CASE STUDY



11 : 15

Rob Broere

Vice President - IT PSS & Pax experience

Emirates Airlines

Customer service excellence

- Why it matters?
- Customer trust. How to earn it?
- How to retain customers in the competitive environment

CASE STUDY



12 : 00

Thomas Reby

Former Global Head of Content & Knowledge Management

eBay

Evolving Customer Experience through Knowledge Sharing

In this segment, Thomas Reby will introduce the need and design of a Knowledge Management strategy, by outlining the key challenges an effective KM program solves - including on-boarding of new staff through to spreading the wealth of information gathered by senior team members and customer interactions. Examples will be given on how to distill intellectual capital into more serviceable products, supported by teams where everyone appears to be an expert. Focus will also be on establishing partnerships with vendors, as well as integrating web self-help and fostering community collaboration. Finally, this will lead to the tracking of knowledge benefit as a key organizational asset, enabling Big Data possibilities in a knowledge-centered support environment

- Instilling culture change towards knowledge-centered service
- Capturing organization knowledge and turning it into a structured asset
- Valuation of intellectual capital and ROI measurement



12 : 45

Lunch

CASE STUDY

14:00

Rob Weeden

Vice President Sales & Marketing - Europe, Middle East & India

Shangri-La Hotels



Personalizing customer experience

- Ways of boosting customer loyalty
- Customer experience
- Boost of customer advocacy

CASE STUDY

14:45

Andres Ortolá

Sales Excellence and Strategy Director, Asia Pacific

Microsoft



Delivering an Omni-channel experience across customer journey

- A move from Multy-channel to Omni-channel
- Best strategies
- Lessons learned



15:30

Networking Coffee Break

CASE STUDY

16:00

Ahmed Ali ElBanna

Director FTTH- TF Customer Service

Mobily



Beats! Listen to VOC

Since Customer Service approach had been developed we have been hearing about the importance of the VOC approaches/surveys...etc. But the questions are do you know how to have a proper structured VOC Results that lead to real transformation / changes or amendment to your current customer care/ service? This is what we will be discussing in this presentaion

- VOC Best Practice Life cycle
- Quality not Quantity
- What after?

CASE STUDY

16:45

Ziad Ali

Vice President - Head of Service Quality & Customer Experience

ADIB



Common standards in CEM in different regions

- Common standards
- Customer Experience management in different regions

17:30

John Lincoln

Tooran Asif

Thomas Reby



SPECIAL FEATURE: Interactive Panel Discussion

In this session, the audience has an opportunity to ask questions and have an open interactive discussion with the discussion panelists.

Sugessted topics:

- Engaging employees to drive customer-centricity
- Ways of utilizing data to track customer behavior and needs
- What are the ways of dealing effectively with difficult customers and turning their complaints into opportunities



18:15

Cocktail Reception



08 : 20

Registration and Morning Coffee

09 : 00

Opening Remarks from the Chairperson

CASE STUDY



09 : 15

Ismail Mohammed

Senior Vice President - Customer Operations

Du

Customer Service Excellence: Why it matters?

As rightly quoted by H.H. Sheikh Mohammed, "Victory is temporary, but Excellence is eternal". In this era of competition, without a shadow of doubt, Customer Service Excellence will act as a competitive advantage not just to gain market share, but also to improve customer retention as well as loyalty.

- Introduction to Service Excellence
- Customer Service Excellence – where does it start?
- Role of leaders
- Best practices
- Closure Q&A

CASE STUDY



10 : 00

Tooran Asif

CEO

Mashreq Bank

Inspiring a Service Culture for Mass Market Segment at Mashreq

The Mass Market segment forms the largest customer set of the retail bank base for Mashreq, while Mashreq is a mature and established bank with a proven record of success, delivering high standards of service remains a core philosophy of the bank.

- Measuring Customer NPS
- Creation of a Service Board
- Best in class instant products & e_cube branches



10 : 45

Networking Coffee Break

CASE STUDY



11 : 15

Yasser Al Yousuf

Head of UAE Coalition, Global Loyalty

Etihad Airways

Customer journey mapping from the emotional perspective

- Customer journey
- Ways of ensuring customer satisfaction
- Focus on emotional perspective

12 : 00

Group of Speakers**Interactive Roundtable Discussion**

All attendees will have a great opportunity to discuss a selection of the most interesting topics addressed during the conference in small groups with their peers. Every table will nominate a head of table, which will summarize the topic discussed, present the main puzzles, and questions posed.

Suggested topics:

- Which customer survey methods have proven the most successful in obtaining feedback?
- Innovative loyalty programs. How to ensure memorable experience?
- What will the future bring with focus on the balance of automation and human touch?



12 : 45

Lunch

CASE STUDY

14:00

Aarefa Al Falahi

Vice President

FGB

Rethinking strategies for Emerging markets success

- New opportunities in CEM
- Focus on Middle East
- Cultural differences

CASE STUDY

14:45

Stacey Kurzendorfer

Group Director Quality

Emaar Hospitality Group

Customer service excellence? Why it matters?

- Customer experience management
- Customer satisfaction and loyalty
- VIP programs



15:30

Networking Coffee Break

CASE STUDY

16:00

Wael Hamad Al- Sultan

Head of Customer Experience

Ooredoo

First-mover advantage, unexplored opportunities

- Opportunities in smaller countries
- Customer experience strategies and solutions

CASE STUDY

16:45

Khurshid Haque

AVP Corporate Banking

Ajman Bank

The Role of the Financial Institution Industry in Economic Development of United Arab Emirates

- Financial institution industry
- Focus on economic development

17:30

Closing Remarks from the Chairperson



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