

Customer Experience 2013

Achieving Consistency Across Each Touchpoint of the Customer Experience

August 13-14, 2013
The Palmer House, A Hilton Hotel
Chicago, Illinois

Conference Chairperson:

Rob Maar
Associate Vice President, Customer Care and Retention
AIG

Attending this Premier **marcus evans** Conference will enable you to:

- **Quantify** previously difficult to measure customer experience initiatives to report impacts to the bottom line
- **Create** a holistic, cross-channel approach to consistently deliver a branded customer experience
- **Realize** the value of new media channels in the creation of meaningful customer experiences
- **Deploy** proven methodologies to determine behavioral drivers that define customer expectations
- **Employ** the use of service mapping to ensure the delivery of a consistent customer experience
- **Deliver** a consistent customer experience across the global enterprise
- **Formulate** analytics to contextualize customer data to assist in the development of a personalized customer touch strategy

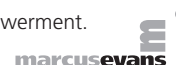
Who Should Attend:

marcus evans invites Heads, Vice Presidents, Directors, Senior Managers and other leaders with responsibilities or involvement in the following areas:

- Customer Experience
- Customer Intelligence
- Customer Journey
- Customer Retention
- Customer Insights
- Brand Communications
- Loyalty Marketing
- Customer Relationship Management

“Maximize Every Customer Interaction to promote retention and brand advocacy.”

Transform the experience through customer empowerment.



Speakers Include:

Cooper Ambjorn-Olsen
Vice President,
Retail Customer Experience
Program Manager
Fifth / Third Bank

Brian Dennis
Vice President,
In-Store Customer Experience
Kohl's Department Stores

Kareema Merji
Vice President, Customer Centricity
Global Brand, Marketing and
Communications
MetLife

Blair Skramstad
Director, Strategic Marketing
John Deere Financial

Joe Pierucci
Global Consumer Experience Director
Ford Motor Company

Andrew Ashman
Global Consumer
Experience Manager
Ford Motor Company

Rob Maar
Associate Vice President,
Customer Care and Retention
AIG

Tanya Miler
Customer Experience Manager
AIG

Jim Riga
National Customer
Experience Manager
Pitney Bowes Inc.

Debbie Newport
Director, Customer Experience
and Infrastructure
FedEx

Alicia Rankin
Head, Research and Fan Insights
National Football League

Ryan Magnon
Senior Manager,
Hospitality and Service Design
Chick-fil-A Inc.

Mary Sue Easmeil
Hospitality Field Consultant
Chick-fil-A Inc.

Karyn Greco
Director,
Customer Experience Strategy
Dow Jones and Company

Dann Allen
Head, Member Experience Strategy
and Roadmap
AAA

John Meehan
Vice President,
Global Customer Experience
Beechcraft

Alison Circle
Chief Customer Experience Officer
Columbus Metropolitan Library

Michael Beaser
Director, Customer Experience
Fidelity Investments

Loni Stark
Director, Product
and Industry Marketing,
Adobe Experience Manager
Adobe

Peter Psychogios
President, Performance Group
CSI International Inc.

Dr. TR Rao
President and CEO
Market Probe

Jorge Alejandro
Head, Marketing Sciences
Market Probe

David Mooney
CEO
Alliant Credit Union

Jennifer Kline Shernoff
Manager, Customer Experience
Liberty Mutual Insurance

Dave Nash
Director, Customer Experience
(Customer Strategy and Insights)
West Monroe Partners

Kyle Hutchins
Director, Customer Experience
(Customer Strategy and Digital)
West Monroe Partners

Evan Rullman
Senior Director, Sales
Resonate

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Panel Partner:



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Media partners:



7:30 Registration and Morning Coffee
8:15 Chairperson's Opening Remarks

CREATE A HOLISTIC, CROSS-CHANNEL APPROACH TO CONSISTENTLY DELIVER A BRANDED CUSTOMER EXPERIENCE

8:30
Creating Consistent, Enjoyable Experiences across the Customer Lifecycle to Promote Retention and Advocacy

- Integrating customer perspective to deliver on their desires while avoiding common defection pitfalls
- Instilling a customer-centric, company-wide culture putting the customer's experience at the forefront of all interactions
- Creating a continuous customer reaction program to obtain feedback and ensure the effectiveness of customer experience programs
- Realize the benefits of brand advocates and increased brand awareness by the implementation of a social media strategy

Rob Maar, Associate Vice President, Customer Care and Retention, **AIG**

Tanya Miler, Customer Experience Manager, **AIG**

9:15
Driving Past Simple Customer Satisfaction to Creating True Engagement, Delivering long term Loyalty and Advocacy Through Frontline People

- Starting the process with a focus on change management – Creating the WHY
- Measuring the experience in new ways – Being BOLD with the questions we ask
- People deliver engagement – Get them ENGAGED
- Key learnings from Ford's initial experience in the customer experience journey

Joe Pierucci, Global Consumer Experience Director, **Ford Motor Company**

Andrew Ashman, Consumer Experience Manager, **Ford Motor Company**

10:00 Networking Break

10:30
Leveraging Data to Drive Customer Experience Initiatives and Measurable Business Results

- Why customer experience executives must personalize engagements with customers and orchestrate experiences across critical touchpoints to generate business and customer value
- Designing the right customer experiences in a world where customers are increasingly demanding and data is plentiful
- How to use the right data to develop business measurement metrics across complex touchpoints that secures stakeholder buy-in
- Aligning your organization to effectively architect data and experience design for long term success

Debbie Newport, Director Customer Experience and Infrastructure, **FedEx**

11:15
Global Fortune 50 Financial Division Creates Exceptional Customer Experiences

Learn how a complex global organization improved customer loyalty and experiences through a process that was delivered in six languages. The customer experience layered learning process focuses on:

- Customer Communications
- Customer Problem Solving
- Customer Connections and Commitments
- Delighting Customers
- Continuous Experience Improvement

Peter Psichogios, President, Performance Group, **CSI International Inc.**

12:00
Executing a Designed Customer Experience Program to Build Retention Across a Global Enterprise

- Implementing a global customer-centric strategy to turn insights into outcomes
- Driving financial results using global customer retention tools and best practices
- Establishing a global dashboard to measure outcomes and progress

Kareema Merji, Vice President, Customer Centricity Global Brand, Marketing and Communications

MetLife

12:45 Lunch Sponsored by



Loni Stark, Director, Product and Industry Marketing, Adobe Experience Manager, **Adobe**

QUANTIFY PREVIOUSLY DIFFICULT TO MEASURE CUSTOMER EXPERIENCE INITIATIVES TO REPORT IMPACTS TO THE BOTTOM LINE

1:45
Identify, Engage and Retain High Value Customers Using Differentiated Experience Design Methods

- Using analysis, research and metrics experience design methods to identify high value customers and gaps in relationships
- Identify, inventory and access cross silo initiatives, projects and processes that provide differentiated experiences
- Mapping the high value customer lifecycle and journey
- Defining cross market opportunities, ideate alternatives and potential concepts to support experience design solutions

Blair Skramstad, Director, Strategic Marketing, **John Deere Financial**

2:30
Build Your Digital Brand: How to Win the Battle for Attention

In the Digital Age, the rules for building relevant brands and businesses have changed. Customers can easily access infinite destinations and content with any number of devices. Companies that thrive in this era are the ones best able to deliver delightful customer experiences that capture and sustain attention and loyalty. Adobe's Loni Stark will share the innovations for building relevant experiences across web, mobile and social interactions that will give companies a long-term competitive advantage.

Loni Stark, Director, Product and Industry Marketing, Adobe Experience Manager **Adobe**

3:15 Networking Break

EMPLOY THE USE OF SERVICE MAPPING TO ENSURE THE DELIVERY OF A CONSISTENT CUSTOMER EXPERIENCE

3:45
Deploying the Use of Customer Journey Mapping to Enhance Customer Experience Initiatives

- Viewing the customer experience as a journey rather than a single interaction to ensure a holistic approach
- Mapping the consumer ecosystem to enhance the customer journey
- Identifying rich target points across customer journey maps to mitigate potential negative impacts
- Facilitating an increased deployment of proactive customer experience strategies based on customer journey mapping
- Incorporating voice of customer analytics with customer journey mapping results to determine commonalities and implications for customer experience program design

Dann Allen, Head, Member Experience Strategy and Roadmap, **AAA**

4:30
Paint by Numbers: How Data is Enhancing the NFL Gameday Experience

The National Football League continues to thrive as America's favorite sport with fans' consumption increasing each year. Led by technological advances in TV viewing, including the proliferation of large-screen HDTVs as well as newer services such as NFL RedZone, the experience has never been better – at home. Even more essential though is making sure that stadiums are filled and that the focus on the gameday experience remains paramount for the League and our clubs. To that end, several research initiatives have been put in place:

- Measuring KPIs
- Providing benchmarking
- Evaluating gaps
- Identifying new opportunities that will lead to sold-out stadiums each week

Alicia Rankin, Head, Research and Fan Insights, **National Football League**

5:15 Welcome from Drinks Reception Host Resonate

5:25 Chairperson's Closing Remarks

5:30 Drinks Reception sponsored by:



6:30 End of Day One

SPONSORSHIP INFO

Does your company have solutions or technologies that the conference delegates would benefit from knowing? If so, you can find out more about the exhibiting, networking and branding opportunities available by contacting: **Garret Neader** at 312-540-3000 Ext. 6800 or garretn@marcusevansch.com.

PRODUCER INFO:

I would like to thank everyone who has assisted with the research and organization of the event, particularly the speakers for their support and commitment. **Justin Guinn**, justing@marcusevansch.com.

7:30 Registration and Morning Coffee

7:55 Chairperson's Opening Remarks

DEPLOY PROVEN METHODOLOGIES TO DETERMINE BEHAVIORAL DRIVERS THAT DEFINE CUSTOMER EXPECTATIONS

8:00

Using Voice of the Customer to Calibrate your Service Delivery

- Managing a front-line workforce with feedback from customers
- Using Voice of the Customer feedback to guide a major roll-out of a new workforce technology
- Interpreting Voice of the Customer feedback alongside operational data to optimize your operations
- Truly measuring the ROI on a robust Customer Experience Management process

Jim Riga, National Customer Experience Manager, **Pitney Bowes Inc.**

8:45

Customer Dynamics Seen Through the Lens of Customer Advocacy and Brand Affinity

- Higher levels of customer advocacy lead to higher customer retention rates and share of wallet
- A customer's affinity to a brand contributes to share of wallet growth
- Customer advocacy and brand affinity can interact to produce revenue growth

Market Probe presents results from a syndicated study of six sectors in order to substantiate the relevant hypothesis.

Brian Dennis, Vice President, In-Store Customer Experience, **Kohl's Department Store**

Dr. TR Rao, President and CEO, **Market Probe**

Jorge Alejandro, Head, Marketing Sciences, **Market Probe**

9:30

Tapping into Sophisticated Customer Segments to Deliver Innovative Customer Experiences

- Recognize similarities and differences within customer segments
- Listen to and acknowledge the realities of the customer journey
- Transform customer feedback into actionable insights and improvements

Karyn Greco, Director, Customer Experience Strategy, **Dow Jones and Company**

10:15 Networking Break

10:45

Utilizing Employee Engagement Strategies to Invigorate a Customer Centric Attitude

- Exploring numerous styles of employee engagement incentives to promote internal customer centric culture
- Searching for opportunities for employee recognition at various touchpoints across the enterprise
- Deploying the use of departmental panels to identify current engagement levels of employees
- Organizing employee role playing sessions to gauge standards of quality of employee-customer interactions across the departments

Alison Circle, Chief Customer Experience Officer, **Columbus Metropolitan Library**

11:30 Panel Discussion

An Effortless Customer Experience is a Critical Enabler for Competitive Differentiation

A new mobile generation of customers, the rise of online and self-service capabilities, and an increase in competition all contribute to an ongoing shift in how companies service their customers. With an endless pool of institutions vying to provide a wide range of products to customers, financial services organizations must deliver the most superior, consistent and effortless customer experience in order to acquire and onboard new customers, retain existing customers or win back lost customers. This requires a shift from a transactional mind-set to one focused on the entire relationship lifecycle – every single customer interaction across all channels - and the customer's resulting perceptions of the brand. A positive and effortless experience can result in increased customer satisfaction, loyalty, advocacy and greater customer lifetime value. Our panel to discuss this topic includes customer experience experts as well as executives who have recently undergone these customer experience initiatives:

David Mooney, CEO, Alliant Credit Union

Jennifer Kline Shernoff, Manager, Customer Experience, **Liberty Mutual Insurance**

Dave Nash, Director, Customer Experience (Customer Strategy and Insights)
West Monroe Partners

Kyle Hutchins, Director, Customer Experience (Customer Strategy and Digital)
West Monroe Partners

DISCLAIMER:

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12:15

Incorporating Business Partners into Customer Experience Operations to Drive Throughput and Transparency in Improvement Opportunities

- Developing a new customer experience engagement model to formally define customer experience partnerships across the organization
- Empowering leaders across the organization to incorporate day-to-day customer experience operations into their businesses
- Encouraging leaders to celebrate successes to build a customer-centric culture within their respective businesses

Michael Beaser, Director, Customer Experience, **Fidelity Investments**

1:00 Networking Lunch

REALIZE THE VALUE OF NEW MEDIA CHANNELS IN THE CREATION OF MEANINGFUL CUSTOMER EXPERIENCES

2:00

Customer Experience Measures in Retail Banking: Lessons Learned Starting with the In-Branch, In-Person Experience

- How we built our measurement foundations on branch-based experiences
- How we provide feedback to coaches/managers on an individual employee level
- Lessons learned on keeping the bigger picture in focus for our brand's customer experience

Cooper Ambjorn-Olsen, Vice President, Retail Customer Experience Program Manager
Fifth / Third Bank

2:45

Generating Data to Measure the Success and Profits Achieved Through the Deployment of Individual Customer Experience Initiatives

- Authoring surveys and customer feedback measurement tools to gauge the success of experience activities
- Looking ahead to future means of measuring success of customer experience to stay current
- Incorporating data collection capabilities during the design phase to ensure program reporting is kept current

John Meehan, Vice President, Global Customer Experience, **Beechcraft**

3:30 Networking Break

4:00

Embedding a Humanization of the Customer as a Perpetual Company Attitude for Developing and Maintaining Positive Experiences with the Customer

- Transforming Buyer / Seller interaction into equalized relations to instill affable, personable experiences across all touchpoints
- Quantifying the value an integration of emotional triggers has on brand identity
- Investigating the sequence for integrating emotional elements into the design and delivery of customer experience campaigns
- Generating customer empathy across the internal culture through the use of storytelling that conveys humanizing quality of customer interactions

Ryan Magnon, Senior Manager, Hospitality and Service Design, **Chick-fil-A Inc.**

Mary Sue Easmeil, Hospitality Field Consultant, **Chick-fil-A Inc.**

4:45 Chairperson's Closing Remarks

5:00 End of Conference

WHY YOU MUST ATTEND:

Customer experience has evolved from an overlooked commodity into the greatest means of brand differentiation. With the reach of digital forums and review platforms of this digital age (LinkedIn, Yelp, Facebook and Twitter comments), consumers have the ability to comment and share their customer experiences with the masses. This means what used to be just one bad experience and lost customer has the potential to turn off thousands of consumers from a company.

On the other hand, a well-executed customer experience has the potential to bring in new customers and establish or reaffirm loyalty and advocacy through these same platforms. Thus, it is imperative to give the power to the customer and let their desires and needs determine products. The best way to do this is by optimizing their experience across all channels and every touchpoint of their customer journey.

Customer Experience 2013 will give customer experience professionals a deeper look into the key issues affecting the design and delivery of a consistent, meaningful, and rewarding customer experience to achieve an ever-growing, profitable, and engaged customer base.

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Adobe is the global leader in digital marketing and digital media solutions. Our tools and services allow our customers to create groundbreaking digital content, deploy it across media and devices, measure and optimize it over time, and achieve greater business success. We help our customers make, manage, measure, and monetize their content across every channel and screen.

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If you want to change your brand or culture, you must first change your stories! If you want to change your stories, you have to change your experiences. CSI International helps our clients create exceptional customer experiences along with intense customer and employee loyalty. CSI delivers cloud based learning, recognition and engagement strategies to assist our clients in creating enhanced customer centricity, loyalty and engagement. CSI helps our clients change the experiences and stories from the inside-out.



Market Probe is a global market research firm specializing in customer experience management. We have been providing business solutions to various industry sectors for over 30 years from offices throughout the United States and in nine countries. We appear among the Honomichl list of Top 50 US Market Research Firms.

PANEL PARTNER:



West Monroe Partners is a business and technology consulting firm focused on guiding organizations through projects that fundamentally transform their business. Our more than 350 consulting professionals drive sustainable business results – relying on our experience across ten industries to help companies solve their most complex challenges so they can adapt, shift gears and thrive.

DRINKS RECEPTION SPONSOR:



Resonate, founded in 2008, has pioneered a new model for using “Big Data” to develop a sophisticated understanding of consumer values, attitudes and beliefs. Marketers need to understand “why” the audiences they target take action. Resonate answers that question, while making it simple to put that knowledge to work creating positive results for political campaigns and marketing initiatives.

Resonate's unique approach goes beyond traditional targeting criteria such as demographics and interests. Political campaigns, advocacy groups, and major corporations now use Resonate's Values-Based Big Data to target their ad campaigns based on viewers' otherwise unidentifiable values such as patriotism, environmentalism, taste for luxury, or interest in innovation. Resonate's investors include Revolution Growth, Greycoft and iNovia.

Resonate is headquartered in Reston, Va. with offices in Chicago, Los Angeles, New York and Washington D.C.

ASSOCIATION PARTNERS:



The EEA is a coalition of companies and associations dedicated to the concept that engagement is an enterprise-wide endeavor that “begins with people and ends with profitability.” The primary mission is to support research, education and outreach that creates a better understanding of how organizations can make the connection between engaging people in business and long-term financial performance. www.enterpriseengagement.org



Business improves when employees and customers are recognized, rewarded & engaged through effectively structured programs with defined goals and proven returns. The Incentive Marketing Association is comprised of companies that can help design these programs – that's why Business Improvement starts here! Visit us at www.incentivemarketing.org.



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There is no point in spending a fortune acquiring new customers, if the old ones are leaving in droves.

Read www.LoyaltyMagazine.Com every day for the latest on CRM, call centres, loyalty rewards, customer data and the market from international contributors with impressive industry track records. Subscribers also receive a weekly email update with all the week's latest news.



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