



## CX: The New Battleground for Differentiation

### WORKSHOP DAY: 16 April 2019

8:30	Registration
09:00	<p><b>Pre-Conference Masterclass 1: HG2CJM (The Hitch Hiker's Guide to a Customer Journey Map)</b> Through a live demo you will learn:</p> <ul style="list-style-type: none"> <li>What to do before starting with a CJM, ensuring that you are clear on the objectives- why are you doing a customer journey map and how is it going to</li> </ul> <p><b>Marriane De Korte, Business Manager: Customer Insights &amp; Escalations Management, Telesure</b></p>
12:30	Lunch & Networking
13:30	<p><b>Pre-Conference Masterclass 2: How to use Design Thinking to Create Exceptional Customer Experience</b> This workshop will provide practical know how on deriving deep insights into customer needs and wants, making it possible to create customer experiences that disrupt incumbents or competitors.</p> <p><b>Chantel Botha, Human Experience &amp; Service Designer   Robotics Educator   CCXP, Brandlove Customer Experience</b></p>
17:00	Close of Focus Day

### MAIN CONFERENCE DAY 1: 17 April 2019

7:30	Registration
8:45	<p><b>Event Ice-Breaker: Human Bingo</b> The ice breaker is designed to be fun and encourage networking.</p>
8:50	<b>Welcome &amp; Opening Address</b>
9:00	<p><b>Keynote Presentation: The Customer Centric Revolution – How does one prepare?</b> <b>Heidi Brauer, CCO, Hollard Insurance</b></p>
9:30	<p><b>Keynote Presentation: What does the role of the CCO look like for South Africa?</b> <i>This talk will shed some light on the role and where it fits in to the South African landscape.</i> <b>Simon Camerer, CCO, MultiChoice</b></p>
10:00	<p><b>TBC</b> Mabel Schrimpton <a href="mailto:Mabel.Schrimpton@sas.com">Mabel.Schrimpton@sas.com</a> Karishma Singh <a href="mailto:karishma.singh@sas.com">karishma.singh@sas.com</a></p>
10:30	Get Refreshed! Mingle.

11:00	<p><b>Associate Partner Presentation: Pivotal Data &amp; Genesys</b>  <b>Enhancing Customers Experience with Artificial Intelligence</b>  <i>Most industries are being transformed by AI and customer engagement is no exception. The explosive growth of data, channels and automation change how customers engage with businesses.</i>  <i>This presentation will discuss key requirements for building the AI-powered Customer Experience centre of the future and will include topics such as:</i></p> <ul style="list-style-type: none"> <li>• Blended AI</li> <li>• Predictive engagement and routing</li> <li>• Customer journey management and analytics</li> <li>• Automation and next-gen self-service</li> </ul> <p><b>Deon Scheepers, Customer Engagement Executive, Pivotal Data</b></p>
11:30	<p><b>Case Study: Shell South Africa - What comes first: CX or EX? Decoding through an on-shoring case study</b></p> <ul style="list-style-type: none"> <li>• Explore the knowledge and linkages surrounding EX and CX</li> <li>• Share a case study of on-shoring South Africa Customer Operations in Shell</li> <li>• Provide valuable learnings, tips and tricks in upgrading EX and CX in your organisation</li> </ul> <p><b>Shane Petersen, Head of Customer Operations: SA, Shell</b></p>
12:00	<p><b>Panel Discussion: In terms of delivering on brand promise: where does marketing end and customer experience management take over?</b>  <b>Moderator:</b> Grace Sikapokoo, Customer Experience Strategist, Liberty Group SA  <b>Panelists:</b>  Riaan Singh, Head of Digital Client Solutions, Alexander Forbes  Joanna Ndebele, Manager: Corporate Brand, Ubank  Kriszti Bottya, Marketing Coordinator, Netflorist</p>
12:30	<p><b>Case Study: CompSol</b>  <b>The value of an emotional connection in Customer Experience design</b></p> <ul style="list-style-type: none"> <li>• Emotional motivators are the driving force behind the most profitable customer behaviors such as repeat purchase and brand advocacy.</li> <li>• Relevant data needed to find out what motivates your customers.</li> <li>• By providing a consistent experience throughout the customer journey will turn satisfied customers into connected customers.</li> </ul> <p><b>Wilma Burger, Business Project Manager, CompSol</b></p>
13:00	<p><b>What is GDPR &amp; POPIA's impact on delivering exceptional Customer experience?</b>  <b>Portia Lindi Simelane, Head of IT Governance, Risk and 1Commercial 1st line, Old Mutual Insure</b></p>
13:30	Lunch & Networking

	Stream A	Stream B	Stream C
14:30	<p><b>Discussion Group 1A:</b>  <b>How does one define the value of insights and how they will become the competitive advantage of the future?</b>  <b>Moderator:</b>  Riaan Singh, Head of Digital Client Solutions, Alexander Forbes</p>	<p><b>Discussion Group 1B:</b>  <b>What are the drivers of b2b customer experience success and how do they fight for attention against myriad other corporate priorities?</b>  <b>Moderator:</b>  Antonia Oakes, Head of Customer Experience, Old Mutual</p>	<p><b>Stream Sponsor: Merchants</b>  <b>The artificial reality: a gap between customer experience ambitions and actuality.</b>  More than ever, organisations identify Customer Experience as a competitive differentiator, yet only one in ten is receiving promoter level CX ratings. Why? What are the key</p>

		<p>Shane Petersen, Head of Customer Operations: SA, Shell</p> <p>Christopher Lloyd, Head of: Digital Disruption &amp; Enablement, Technology &amp; Architecture, Alexander Forbes</p>	<p>challenges facing organisations as they attempt to realise commercial benefits from their CX investments?</p> <p><b>Darren Arnold, Chief Operating Officer, Merchants Group</b></p>
15:00	<p><b>Case Study: Momentum Digital Claims – the moment of truth</b></p> <ul style="list-style-type: none"> <li>How did we discover the problem</li> <li>The client journey map</li> <li>How did we solve the problem</li> </ul> <p><b>Renier Jansen van Vuuren, Head: Client Journey, Momentum Digital</b></p>	<p><b>Case Study: Alexander Forbes Empower</b></p> <p><b>Digitising the learning experience</b></p> <p>Discovering how the platform degreed.com is turning learning on its head by putting the user at the centre of the experience.</p> <p><b>Jessica Matthysen, Head of Customer Success, Alexander Forbes Empower</b></p>	<p><b>Case Study: Hollard</b></p> <p><b>Getting the budget, time and people to make your CX strategy happen</b></p> <ul style="list-style-type: none"> <li>Money talks – ensuring that your CX strategy grabs the attention of the decision makers and purse holders in your company</li> <li>Get the top walk the talk - tools, techniques and tips for fostering executive buy-in and support into your CX strategy</li> <li>Realising the promised value - driving implementation and showing value creation to get continued support</li> </ul> <p><b>Marnitz van Heerden, Head: Group Customer Experience, Hollard</b></p>
15:30	<b>Get Refreshed! Mingle</b>		
16:00	<p><b>Case Study: Edcon</b></p> <p><b>Enhancing the customer experience using AI in Retail</b></p> <ul style="list-style-type: none"> <li>Mapping the customer journey: How retailers can leverage AI</li> <li>Trends in AI that are will be play a major role in Retail</li> <li>“AI is not a silver bullet” merging the human element with analytics</li> <li>Formulating a strategy to overcome challenges facing African retailers</li> </ul> <p><b>Joshua Knight, Jet Customer Strategic Analyst, Edcon</b></p>	<p><b>Case Study: SA Taxi</b></p> <p><b>Be The reason - Customer Experience Is The New Brand: Customer Service isn't a department, it's everyone's job. The back to basics approach</b></p> <ul style="list-style-type: none"> <li>Turning our brand Inside Out: This was about aligning our internal culture with the way we want to be perceived so we fulfill our brand promise naturally. And when customers have faith in our brand, it creates trust.</li> <li>Scaling &amp; improving our implementation, customer on boarding, and technical support, to improve our internal efficiencies.</li> <li>Aligning the customer service strategy to the business strategy by championing impact forums where the entire business understands their impact on the customer</li> </ul>	<p><b>Case Study: Heineken</b></p> <p><b>Customer Value &amp; The Road Ahead</b></p> <ul style="list-style-type: none"> <li>Setting up for success</li> <li>Laying Foundations</li> <li>Delivering Reliable Service</li> <li>Enhancing Customer Experience</li> <li>Collaborating to creating value</li> <li>Building strategic partnerships</li> </ul> <p><b>Chvasen Govender, Head of Customer Services - The Heineken Company</b></p>

		<ul style="list-style-type: none"> <li>Designed the ideal customer experience throughout the entire lifecycle (for each segment and service level) and continuously improve the experience for existing customers</li> <li>Mapped out the existing customer experience and all of their interactions/touch-points</li> <li>Got the entire company thinking about 'customer experience' so that all internal decisions are made with the customer in mind through – Being the Reason</li> </ul> <p><b>Nomty Malevu, Head of Communications and Customer Service, SA Taxi</b></p>	
16:30	<p><b>Customer 360 Africa 2019 – Awards</b></p> <p>This is the launch of our Annual awards ceremony for excellence in CX. The categories for the awards are:</p> <ol style="list-style-type: none"> <li><b>Most Customer-Centric Organisation Award</b> <i>This award will be given to the organization that receives the most votes for the customer-centric mindset.</i></li> <li><b>Best Customer experience Award by an Organisation or Team</b> <i>This award will be given to the organisation that promotes an exceptional end-to-end customer experience.</i></li> <li><b>Most Engaged Employee Award</b> <i>This award seeks to honor and recognise organisations that promote an engaged employee workforce that delivers great CX journey from beginning to end.</i></li> </ol>		
17:00	<b>CX GinFest 2019</b>		
18:00	<p><b><u>Corinium Connected Customer Experience Dinner (Separately Bookable - See Registration Page for Details)</u></b></p> <p><b>Speakers:</b>  Joshua Knight, Jet Customer Strategic Analyst, Edcon  Jordan Seke, CRM Officer &amp; CX specialist, University of the Witwatersrand</p> <p><b>Topic: What role do AI, IOT, Analytics, Block chain and Cloud-based applications play in creating a human-centered customer experience?</b></p> <p>Join us for an engaging conversation on what role AI, IOT, Analytics, Block chain and Cloud-based applications play in creating a human-centered customer experience over dinner. What are your obstacles or challenges? Are they the same as what other organizations? Discuss your most pressing issues with your peers and brainstorm potential solutions by attending this informal dinner discussion.</p>		

**MAIN CONFERENCE DAY 2: 18 April 2019**

7:30	Registration
8:45	<p><b>Event Ice-Breaker: Human Bingo</b></p> <p>The ice breaker is designed to be fun and encourage networking.</p>

8:50	<b>Welcome &amp; Opening Address</b>
9:00	<p><b>Keynote Presentation: University of the Witwatersrand</b>  <b>Empowering the Customer Experience in the ocean of big data</b></p> <p>The topic will cover the following items:</p> <ul style="list-style-type: none"> <li>• The Iron triangle of customer experience</li> <li>• The change within the course of time in the journey</li> <li>• The move from customer service to customer experience</li> </ul> <p><b>Jordan Seke, CRM Officer &amp; CX specialist, University of the Witwatersrand</b></p>
9:30	<p><b>Case Study: MultiChoice</b>  <b>Supercharging CX Measurement the Success Experienced by the MultiChoice Team</b></p> <ul style="list-style-type: none"> <li>• The premise of supercharging CX Measurement has benefits beyond pure numbers.</li> <li>• The topic looks at how great measurement engages customers and the operational benefit from good measurement.</li> <li>• It also highlights how great measurement can improve customer experiences.</li> </ul> <p><b>Clint Payne, Program Manager: Customer Experience, MultiChoice</b></p>
10:00	<p><b>Case Study: Anheuser-Busch Inbev</b>  <b>Sameer Jooma, Director: Innovation, Anheuser-Busch Inbev</b></p>
10:30	Get Refreshed! Mingle
11:00	<p><b>Case Study: Ster Kinekor</b>  <b>The importance of Voice of Employee in Delivering Exceptional Customer Experience</b></p> <ul style="list-style-type: none"> <li>• Share business information with employees</li> <li>• To build an employee voice it must be informed. You will only gain meaningful input and ideas from your employees if you share information on how to improve your business. How you do this will depend on your business, you could provide regular performance updates through the channels you have available – for example – notice boards, posters, email or TV screens, hold regular face to face business updates where employees can ask questions and you can share information</li> <li>• Consider alternative channels for employees who work remotely or cannot make the meeting.</li> <li>• Encourage feedback and ideas from employees</li> <li>• Use technology to improve employee voice – close the feedback loop</li> <li>• Align employee voice and customer voice</li> </ul> <p><b>Shouneez Baghas, General Manager Customer Experience, Ster Kinekor</b></p>
11:30	<p><b>Case Study: Old Mutual South Africa</b>  <b>When customers become evangelists.</b></p> <p>This presentation will cover the customer lifecycle, how to drive customer loyalty by personlisation, not merely customisation using data and analytics.</p> <p><b>Famida Singh, Head Of Customer Experience, Data and Retention, Old Mutual South Africa</b></p>
12:00	<p><b>Case Study: King Price Insurance</b>  <b>How data and AI is used to optimise client experience in the complex world of insurance.</b></p> <p><i>The industry has nearly perfected the simplification of the overwhelming complexities associated with insurance. With small profit margins, common products between competitors, disloyal clients and increasingly random weather storms, one can argue that the successful practice of insurance is at best a roll of the dice. However, the detailed dissection of business operations creates opportunities to apply data science that will beat the odds and increase client experience.</i></p> <ul style="list-style-type: none"> <li>• Insurance is sold not bought, and that is why data is important. In many cases, telemarketers know more about you that what you probably would like!</li> </ul>

	<ul style="list-style-type: none"> <li>• The ability to convert data into customized client experience is one of the most impactful differentiators any organization can embrace.</li> <li>• Clients are evolving from the traditional view of ‘being a number’ to a ‘machine learning variable’. Everyone used to be equal, not everyone is unique and it’s equally disconcerting...</li> <li>• The usage of Artificial Intelligence and Machine Learning is introducing a fundamental gear change in the manner in which organizations optimize their capabilities and, in doing so, allowing a much more rewarding experience to clients.</li> </ul> <p><b>Eugene Wessels, Darth Vader of Data, King Price Insurance</b></p>
12:30	<p><b>Case Study: Pepsi Co.</b></p> <p><b>Leading vs. Lagging Indicators – How to survive a VUCA storm</b></p> <ul style="list-style-type: none"> <li>• VUCA storms that have occurred in the past and how they manifested/what elements characterized them</li> <li>• Companies that have historically been able to survive a VUCA storm and how they survived it i.e. understanding what customer metrics/market metrics these companies used to ensure that they stayed relevant within their environment and to their consumers in order to survive the storm</li> <li>• what the current VUCA storm looks like and what we could learn from others that have gone before us</li> <li>• What indicators to look out for/how to listen to our customers to stay relevant for when the storm settles</li> </ul> <p><b>Bali Msibi, Senior Market Insights Analyst, Pepsi Co.</b></p>
13:00	Lunch & Networking

	Stream A	Stream B	Stream C
14:00	<p><b>Case Study: Wesbank</b></p> <p><b>How AI can power customer experience: Insight within the African Context</b></p> <p>The Presentation will focus on the following:</p> <ul style="list-style-type: none"> <li>• True customer centricity = Automation + Behavioural change</li> <li>• Perceived Vs actual impact of RPA to the customer</li> <li>• Why automation is unavoidable and necessary</li> <li>• SA’s “Customer Centricity in an automated world” To do list</li> </ul> <p><b>Corné Janse van Rensburg, Head of Business Enablement, Wesbank</b></p>	<p><b>Cultivating Brand Warriors that will defend your experience.</b></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 a unrivalled experience.</p> <p><b>Chantel Botha, Human Experience &amp; Service Designer   Robotics Educator   CCXP, Brandlove Customer Experience</b></p>	<p><b>Discussion Group 2C:</b></p> <p><b>Based on the book by Richard Mulholland – Legacide: Is being the best outdated and inconsequential to the customer, is it in fact better to be the favourite? Are you are more likely to get more work being the favourite then being the best?</b></p> <p><b>Moderator:</b> Collette van Dyk, Executive Head of Marketing, Alexander Forbes Group Services</p> <p><b>Panelists:</b> Landile Chauke, Research Manager, Discovery Health</p> <p>Khanyisile Maseko, Customer Insights Analyst, Edcon</p> <p>Jessica Matthysen, Head of Customer Success, Alexander Forbes Empower</p>

14:30	<p><b>Case Study: Netflorist</b>  <b>UX and the online frictionless experience</b></p> <ul style="list-style-type: none"> <li>• A/B testing</li> <li>• Where we were</li> <li>• Where we are</li> <li>• Mobi UX vs Destop UX</li> <li>• Hotjar videos</li> </ul> <p><b>Ryan Bacher, MD, Netflorist</b></p>	<p><b>Stream presentation Sponsor: Brandlove</b>  <b>A marriage between customer journey mapping and business process modelling - A match made in heaven?</b></p> <ul style="list-style-type: none"> <li>• Customer journey maps create happy customers</li> <li>• Business process models create happy organizations</li> <li>• How to use customer journey maps and business process models to operationalize customer experience designs</li> </ul> <p><b>Victor Songa Musiwa, Customer Experience Manager, MultiChoice Namibia</b></p>	<p><b>Case Study: King Price Insurance</b>  <b>Culture to Client</b></p> <ul style="list-style-type: none"> <li>• Creating/designing culture</li> <li>• Hiring culture fit</li> <li>• Continuously improving culture - Adaptive culture</li> <li>• Results of a healthy culture</li> <li>• How does clients benefit from our culture</li> </ul> <p><b>Marno Boshoff, Culture Evangelist, King Price Insurance</b></p>
15:00	<b>Get Refreshed! Mingle</b>		
15:30	<p><b>Case Study: Sasol</b>  <b>Itumeleng Makgati, Senior Manager - IM Services, Sasol</b></p>	<p><b>Employee engagement - Unlocking the power of CX by focusing on the inside out</b></p>	<p><b>Using Customer Journey Mapping To Unite Leaders And Address Customer Retention Concerns</b></p>
16:00	<p><b>Enabling a Truly Omni channel Customer Experience</b></p>	<p><b>How to build a trusting brand that helps your digital customers with decision-making</b></p>	<p><b>Deciding which parts of the CX Journey to Digitize in Order to Drive More Focus for Greater Value and Change</b></p>
16:30	<b>End of Event</b>		