



CX: The New Battleground for Differentiation

WORKSHOP DAY 0: 17 September 2019

08:30	Registration
09:00	Pre-Conference Masterclass 1: How to measure CX effectively Clint Payne, Program Manager: Customer Experience, Multichoice
10:30	Morning Refreshments
11:00	Pre-Conference Masterclass 1 continues
12:30	Lunch & Networking
13:30	Pre-Conference Masterclass 2: Employee Experience Design Masterclass <ul style="list-style-type: none"> • Masterclass designed for leaders, journey designers, CX strategists, and HR practitioners. • Learn how to look at your journey from the employee experience. • Participate in activities that solve relevant and pertinent problems through design-thinking methods. • Improve your processes of recruitment and selection, and learn how to nurture the growth and satisfaction of your employees. Chantel Botha, Human Experience & Service Designer Robotics Educator CCXP, Brandlove Customer Experience
15:00	Afternoon Refreshments
15:30	Pre-Conference Masterclass 2 continues
17:00	Close of Focus Day

MAIN CONFERENCE DAY 1: 18 September 2019

7:30	Registration
8:45	Event Ice-Breaker The ice breaker is designed to be fun and encourage networking.
8:50	Welcome & Opening Address Jacqui E'Silva, Content Director MEA, Corinium Global Intelligence
9:00	Keynote Presentation: University of the Witwatersrand Empowering the Customer Experience in the ocean of big data The topic will cover the following items: <ul style="list-style-type: none"> • The Iron triangle of customer experience • The change within the course of time in the journey • The move from customer service to customer experience Jordan Seke, CRM Officer & CX specialist, University of the Witwatersrand
9:30	Keynote Presentation: Innovation as a principle and using organisational inadequacy to manage innovation

	Roland Naidoo, Head Customer Operations Support - and Accredited Customer Experience Master, Multichoice
10:00	<p>Join the Experience Economy - Explore Key Concepts and Challenges of the Experience Economy in this Presentation:</p> <ul style="list-style-type: none"> • Customers demand more from organisations than ever before; they vote with their feet (or clicks) – are you ready? • Leverage automated and AI based (intelligent) systems • How to design experiences that are simple and frictionless, and based on customer data <p>Mahomed Asmal, Business Solutions Lead, Oracle’s Customer Experience Application Division</p>
10:30	Get Refreshed! Mingle.
11:00	<p>Why Bother?</p> <p><i>Companies are all hunting after the same customer, and everyone is thinking and behaving as if they’ve attended the same Customer Experience conference. So, Why Bother?</i></p> <p><i>This presentation will inspire you to:</i></p> <ul style="list-style-type: none"> • Bother about your Customer; • Make your customer fall in love with you; and • Disrupt ordinary experiences. <p>Mo Areff, Customer Engagement Lead, Altron Karabina</p>
11:30	<p>When there is no handbook: Creating effortless experiences for Africa’s underserved</p> <ul style="list-style-type: none"> • Building from the baseline customer up • Tailoring a product box to customer needs and individual behavior • Finding a complementary balance between tech and real-world touchpoints • Creating business-wide alignment on customer principles • Building measurement frameworks and data where none exist <p>Carmia Lureman-Norton, Head of CX Delivery & Support, JUMO World</p>
12:00	<p>Case Study: MultiChoice</p> <p>Supercharging CX Measurement the Success Experienced by the MultiChoice Team</p> <ul style="list-style-type: none"> • The premise of supercharging CX Measurement has benefits beyond pure numbers. • The topic looks at how great measurement engages customers and the operational benefit from good measurement. • It also highlights how great measurement can improve customer experiences. <p>Clint Payne, Program Manager: Customer Experience, MultiChoice</p>
12:30	Lunch & Networking

	Stream A	Stream B
	Stream Chairperson: Chantel Botha, Human Experience & Service Designer Robotics Educator CCXP, Brandlove Customer Experience	Stream Chairperson: Joanna Ndebele, Manager: Corporate Brand, Ubank
13:30	<p>CX in a Digital World</p> <p>Zain Patel, Managing Director of Merchants SA</p>	<p>Case Study: Ubank</p> <p>What did the customer say? – Turning up the volume for customers and winning them</p> <p>This presentation will unpack a real customer experience situation with a store</p> <ul style="list-style-type: none"> • The experience

		<ul style="list-style-type: none"> Processes in place (assumptions) with identified gaps (summarised) The recommendations for filling the gaps or the recommendations for raising understanding and connection levels to the customers (turning up the volume for the customer) so as to minimise the above and win the customers <p>Joanna Ndebele, Manager: Corporate Brand, Ubank</p>
14:00	<p>Case Study: Liberty Direct and Standard Bank's Direct Life Cybercrime war on consumers</p> <ul style="list-style-type: none"> Cyber-criminal syndicates, the new mafia. Common consumer focused cybercrimes and how to identify them. Top tips for staying safer online. <p>Bronwyn Johnson, Head: Digital Marketing and Business Development, Liberty Direct and Standard Bank's Direct Life</p>	<p>Case Study: Direct Axis Case Study : people design for a more customer centric way of doing</p> <ul style="list-style-type: none"> Why re-design with people in mind if everyone is thinking about the future as AI, BOT and machines! How can customer centricity be influenced by designing new ways of doing for people by people? Is low tech able to deliver high touch with improved customer experience delivery? <p>Nicki Hill, Head of Innovation and Customer Experience Delivery, Direct Axis</p>
14:30	<p>Case Study: African Bank Employee engagement - Unlocking the power of CX by focusing on the inside out</p> <ul style="list-style-type: none"> How you change your business and customer experience by starting internally first Key principles that help you define radical internal evolution How employee engagement helps defines an authentic customer experience that has lasting impact <p>Eloise Boezak, Head of Customer Experience, African Bank</p>	<p>Panel Discussion: In terms of delivering on brand promise: where does marketing end and customer experience management take over? Panelists: Joanna Ndebele, Manager: Corporate Brand, Ubank Mare Louw, Head of Customer Commercial and Product, Woolworths Financial Services</p>
15:00	<p>Case Study: Woolworths Financial Services People Value Proposition in the current economic Climate Granville De Villiers, Manager: Processing and Fulfillment, Ops & Channel Support, Woolworths Financial Services</p>	<p>Case Study: MUA Insurance Acceptances (Pty) Ltd Presencing Through The Social Divide: Collectively we produce results nobody wants. Bill O'Brien, the late CEO of Hanover Insurance: "The success of an intervention depends on the interior condition of the intervenor (Scharmer, 2009: 27)" Time to co-create and collaborate; time to share and listen; time to meditate and rewrite. A South African's introduction to Theory U. The personal mastery tool to accelerate innovation and sustain exponential growth through an agile and mindful workforce, community and population. Michelle Ashen-Abrahams, People & Brand, MUA Insurance Acceptances (Pty) Ltd</p>
15:30	Get Refreshed! Mingle	
16:00	<p>Industry Insight: Cultivating Brand Warriors that will defend your experience.</p>	<p>Case Study: Capfin Delivering on the Customer Promise... a view from Operations</p>

	<p>This presentation will give you a playbook of how to ignite passion, purpose and performance in people, which in turn will lead to customers loving your brand. The presentation will provide you with case studies and examples of how brands refocused on their employees to create an unrivalled experience.</p> <p>Chantel Botha, Human Experience & Service Designer Robotics Educator CCXP, Brandlove Customer Experience</p>	<p>This presentation hopes provide you with insight on why Culture is important in achieving a superior CX and how you can use it to achieve operational efficiencies in an ever changing customer landscape.</p> <p>Jacques Loubser, Senior manager of Sales Operations, Capfin</p>
16:30	End of Day 1	

MAIN CONFERENCE DAY 2: 19 September 2019

7:30	Registration
8:45	<p>Event Ice-Breaker: Human Bingo The ice breaker is designed to be fun and encourage networking.</p>
8:50	<p>Welcome & Opening Address Ryan J. Matthews, Head of Production: Africa, Corinium Global Intelligence</p>
9:00	<p>Case Study: Sun International Penelope Khuzwayo, Customer Insights- Loyalty and Service Manager, Sun International</p>
9:30	<p>Case Study: Old Mutual Antonia Oakes, Head of Customer Experience, Old Mutual</p>
10:00	<p>Case Study: Old Mutual A look under the hood of customer centricity This presentation will look at:</p> <ul style="list-style-type: none"> • Assumptions around customer centricity • Traditional inputs into customer centric models • Challenging these norms • Raising the questions around what a new model and new assumptions would look like • Considering the readiness of business to embrace a new approach • Considering whether a new approach could yield commercial outcomes <p>Priya Naicker CFP®, Head: Strategic Retail Marketing, Old Mutual Personal Finance</p>
10:30	Get Refreshed! Mingle.
11:00	<p>“The Age of Personalisation” – A study sponsored by Mastercard conducted by Harvard Business Review Analytical Services. Cassandra Layman, Managing Consultant, Mastercard Quentin Meintjes, Managing Consultant, Mastercard</p>
11:30	<p>Case Study: Wesbank How AI can power customer experience: Insight within the African Context The Presentation will focus on the following:</p> <ul style="list-style-type: none"> • True customer centricity = Automation + Behavioural change • Perceived Vs actual impact of RPA to the customer • Why automation is unavoidable and necessary • SA’s “Customer Centricity in an automated world” To do list <p>Corné Janse van Rensburg, Head of Business Enablement, Wesbank</p>
12:00	Case Study: King Price Insurance

	<p>Culture to Client</p> <ul style="list-style-type: none"> • Creating/designing culture • Hiring culture fit • Continuously improving culture - Adaptive culture • Results of a healthy culture • How does clients benefit from our culture <p>Marno Boshoff, Culture Evangelist, King Price Insurance</p>
12:30	Lunch & Networking

	Stream A	Stream B
	<p>Stream Chairperson: Mark Angus, CEO, Researcher & Strategist, Knowledge Executive</p>	<p>Stream Chairperson: Jacqui E'Silva, Content Director, Corinium Global Intelligence</p>
13:30	<p>Industry Insights: 7 Leading-Edge Research Insights for Your E-CX Strategy</p> <p>This presentation will share some local (SA), regional (Africa) and global insights and research from some of our CX surveys in a combined presentation</p> <p>Mark Angus, CEO, Researcher & Strategist, Knowledge Executive</p>	<p>Case Study: Momentum</p> <p>Claims: The moment of truth</p> <ul style="list-style-type: none"> • How did we discover the problem • The client journey map • How did we solve the problem <p>Renier Jansen van Vuuren, Head: Client Journey, Momentum Digital</p>
14:00	<p>Panel Discussion: What role do AI, IOT, Analytics, Block chain and Cloud-based applications play in creating a human-centered customer experience?</p> <p>Moderator: Jordan Seke, CRM Officer & CX specialist, University of the Witwatersrand</p> <p>Panelists: Mark Angus, CEO, Researcher & Strategist, Knowledge Executive</p>	<p>Case Study: Adidas</p> <p>Finding the right digital marketing model mix</p> <ul style="list-style-type: none"> • Effective or efficient? How to decide on which digital channel requires more or less investment • What is the correct spread for your top, mid or bottom funnel? • How to use attribution modelling to understand the value of each channel: Jason to share short story <p>Jason Fester, Digital Marketing Manager, Adidas</p>
14:30	Get Refreshed! Mingle	
15:00	<p>How to 10x your business with a simple unsophisticated customer journey coupled with a pinch of innovation.</p> <p>What's your story:</p> <ul style="list-style-type: none"> • Your message • Your uniqueness • Your solution <p>Leon Lategan, Founder & CEO: The Lion's Den</p>	<p>Case Study: Old Mutual</p> <p>Sameera Kajee, Customer Experience Business Manager, Old Mutual South Africa</p>
15:30	End of Conference	