

Customer Loyalty 2014

Fostering Consistent and Meaningful Relationships with Customers to Build Loyalty

May 13-14 2014

Hyatt Harborside | Boston, MA

Building the Bench for Customer Advocates

Dynamic Brand Relationships=Long-Term Loyalty



Conference Chairperson:

Chelisa Boyd

Vice President, Rewards Product Management

SunTrust Bank

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

- **Articulate** a clean, clear, consistent brand story to encourage consumers to "live the brand"
- **Create** a holistic, cross-channel approach to consistently deliver a branded customer engagement strategy that strengthens consumer trust
- **Deploy** proven methodologies to determine behavioral drivers that define customer expectations
- **Perpetuate** successful customer experiences as the backbone of repeat business to promulgate a proactive, customer-first company culture
- **Design** new media marketing campaigns to promote innovative customer loyalty programs
- **Employ** the use of service mapping to ensure the delivery of a consistent customer journey
- **Formulate** analytics to contextualize customer data into actionable information for increasing brand loyalty
- **Engage** loyalty members on the devices and channels where they live to optimize branded messaging

Who Should Attend:

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

- Customer Loyalty
- Loyalty Marketing
- Direct / Indirect Marketing
- Customer Advocacy
- Customer Retention
- Consumer Insights
- Customer Relationship Management
- Customer Journey
- Brand Communications

Current Speakers Include:

Michelle Moore

Customer Loyalty Manager
Zappos Retail

Jean Bartels

SVP Citi ThankYou® Rewards
Rewards Engagement
Citigroup

Rajeev D'Souza

Director Customer Data Management and CRM
United Airlines

Neal Freeland

Principal Group Program Manager
Bing

Bradley B. Christian

Managing Director
Market Force

David Andreadakis

Vice President, Loyalty Strategy
Kobie Marketing

John Bartold

VP, Loyalty Solutions
Epsilon

Robert Koen

Head of Americas Field Operations
TIBCO Loyalty Lab

Melissa Studzinski

Vice President,
Customer Relationship Management
CVS Caremark Corporation

Alice Sesay Pope

Senior Director, Customer Advocacy
Capital One

Sean Sanders

Director, Doubletree HHonors
and Guest Experience
Hilton Worldwide

Jamey Lutz

Area Performance Improvement Manager
The Ritz-Carlton Hotel Company

Omari Jahi Aarons

Director, Stores Loyalty Learning
and Development
Macy's Inc.

Julie Heisel

Director, Customer Lifecycle Management
General Motors

Chelisa Boyd

Vice President, Rewards Product Management
SunTrust Bank

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TIBCO Loyalty Lab®



8:00 Registration and Morning Coffee

8:45 Chairperson's Opening Remarks

ARTICULATING A CLEAN, CLEAR, CONSISTENT BRAND STORY TO ENCOURAGE CONSUMERS TO "LIVE THE BRAND"

9:00

Reaching a Party of One: Using Innovation to Create a Two-Way Dialog with the Engaged Shopper Across Multiple Channels

- Delivering a consistent approach across all channels to appeal to the customer's journey rather than a single interaction
- Focusing on innovation to deepen relationships with each customer
- Analyzing and observing the true motivators behind memberships, retention and engagement
- Improving personalization and relevancy for customers based on shopping behaviors and habits

Melissa Studzinski, Vice President, Customer Relationship Management
CVS Caremark Corporation

9:45

Learning Loyalty: Building Strategic Partnerships with Training

- Leveraging learning leaders as key stakeholders in driving sales and building customer loyalty
- Understanding training's role in creating staff ambassadors who connect loyalty messaging with the core brand experience
- Discovering best practices for engaging learning leaders as strategic partners in customer loyalty training

Omari Jahi Aarons, Director, Stores Loyalty Learning and Development
Macy's Inc.

10:30 Networking Break

11:00

Great Brands Stand for Great Things

- Articulating a clear, consistent brand story that is embraced by employees and attracts consumers to take part
- Creating a customer-centric brand experience that is built around an utmost appreciation for our guests and their unique requirements
- Empowering employees to move heaven and earth to build strong relationships and create Ritz-Carlton guests for life

Jamey Lutz, Area Performance Improvement Manager
The Ritz-Carlton Hotel Company

11:45

Rational and Emotional Loyalty in Balance

In the age of mobility, device proliferation and the always-on consumer, marketers need a clear roadmap to avoid the pitfalls of the shifting loyalty marketing landscape. What should the new goals for retail marketers be, and how can we combine the rational side of rewards with the emotional side of loyalty to achieve them? Further, to what extent can we manage what drives consumer commitment by better understanding the way the brain works and how marketer-driven technology can impact relationships?

Robert Koen, Head of Americas Field Operations, **TIBCO Loyalty Lab**

12:30 Networking Lunch

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@marcusevansh.com.

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: **Faraz Tafti** at 416-304-7990 or farazt@marcusevansto.com.

DEPLOYING PROVEN METHODOLOGIES TO DETERMINE BEHAVIORAL DRIVERS THAT DEFINE CUSTOMER EXPECTATIONS

1:30

Panel Discussion

Tapping into Sophisticated Customer Segments to Stimulate the Design and Deployment of Innovative Customer Loyalty Programs

- Capturing the behavioral drivers of targeted customer demographics through the use persona-based segmentation
- Moving beyond traditional purchase point structures to acknowledge the realities of the individual customer journey
- Utilizing progressive gamification and emerging engagement tools to optimize customer experiences and differentiate in the crowded loyalty market

Moderator:

David Andreadakis, Vice President, Loyalty Strategy
Kobie Marketing

Panelist:

Omari Jahi Aarons, Director, Stores Loyalty Learning and Development
Macy's Inc.

2:15

Improving Customer Loyalty through Social Media Channels

- Learn how customer communities can help address customer service challenges in the age of social media.
- Evaluate social media channels and determine the appropriate channels to drive loyalty
- Determine the talent strategy to promote your corporate brand

Alice Sesay Pope, Senior Director, Customer Advocacy
Capital One

3:00 Networking Break

3:30

Loyalty Case Study: Bing Rewards

Bing is a challenger brand trailing the dominant competitor whose brand is synonymous with the service category. How can Bing, a high quality search engine, break consumer habit and insert itself into the consideration set? Bing Rewards has become part of the solution. It is sited in customer surveys as a top differentiating feature beloved by its participants, and highly effective at promoting deeper engagement with Bing. Learn how the Bing Rewards team has used loyalty best practices, gamification tactics, and agile experimentation to design the program and drive profitable business impact.

Neal Freeland, Principal Group Program Manager
Bing

4:15

Leveraging Customer Data to Drive Smarter & Friendlier Interactions

- Harnessing data to surmise the most effective channels for engaging high-value customers
- Articulating segmented branding that builds desired perceptions within specific demographics and behavioral segmentations
- Offering channels of advocacy for customers to provide advocating customer testimonials

Rajeev D'Souza, Director Customer Data Management & CRM
United Airlines

5:00 Chairperson's Closing Remarks

5:15 End of Day One

8:30 Registration and Morning Coffee

8:50 Chairperson's Opening Remarks

ENGAGING LOYALTY MEMBERS ON THE DEVICES AND CHANNELS WHERE THEY LIVE TO OPTIMIZE BRANDED MESSAGING

9:00

Facilitating the Shift from Selling to CAREing: Transitioning Brand Marketing Strategies into a rewarding Guest Experience

- Integrating the voice of the customer to improve engagement at every touch point
- Focus on a universal message to bring to life a customer-centric brand experience
- Establish a strategy to convert words to impactful actions
- Developing metrics to understand what drives bottom-line results

Sean Sanders, Director, Doubletree HHonors and Guest Experience
Hilton Worldwide

9:45

Operational Excellence Drives Customer Loyalty and Same Store Sales Growth

- Every multi-location business knows there's a formula for growth. Get customers in the door and delight them. If you can, they'll come back and refer their friends. And they will spend more when they do.
- Gain insight into the concept of customer intelligence and the five best practices needed to drive increased loyalty and financial performance
- Learn how various companies across industries have leveraged customer intelligence metrics to improve operational excellence and what impact that's had on their financials
- Understand how big data and predictive analytics can help brands understand what matters most to their customers and what operational metrics to focus on that will have the biggest impact to sales

Bradley B. Christian, Managing Director
Market Force

10:30 Networking Break

11:00

Inspire Employee Happiness and Engagement to Wow your Customers

- Transforming Buyer/Seller interaction into equalized relationships that instill affable, personable experiences across all touchpoints
- Quantifying the value an integration of emotional triggers has on brand loyalty
- Investigating the sequence for integrating emotional elements into the design and delivery of loyalty strategies
- Generating customer empathy across the internal culture through the use of storytelling

Michelle Moore, Customer Loyalty Manager
Zappos Retail

11:45

Delivering Customer Satisfaction and Meaningful Experiences to Foster Brand Loyalty

- Leveraging well-executed customer engagements to promote loyalty program enrollment
- Delivering a consistent brand experience across all customer-facing touchpoints to instill brand trust and build loyalty
- Ensuring a movement toward customer advocacy through a strong customer-centered culture

Chelisa Boyd, Vice President Rewards Product Management,
SunTrust Bank

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12:45 Networking Lunch

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

1:45

Panel Discussion

Enriching Brand Relationship to Elevate Loyal Customers to Advocates

- Delivering a human touch through new technology customer engagement channels
- Designing advocacy tools that provide a convenient means for customers to promote the brand
- Offering a separate rewards / recognition to specifically incentivize customer advocacy activity

Moderator:

Chelisa Boyd, Vice President, Rewards Product Management
SunTrust Bank

Panelists:

Julie Heisel, Director, Customer Lifecycle Management
General Motors

John Bartold, VP, Loyalty Solutions

Epsilon

2:45

The Evolution of "Relevancy" – Delivering Relevant Rewards Anytime, Anywhere for what Matters Most to Our Customers

- Meeting customers on their turf: Shifting relevant reward offerings from traditional 'rewards home sites' to where customers are already engaged
- Making it easy: Making it easier for customers to get relevant rewards by giving members the ability to use their points across their franchise relationships and externally wherever they are
- Getting personal: Shifting the conversation away from what we want the customer to do to by asking "What do YOU want to do today" and being the brand that helps them achieve what matters most to them

Jean Bartels, SVP Citi ThankYou® Rewards Rewards Engagement
Citigroup

3:30 Chairperson's Closing Remarks

3:45 End of Conference

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TIBCO® Loyalty Lab is a leading provider of customer experience management products and services for many of the world's largest brands including Virgin America, The North Face and Nine West. Our integration expertise, real-time decision engines, marketer-centric platform and built-in predictive analytics help brands deliver personalized, right-time engagement that turns customers into fans. www.loyaltylab.com

PANEL PARTNERS:



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WHY MUST YOU ATTEND:

The benefits of loyal customers are enormously apparent and far-reaching. Whether dedicated buyers, online advocates, or data providers, loyal customers lift businesses to higher profit levels and greater brand awareness. Considering the onset of forums and review platforms of this digital age (LinkedIn, Yelp, Facebook and Twitter comments), consumers increasingly have the ability to comment and share their brand perceptions 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 brand.

On the other hand, loyal customers have the potential to advocate brands to millions of potential customers through these new channels and platforms. By creating and maintaining dynamic relationships with these loyal customers, brands can harness these consumer-marketers to ensure a share of wallet and encourage their advocacy of the brand and products.

The inaugural Customer Loyalty 2014 Conference will give customer loyalty professionals a deeper look into the key issues affecting the design and delivery of consistent, meaningful, and rewarding customer loyalty strategies, programs, and platforms to achieve an ever-growing, loyal, and active customer base.