



# Customer360 Africa 2019

16-18 April 2019, Johannesburg

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## CX: The New Battleground for Differentiation

### MAIN CONFERENCE DAY 1: 17 April 2018

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| 7:30  | Registration  |
| 8:45  | <b>Event Ice-Breaker: Human Bingo</b><br>The ice breaker is designed to be fun and encourage networking.  |
| 8:50  | <b>Welcome &amp; Opening Address</b>  |
| 9:00  | <b>International Keynote Presentation: What are the global trends in Customer Experience?</b><br><i>This talk will highlight key challenges, opportunities and tech needs</i>   |
| 9:30  | <b>Keynote Presentation: The Customer Centric Revolution – How does one prepare?</b><br><b>Heidi Brauer, CCO, Hollard Insurance</b>   |
| 10:00 | <b>Keynote Presentation: What does the role of the CCO look like for South Africa?</b><br><i>This talk will shed some light on the role and where it fits in to the South African landscape.</i><br><b>Simon Camerer, CCO, MultiChoice</b>  |
| 10:30 | Get Refreshed! Mingle.  |
| 11:00 | Reserved for Lead Partner Presentation  |
| 11:30 | <b>Case Study: Shell South Africa</b><br><b>Shane Petersen, Head of Customer Operations: SA, Shell</b>  |
| 12:00 | <b>Panel Discussion: In terms of delivering on brand promise: where does marketing end and customer experience management take over?</b><br><b>Moderator:</b> Grace Sikapokoo, Customer Experience Strategist, AIG SA<br><b>Panelists:</b> Riaan Singh, Head of Digital Client Solutions, Alexander Forbes<br>Eloise Boezak, Head of Customer Experience, African Bank<br>Joanna Ndebele, Manager: Corporate Brand, Ubank |
| 12:30 | Reserved for Associate Partner Presentation   |
| 13:00 | <b>What is GDPR &amp; POPIA's impact on delivering exceptional Customer experience?</b><br><b>Portia Lindi Simelane, Group Manager; IT Governance &amp; Resilience, Airports Company of South Africa</b>  |
| 13:30 | Lunch & Networking  |

|       | Stream A:   | Stream B  | Stream C  |
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| 14:30 | <p><b>Discussion Group 1A:</b><br/> <b>How does one define the value of insights and how they will become the competitive advantage of the future?</b></p> <p><b>Moderator:</b><br/> Eloise Boezak, Head of Customer Experience, African Bank<br/> Riaan Singh, Head of Digital Client Solutions, Alexander Forbes</p> <p>Orin Hanrahan, Customer Strategy and Operations Manager, Uber</p> | <p><b>Discussion Group 1B:</b><br/> <b>What are the drivers of b2b customer experience success and how do they fight for attention against myriad other corporate priorities?</b></p> <p><b>Moderator:</b><br/> Antonia Oakes, Head of Customer Experience, Old Mutual</p> <p>Shane Petersen, Head of Customer Operations: SA, Shell</p>  | <p><b>Discussion Group 1C:</b><br/> <b>With the bar set so high, where are business set to aim for next?</b></p> <p><b>Moderator:</b><br/> Joshua Knight, Jet Customer Strategic Analyst, Edcon</p> |
| 15:00 | <p><b>Case Study: Momentum Digital Leads - the other moment of truth in insurance</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: African Bank Employee engagement - Unlocking the power of CX by focusing on the inside out</b></p> <ul style="list-style-type: none"> <li>How you change your business and customer experience by starting internally first</li> <li>Key principles that help you define radical internal evolution</li> <li>How employee engagement helps defines an authentic customer experience that has lasting impact</li> </ul> <p><b>Eloise Boezak, Head of Customer Experience, African Bank</b></p> | <p><b>Case Study: Hollard</b><br/> <b>Marnitz van Heerden, Head: Group Customer Experience, Hollard</b></p>   |
| 15:30 | <b>Get Refreshed! Mingle</b>  |   |   |
| 16:00 | <p><b>Case Study: Alexander Forbes Empower</b><br/> <b>Digitising the learning experience</b><br/> Discovering how the platform degreed.com is turning learning on its head by putting the user at the centre of the experience.<br/> <b>Jessica Matthysen, Head of Customer Success, Alexander Forbes Empower</b></p>  | <p><b>Case Study: Comair</b><br/> <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</li> </ul>                         | <p><b>Case Study: Hippo.co.za</b><br/> <b>How to build a trusting brand that helps your digital customers with decision-making</b><br/> <b>Vera Nagtegaal, Executive Head, Hippo.co.za</b></p>      |

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|       |  | <p>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</p> <ul style="list-style-type: none"> <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>Jan Coetzee, Customer Experience Manager, Comair</b></p> |   |
| 16:30 | <p><b>Case Study: Netflorist</b><br/> <b>UX and the online frictionless experience</b><br/> <b>Ryan Bacher, MD, Netflorist</b></p> | <p><b>The journey of building a “customer-centric” mind-set in the business, and playing the role of politician/customer advocate</b></p>   | <p><b>Case Study: King Price Insurance</b><br/> <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 than what you probably would like!</li> <li>• The ability to convert data into customized client experience is one of the most impactful</li> </ul> |

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|       |  |  | <p>differentiators any organization can embrace.</p> <ul style="list-style-type: none"> <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 dissenting...</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> |
| 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><br/> Joshua Knight, Jet Customer Strategic Analyst, Edcon</p> <p>Eloise Boezak, Head of Customer Experience, African Bank</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**

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| 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></p> <p><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> </ul> |

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|       | <ul style="list-style-type: none"> <li>The move from customer service to customer experience</li> </ul> <b>Jordan Seke, CRM Officer &amp; CX specialist, University of the Witwatersrand</b>  |
| 9:30  | <b>Case Study: MultiChoice</b><br><b>Supercharging CX Measurement the Success Experienced by the MultiChoice Team</b> <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> <b>Clint Payne, Program Manager: Customer Experience, MultiChoice</b>  |
| 10:00 | <b>Case Study: Anheuser-Busch Inbev</b><br><b>Sameer Joona, Director: Innovation &amp; Analytics, Solutions Africa, Anheuser-Busch Inbev</b>  |
| 10:30 | Get Refreshed! Mingle   |
| 11:00 | <b>Reserved for Associate Partner</b>   |
| 11:30 | <b>Case Study: FNB Wealth &amp; Investments</b><br><b>Renee Schoeman, Customer Analytics, FNB Wealth &amp; Investments</b>  |
| 12:00 | <b>Case Study: Direct Axis</b><br><b>Enabling a Truly Omni channel Customer Experience</b><br><b>Nicki Hill, Head of Innovation and Customer Experience Delivery, Direct Axis</b>   |
| 12:30 | <b>Case Study: Pepsi Co.</b><br><b>Leading vs. Lagging Indicators – How to survive a VUCA storm</b> <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 stated 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> <b>Bali Msibi, Senior Market Insights Analyst, Pepsi Co.</b> |
| 13:00 | Lunch & Networking  |

|       | Stream A   | Stream B  | Stream C   |
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| 14:00 | <b>Discussion Group 2A:</b><br><b>How AI can power Customer Experience Insight within the African Context?</b><br><br><b>Moderator:</b><br>Corne Janse van Rensburg, Head of Business Enablement, Wesbank<br><br><b>Panelists:</b> | <b>Case Study: ABSA</b><br><br><b>Moderator:</b><br>Marius de La Rey, Chief Executive: Customer Channels, Distribution and Coverage, ABSA | <b>Discussion Group 2C:</b><br><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><br><br><b>Moderator:</b> |

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|       |  |  | <p>Jessica Matthysen, Head of Customer Success, Alexander Forbes Empower</p> <p><b>Panelists:</b><br/>Lundile Chauke, Research Manager, Discovery Health</p> <p>Khanyisile Maseko, Customer Insights Analyst, Edcon</p>   |
| 14:30 | <p><b>Deciding which parts of the CX Journey to Digitize in Order to Drive More Focus for Greater Value and Change</b></p>                               | <p><b>Case Study: ABSA</b><br/>Kirsty Dare, Head of Customer Experience, ABSA</p>          | <p><b>Case Study: Wesbank</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> |
| 15:00 | <p><b>Get Refreshed! Mingle</b></p>  |  |   |
| 15:30 | <p><b>Case Study: Sasol</b><br/>Marius de La Rey, Chief Executive: Customer Channels, Distribution and Coverage, ABSA</p>                                | <p><b>Case Study: Sasol</b><br/>Itumeleng Makgati, Senior Manager - IM Services, Sasol</p> | <p><b>Case Study: Ubank</b><br/>Brand promise and delivery<br/>Joanna Ndebele, Manager: Corporate Brand, Ubank</p>  |
| 16:00 | <p>Examining how the adoption of predictive analytics, sensors in products and operations, and personalized experience are creating customer loyalty</p> | <p>The CX Landscape is Undergoing Such Severe Changes - Does AI Provide the Solution?</p>  | <p>Augmented Intelligence – the integration of machine learning systems for improved customer experience</p>  |
| 16:30 | <p><b>End of Event</b></p>   |  |   |