



Customer360 Africa 2019

17-19 September 2019, Cape Town

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CX: The New Battleground for Differentiation

WORKSHOP DAY 0: 17 September 2019

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| 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: What to do after you have a journey map 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

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| 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 |

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| 10:00 | Reserved for Lead Partner |
| 10:30 | Get Refreshed! Mingle. |
| 11:00 | Reserved for Associate Partner Presentation |
| 11:30 | <p>Case Study: Old Mutual South Africa When customers become evangelists. This presentation will cover the customer lifecycle, how to drive customer loyalty by personlisation, not merely customisation using data and analytics. Famida Singh, Head Of Customer Experience, Data and Retention, Old Mutual South Africa</p> |
| 12:00 | <p>Case Study: MultiChoice 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 |
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| | Stream Chairperson: Wilma Burger, Business Project Manager, CompSol | Stream Chairperson: Joanna Ndebele, Manager: Corporate Brand, Ubank |
| 13:30 | <p>Case Study: CompSol The value of an emotional connection in Customer Experience design</p> <ul style="list-style-type: none"> • Emotional motivators are the driving force behind the most profitable customer behaviors such as repeat purchase and brand advocacy. • Relevant data needed to find out what motivates your customers. • By providing a consistent experience throughout the customer journey will turn satisfied customers into connected customers. <p>Wilma Burger, Business Project Manager, CompSol</p> | <p>Case Study: Ubank What did the customer say? – Turning up the volume for customers and winning them This presentation will unpack a real customer experience situation with a store</p> <ul style="list-style-type: none"> • The experience • 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 Bronwyn Johnson, Head: Digital Marketing and Business Development, Liberty Direct and Standard Bank's Direct Life</p> | <p>Case Study: Edcon Khanyisile Maseko, Customer Insights Analyst, Edcon</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 staring internally first | <p>Panel Discussion: In terms of delivering on brand promise: where does marketing end and customer experience management take over? Moderator: Grace Sikapokoo, Head of Journey Management, Liberty Group South Africa</p> |

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| | <ul style="list-style-type: none"> • 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>Panelists: Colette van Dyk, Executive Head of Marketing, Alexander Forbes Group Services Joanna Ndebele, Manager: Corporate Brand, Ubank</p> |
| 15:00 | <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> | <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>Case Study: African Bush Camps Cordula Pflugl, Head Of Digital Marketing, African Bush Camps</p> | <p>Case Study: Capfin Jacques Loubser, Customer Service Operations Manager, Capfin</p> |
| 16:30 | <p>Case Study: Alexander Forbes Group Services Creating a customer-centered brand Colette van Dyk, Executive Head of Marketing, Alexander Forbes Group Services</p> | <p>Case Study: Liberty Group South Africa Grace Sikapokoo, Head of Journey Management, Liberty Group South Africa</p> |
| 17:00 | <p>Case Study: Heineken Chuvasen Govender, Head of Customer Services - The Heineken Company</p> | <p>Industry Insights From various CX Surveys This presentation will share some local (SA), regional (Africa) and global insights and research from some of our CX surveys in a combined presentation Mark Angus, CEO, Researcher & Strategist, Knowledge Executive</p> |
| 17:30 | End of Day1 | |

MAIN CONFERENCE DAY 2: 19 September 2019

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| 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 | Welcome & Opening Address |

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| | Jacqui E’Silva, Content Director MEA, Corinium Global Intelligence |
| 9:00 | Case Study: Sun International Penelope Khuzwayo, Customer Insights- Loyalty and Service Manager, Sun International |
| 9:30 | Case Study: Old Mutual Antonia Oakes, Head of Customer Experience, Old Mutual |
| 10:00 | Reserved for Associate Partner Presentation |
| 10:30 | Get Refreshed! Mingle. |
| 11:00 | Reserved for Associate Partner Presentation |
| 11:30 | Case Study: Wesbank How AI can power customer experience: Insight within the African Context The Presentation will focus on the following: <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 Corné Janse van Rensburg, Head of Business Enablement, Wesbank |
| 12:00 | Case Study: King Price Insurance Culture to Client <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 Marno Boshoff, Culture Evangelist, King Price Insurance |
| 12:30 | Lunch & Networking |

| | Stream A | Stream B |
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| | Stream Chairperson: Chantel Botha, Human Experience & Service Designer Robotics Educator CCXP, Brandlove Customer Experience | Stream Chairperson: |
| 13:30 | Industry Insight: Cultivating Brand Warriors that will defend your experience. 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. Chantel Botha, Human Experience & Service Designer Robotics Educator CCXP, Brandlove Customer Experience | Case Study: Old Mutual Sameera Kajee, Customer Experience Business Manager, Old Mutual South Africa |

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| 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? Moderator: Jordan Seke, CRM Officer & CX specialist, University of the Witwatersrand</p> | <p>Case Study: Adidas 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 | <p>How to 10x your business with a simple unsophisticated customer journey coupled with a pinch of innovation. 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: Mastercard The holistic 360 view of the day in the life of the customer Cassandra Layman, Managing Consultant, Mastercard Quentin Meintjes, Managing Consultant, Mastercard</p> |
| 15:00 | <p>Get Refreshed! Mingle</p> | |
| 15:30 | <p>Case Study: Direct Access Enabling a Truly Omni channel Customer Experience Nicki Hill, Head of Innovation and Customer Experience Delivery, Direct Axis</p> | <p>Case Study: Momentum 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> |
| 16:00 | <p>Case Study: Woolworths Financial Services Granville De Villiers, Manager: Processing and Fulfillment, Ops & Channel Support, Woolworths Financial Services</p> | <p>Case Study: Safmarine South Africa Lindani Matshinga, Customer Experience Partner, Safmarine South Africa</p> |
| 16:30 | <p>End of Conference</p> | |