

The Henley Centre for Customer Management

Creating Meaningful Customer Experiences in a Changing Landscape

Thursday 24th October 2019



Your Host

Professor Moira Clark; Director,
The Henley Centre for
Customer Management



Who should attend?

All those with a focus on the customer and a responsibility for delivering excellent customer experiences – including directors and general/senior managers in customer service and marketing, as well as CRM professionals

It's our 14th anniversary year here at Henley; we've had some great conferences to look back on, and now we look forward to the future of the Customer Experience.

The Henley Centre for Customer Management is delighted to present its annual practitioners' conference. We have put together a rounded agenda consisting of leading academic and industry speakers, complemented by business leaders from some of the foremost practitioner companies in the world of customer experience.

Henley Business School, part of the University of Reading, is a world-renowned international business school headquartered in the UK. Operating in 17 countries, it is consistently ranked among the top schools in Europe and is one of only a handful of business schools in the world to hold triple-accredited status.

Henley Business School has a truly global reputation for developing outstanding business professionals and leaders. Its distinctive approach is proven to deliver results.

Online Booking		
Fees	Basic	incl VAT
Standard Rate (<i>inclusive of lunch & refreshments</i>)	£275	£330
Discounted Rate (<i>for 2 Places booked together</i>)	£450	£540
Members Rate (<i>for extra places</i>)	£150	£180
<i>Price includes lunch & refreshments</i>		
For further information contact		
<i>Daniel Bateman</i>	e-mail: d.bateman@henley.ac.uk tel: +44 (0) 7970 929880	
<i>Venue</i>	Henley Business School, Greenlands, Henley-on-Thames, Oxon, RG9 3AU	
To book places please visit our HCCM Annual Conference Registration page		



Agenda

08.30 <i>Registration & Refreshments</i>		
09.15	Welcome and Introduction to the day	<i>Professor Moira Clark</i> HCCM Director
	<ul style="list-style-type: none"> Welcome to delegates and an introduction to the agenda for the day 	
09.30	How data can improve your engagement with your customers	<i>Clive Humby, OBE</i> Starcount Chief Data Scientist
	<ul style="list-style-type: none"> How real customer insight drives change in your business model Understanding customers passions and motivations Moving beyond the 'next best offer' and 'next best product' 	
10.15	From back pockets to irises: How to delight customers in banking of the future	<i>Krista Korelin</i> OP Financial Group, Finland Director, Digital Services, Digital Sales & Retail Banking Development
	<ul style="list-style-type: none"> How to create customer experience that will keep customers happy and in control, while driving business? How do new technology and new service models enable ease-of-use and seamless customer experience regardless of the touchpoint? When we have created added value to customer, we have succeeded. Did we save his time, did we increase her assets? 	
11.00 <i>Coffee Break</i>		
11.30	The Five Forces of CX: The Science of Strong Relationships	<i>Joe Marshall</i> Ipsos MORI Country Lead for CX
	<ul style="list-style-type: none"> Why strong customer relationships are critical for driving sustained growth The importance of ensuring that customer experiences deliver on the brand promise Our latest R&D on the Five Forces of CX, a framework to understand the critical factors in building long term relationships with customers How the framework can be used to drive action and impact in Customer Experience Management 	
12.15	Innovating to transform the Customer Experience	<i>Gary Booker</i> Rentokil Initial Chief Marketing, Innovation & Strategy Officer
	<ul style="list-style-type: none"> The critical role of innovation in meeting the changing needs and expectations of customers around the world Stories and examples of successful innovations and different approaches which have helped solve real customer problems and transform businesses 	
13.00 <i>Lunch</i>		



Agenda

13.00 <i>Lunch</i>		
14.00	Delivering the Experience that Focuses on Health Outcomes	<i>Mark Hamson</i> Simplyhealth MD, Corporate & Consumer Healthcare
	<ul style="list-style-type: none"> • Purpose and history of Simplyhealth, and how that helps focus our customers • Connect with customers now and into the future • The challenges and opportunities we face 	
14.45	Transforming customer contact and resolution to meet the evolving needs of customers	<i>Martin Dodd</i> Huntswood CEO
	<ul style="list-style-type: none"> • An overview of Huntswood’s recent research in partnership with YouGov on customer complaints and expectations • A first-hand account of how customer contact has evolved and how customers’ expectations are changing • What does the future hold in relation to customer experience in a changing landscape? 	
15:30 <i>Tea Break</i>		
15.45	Customer Success – The Growth Engine for your business	<i>Jeremy Eustace</i> Oracle Director Customer Success Cloud Applications UK, Ireland & Israel
	<ul style="list-style-type: none"> • Changing world of how business consumes enterprise applications – and how providers supply them • Challenges to the supplier on value realisation – also for the internal purchaser/owner • Best practice approach towards positioning a customer success model – from Oracle 	
16.30	Building A Customer-Centric Organisation: The Key Ingredients for Success	<i>Professor Moira Clark</i>
	<ul style="list-style-type: none"> • The importance of leadership and strategic alignment • Belief in values and behaviours • Moving to a Customer-Centric culture 	
17.15	Closing Remarks	<i>Professor Moira Clark</i>
17.30 <i>Close of conference</i>		



Speaker Profiles



Professor Moira Clark

Moira Clark is Professor of Strategic Marketing at Henley Business School and Director of the Henley Centre for Customer Management.

Moira is a leading expert in Strategic Customer Management. Her main area of research and consulting is in Customer Management, Social Networking, Client Retention and Internal Marketing. She has worked extensively in culture and climate, its impact on retention and loyalty and the critical linkages between employee behaviour and customer retention.

She has researched and published widely about Customer Management, Relationship Marketing, Customer Experience and Service Excellence and is a frequent keynote speaker at many public and in-company seminars and conferences around the world.

Clive Humby OBE

Clive is Chief Data Scientist at Starcount. Always the ideas man, Clive has a passion for using data to engage customers in ways that drive sustainable growth and profits for brands.

Clive has over 40 years' experience in Customer Analytics across 30 global markets. From creating the first geodemographic system - ACORN, in the 1980s, to co-founding global consumer insights business, dunnhumby, which revolutionised customer data science.

Clive is acknowledged as one of the world's pioneers in the discipline. He was first to coin the phrase "Data is the New Oil". In 2019, Clive was awarded an OBE for his services to Data.



Krista Korelin

Krista is Director, Digital Services, Digital Sales & Retail Banking Development at OP Financial Group, the largest co-operative financial services group in Finland.

Krista has been delighting customers with digital services and business models for 20 years. Passionate about customers, strategy and technology, she heads the digital retail banking at OP Financial Group, the largest financial services group in Finland.

Krista has held positions at Google and Nokia, with further experience in media and retail. Krista holds an MSc from the University of Helsinki, and an MBA from the Swedish School of Economics, Hanken, in Finland. She's an active advisor to start-ups.

Joe Marshall

Joe leads the Customer Experience practice at Ipsos MORI, a team of insight, advisory and technology professionals who specialise in designing, delivering and maximising value from customer and employee experience programs.

A regular speaker at CX conferences, he has a passion for helping clients grow their business through customer centricity and is fascinated by how new technology is shaping how customers interact and build relationships with brands.

He has over 15 years of research and consulting experience, working with global clients from a range of sectors including CPG, telco and financial services.





Speaker Profiles



Gary Booker

Gary is the Chief Marketing, Innovation and Strategy Officer for Rentokil Initial, ranked #7 in the 50 Best Places to Work 2018. Gary sits on the Global Executive Leadership Board with responsibility for business strategy, innovation, R&D, digital, and all global marketing for international B2B accounts and residential B2C customers. The company was recognised with the Queen's Award for Enterprise for Innovation in 2018.

Prior to this, Gary held roles as CEO for Selinon, CMO for Dixons Carphone, Marketing & Consumer Director for O2, VP Marketing for Electronic Arts in San Francisco, and Marketing Director at Dunlop Slazenger. He holds a BSc. Honours degree in Business, Law and Psychology, and an MBA with Distinction in Strategic Marketing, has twice founded successful start-ups, and continues to invest and provide non-executive director support for innovative new businesses.

Mark Hamson

As Managing Director of the Corporate & Consumer division, Mark leads a team of over 700 employees, focussing on delivering better health outcomes to over 1m customers and 12.6k corporates.

With the healthcare landscape changing continually in the UK, Mark is constantly looking to promote innovative health solutions so that Simplyhealth can deliver its purpose of helping more people in the UK make the most of life through better everyday health.

Mark joined Simplyhealth in 2003 and has spent over 28 years working in the financial sector, the majority of this time being focused on managing complex and diverse customer service operations, ranging from personal pension products through to healthcare products.



Martin Dodd

Martin joined Huntswood as Chief Executive Officer in October 2019. Prior to this, Martin was the Managing Director of Connect at Lloyds Banking Group.

Martin's customer-centric approach at Lloyds led to significant progress in ensuring customer queries were solved at first contact.

Martin has previously held a variety of roles and accumulated a breadth of skills and experience across the Bank. He has also led the transformation of Complaint handling across the Group as part of his Directorship of Group Customer Services.

Jeremy Eustace

Jeremy joined Oracle in April 2013 as a Solutions Consultant on HCM Cloud Applications, to work specifically with customers who had gone live with Oracle Fusion and Taleo. Before this he had run Resourcing Teams at RBS, Schroders and Selfridges; it was during this time that he first gained exposure to the selection, implementation and day-to-day management of a business using SAAS.

With Oracle Jeremy has worked as a CSM on the HCM SAAS CS Team, moving back into a management role in November 2017 to help transform the Customer Success offering.

Since December 2018 Oracle now offer a cross pillar CSM engagement across ERP, EPM, CX, Marketing and HCM aligned across EMEA and JAPAC to ensure that our customers achieve the very best value from their Oracle Cloud investment and journey.

